
Report to

Scrutiny Co-ordination Committee

10th June, 2009

Report of

Councillor Sawdon

Title

Report Back on the Work Of Outside Bodies – Destination Management Partnership Board

1 Purpose of the Report

- 1.1 This report sets out details of the work of Destination Management Partnership Board over the preceding twelve months and details of attendance by the City Council's representatives.

2 Recommendations

- 2.1 To continue to appoint to the Destination Management Partnership Board.

3 Information on Work of Outside Body

- 3.1 In its Visitor Economy Strategy, published in 2004, AWM announced its intention to implement and deliver the strategy through Destination Management Partnerships [DMPs]. These were to be either newly created or formed through the strengthening of existing sub-regional partnerships and would in practice be the vehicle through which individual destinations could access grant funding
- 3.2 In 2006 it was agreed that a single DMP should be formed for Coventry and Warwickshire and a shadow board was established to determine its governance arrangements and terms of reference. These were finalised in January 2008 and essentially created a federation of the existing lead organisations and local authorities in the sub-region.
- 3.3 The Board of the DMP now comprises 14 members nominated as follows:
- CSWP:** 1 Private sector member who acts as chairman of the DMP
 - South Warwickshire Tourism:** 2 private sector members
 - CV One:** 2 private sector members
 - Coventry City Council, Warwickshire County Council and the 5 Warwickshire District Councils** each nominate a representative.
 - North Warwickshire Tourism Association:** 1 private sector member.
 - The Tourism Industry organisations in Rugby:** 1 private sector member

The Board is supported by an executive comprising Coventry and Warwickshire Tourism Officers Group and is established under the auspices of CSWP as the accountable body.

The remit of the DMP is set out in a vision statement [shown at Attachment I] agreed in 2007 but is “subject to subsidiarity on matters that are more appropriately dealt with at local level, recognising the identity and independence of its partners.”

Currently there are no financial liabilities incurred by either the City Council or CV One in respect of the DMP. Membership does, however, provide access to AWM grant funding and in 2008 the DMP published its first business plan which will act as vehicle for future funding bids and performance monitoring. The business plan identified 7 strategic priorities:

1. Market Research
2. Business support & Advice
3. Skills & Workforce Development
4. Transport & Accessibility Infrastructure for the Visitor Economy
5. Visitor Information Strategy & Destination Management Systems
6. International & National Profile and Tourism Business Generation
7. Product Development [including award schemes, events and festivals]

To date £100,000pa has been secured for three years from 2008-09 for the delivery of the under-pinning programme, the main focus of which is domestic and overseas marketing along with the rural festivals and events programme, concentrating mainly on food and drink within the county. The monies are currently split - £37,500 to CVOne, £37,500 to Shakespeare's Country and £25,000 to Warwickshire County Council.

In addition to this £10,000 has been made available to support awards schemes, - £5,000 to the Coventry & Warwickshire Food and Drink Awards and £5,000 to the Godiva Awards.

4 Benefits to the City Council of the Appointment

- 4.1 The benefits to the City Council of membership are its fulfilment, pursuant to the DMP Vision, of a contributory role to enhancing, with partners, the Sub Region as a premier quality destination for domestic and international business and leisure visitors, and to attract more people to stay longer and visit more places within the Sub-region.

5 Attendance Record and Remuneration for the Appointment

- 5.1 DMP meets quarterly and in 2008 Councillor Sawdon attended 3 of its 4 meetings. In 2009 the scheduled meeting in March was cancelled with the next meeting planned for June
- 5.2 There is no remuneration associated with this appointment.

List of background papers

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Papers open to Public Inspection

Description of paper

Location CH59

Schedule of City Council Appointments to Outside Bodies

CSW Destination Management Partnership

Vision Statement and Remit

August 2007

1. The Vision

The aim of the DMP is to enhance the Sub-Region as a premier quality destination for domestic and international business and leisure visitors, and to attract more people to stay longer and visit more places within the Sub-region.

2. Remit

- 2.1 To coordinate the visitor economy development activities and plans of the partners and to monitor the action and business plans designed to deliver the Sub-regional Visitor Economy Strategy.
- 2.2 To facilitate joint strategic planning and communication between the partners and participants in the industry.
- 2.3 Defining and commissioning services for the partners and visitors where there are clear benefits of working jointly and as agreed by the partners.
- 2.4 Representing the interests of the partners to external local, regional and national bodies including Tourism West Midlands, the LSC and other relevant bodies.
- 2.5 Where appropriate to support funding applications to public bodies for the development and promotion of the Sub-regional Visitor Economy.
- 2.6 Work with the Tourism businesses in the Sub-Region to raise the standard and quality of the Visitor Economy product.
- 2.7 Building on the inherent strengths of heritage and infrastructure in the sub-region, the DMP will coordinate and liaise with the local authorities and other appropriate organisations to promote the investment in its services and facilities to provide visitors with a consistently high quality of experience.

3. Within the remit may include:

- 3.1 Strategic planning, monitoring, research and review.
- 3.2 Sharing marketing intentions with a view to identifying joint marketing opportunities including major campaigns, events and publications.
- 3.3 Preparing a strategic marketing framework.
- 3.4 Specifying Destination Management and ITC systems.
- 3.5 Thematic marketing programme development.
- 3.6 Cooperation on visitor information systems and 'dispersal'.
- 3.7 Coordination of business support and workforce development services including Quality at Heart.
- 3.8 Representing and championing the needs of the area at Regional and National level on such strategic issues as transport and higher level tourism policy.
- 3.9 Providing services to the industry as agreed and resourced by the Partners.
- 3.10 Action planning on strategic priorities through sub-groups established by the DMP.
- 3.11 Supporting bids for funding from external bodies including Tourism West Midlands (AWM).
- 3.12 Oversight of the Olympic Tourism and Culture Sub-group set up by CSWP.