

Hinkley Tourism Action Partnership

Terms of Reference

1 Background

As part of the Section 106 Site Preparations and Main Works agreements for Hinkley Point C, the three local authorities concerned (Somerset County Council, West Somerset Council & Sedgemoor District Council) have agreed a package of financial contributions with EDF Energy to support local communities. These have been allocated to help mitigate potential impacts and maximise opportunities from the development in a range of areas including; housing, community, economic development and tourism.

The Hinkley Tourism Action Partnership (HTAP) is concerned specifically with how certain elements of the 'Tourism Contribution' will be applied in relation to potential impacts and opportunities associated with Hinkley Point C after requesting and taking into account representations from other representative bodies or businesses in the tourism sector.

2 Definitions

S106 - Section 106 of the Town and Country Planning Act 1990

DCO - Development Consent Order

HPC - Hinkley Point C

HTAP - Hinkley Tourism Action Partnership

SCC - Somerset County Council

SDC - Sedgemoor District Council

WSC - West Somerset Council

TIC - Tourist Information Centres (generic name for information centres)

3 Principal Purpose

HTAP will provide strategic direction for the tourism sector in order to mitigate potential negative impacts and maximise opportunities from the development of Hinkley Point C across the area of impact in West Somerset, Sedgemoor and the rest of Somerset. It will manage the preparation of the Hinkley Tourism Strategy and Action Plan and will monitor delivery of identified actions.

It will make recommendations on the allocation of contributions secured under the S106 Preliminary Planning Stage for tourism (Appendix 2) and the S106 for main works (Appendix 3). All recommendations need to be considered and agreed by West Somerset Council's Cabinet (for allocations under £25,000 and Council for amounts in excess of

this). There is also an agreed requirement to share recommendations with the HPC S106 Planning Obligations Board. Plans for member engagement are included in Appendix 1.

4 Objectives

1. To define the area, type and level of potential impacts and opportunities on tourism from the development of HPC in West Somerset, Sedgemoor and rest of Somerset and implement appropriate monitoring mechanisms that will feed into the development and periodic update of the Hinkley Tourism Strategy and Action Plan.
2. To manage the development and implementation of a Hinkley Tourism Strategy and Action Plan, to mitigate potential negative impacts and maximise opportunities for the tourism industry from the development of HPC and make recommendations for the best allocation of funding secured from the S106 Agreement for site preparation (and S106 Agreement for main works if DCO is approved) across West Somerset, Sedgemoor and the rest of Somerset. The S106 Agreement requires the HTAP to "coordinate tourism marketing and sector development activity to ensure that all activity is strategically significant, that there is no overlap between activities and that there are no significant gaps in response to the challenges and opportunities relating to the construction and operation."
3. To manage the development and implementation of marketing and promotional activities developed under the Hinkley Tourism Strategy and Action Plan to achieve overall ambitions and support the Exmoor, Coast & Quantock Hills, and Somerset, visitor destination brands, such marketing and promotional initiatives could include artwork, agency fees, social media and online PR, outdoor advertising, email advertising, online advertising, press advertising and editorials.
4. To manage the development and implementation of a Visitor Management Plan for the geographic area extending from Williton to Bridgwater and bounded by the Quantock Hills, and which sets out travel planning measures together with promotional initiatives that seek to encourage visits to West Somerset and Sedgemoor.
5. To manage the development and implementation of an annual survey to identify the potential types and levels of impact of the construction and operation of HPC on tourism in Somerset and identifying the impacts that this will have on tourism.
6. Through Officers, to liaise, support and advise the wider tourism industry, including businesses, information centres, tourism bodies, local authorities and community groups on issues relating to the development of HPC and associated impacts on tourism.
7. To liase regularly with and review the activities of Tourist Information Centres in order to ensure alignment with the Hinkley Tourism Strategy and Action Plan.

5 HTAP Roles & Responsibilities

Sedgemoor District Council: Elected SDC members will be jointly responsible with other local authority members for overseeing the work of HTAP, and for sending an officer representative to meetings, anticipated to be either the Service Manager for Economic Development and/or the Tourism Officer, in order to work with partners to successfully achieve HTAP objectives.

West Somerset Council: Elected WSC members will be jointly responsible with other local authority members for overseeing the work of HTAP, and for sending an officer representative to meetings, anticipated to be the Economic Regeneration & Tourism Manager and/or Tourism Officer, in order to work with partners to successfully achieve HTAP objectives.

