

SERVICE LEVEL AGREEMENT

between

**VISIT PEAK DISTRICT AND DERBYSHIRE DESTINATION MANAGEMENT PARTNERSHIP** (*in partnership with DERBYSHIRE and NOTTINGHAMSHIRE CHAMBER of COMMERCE*)

and

**SOUTH DERBYSHIRE DISTRICT COUNCIL**

**THIS AGREEMENT** is made on the 1<sup>st</sup> day of April 2009

BETWEEN:

- (1) **SOUTH DERBYSHIRE DISTRICT COUNCIL** (hereinafter called "SDDC") Civic Offices, Civic Way, Swadlincote, Derbyshire, DE11 0AH
- (2) **VISIT PEAK DISTRICT AND DERBYSHIRE DESTINATION MANAGEMENT PARTNERSHIP** (hereinafter called VPDD DMP) *in partnership with DERBYSHIRE and NOTTINGHAMSHIRE CHAMBER of COMMERCE.*

This agreement shall be read in conjunction with the VPDD DMP constitution and financial statement. It will be time limited to the financial year 2009/10, ending on 31 March 2010.

Both the VPDD DMP and SDDC reserves the right to amend this agreement in response to any unforeseen financial or other circumstances but would wherever possible give 3 months written notice of any significant changes (see section 9).

**Definitions**

EMT	East Midlands Tourism
VPDD DMP	Visit Peak District and Derbyshire Destination Management Partnership
SDDC	South Derbyshire District Council
DMS	Destination Management Partnership
STEAM	Scarborough Tourism Economic Activity Model
TIC	Tourist Information Centre

## 1) **The Role of the VPDD DMP** (*EMT Driving Change May 2004*)

1.1 The principal purpose of the VPDD DMP is to develop, manage and promote the destination, working in partnership with other stakeholders to grow the value of tourism.

1.2 The VPDD DMP has four distinct roles:

**A: Destination Leadership and Co-ordination** – The first and primary role of the VPDD DMP is to focus on developing, managing and marketing the destination by engaging the resources of key partners.

**B: Attracting the Visitor** – The aim is to generate more tourism business. The VPDD DMP will operate like a full service ‘marketing agency’ and generate revenue from this activity. It will have the advantage of being the ‘official’ marketing agency, in line with the Strategy’s determination to provide better and more comprehensive ‘official’ marketing and information, with less duplication.

**C: Services for the Visitor** – The primary aim is to provide visitor-facing channels to market for organisations and products. The VPDD DMP may operate a call centre and/or a conference bureau.

**D: Services for the Industry** – The aim is to support the development of the tourism industry by improving the level of productivity, quality and professionalism. In doing so, it will work in close partnership with other agencies such as Business Links.

## 2) **Objectives**

2.1 The objectives and partner roles underpinning the SLA are detailed in Appendix 1, these include:

- Leadership and Co-ordination
- Marketing and Research
- Visitor Services
- Quality and Skills
- Investment Projects
- Business Tourism

## 3) **General Principles for Collaboration, Support and Communication**

3.1 The VPDD DMP and SDDC agree to commit to working in partnership to secure mutual aims and objectives.

3.2 All expenditure and commitment of finances, including in kind valuations, are subject to VPDD DMP and local authority financial regulations. VPDD DMP accounts will be open to SDDC.

3.3 The VPDD DMP will set up and maintain communication systems that enable a regular, consistent and accurate flow of information on contractual obligations and funding issues to Stakeholders, Management Teams and Board meetings. An annual report will be produced for partners.

3.4 The Chairman and Chief Executive of the VPDD DMP will engage with elected members and officers of SDDC if so requested.

#### 4) Service Delivery

4.1 See Appendix 1 for VPDD DMP and SDDC responsibilities and commitments.

#### 5) Performance Reporting

5.1 The four main East Midlands Tourism key performance indicators (database growth, bed nights, leverage funding, and unique website visitors) will be used to monitor the performance of the VPDD DMP for EMT requirements.

5.2 The following performance indicators will be used to monitor the progress SDDC is making through our partnership activities with the VPDD DMP, and these will be delivered jointly. Individual specific targets will not be set, as circumstances change from year-to-year, but incremental over-all growth will be sought.

