

Tourism and the wider Visitor Economy in Shropshire

Enterprise and Growth Scrutiny Committee

2nd February 2017

Tourism and its contribution to economic growth

- Valued at £245 million (direct net impact), 4% of economy
- Supporting 12,000 jobs, 8.5% of employment
- Highlighted in the Shropshire LEP and ESIF strategies as an investment priority
- Will be a key strand in the new, emerging Economic Growth Strategy for Shropshire

Further examples of impact

- Visitor numbers to Shropshire owned facilities (2016/17 to date):
 - 890,000 to outdoor recreation visitor centres
 - 146,000 to museums and archives
 - 180,000 to Theatre Severn
 - 64,500 to Old Market Hall (cinema)
 - 1.9 million to leisure centres
- Attingham Park in top 5 paid visitor attractions in West Mids (402,000 visitors 2015)
- RAF Museum Cosford in top 3 unpaid visitor attractions in West Mids (355,000 visitors 2015)

The growth of the Visitor Economy in Shropshire

- Significant private sector investment – new bars, restaurants, coffee houses, hotels and visitor experiences over the past 5 years
- Improved rail links to Shropshire
- Improved signage from the M6 – Shrewsbury now ‘signed’
- New Wayfinding scheme to be developed
- Creation of Shrewsbury BID

Shropshire Council's input to date

- Investment (one off and revenue) into our cultural facilities and the wider offer
- Revenue support currently £1.68 million
- Investment into the wider Visitor Economy
- Officer support to the sector

Supporting the Visitor Economy in the future

- A key part of the wider economic growth strategy for Shropshire
- Continued investment – one off and revenue
- Continued support – strategic and coordination
- Developing our marketing strategy and the offer (with the wider sector)
- Focusing on target audiences and maximising reach
- An active ‘partner’ as part of the wider visitor economy market
- Will ‘lead’ when appropriate