Somerset County Council: Elected SCC members will be jointly responsible with other local authority members for overseeing the work of HTAP, and for sending an officer representative to meetings, anticipated to be Economy Team Manager or Economic Development Officer, in order to work with partners to successfully achieve HTAP objectives.

Exmoor National Park Authority: Responsible for contributing to the successful achievement of the HTAP objectives, sending a representative to meetings, anticipated to be the Sustainable Economy Manager, and reporting back to members.

EDF Energy: Responsible for maximising the opportunities that arise from the HPC Project in relation to tourism, the Project Manager with responsibility for community impact attending meetings, and sharing information with partners on the Hinkley development.

Somerset Tourism Association (Operating as Visit Somerset): Responsible for contributing to the successful achievement of the HTAP objectives, sending a representative to meetings, and reporting back to the Somerset tourism industry via the Somerset Tourism Association.

Exmoor Tourist Association (Operating as Exmoor Tourism): Responsible for contributing to the successful achievement of the HTAP objectives, sending a representative to meetings, and reporting back to the Exmoor tourism industry via the Exmoor Tourist Association and Exmoor Tourism Partnership.

6 Scope of Partnership

The HTAP has been created as a formal partnership to enable partners and key stakeholders to work together to ensure that negative impacts on tourism from the development of HPC will be kept to a minimum, and that any positive opportunities are fully exploited. The Hinkley Tourism Strategy and Action Plan will reflect how this will be

done and will best reflect partner and key stakeholder priorities for tourism and economic development.

It is a Partnership that will make recommendations and provide strategic guidance, and will seek to realise the principal purpose and objectives outlined in this document, as well as maximising the potential of tourism mitigation monies allocated from the S106 Agreement for site preparation and for main works if DCO is approved, leveraging in further funding and or activity wherever appropriate.

The Partnership is a strategic forum that will seek to be positive, inclusive and strategic in its approach to dealing with issues and developing marketing and visitor information activities. If and when appropriate the Partnership will seek advice and help from external organisations, bodies and individuals in order achieve the best for tourism throughout the area.

7 Governance

- Meetings will be held quarterly, and become more frequent or less so at the discretion of the partnership. They will be structured according to normal meeting codes of conduct.
- Meeting venues and the role of chairperson will be shared between the three local authority partners.
- The administration of meetings will be shared between the two tourism officers employed from tourism contributions under the S106 site preparation and main works agreements.
- The writing of documents, such as the Hinkley Tourism Strategy and Action Plans, will be coordinated and written by the two Tourism Officers employed from tourism contributions under the S106 site preparation and main works agreements, liaising with the HTAP and all stakeholders.
- Actions set out in the various strategic documents will be led by and delivered by partners in the HTAP responsible and/or on behalf of the partnership by the two Tourism Officers employed from tourism contributions under the S106 site preparation and main works agreements.
- Members of the Partnership will work together to resolve issues and make decisions by consensus. If a consensus cannot be reached, or other issues arise that are out of scope for the HTAP to resolve, then these must be escalated upwards to the HPC Development Strategy Group.
- Regular reports and recommendations for specific allocations of expenditure will be made to West Somerset Council elected members. Initiatives of over £25k need to be

put to Full Council, while under this amount recommendations need to be considered by the Council's Cabinet.

- West Somerset Council is responsible for co-ordinating partner input into the HPC Delivery Steering Group (DSG) Reporting Dashboard and feeding back progress as required.
- The Partnership will communicate and involve members by...(see PA paper – Appendix 1?)
- The HTAP Terms of Reference will be reviewed during the transition period of the HPC S106 Agreements and thereafter on an annual basis.



The Hinkley Tourism Partnership is working together to maximise opportunities from the development of Hinkley Point C for tourism across Somerset and Exmoor.

Member Engagement / Clearance

As part of the development process for the forthcoming Tourism Strategy, partners will be required to independently approve and sign off the final document.

In the case of the Local Authorities, the relative delegation of officers to do this differs from council to council. In Sedgemoor, for example, internal approval will be needed from its Hinkley Programme Board before the Strategy can be recommended for approval by POB. Alternatively, in West Somerset, the Strategy will need to go before full council.