SDDC Accommodation Bookings April 2008 to March 2009 <sup>1</sup>								
Property Type	Availability Updates	Page Views	Referrals	TIC Bookings	Provider Bookings	Declined	Total Value	Bednights
Camping & Caravanning Parks	0	217	1	0	0	0	£0	0
Self-catering places	632	50,938	1,492	2	24	0	£19,105	642
Hotels and B&B's	454	17,858	1,705	53	2	0	£5,054	167
Alternative accommodation								
<b>Total 2008/09</b>	1,086	69,013	3,198	55	26	0	£24,160	809

South Derbyshire Business Participation in other VPDD DMP Activity	Baseline 2008/09
Number of SD businesses participating in specific VPDD DMP marketing campaigns	tbc
Number of SD businesses attending: A VPDD DMP conference.	25
Number of additional businesses in SD which joined a Visit Britain/AA accreditation scheme. <sup>2</sup>	6

VPDD DMP Outcomes – across the Sub-region	Actual 2008/09
The amount of EMT funding drawn down by the VPDD DMP for marketing, quality, skills, visitor services, DMS and investment projects.	£523k
Incremental spend based on data taken from respondents from Dec 2007 to Oct 2008 <sup>3</sup>	£4.4m
EMT Return on Investment - Visitor Guide Campaign <sup>3</sup>	52:1
Visit Peak District and Derbyshire DMP RoI (i.e. EMT and Partner RoI) – Visitor Guide Campaign	23:1

<sup>1</sup> Source: Destination Centre Tourism business KPIs April 2008 to March 2009 as reported by New Vision Group

<sup>2</sup> Source: As reported to EMT by Quality project manager 2008/09

<sup>3</sup> Strategic Marketing – Visit Peak District and Derbyshire - Visitor Guide 2007/08 Tourism Marketing Evaluation

Quality Project Data – Sub Regional <sup>2</sup>	Actual 2008/09
Businesses assisted	35
Accommodation achieving quality accreditation	117
Attractions achieving quality assurance or signing up to the code of practice	35
Businesses achieving green credentials	53

5.3 The VPDD DMP will provide regular updates of progress to the Management Team and Board meetings.

5.4 The VPDD DMP will meet with SDDC in 2009, to inform SDDC and review the benefits and future commitment to it. This review will include specific levels of business generated to SD businesses by VPDD DMP activities.

## 6) Breach

6.1 If the VPDD DMP commits a material breach of this Agreement, which is not capable of remedy, then the SDDC may terminate this Agreement with immediate effect by notice in writing.

6.2 If the VPDD DMP commits a material breach of this Agreement, which it is able to remedy, then the SDDC may serve notice on the VPDD DMP specifying a period of not more than 28 working days in which the breach is to be remedied and may not then terminate the contract during that period in respect of that breach. If the breach is not remedied in that period, the matter will be referred to mediation in accordance with the procedure set out below.

## 7) Termination

7.1 SDDC may serve on the VPDD DMP a notice in writing to terminate this Agreement with immediate effect and reclaim from the VPDD DMP all or part of the funds paid which have not at the date of such termination been expended by the VPPD DMP where:

- The VPDD DMP is in breach of any term or condition of this Agreement.
- The VPDD DMP is dissolved for any reason including, without limitation insolvency, a winding up order or the appointment of a receiver or administrator (in which case the VPDD DMP shall notify SDDC immediately in writing).
- Budgetary considerations or a change in law may make it necessary for SDDC to reduce or even discontinue funding to the VPDD DMP. If this occurs, SDDC shall notify the VPDD DMP as soon as possible before the date on which the Partner(s) intends to make the necessary adjustment.

## 8) Rights and Obligations on Termination

8.1 Within 3 calendar months of termination of this Agreement (whether by notice, expiry or otherwise) the VPDD DMP shall:

<sup>2</sup> Source: As reported to EMT by Quality project manager 2008/09

- Forward to SDDC any assets or property or any unused SDDC funds in its possession or control.
- Immediately refrain from holding itself out in any manner whatsoever as having any connection with SDDC
- Assist the SDDC as necessary in ensuring that the duties of the VPDD DMP under this Agreement are efficiently taken over by SDDC. This may include (without limitation) delivery up by the VPDD DMP of all documents and data in the possession of the VPDD DMP.

**9) Variation**

9.1 In the event that VPDD DMP and SDDC agree that changes to the project are required (for example to add or remove an activity or Output, to increase or decrease the quantity of an activity or Output, or to change the order in which the activities are to be performed or the locations where activities are to be provided) then such changes (including any change in the amount or timing) will be negotiated between VPDD DMP and SDDC. Any changes will be recorded in writing and appended to this contract document.

**10) Equal Opportunities**

10.1 The VPDD DMP shall have a written equal opportunities policy statement and shall promote equality of opportunity between all individuals and groups having access to the Services

10.2 The VPDD DMP shall ensure that any allegations of discrimination or complaints made against it are properly investigated and that an appropriate action is taken.

**11) Third Party Rights**

11.1 The provisions of the Contracts (Rights of Third Parties) Act 1999 are hereby expressly excluded from and do not apply to this Agreement.

