



DERBY CITY COUNCIL

COUNCIL CABINET
1 AUGUST 2006

ITEM 13

Cabinet Member for Personnel, Performance Management and
Economic Development

**Peak District and Derbyshire Destination Management
Partnership**

SUMMARY

- 1.1 Public and private sector partners across the Peak District and Derbyshire have been working together to establish a Destination Management Partnership (DMP) to lead on the delivery of tourism for the area.
- 1.2 The DMP will be established using a combination of core funding from East Midlands Tourism (EMT), support funding and secondment of staff from Local Authorities and project funding from the private sector.
- 1.3 The Council's commitment to the DMP is:
 - the temporary secondment of the Tourism Promotions Officer post
 - an annual allocation of **£27,000** from the existing Tourism marketing budget
 - the transfer of marketing activity income generated from the private sector
 - in-kind continued support from other Officers within the Tourism Unit and Tourist Information Centre.
- 1.4 The total net contribution for 2006/7 will be £72,000.
- 1.5 Subject to any issues raised at the meeting and a meeting of the DMP Board on 27 July on which I will report orally at the Cabinet meeting, I support the following recommendations.

RECOMMENDATIONS

- 2.1 To approve the temporary secondment of the full-time Tourism Promotions Officer post, transfer of income generation, and transfer of £27,000 annually to help establish and run the Peak District & Derbyshire Destination Management Partnership.
- 2.2 To review this arrangement annually, and in particular the DMP's performance and their continued funding from emda and local partners.

- 2.3 To proceed and delegate to the Cabinet Member for Personnel, Performance Management and Economic Development, the Corporate Director for Regeneration & Community, and the Corporate & Adult Social Services Director/Deputy Chief Executive the approval of a detailed Service Level Agreement.

REASON FOR RECOMMENDATIONS

- 3.1 The DMP will act as the main organisation through which tourism marketing and development for the Peak District and Derbyshire will be delivered. The city will benefit from being more closely associated with the strength of the Peak District brand.
- 3.2 EMT have identified the DMPs as being the main organisations for tourism in each area and the only vehicles through which external funding will be channelled from themselves and other organisations such as Derby & Derbyshire Economic Partnership (DDEP).



Peak District and Derbyshire Destination Management Partnership

SUPPORTING INFORMATION

- 1.1 Emda has responsibility for the strategic development of tourism in the region. It has established East Midlands Tourism, which has replaced the Regional Tourist Board. EMT is currently based within emda and reports to emda. As EMT has a strategic remit rather than an operational one, the actual delivery of tourism, marketing and other destination management services across the region is being handled by the five county-wide DMPs.
- 1.2 The DMP is being established as part of the Regional Tourism Strategy produced by East Midlands Tourism for emda.
- 1.3 Emda has identified six specific roles for DMPs:
 - to lead and co-ordinate all tourism initiatives
 - to attract visitors
 - to serve visitors
 - to serve the industry
 - to deliver special projects
 - to pilot or lead on specific region-wide initiatives.
- 1.4 A key DMP role will be marketing the Peak District and Derbyshire both nationally and overseas. The Peak District has been identified by EMT as one of the iconic brands for the region and this be used as the focus for the DMP with Derby as a sub-brand. The DMP will produce and promote the main marketing literature for the area. So there would be a comprehensive Derby section in the Peak District & Derbyshire Guide rather than a Derby Visitor's Guide. The funding that would previously have been used to produce, distribute and advertise the Derby Visitor's Guide will be transferred to the DMP.
- 1.5 The "visitpeakdistrict" website will be adapted to cover the whole Peak District & Derbyshire area with a specific section for the city which can also be accessed directly via the "visitderby" domain name. The current "visitderby" website as hosted on the City Council server will eventually be discontinued and the funding to support it transferred to the DMP. There will be a link from the Council's web site to the DMP web site.

- 1.6 The potential to generate approximately £12,000 of income towards advertising in the Derby Visitors Guide and on the visit derby website will also transfer to the DMP.
- 1.7 The Destination Management System, which underpins all of our Tourism activities, will for the present continue to be funded by the Local Authorities, who will continue to input the data at a local level. This may change in later years as the DMP will look for external funding for the maintenance and development of the system.
- 1.8 The DMP will not be taking on the responsibility for Visitor Information Services. The Tourist Information Centres will continue to be run by the individual Local Authorities who will continue to work with the DMP and EMT to achieve common standards.
- 1.9 Tourism staff at the City Council will work with the DMP on local level promotional activities, quality improvement, industry liaison, research and product development.
- 1.10 Derby Tourism staff will continue to work with Derby Marketing and other DCP partners as appropriate to promote the city.

OTHER OPTIONS CONSIDERED

- 2.1 The other option would be to keep the status-quo with all individual Local Authorities retaining their existing Tourism marketing and visitor information services.
- 2.2 This would result in the Peak District and Derbyshire not being able to draw down tourism funding from EMT, a loss of the potential benefits of the wider marketing exercises, missed opportunities to gain economies of scale, and a possible loss of support from the private sector.
- 2.3 Gradually, the area would start to lose out to its competitors in terms of visitor numbers and economic benefits.

For more information contact:	Marion Nixon Tel. 01332 255766 e-mail marion.nixon@derby.gov.uk
Background papers:	DMP background papers on file in Tourism Unit
List of appendices:	Appendix 1 – Implications

IMPLICATIONS

Financial

- 1.1 The 2006/7 budget for Tourism/Tourist Information is approximately £369,000. This covers staffing, marketing, product development and running the Tourist Information Centre.
- 1.2 The proposal is to second the Tourism Promotions Officers post, which costs approximately £33,000 annually, along with £27,000 of the marketing budget that would previously have funded the production, distribution and advertising of the Visitors Guide.
- 1.3 As there will be no Derby Visitor Guide or independent Derby website, the potential to generate approximately £12,000 of income from the private sector will also lie with the DMP.
- 1.4 The total annual net contribution will be £72,000.
- 1.5 The 2006/07 budget will be amended to reflect the transfer of funding and reduction in income generated. The net contribution is £6,000 higher than the overall costs in previous years. This will be met from reducing the remaining Tourism marketing and advertising budget.

Legal

- 2.1 Derby City Council will need to sign a Service Level Agreement with the Peak District & Derbyshire Destination Management Partnership to ensure that the City achieves improved tourism benefits from the external delivery of part of its tourism services.
- 2.2 The performance of the DMP will be monitored through this SLA, which will be reviewed annually. Other partners (emda, local authorities, and the Peak Park Authority) will be proposing to adopt the same framework.

Personnel

- 3.1 The proposal includes seconding the fulltime post of Tourism Promotions Officer to the DMP. This is currently a job-share post. The two post-holders would be seconded into the DMP on their existing salaries, terms and conditions

Equalities impact

- 4.1 There are no equalities implications arising directly from this report.

Corporate objectives and priorities for change

5. The proposal comes under the Council's Objectives of a prosperous, vibrant and successful economy and a shared commitment to regenerating our communities.