

**REPORT FROM THE EXECUTIVE MEMBER FOR PUBLIC
TRANSPORT, TOURISM, RECREATION AND HERITAGE
TO THE MEETING OF FULL COUNCIL
ON WEDNESDAY, 16 NOVEMBER 2016**

DBID

Following the recent vote by tourism businesses to establish a Destination Business Improvement District (DBID) for the Island, work to develop the BID company through Visit Isle of Wight continues.

This includes the establishment of a new DBID board with a membership that represents the range of tourism business who will be paying the annual levy.

Visit Isle of Wight recently held a briefing on the 2017 tourism marketing plan at Shanklin Theatre which was well attended, giving businesses the opportunity to understand the objectives for next year's campaign and ensure resources are targeted to deliver increased visitor numbers and opportunities to the Island's visitor economy.

Island Infrastructure Task Force

Since it was formed earlier in the year, the Island Infrastructure Task Force has been meeting regularly as a board and has also been holding a number of hearings with agencies, interested parties, businesses and operators to discuss and identify key infrastructure issues for the Island. A broad range of transport issues ranging from congestion, public transport, and cross-Solent transport to cycling and walking infrastructure are being raised and which the Task Force will be considering in more depth and reporting on to the council in due course.

Councillor Shirley Smart
Executive Member for Public Transport, Tourism, Recreation and Heritage