Signed: \_\_\_\_\_  
 For and on behalf of South Derbyshire District Council

Name (in capitals): \_\_\_\_\_

Position in Organisation: \_\_\_\_\_

Date: \_\_\_\_\_

Signed: \_\_\_\_\_  
 For and on behalf of VPDD DMP

Name (in capitals): \_\_\_\_\_

Position in Organisation: \_\_\_\_\_

Date: \_\_\_\_\_

DMP	SDDC
<b>Leadership and Co-ordination</b>	
<ul style="list-style-type: none"> <li>• Promote the destination by working in partnership with stakeholders to grow the value of tourism</li> <li>• Implement the Tourism Strategy and Business Plan agreed for 2008-11. All the DMP plans and strategies are to be agreed by the VPDD DMP Board, and that this should follow consultation with other partners (who are not on the Board)</li> <li>• Ensure full stakeholder engagement by inviting a representative from EBC, SDDC and AVBC to sit on the Visit Peak District &amp; Derbyshire Board, the Stakeholders and Management Team and all Panels as detailed in the DMP Policy decision-making process</li> <li>• Draft an action plan for each of the Panels i.e.: <ul style="list-style-type: none"> <li>➤ Investment Panel</li> <li>➤ Quality and Skills Panel</li> <li>➤ Marketing Panel</li> <li>➤ Visitor Services Panel</li> <li>➤ Business Tourism Panel</li> </ul> </li> <li>• Present the above action plans to the Stakeholders and Management Team and Board for approval</li> <li>• Work in partnership with the SDDC tourism/leisure team to assist with the delivery of the action plans of the various Panels through the involvement in the relevant development workshops and project planning meetings</li> <li>• Implement their communications plan, which will develop and improve communications with the industry. This will include the production of newsletters, e-blasts and attendance at network group meetings</li> <li>• Deliver 2 major conferences each year; one located in the Peak District and the other outside the Peak District to which all stakeholders and businesses in SDDC area will be invited</li> </ul>	<ul style="list-style-type: none"> <li>• An elected member agreed by Erewash Borough Council, (EBC) South Derbyshire District Council, and Amber Valley Borough Council (AVBC) will sit on the Visit Peak District and Derbyshire Board and work to develop the VPDD DMP policies and strategies</li> <li>• Senior officer agreed by SDDC will sit on the Stakeholders and Management Team to assist with the VPDD DMP decision making processes</li> <li>• Officer as agreed by SDDC to sit on the five Advisory Panels, to offer practical advice on operational matters</li> <li>• Officer as agreed by SDDC to attend development workshops, project planning and other relevant meetings organised by the VPDD DMP to help progress initiatives.</li> </ul>

## Marketing and Research

The VPDD DMP has published a 3 year marketing plan which sets out the marketing priorities to be delivered. This includes the adoption of an 'attract and disperse' strategy using the Peak District as the main 'attract' vehicle. It also includes the use of thematic campaigns to tap into customer interest instead of geographic approaches which will not be used other than for Derby City. The 3 year plan includes:

- Production/distribution and promotional campaign using the Peak District & Derbyshire Visitor Guide to appeal to traditional/existing customers.
- Deliver a short breaks campaign using the EMT marketing monies combining the best of our short break ideas to entice new customers.
- A new campaign to attract younger, urban professionals targeted mainly via new media.
- Develop and manage the website [www.visitpeakdistrict.com](http://www.visitpeakdistrict.com)
- A programme of targeted media visits, a programme of proactive PR campaigns, and reactive PR in response to media inquiries as necessary.
- Deliver on the EMT funded marketing campaigns to attract customers to the region and disperse throughout the region.
- Produce other relevant marketing/promotional material.
- Work with local authority partners to ensure local guides are produced with brand consistency.
- Produce the Welcome Magazine to ensure that visitors are aware of all local opportunities to 'disperse' their wealth.
- Deliver EMT funded research programmes including STEAM, and keep partners informed of results/implications.
- Work with SDDC to help promote local level campaigns and other initiatives.
- Support any relevant bids by SDDC to establish and deliver new events or initiatives.

SDDC Will:

- Mail out the VPDD DMP marketing opportunity publication to all businesses in the area and actively sell the benefits of the VPDD DMP Visitor Guide and website
- Work with the VPDD DMP to develop a short break products, which can be incorporated into the VPDD DMP short break campaign
- Ensure that all accommodation, attractions, eating out, retail, activities, towns and villages and event entries relating to our area on [www.visitpeakdistrict.com](http://www.visitpeakdistrict.com) are accurate, up to date and as comprehensive as possible
- Assist where possible with the VPDD DMP pro-active and reactive PR campaigns
- SDDC will ensure where appropriate that any local guides that are produced will also reflect the VPDD DMP brand
- SDDC will provide appropriate editorial, events information, etc on request for the various VPDD DMP publications
- SDDC will carry out an annual audit the areas accommodation stock and collect visitor figures for the area's attractions to assist with the STEAM research.

