



**RHONDDA CYNON TAF COUNCIL**

**RECORD OF DECISIONS OF THE EXECUTIVE**

**DECISION MADE BY: Cabinet    DATE DECISION MADE: 23 September, 2021**

**Cabinet Members Present:**

Councillor A Morgan (Chair), Councillor M Webber (Deputy Chair),  
Councillor R Bevan, Councillor A Crimmings, Councillor J Rosser,  
Councillor R Lewis, Councillor C Leyshon and Councillor G Hopkins

**Apologies for Absence:**

Councillor M Norris

**Other Councillor(s) in Attendance:-**

Councillor J Brencher

***Agenda Item : 5***

**SUBJECT: RCT TOURISM STRATEGY**

**1. DECISION MADE:**

**Agreed –**

1. That following consider of the responses to the public consultation exercise undertaken in respect of the draft RCT Tourism Strategy that no further amendments are required to the proposals, other than those already adopted into the Strategy.
2. To approve the draft RCT Tourism Strategy as the official strategic document that will underpin the Council's tourism priorities and efforts.

**2. REASON FOR THE DECISION BEING MADE:**

The need to provide Cabinet with the results of the public consultation exercise carried out on the draft Rhondda Cynon Taf (RCT) Tourism Strategy.

To seek approval from the Cabinet to formalise the draft RCT Tourism Strategy.

**3. LINKS TO CORPORATE PRIORITIES/FUTURE GENERATIONS - SUSTAINABLE DEVELOPMENT:**

RCT Council's Corporate Plan 2020-2024, "Making a Difference" identifies positioning RCT as a visitor destination, developing a tourism offer that encourages people to come to the County Borough.

The Sustainable Development Principle and five ways of working have been incorporated into the RCT Tourism Strategy as outlined in section 10 of the report.

**4. CONSULTATION UNDERTAKEN PRIOR TO DECISION BEING MADE:**

A 5-week consultation period ran from the 17 May 2021 – 18 June 2021 with the full consultation results listed in appendix C of the report.

**5. PREVIOUS CONSIDERATION BY A COMMITTEE OF THE COUNCIL:**

Finance & Performance Committee – 29<sup>th</sup> July 2019 ; 20<sup>th</sup> July 2021.

**6. PERSONAL INTERESTS DECLARED:**

None

**7. DISPENSATION TO SPEAK (AS GRANTED BY STANDARDS COMMITTEE):**

N/A

**8. (a) IS THE DECISION SUBJECT TO CALL-IN BY THE OVERVIEW AND SCRUTINY COMMITTEE:**

**Yes**

**Note:** This decision will not come into force and may not be implemented until the expiry of 3 clear working days after its publication to enable it to be the subject to the Call-In Procedure in Rule 17.1 of the Overview and Scrutiny Procedure Rules.

**The closing date for Call-In is 5pm on the 28 September 2021**

**8.(b) IF NO, REASONS WHY IN THE OPINION OF THE DECISION-MAKER THE DECISION IS EXEMPT OR NON APPLICABLE:**

- I. COUNCIL / SCRUTINY FUNCTION (CALL IN IS THEREFORE NON APPLICABLE):-  
Reason: N/A*
- II. URGENT DECISION:-  
Reason N/A*

**8.(c) IF DEEMED URGENT - SIGNATURE OF PRESIDING OFFICER OR DEPUTY PRESIDING OFFICER OR HEAD OF PAID SERVICE CONFIRMING AGREEMENT THAT THE PROPOSED DECISION IS REASONABLE IN ALL THE CIRCUMSTANCES FOR IT BEING TREATED AS A MATTER OF URGENCY, IN ACCORDANCE WITH THE OVERVIEW AND SCRUTINY PROCEDURE RULE 17.2:**

.....  
(PRESIDING OFFICER)

.....  
(Dated)

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**PUBLICATION**

Publication on the Councils Website:- **Thursday, 23 September 2021**

**APPROVED FOR PUBLICATION: ✓**