**COUNCIL CABINET**
**12 February 2020**

**ITEM 13**

Report sponsor: Rachel North, Strategic
Director of Communities and Place
Report author: Stella Birks, Visitor Services and
Development Manager

**Derby City Council**

# Derby Destination Management Plan

## Purpose

1.1    This report seeks approval for The Derby Destination Management Plan (DMP) to be adopted as a key strategy for the City. The DMP identifies the vision, objectives and actions required to help the City to develop as a destination.

1.2    To agree that the DMP vision, objectives and action plan, should be used to inform and influence policies, planning and development of the City to enable maximum potential benefit from the visitor economy.

1.3    Support and communicate an identity for the City of Derby which is used to develop a unique and authentic visitor experience and guide decision making.

## Recommendations

2.1    To approve The Derby Destination Management Plan including objectives and action plan' (DMP) as set out in Appendix 1 of this report.

2.2    To support the use of the DMP to inform policies and planning so that the needs of the visitor economy are reflected and Derby continues to develop as a destination.

## Reasons

3.1    Having a Destination Management Plan is a key recommendation from VisitBritain to enable a place to develop as a visitor destination. VisitBritain is the National Tourism Agency funded by DCMS. They are responsible for building the volume and value of tourism to England.

3.2    The Derby DMP has been produced in consultation with relevant stakeholders amongst Derby's visitor economy businesses, together with actual and potential visitors. It reflects therefore, the real strengths and weaknesses, issues and opportunities concerning the sector. It uses this information to protect and enhance our reputation, highlight interventions which could stimulate change and lead to an increase in visitors. Visitors support the economy, make businesses sustainable and create jobs.

3.3    Being able to refer to a DMP based on stakeholder engagement and visitor data will help the Council and its partners to make strategic decisions that will increase the value of the visitor economy. Achieving the objectives within the DMP could increase the city's chances of success when bidding for events and funding.

**Supporting information**

4.1    The DMP has been created with the input of the DMP Steering Group which is chaired by the Cabinet Member for Culture, Leisure and Tourism. Membership of the Steering Group reflects the key visitor economy sectors, which must all work together to create a successful visitor experience. Representatives from the relevant sectors will continue to meet together four times per year to advise and support the delivery of the DMP action plan.

4.2    The Derby DMP is supported by an action plan to ensure the plan is a relevant and meaningful document leading to effective outcomes. VisitDerby  - the Derby City Council Tourism Team is the local Destination Management Organisation which will lead on the delivery of the DMP action plan

4.3    The DMP will be accountable to and will report directly to the Culture, Leisure and Tourism Board. It will also help to inform and guide the Vibrant City Partnership to ensure wider understanding and commitment to achieving key objectives.

4.4    The DMP supports the Council in its vision to be "…a caring and successful city at the heart of the Midlands, proud of its heritage and ambitious for the future".

4.5    The visitor economy helps to transform our ambitions into sustainable realities. More visitors will  come if we work in partnership to make their complete experience enjoyable.

4.6    To support the vision and objectives within the DMP will mean that the tourism industry businesses will be more likely to work cohesively with each other, gaps are more likely to be filled and barriers are more likely to be addressed. Assets will be more likely to achieve their potential as there will be a more suitable infrastructure. This will ultimately, help reduce the possibility of Derby falling behind more organised destinations.

**Public/stakeholder engagement**

5.1    The various sectors within the tourism industry in Derby have been consulted either at group meetings or individually at one to one meetings. The outcome of the consultation forms the benchmarking and SWOT analysis included in the body of the DMP.

5.2 Research amongst existing and potential visitors has been fed into the main body of the DMP and used to inform the objectives and action plan.

5.3 Ongoing consultation and research will be used to refresh the DMP action plan on an annual basis.

## Other options

6.1 Not adopting the Destination Management Plan. Without the DMP to bring together the various partners and stakeholders, they are less likely to collaborate leading to lack of coordination, wasted resources and missed opportunities.

6.2 Derby will be unlikely to develop as a destination, not recognise and realise potential fail to address our barriers. The City will fall behind our competitors and fail to win bids for events and funding.

## Financial and value for money issues

7.1 There are no direct financial issues in adopting the DMP. If any future decisions require additional resources, this will be subject to a further report.

## Legal implications

8.1 No legal implications arising from this report.

## Other significant implications

9.1 **Risk Management**
The main risk to the Council is the inability to deliver the action plan due to insufficient resources.

**This report has been approved by the following people:**

| Role | Name | Date of sign-off |
|---|---|---|
| **Legal** | Emily Feenan | 07/01/2020 |
| **Finance** | Amanda Fletcher | 10/01/2020 |
| **Service Director(s)** | Claire Davenport | 03/02/2020 |
| **Report sponsor** | Rachel North | 03/02/2020 |
| **Other(s)** | | |

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|---|---|
| **Background papers:** | |
| **List of appendices:** | |
| **APPENDIX 1** | **Derby Destination Management Plan** |