It is highly likely as part of this sequence that there will be significant member interest in the Strategy, with the potential to disrupt and curtail rapid delivery. Previous experience suggests that funding strategies, particularly those around the tourism sector, have a history of dividing opinion and proving difficult to reach consensus upon.

Ensuring an effective approach to member engagement is therefore going to be key to ensure momentum is sustained and a decent level of ownership and buy in is achieved before roll out.

With this in mind, the following is recommended:

- That clear opportunities are identified within the development timetable for individual authorities/ partners to test the strategy with their respective organisations and stakeholders. It will be for individual authorities and partners to determine what works best in their respective environment, but should enable them to return to the table with an effective mandate to move the work forward;
- That portfolio holders are utilised as champions and sounding boards for the Strategy through the development processes, with structured opportunities to feed-in; and
- That a sub group of the three portfolio holders (plus EDF) is held at the mid-point of the development process, to allow for a discussion on the emerging strategy amongst POB members. This will both allow for preparatory soundings in advance of a final presentation and facilitate stronger ownership of the strategy once it has been put through approval processes.

Whilst the above is time consuming, and puts an onus on authorities and portfolio holders to bring their members with them, it will help to ease the potential for later debate, as well as help to smooth over potential challenges from individual members as funding is moved forward.

Ensuring that HTAP has a clear mandate to take the strategy forward though will be essential if rapid progress is to be achieved. Previous experience of Joint Tourism activity also tells us that doing so without a clear mandate from members is likely to be far more difficult.

**SITE PREPARATION WORKS
SCHEDULE 15 – TOURISM**

1. DEFINITIONS AND INTERPRETATION

Where in this Schedule the following defined terms and expressions are used they shall have the following respective meanings unless otherwise stated:

"Marketing and Promotional Initiatives" means the marketing and promotional initiatives to be developed under the Tourism Strategy and Action Plan promoting Somerset and Exmoor as a visitor destination, such marketing and promotional initiatives could include artwork, agency fees, social media and online PR, outdoor advertising, email advertising, online advertising, press advertising and advertorials;

"Tourism Action Partnership" means West Somerset Council, the County Council and Sedgemoor Council who will come together to decide how certain elements of the Tourism Contribution shall be applied after requesting and taking into account representations from other representative bodies of businesses in the tourism sector;

"Tourism Contribution" means the sum of £700,000 in total for the purpose of mitigating impacts on tourism arising from Development and/or other elements of the Project (if permitted);

"Tourism Monitoring Survey" means the annual survey to identify the potential types and levels of impact of the construction and operation of the Development and/or other elements of the Project (if permitted) on tourism in Somerset and identifying the impacts that this will have on tourism as an economic sector in Somerset;

"Tourism Officer" means the tourism officer or officers to be employed by West Somerset Council and/or Sedgemoor Council and whose role would include the preparation of the Tourism Strategy and Action Plan, formulation and delivery of marketing and educational initiatives, developing promotions in West Somerset and Sedgemoor, liaising with tourism businesses, working with the Travel Plan Officer with respect to the Tourism Visitor Management Plan, formulating and delivering education, skills and business support activities, liaising with tourism accommodation providers on standards, quality, planning advice and monitoring of construction worker take-up of bed-spaces, monitoring of tourism related impacts, and liaising with partner organisations;

"Tourism Strategy and Action Plan" means the tourism strategy and action plan which will coordinate tourism marketing and sector development activity to ensure that all activity is strategically significant, that there is no overlap between activities and that there are no significant gaps in response to the challenges and

opportunities relating to the construction and operation of the Development and/or other elements of the Project (if permitted);

"Tourism and Visitor Management Officer Resources" means operational budget to enable two full time Tourism Officers to be employed by West Somerset Council and/or Sedgemoor Council to engage with the Tourism Action Partnership;

"Tourism Visitor Management Plan" means a visitor management plan for the geographic area extending from Williton in the north west, across to Steart in the east, south towards Bridgwater and bounded to the west by the Quantocks, which would set out travel planning measures together with promotional initiatives that seek to encourage day and weekend visits to West Somerset and Sedgemoor; and

"Tourist Information Centres" means the following information centres: Minehead information centre, Watchet information centre, Porlock information centre, Bridgwater information centre (currently located at the Bridgwater Arts Centre), Burnham-on-Sea information centre, Sedgemoor Services M5 information centre and A303 information centre.

