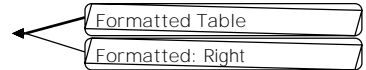# REPORT TO THE EXECUTIVE

Report No. 17

Date of Meeting	19th April 2007
Title of Report	Tourism Destination Management Partnership & Destination Management System
Portfolio	Asset Management
Link to Corporate Priorities	Buoyant Economy
Key Decision	No
Executive Workplan Ref	N/A
Public Report	Yes

Summary of Report

To provide members with an update on the progression of the new Destination Management Partnership that has been set up to be the lead body for tourism in Wiltshire & Swindon and to provide details of the proposed new Destination Management Computer System.

Officer Recommendations

1. **That the progress of the Destination Management Partnership is noted.**

2. **Authority be delegated to the Assets Design & Regeneration Manager in consultation with the Legal Team Leader to agree and sign the contract with Wiltshire County Council for the Destination Management System.**

Other than those implications agreed with the relevant Officers and referred to below, there are no other implications associated with this report.				
Financial Implications	Legal Implications	Community & Environmental Implications	Human Resources Implications	Equality & Diversity Implications
Yes	Yes	Yes	None	None

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1.   Introduction

1.1   The process of setting up a new Destination Management Partnership (DMP) for Wiltshire and Swindon began in November 2005 and came under the auspices of the Wiltshire Strategic Economic Partnership (WSEP). The Chairman of the DMP Board is also a member of the WSEP Board.

1.2   The role of the DMP is to manage the destination and to bring together the sub-regional partners and the trade and business support organisations. It aims to remove the duplication of spend on tourism initiatives that has sometimes happened in the past with more emphasis on joint publications and campaigns and to provide a forum for consultation on all tourism issues.

2.   Options and Options Appraisal

2.1   Option 1:   To agree with the recommendations above.

2.2   Option 2:   To not approve the recommendations. If the contract for the Destination Management System (DMS) is not signed, North Wiltshire tourism businesses will be at a disadvantage as they will not have the connections to a national tourism network and will find it difficult to work effectively with the rest of Wiltshire on joint projects.

3.   Background Information

3.1   Destination Management Organisations or Partnerships (depending on the legal structure) are part of the requirement for quality destination management arrangements under The Regional Tourism Strategy – Towards 2015. This is a new strategy that has been produced by South West Tourism and the South West Regional Development Agency.

3.2   The first meeting of the Board that was set up to manage the partnership took place in February 2006. Members of the board include representatives from the district and county councils, representatives from the trade (hotels, B & B's, attractions) from each of the districts, a representative from the National Trust and the Wiltshire Market Towns Forum. The Chair of the Board is Alun Williams, the Head of Visitor Services at Salisbury Cathedral.

3.2   Wiltshire County Council agreed to second its tourism staff and budget to provide the secretariat for the new organisation and pump priming for delivery, for an initial 3 year period.

3.3   Terms of reference for the partnership were agreed in early 2006 (see appendix 1). Aspiration is to become a Destination Management Organisation (DMO) in due course, this will require the formation of a formal legal structure.

3.4   Each DMP should produce a Destination Management Plan (DM Plan) and funding was made available from South West Tourism to do this. Consultants have been appointed to help develop the plan for tourism development in Wiltshire & Swindon. The DM Plan will aim to provide key stakeholders with a clear framework and direction to ensure the sector's planned and managed development over the next five years. The Plan therefore needs to set out the objectives, processes, actions and funding required to achieve this aim.

3.5 The widespread involvement and agreement of each stakeholder group to the recommendations will be key to the success of the process and the implementation of the DM Plan. It must recommend an appropriate delivery model, which clearly defines the future roles and responsibilities of each stakeholder group, most specifically the public sector. In addition the Plan needs to be developed to link in with the wider sub-regional, regional and national tourism and economic agendas.

3.6 Work is also underway to develop a Branding Strategy for Wiltshire & Swindon. Consultants are working with partners to get widespread involvement and agreement of each stakeholder groups. This will be key to the success of the process and the implementation of the Branding Strategy. The consultants must recommend an appropriate delivery model, which clearly defines the application and use of the Branding Strategy for each stakeholder group, including both the public and private sector whom it is hoped will wish to adopt the Branding Strategy for their own promotional activities.

3.7 Both consultants have also been working together on the plans to make sure that they complement each other. The plans are due to be completed and published at the end of March.

3.8 The DMP has received Rural Renaissance funding to match the funds that were transferred from WCC. This will be used to purchase a Group License for the new Destination Management System (a computer based system which is described more fully below), three tourism leaflets/trails, marketing seminars and the production, marketing and distribution of a new promotional brochure for Wiltshire & Swindon.

3.9 The DMP and the provision of the DMS are included in two of the outcomes in the Local Area Agreement.

4.   Destination Management System

4.1 The Destination Management System will provide an e-commerce platform, through which the DMP, Local Authorities, Tourist Information Centres, and local businesses can interface to take advantage of joint marketing and commercial opportunities. The solution also fully integrates with the national tourism network, EnglandNet, managed by VisitBritain, allowing marketing, accommodation, tour, attraction, and event searching to take place across a fully integrated technology platform at a local, regional and national level.

4.2 SouthWest Tourism working with the South West RDA awarded the contract for the South West regional e.commerce platform to the New Mind Group, working with partners Agilysis and Eviivo. The DMP are planning to adopt this package with the public face of it being a new Visit Wiltshire Website. Wiltshire County Council will sign the contract on behalf of the DMP with Agilysis as the supplier.

4.3 To enable inter-operability, and the opportunity to market local products, each District will be provided with a 3 year licence for the system, funded centrally by the RRP funding through the DMP. This funding will also cover a proportion of training costs. There will be a level of financial commitment required from NWDC to cover Data Hosting and a proportion of the Core DMS Service Charge, however this will be covered by the existing Tourism budget.

4.4 Signing up to the DMS will enable NWDC to develop a new Tourism Website with a high degree of additional functionality compared to the existing site, including marketing and data management for a minimal cost. This new website will be linked

to the Visit Wiltshire domain therefore investment will be minimal. It will, however, allow NWDC to maintain it's individual branding, and its own unique URL.

4.5   The contract for the provision of the system to NWDC, will be between NWDC and WCC. Discussions are taking place with the Legal Team Leader to agree the wording of the contract.

5.   Financial Implications

5.1   Approximately £5,000 will be required from the existing Promotion of Tourism budget to cover data hosting and service charges.

6.   Legal Implications

6.1   The contract will be agreed and signed in conjunction with the Legal Team Leader.

7.   Community & Environment Implications

7.1   This is a good example of partnership working and consultation with the tourism sector and the community has taken place as part of the Branding and Destination Management Plan work.

8.   Risk Analysis

8.1   There are no risks associated with the recommendations.

Appendices:	• **Appendix 1 - Partnership Terms of Reference**
Background Documents Used in the Preparation of this Report:	None

Previous Decisions Connected with this Report

Report	Committee & Date	Minute Reference
None		