<b>Visitor Services (driven via the Visitor Services Action Plan)</b>	
<ul style="list-style-type: none"> <li>• Develop and promote with local authorities and partners a network of information points serving the Peak District and Derbyshire</li> <li>• Official Partner TICs to be recognised as having a key role to play in serving their visitor before their arrival and during their stay.</li> <li>• Review (with partners) the impact of franchised TICs and kiosks.</li> <li>• Produce (with partners) a series of relevant thematic publications, which are necessary to service the needs of the visitor</li> <li>• Review (with partners) the best use and the impact of digital print technology in the delivery of information provision through TICs</li> <li>• Review (with partners) the possibility of delivering a campaign to attract the day visitor</li> <li>• Develop and strategically lead on the DMS and source a sustainable funding stream from 2009 onwards</li> <li>• Encourage industry take up of the DMS and deliver training courses for industry operators to maximise the benefits of Guestlink</li> <li>• Continue to provide training support to TIC staff to maximise the benefits of the DMS.</li> </ul>	<p>SDDC will:</p> <ul style="list-style-type: none"> <li>• Operate a high quality Official Partner TIC's to promote the Peak District and Derbyshire and service email enquiries from <a href="http://www.visitpeakdistrict.com">www.visitpeakdistrict.com</a></li> <li>• Provide information to kiosks in the area, which will promote the Peak District and Derbyshire</li> <li>• Participate in the VPDD DMP assessment of franchise TICs and kiosks</li> <li>• Produce a series of local publications, which are necessary to service the needs of the visitor and recognition of the VPDD DMP brand</li> <li>• Use digital print technology and assist the VPDD DMP in the review of digital print in the delivery of information provision through TICs</li> <li>• Review (in conjunction with the VPDD DMP) the possibility of delivering a campaign to attract the day visitor</li> <li>• Encourage the industry to use Guestlink and signpost providers to the VPDD DMP for training.</li> </ul>
<b>Quality and Skills</b>	
<ul style="list-style-type: none"> <li>• Improve opportunities for businesses to upgrade skill levels via signposting partners to training and career development opportunities, and will deliver or commission appropriate training and support.</li> <li>• Encourage providers to join accredited schemes via a funded (EMT) quality improvement programme, to improve the quality of tourism offer and encourage partners to apply for the Excellent England Award Scheme <ul style="list-style-type: none"> <li>• Make available free of charge (when possible) to businesses in the SDDC area Green Start licenses, to encourage the benefits of being environmentally focussed</li> <li>• Encourage businesses, which achieve Green Start, to attain the Peak District's Environmental Quality Mark</li> </ul> </li> <li>• Deliver a 'Think Family' 'Think Access' and a Food and Drink quality initiative in 2009/10 to businesses in the SDDC area. <a href="#">Page 8 of 9</a></li> </ul>	<ul style="list-style-type: none"> <li>• Promote quality assessed accommodation only and will encourage new providers to join accredited schemes</li> <li>• Encourage businesses, in conjunction with the VPDD DMP, to participate in Green Start and to attain the Peak District Environmental Quality Mark</li> <li>• Work with the VPDD DMP on all quality initiatives.</li> </ul>



<b>Investment Projects</b>	
<ul style="list-style-type: none"> <li>• Work with SDDC to further develop and enhance the tourism infrastructure and product of the area, informed by the Tourism Investment Opportunities Assessment and Investment Framework</li> <li>• Produce marketing packs and commission feasibility studies, funded by EMT monies, for potential investment within the area when the opportunity arises.</li> </ul>	<ul style="list-style-type: none"> <li>• Advise the VPDD DMP of all known tourism development projects in the area</li> <li>• Work with the VPDD DMP to identify any potential developments that will enhance the tourism infrastructure and product of the area and help progress investment.</li> </ul>
<b>Business Tourism</b>	
<ul style="list-style-type: none"> <li>• Publish and implement a plan for business tourism</li> <li>• Allocate up to £5,000 towards business tourism in 2009/10</li> <li>• Attend and support the recently formed Derbyshire Hoteliers advisory panel to which hotels in the SDDC area will be invited to participate.</li> </ul>	<ul style="list-style-type: none"> <li>• SDDC will work with the VPDD DMP to encourage businesses in the area to participate in Conference Derbyshire and the Derbyshire Hoteliers advisory panel.</li> <li>• SDDC Tourist Information Centre will update the DMS to enhance the business tourism content of the website.</li> </ul>