

# TOURISM PANEL

**Venue:** Winthrop Park - Nature  
Therapy Community Park,  
Second Lane, Wickersley,  
ROTHERHAM. S66 1EE

**Date:** Monday, 14th July, 2008

**Time:** 2.30 p.m.

## A G E N D A

2.30 p.m. Guided Tour of Winthrop Park.  
3.00 p.m. Refreshments  
3.15 p.m. Panel meeting commences

1. Appointment of Chairman.
2. Appointment of Vice-Chairman.
3. To determine if the following items are likely to be considered under the categories suggested in accordance with the Local Government Act 1972.
4. To determine any item which the Chairman is of the opinion should be considered as a matter of urgency.
5. Apologies for Absence.
6. Guest Speaker - Richard Jones, Yorkshire South Tourism.
7. Minutes of the previous meeting held on 2nd June, 2008. (copy attached) (Pages 1 - 5)
8. Matters Arising.
9. Items raised by Industry Representatives.
10. Rotherham Walking Festival - Update.  
Michelle Mellor, Assistant Tourism Officer, to report.
11. Town Centre Events.  
Dawn Campbell, Events and Promotions Officer, to report.
12. Yorkshire Tourism Authority and Yorkshire Tourism Operators' Group - meetings papers on Proposed Review of Tourism in Yorkshire - update. (information attached) (Pages 6 - 9)  
Joanne Edley, Tourism Manager, and Matthew Beck, MAGNA, to report.
13. Steelos Project.  
Lizzy Alageswaran, Principal Officer – Community Arts, and Matthew Beck, Magna, to report.
14. Any Other Business.
15. To agree the Date, Time and Venue for the next meeting.  
Monday, 15<sup>th</sup> September, 2008 at 2.00 p.m. at the Town Hall, Moorgate Street, Rotherham.

**(Location Map attached)**

**TOURISM PANEL  
MONDAY, 2ND JUNE, 2008**

Present:- Councillor Smith (in the Chair); Councillors Austen, Boyes and Walker.

together with:-

Julie Roberts	Town Centre Manager
Joanne Edley	Tourism Manager
Alison Hall	Renaissance Marketing Officer
Matthew Beck	Chief Executive, MAGNA
Tom Waldron- Lynch	Hellaby Hall Hotel
Bernard Jones	South Yorkshire Transport Museum

**1. APOLOGIES FOR ABSENCE**

Apologies for absence were received from:-

Elenore Fisher	Cultural Services Manager
Steve Blackbourn	Principal Officers, Museums, Galleries and Heritage
Marie Hayes	Events and Promotions Service Manager
Natalie Haynes	Holiday Inn
Keith Ayling	Chesterfield Canal Partnership

**2. MINUTES OF THE PREVIOUS MEETING HELD ON 17TH MARCH, 2008**

Consideration was given to the minutes of the previous meeting of the Tourism Panel held on 17<sup>th</sup> March, 2008.

Agreed:- That the minutes be agreed as a correct record.

**3. MATTERS ARISING**

There were no matters arising from the previous minutes.

**4. ITEMS RAISED BY INDUSTRY REPRESENTATIVES**

There were no issues raised by the industry representatives.

**5. PANEL VISIT TO WINTHROP PARK**

Further to Minute No. 62(2) of the meeting of the Tourism Panel held on 4<sup>th</sup> February, 2008, consideration was given to the invitation to visit Winthrop Park - Nature Therapy Garden.

Agreed:- That the next meeting of the Panel take place at Winthrop Park.

## 6. **MINUTES OF THE YORKSHIRE TOURIST BOARD AUTHORITY FORUM**

Consideration was given to the minutes of the Yorkshire Tourist Board Authority Forum as follows:-

- (i) Voice of Tourism
- (ii) Tourism Authority Forum – 24<sup>th</sup> January, 2008
- (iii) Tourism Authority Forum – 25<sup>th</sup> April, 2008
- (iv) Tourism Authority Forum – 25<sup>th</sup> April, 2008 – Activity Update

Joanne Edley, Tourism Manager, Matthew Beck, Chief Executive of MAGNA and Tom Waldron-Lynch, Hellaby Hall Hotel, commented on key issues arising from the above meetings and minutes.

Reference was made to the following:-

- changes to the tourism organisation and the Framework Review for the development of British Tourism
- the developing Business Plan
- the importance of the Area Tourism Partnerships
- YTB management changes
- issues re: transparency and links with local authorities
- Yorkshire Forward and the prospective budget allocation
- Rotherham's contribution in officers' time
- communication difficulties
- the need for input from local authorities

Agreed:- (1) That the minutes of the meetings of Yorkshire Tourist Board Authority Forum be noted.

(2) That the Tourism Manager asks the Strategic Director, Environment and Development Services, the Leader and the Chief Executive to use their best efforts to encourage the local M.P.'s to give support to local authorities' representation in the review of the delivery of Tourism in the region and on organisations resulting therefrom.

