REPORT TO:	ENVIRONMENTAL & DEVELOPMENT SERVICES COMMITTEE	AGENDA ITEM: 9
DATE OF MEETING:	1 JUNE 2006	CATEGORY: DELEGATED
REPORT FROM:	DEPUTY CHIEF EXECUTIVE	OPEN
MEMBERS' CONTACT POINT:	KEVIN MASON (Ext. 5739)	DOC:
SUBJECT:	DELIVERY OF TOURISM – PEAK DISTRICT & DERBYSHIRE DMP	REF:
WARD(S) AFFECTED:	ALL	TERMS OF REFERENCE: ES11

1.0 Recommendations

1.1 That members:

- agree in principle to participate in the Peak District & Derbyshire Destination Management Partnership (DMP);
- endorse a financial contribution of £5,000pa to the DMP; and,
- authorise officers to negotiate a Service Level Agreement between this Council and the DMP, including consideration of how the liaison role will be delivered.

2.0 Purpose of Report

2.1 To update Members on developments in the delivery of tourism services and to seek authorisation for this Council to participate in the development of the Peak District & Derbyshire DMP, including making financial and potential staff contributions.

3.0 Detail

Introduction of Destination Management Partnerships

3.1 The Government announced in 2003 that the Regional Development Agencies would be given the strategic lead for tourism, since when new regional and sub-regional structures have been developed. East Midlands Tourism (EMT) was established by the East Midlands Development Agency to lead the development of tourism in the region. Some £14M has been allocated over three years (a ten-fold increase).

3.2 A major element is the establishment of five county-based Destination Management Partnerships (DMPs) to deliver services previously provided by the Heart of England Tourist Board, including promoting the region's

destinations and being the first point of contact for both visitors and the tourism industry. East Midlands Tourism is providing core funding for DMPs in 2006/07 and 2007/08, with an announcement of funding beyond that date awaited.

3.3 Substantial additional funding for tourism is being made available through EMT and it is important that this Council should engage with the DMP for Derbyshire, creation of which nears fruition. It has been asked, together with the other district councils, the city council, county council and National Park Authority, to formally become a partner and enter into a Service Level Agreement.

Peak District & Derbyshire DMP

3.4 The draft business plan for the Peak District & Derbyshire DMP acknowledges that its success rests absolutely on the willingness of partners in the public sector to entrust key responsibilities to it, and to transfer the appropriate resources.

3.5 Based in Buxton, the Peak District & Derbyshire DMP is likely to be known as 'Visit Peak District & Derbyshire' and will have primary responsibility for:

- destination marketing;
- development of the Destination Management System;
- coordinating research and quality assurance programmes; and
- industry engagement.

3.6 The DMP will take over many of these responsibilities from local authorities but will not have adequate staffing to deliver them directly. It is currently recruiting a small core staff, and some local authority Tourism Officers are being seconded (initially for 2 years).

3.7 The DMP also proposes to create a liaison role, including one for South Derbyshire and The National Forest. The role would by undertaken by tourism officers and would provide the link between the DMP and local tourism businesses. Specific activities would include providing first line contact, advice and signposting for tourism businesses; facilitating communications between the local authority departments and the DMP; contributing to planning marketing campaigns and quality initiatives; and managing local visitor information provision. This Council and the National Forest Company have been asked to consider jointly providing staff time for this role. Discussions are continuing and a further report will be brought to committee once the implications are known.

3.8 New 'Peak District & Derbyshire' branding is being developed to replace existing identities such as Derby City, Amber Valley etc. The Peak District will be the 'attack' brand used to attract visitors and then disperse them throughout Derbyshire. However, due to the acknowledged importance of The National Forest as an emerging sub-regional tourism destination/brand in its own right, it is now recognised that this part of Derbyshire will require a different working relationship with the DMP than elsewhere. As an example, the 'National Forest & Beyond' campaign will continue rather than be

subsumed into the new branding. Discussions are continuing with the DMP and our National Forest partners in order to clarify the implications.

3.9 A financial contribution of £5,000 in 2006/07 and 2007/08 has been sought from this Authority, together with a commitment to providing some staff resource as set out above. It will be necessary to bring a Service Level Agreement to a future committee when further information is available.

4.0 <u>Financial Implications</u>

4.1 The contribution of £5,000 per annum, initially for 2006/07 and 2007/08, can be met from within existing budgets.

5.0 <u>Conclusions</u>

5.1 In order to maximise the economic benefits of tourism for South Derbyshire, it is important that this Authority should fully engage with the DMP, through which substantial EMT funding is being made available. The relatively small financial contribution and the principle of engaging with the DMP should be endorsed by this committee.

5.2 A future report will be brought once the staffing implications of the liaison role are known and the Council is in a position to consider entering into a Service Level Agreement with the DMP.

6.0 <u>Background Papers</u>

6.1 Peak District & Derbyshire Destination Management Partnership Business Plan (consultation document), January 2006.