

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Executive Member – Economic Development and Rural Affairs
Date:	7 November 2012
Title:	Hotel Futures Study
Reference:	4364
Report From:	Director of Economy, Transport and Environment

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1. Executive Summary

1.1. The purpose of this paper is to seek approval for Hampshire County Council to commission a Hampshire Hotel Futures Study and contribute £15,000 towards the cost. As background, this paper also highlights the importance of Hampshire's hotel sector, why Hampshire County Council has supported its development and why it should continue to do so.

2. Contextual information

2.1. Hampshire County Council commissioned a Hotel Futures study for the County back in 2001, which ran concurrently with the first regional study commissioned by the Regional Tourist Board. The County Council's additional input to the programme of work enabled a more detailed evaluation of market potential at a local level, and the production of performance and potential outputs for most of the towns and cities in Hampshire.

2.2. An investment seminar and action plan was prepared by the County Council, which identified responsibilities and opportunities for partnership working. The County Council subsequently commissioned some additional work including purchasing a hotel developer database to enable direct targeting of hotel companies. In 2002, the hotel performance research was updated and it has now been incorporated into a 3-yearly cycle of research as part of the Hampshire Tourism Trends Survey. The market up-date was repeated in 2005 and again in 2008. A further study funded by Partnership for Urban South Hampshire was commissioned in 2010. Hotel investment and Tourism Officer seminars have been held to disseminate the findings.

2.3. Several Councils and District Councils have commissioned more detailed local Hotel Futures studies, including Portsmouth, Havant, Test Valley, East Hampshire, Gosport, Basingstoke and Deane and Rushmoor. Those studies

enabled other modules of work to be built in which would have been difficult to deliver in a county study, particularly given the size of Hampshire. Their studies included policy reviews, local business surveys, market forecasting and site assessments. Hotel investment materials were prepared for the County and those destinations where development potential had been identified.

- 2.4. A further study will capitalise on the activity since 2001 and enable an understanding of the current hotel market to take place and help facilitate the right sort of development to aid economic growth in Hampshire.

3. Finance

- 3.1. It is proposed that Hampshire County Council finances a further study in early 2013. This will enable 2012 hotel performance data to be captured. A sum of £15,000 would core fund the study.
- 3.2. There may also be an opportunity (as highlighted above) for districts and boroughs to buy into more detailed components of the study. LEP support may also be sought.

4. Performance

- 4.1. The Hotel Futures project has enabled the County Council to help support the development of the County's hotel sector. Since 2002 the initiative has helped deliver over 1,500 new hotel rooms with an investment of over £100 million in the County. Over 300 rooms have been delivered through extensions and upgrades.

5. Other key issues

- 5.1. The study programme is likely to include audits of current and potential future supply, surveys of Hampshire hotel managers to assess performance, forecasting of demand for hotels over a 10-15 year period and site assessment, developer testing and issues analysis.
- 5.2. Tourism South East (TSE) is no longer able to help fund the programme, as the abolition of SEEDA means that it no longer receives core funding for regional tourism development initiatives. However, TSE is still able to assist with the project management and help to steer the study, which is beneficial and welcomed.
- 5.3. An important component of the study would be the preparation of investment materials and the development of a campaign to promote the opportunities for hotel development to developers. Dissemination of the study findings could also be delivered through the Hampshire County Council inward investment materials website.

6. Future direction

- 6.1. This study would enable Hampshire County Council to play a key role in assisting the development of the hotel sector in Hampshire and capitalise on the programme it has helped deliver since 2001.

7. Recommendation

- 7.1. That Hampshire County Council commissions a Hampshire Hotel Futures Study and contributes £15,000 towards the cost.

CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	no
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	yes
Corporate Improvement plan link number (if appropriate):	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

DocumentLocation

None

IMPACT ASSESSMENTS:

1. Equalities Impact Assessment:

- 1.1 The proposals in this report have been developed with due regard to the requirements of the Equality Act 2010, including the Public Sector Equality Duty and the Council's equality objectives. An assessment of the impacts in this service area can be found at <http://documents.hants.gov.uk/equality-impact-assessments/ete/3-3-regeneration.doc>

It is considered that the issues covered by this report will not have impacts requiring further specific actions by the Council above those already established in its existing policies and working procedures.

2. Impact on Crime and Disorder:

- 2.1. None

3. Climate Change:

- a) How does what is being proposed impact on our carbon footprint / energy consumption?

No significant change is anticipated.

- b) How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

It is considered that the issues covered by this report will not have impacts requiring further specific actions by the Council above those already established in its existing policies and working procedures.