2. TOURISM CONTRIBUTION

2.1 NNB GenCo shall pay the Tourism Contribution to West Somerset Council in the following instalments and for the following purposes:

2.1.1 for the purposes of the Tourism Action Partnership procuring, producing or delivering the Tourism Strategy and Action Plan and providing the Tourism and Visitor Management Officer Resources:

- (a) the sum of £90,000 prior to the Implementation of Phase 2 and NNB GenCo shall not Implement Phase 2 unless that sum has been paid,
- (b) the sum of £90,000 prior to the first anniversary of the Implementation of Phase 2;

2.1.2 for the purposes of the Tourism Action Partnership carrying out the Marketing and Promotional Initiatives and carrying out the Tourism Monitoring Survey:

- (a) the sum of £160,000 prior to the Implementation of Phase 2 and NNB GenCo shall not Implement Phase 2 unless that sum has been paid; and
- (b) the sum of £160,000 prior to the first anniversary of the Implementation of Phase 2; and

2.1.3 for the purposes of supporting existing Tourist Information Centres:

- (a) the sums of:

(1) £50,000 prior to the Implementation of Phase 1 and NNB GenCo shall not Implement Phase 1 unless that sum has been paid; and

(2) £50,000 prior to the Implementation of Phase 2 and NNB GenCo shall not Implement Phase 2 unless that sum has been paid; and

(b) the sum of £100,000 prior to the first anniversary of the Implementation of Phase 2.

3. PROJECT INFORMATION CENTRE

3.1 NNB GenCo shall provide the Project Information Centre and shall retain it during the Construction Period.

4. MAXIMUM LIABILITY OF NNB GENCO

The maximum liability of NNB GenCo pursuant to paragraph 2 of this Schedule 15 is £700,000, being the total amount of the Tourism Contribution Index Linked in accordance with clause 14 and together with any Interest due pursuant to clause 15.

MAIN WORKS**SCHEDULE 4 – ECONOMIC DEVELOPMENT AND TOURISM**

(paragraphs relating to economic development have been omitted)

1. DEFINITIONS AND INTERPRETATION

1.1 Where in this Schedule the following defined terms and expressions are used they shall have the following respective meanings unless otherwise stated:

"Local Tourism Officer" means the tourism officer to be employed by West Somerset Council and whose role would include the preparation of the Tourism Strategy and Action Plan, formulation and delivery of marketing and educational initiatives, developing promotions in West Somerset and Sedgemoor, liaising with tourism businesses, working with the Travel Plan Officer with respect to the Tourism Visitor Management Plan, formulating and delivering education, skills and business support activities, liaising with tourism accommodation providers on standards, quality, planning advice and monitoring of construction worker take-up of bed-spaces, monitoring of tourism related impacts, and liaising with partner organisations;

"Marketing and Promotional Initiatives" means the marketing and promotional initiatives to be developed under the Tourism Strategy and Action Plan promoting Somerset and Exmoor as a visitor destination, such marketing and promotional initiatives could include artwork, agency fees, social media and online public relations, outdoor advertising, email advertising, online advertising, press advertising and advertorials;

"Sedgemoor and Somerset Information Centres" means the Bridgwater information centre (currently located at the Bridgwater Arts Centre), Burnham-on-Sea information centre, Sedgemoor Services M5 information centre and A303 information centre;

"Strategic Tourism Officer" means the tourism officer to be employed jointly by the County Council and Sedgemoor Council, reporting to the County Council on strategic tourism matters, and Sedgemoor Council on local tourism matters and whose role includes the preparation of the Tourism Strategy and Action Plan, formulation and delivery of marketing and educational initiatives, developing promotions in the wider Sedgemoor and County area, liaising with tourism businesses, working with the Travel Plan Officer with respect to the Tourism Visitor Management Plan, formulating and delivering education, skills and business support activities, liaising with tourism accommodation providers on standards, quality, planning advice and monitoring of construction worker take-up of bedspaces, monitoring of tourism related impacts, and liaising with partner organisations;

"Tourism Action Partnership" means West Somerset Council, the County Council and Sedgemoor Council who will come together to decide how certain elements of

the Tourism Contribution shall be applied after requesting and taking into account representations from representative bodies of businesses in the tourism sector;

"Tourism Contribution" means the sum of £1,480,000 in total for the purpose of mitigating potential impacts on tourism arising from the Project to be paid pursuant to this Schedule 4;