(3) That the Chief Executive of Yorkshire South Tourism be asked to give a briefing on the proposed Yorkshire Plans for Tourism and Sub Regional Tourism Partnerships to the July meeting of the Panel.

## 7. **ROTHERHAM VISITOR CENTRE RETAIL POLICY - UPDATED 2008**

Consideration was given to a report, presented by Joanne Edley, Tourism Manager, detailing the updating of the above Retail Policy to bring it into line with Culture and Leisure Services Fees and Charges.

It was noted that charges for photocopying were still under review.

Members asked about:-

- Use of Customer Service Centres as retail outlets for Rotherham merchandise
- Average spend
- Information provided to the country parks, and venues beyond the Borough boundary

The Tourism Manager also reported that currently stock in the Visitor Centre was being run down to enable work to concentrate on the introduction of Databox, then it would be re stocked which would mean that the Visitor Information Centre could sell tickets for other events and thus bring in income.

Bernard Jones, South Yorkshire Transport Museum, commented on the "average spend" being in the region of £2 per purchaser.

Matthew Beck, MAGNA, confirmed that visitor spend was currently going down although catering spend was increasing.

Agreed:- That the report and updated Policy be noted.

#### **8. ROTHERHAM RENAISSANCE MARKETING UPDATE INCLUDING BUS ADVERTISING CAMPAIGN**

Alison Hall, Renaissance Marketing Officer, reported that a marketing plan had been put together including actions which will promote Rotherham Renaissance and increase footfall within the town centre.

She explained that these actions have taken the form of:-

- (i) Bus advertising – a 4 week campaign across Doncaster, Barnsley, Rotherham and Sheffield promoting Rotherham town centre as a place to "eat, live, and shop", whilst also promoting the All Saints' quarter developments
- (ii) Hanging baskets campaign – subject to funding from partners
- (iii) A window dressing campaign for the High Street empty properties
- (iv) Update of Map/information boards to show information of development work and town centre events.

Members commented on the extensive use of Clifton Park by Borough and non-Borough residents.

Agreed:- That the update be noted.

#### **9. UPDATE ON PROGRESS ON THE DRAFT ROTHERHAM VISITOR ECONOMY PLAN 2008-2013**

Consideration was given to a report, presented by Joanne Edley, Tourism Manager, relating to the ending of the Rotherham Tourism Plan 2005-2008. It was explained that this Plan had now come to an end, and in its place a Draft Visitor Economy Plan 2008-2013 had been produced following consultation with partners.

The four key objectives of the Draft Visitor Economy Plan, which matched those of Yorkshire Forward, were outlined as follows:-

Objective 1

To promote Rotherham as a visitor destination, improve the image and perception of Rotherham. This will increase the number of visitors and economic impact for the area.

Objective 2

To improve the quality standards of the facilities, provide excellent experiences for the local residents and visitors to the area.

Objective 3

To increase the skills base in the visitor economy associated areas.

Objective 4

To implement a Destination Management Plan that follows a sustainable model for the visitor economy to be effective. As it is essential that all tourism related developments are sensitive to the local community, benefits the local economy and environment.

It was reported that an action plan and editorial had been developed around these objectives and the local, sub regional, regional sub pan regional and national objectives.

It was also reported that Yorkshire Forward and VisitBritain were reviewing the delivery of tourism regionally and nationally and this would affect how tourism was delivered in Rotherham. Therefore the Draft Visitor Economy Plan would need to be changed to take these plans(available from the end of June) into account.

Agreed:- That the update be noted and the work on the Draft Visitor Economy Plan be put on hold until receipt of the reports referred to above.

**10. ANY OTHER BUSINESS**

The following issues were raised:-

(i) Promotions to potential European visitors were to be investigated with Yorkshire South Tourism, Yorkshire Tourist Board, England's North Country and VisitBritain.

Agreed: That the availability and distribution of leaflets for P&O and the

VisitBritain office in Holland be revisited.

(ii) In-house How's the Service Survey previously How's The Visitor Economy Today? Business Survey

It was reported that it was intended to run a How's the Service Survey in June. It was requested that the email survey would be sent to the industry representatives to send back a response by way of testing that the survey technology was working before sending to all the email list of businesses and a further 20 would also be sent by post to businesses that did not have email addresses.

(iii) Triathlon Event at Rother Valley Country Park 31<sup>st</sup> May & 1<sup>st</sup> June

This event had been organised in conjunction with One Step Beyond and was reported as a great success. Over 600 competitors took part over the weekend.

The number of tourism nights was difficult to assess as many people waited to see what the weather would be before booking and then booked directly with the hotels rather than via the hyper-link on Yorkshire South Tourism's website.

A breakdown of Postcodes had been requested.