"Tourism Monitoring Survey" means the annual survey to identify the potential types and levels of impact of the construction and operation of the Project on tourism in Somerset and identifying the impacts that this will have on tourism as an economic sector in Somerset;

"Tourism Strategy and Action Plan" means the tourism strategy and action plan which will coordinate tourism marketing and sector development activity to ensure that all activity is strategically significant, that there is no overlap between activities and that there are no significant gaps in response to the challenges and opportunities relating to the construction and operation of the Project;

"Tourism and Visitor Management Officer Resources" means operational budget to enable two full time Tourism Officers to be employed by West Somerset Council and/or Sedgemoor Council and/or the County Council to engage with the Tourism Action Partnership;

"Tourism Visitor Management Plan" means a visitor management plan for the geographic area extending from Williton in the north west, across to Steart in the east, south towards Bridgwater and bounded to the west by the Quantocks, which would set out travel planning measures together with promotional initiatives that seek to encourage day and weekend visits to West Somerset and Sedgemoor; and

"West Somerset Tourist Information Centres" means the Minehead information centre, Watchet information centre and Porlock information centre.

10. TOURISM CONTRIBUTION SEDGEMOOR AND SOMERSET COUNTY

10.1 NNB GenCo shall pay to Somerset County Council:

10.1.1 the sum of £45,000 on or before the Commencement Date;

10.1.2 the sum of £45,000 on or before the first anniversary of the Commencement Date;

10.1.3 the sum of £45,000 on or before the second anniversary of the Commencement Date; and

10.1.4 the sum of £45,000 on or before the third anniversary of the Commencement Date,

as contributions towards the cost of carrying out the duties of the Strategic Tourism Officer; and

10.1.5 the sum of £40,000 on or before the later of the Transitional Date and the second anniversary of the Implementation of Phase 2;

10.1.6 the sum of £40,000 on or before the later of the Transitional Date and the third anniversary of the Implementation of Phase 2;

10.1.7 the sum of £40,000 on or before the later of the Transitional Date and the fourth anniversary of the Implementation of Phase 2; and

10.1.8 the sum of £40,000 on or before the later of the Transitional Date and the fifth anniversary of the Implementation of Phase 2,

as contributions towards the cost of operating the Sedgemoor and Somerset Information Centres.

11. TOURISM CONTRIBUTION WEST SOMERSET

11.1 NNB GenCo shall pay to West Somerset Council:

11.1.1 the sum of £45,000 on or before the later of the Transitional Date and the second anniversary of the Implementation of Phase 2;

11.1.2 the sum of £45,000 on or before the later of the Transitional Date and the third anniversary of the Implementation of Phase 2;

11.1.3 the sum of £45,000 on or before the later of the Transitional Date and the fourth anniversary of the Implementation of Phase 2; and

11.1.4 the sum of £45,000 on or before the later of the Transitional Date and the fifth anniversary of the Implementation of Phase 2,

as contributions towards the cost of West Somerset Council employing the Local Tourism Officer; and

11.1.5 the sum of £40,000 on or before the later of the Transitional Date and the second anniversary of the Implementation of Phase 2;

11.1.6 the sum of £40,000 on or before the later of the Transitional Date and the third anniversary of the Implementation of Phase 2;

11.1.7 the sum of £40,000 on or before the later of the Transitional Date and the fourth anniversary of the Implementation of Phase 2; and

11.1.8 the sum of £40,000 on or before the later of the Transitional Date and the fifth anniversary of the Implementation of Phase 2,

as contributions towards the cost of operating the West Somerset Tourist Information Centres.

12. MARKETING AND PROMOTIONAL INITIATIVES

12.1 NNB GenCo shall pay to West Somerset Council, on behalf of the Tourism Action Partnership:

12.1.1 the sum of £200,000 on or before the later of the Transitional Date and the second anniversary of the Implementation of Phase 2;

12.1.2 the sum of £200,000 on or before the later of the Transitional Date and the third anniversary of the Implementation of Phase 2;

12.1.3 the sum of £200,000 on or before the later of the Transitional Date and the fourth anniversary of the Implementation of Phase 2; and

12.1.4 the sum of £200,000 on or before the later of the Transitional Date and the fifth anniversary of the Implementation of Phase 2,

for the purposes of the Tourism Action Partnership carrying out the Marketing and Promotional Initiatives and carrying out the Tourism Monitoring Survey.