(iv) Walking Festival – 30<sup>th</sup> June to 13<sup>th</sup> July, 2008

35 walks had been organised in association with various local walking groups and the Walkers Action Group. The health and education elements were noted. It was thought that further links could be made with the senior Sports & Physical Activity Development Officer.

(v) Freedom of Information request

A request for information had been received from the Shadow Minister for Culture, Media and Sport, relating to a review of tourism and the Tourism Service had supplied relevant information.

(vi) Ministry of Food

Julie Roberts, the Town Centre Manager, gave a synopsis of work and activities.

## 11. DATE, TIME AND VENUE FOR THE NEXT MEETING

Agreed:- That the next meeting of the Tourism Panel be held on MONDAY, 14<sup>TH</sup> JULY, 2008 at 2.30 p.m. at Winthrop Park, Wickersley, Rotherham (subject to detailed arrangements being confirmed).

**Principles of the Yorkshire Tourism Network****As agreed by the Change Management Board on June 3<sup>rd</sup>, 2008****1. General Principles**

- 1.1 Activity to happen where skills are: best person/organisation for the job, e.g. business tourism sub group (see below)
- 1.2 Must raise game to highest rather than be pulled down by lowest common denominator
- 1.3 Common systems/joint working approach to be used wherever sensible
- 1.4 Economies of scale to be used wherever possible
- 1.5 Commitment to constant learning and adaptation to changing circumstances.

**2. Governance**

- 2.1 YTB to be utilised as vehicle to metamorphose into the new Yorkshire Tourism Network. Initially this will be a sub committee of the YTB board, with the intention that the YTB AGM in November will agree the necessary changes to memorandum and articles for the new board to be established.
- 2.2 YTN High level board of 12 or less. This will replace the existing YTB board with all existing non exec directors being replaced or reappointed in open competition over the next two/three years. There are currently 12 non exec directors including the Chair. The Chair was appointed from April 1<sup>st</sup>, 2008 for a three year period. This appointment will stand and become the Chair of the Network. There is one current vacancy and a second director has indicated that he wishes to stand down in July. At least three further directors would stand down for replacement/reappointment in the Autumn, creating five vacancies out of 12. Yorkshire Forward would take one of those positions, with candidates to be nominated and appointed. It is suggested one position should be filled by a local authority representative, again through nomination and appointment. A skills audit would be carried out to determine what skills would be required for the other positions.
- 2.3 No crossover of board members between YTN board and ATPs because of a conflict of interest. ATPs could offer YTN board members observer status.
- 2.4 A new nomination committee to be created with immediate effect – to involve Chair of YTN, YF and one ATP Chair to appoint new YTN non exec directors in open competition. The nomination committee would bring external expertise on to interview panels as appropriate. This committee should determine the exact rotation of the non exec directors and how it should be managed, e.g. by ballot or other mechanism.
- 2.5 Creation of YTN Executive Team to include senior management of YTN regional, and Chief Exec or Exec Chair of ATPs. Chair to be nominated by the Exec team and approved by the board. Where ATPs do not currently have a Chief Executive or Executive Chair a board member may attend meetings as an observer alongside the executive officer for a temporary period, until a Chief Executive or Executive Chair is appointed. They will not have voting rights. This arrangement will be reviewed in December 2008 to check on direction of travel, and will cease by 1 April 2009.
- 2.6 Chair of Exec team to sit on board. Further consideration to be given to other exec representation on the board.
- 2.7 YF wish to have full board membership. YTB Board has agreed to this.
- 2.8 Aim to have new working structure in place by October 2008.
- 2.9 All ATP Chairs and board members to be recruited by open competition in future, following best practice in public appointments, save for local authority nominated members.

**3. Business Planning**

- 3.1 Business Plan : all to work to the same business plan template to create one collective plan. The Area Tourism Plans will become part of this and the plan will be linked to the VES.
- 3.2 Business plan to be produced by Shadow Network Executive Team to go to YF board in October
- 3.3 Relevant Task & Finish Groups to be set up eg. group of ATPs with business tourism focus to work as sub group to develop business tourism plan for the region

**4. Monitoring**

- 4.1 One set of KPIs for monitoring and measurement. These should be worked up by the executive team.
- 4.2 Common reporting framework – cost/benefit study on what streamlined financial management is possible across the network
- 4.3 Agreed formula for measuring match funding

## **5. Data collection/sharing**

- 5.1 Done to one standard framework
- 5.2 Collected locally, analysed regionally
- 5.3 Dissemination by ytb.net/ytn.net
- 5.4 All back end web/DMS functions to be done collectively
- 5.5 Local network to be supplied with a brief for the product audit so that we have one agreed useable benchmarking tool for the future. Audits already done will be re-expressed in this format.
- 5.6 All data must be shared, where there is a direct benefit to YTN.

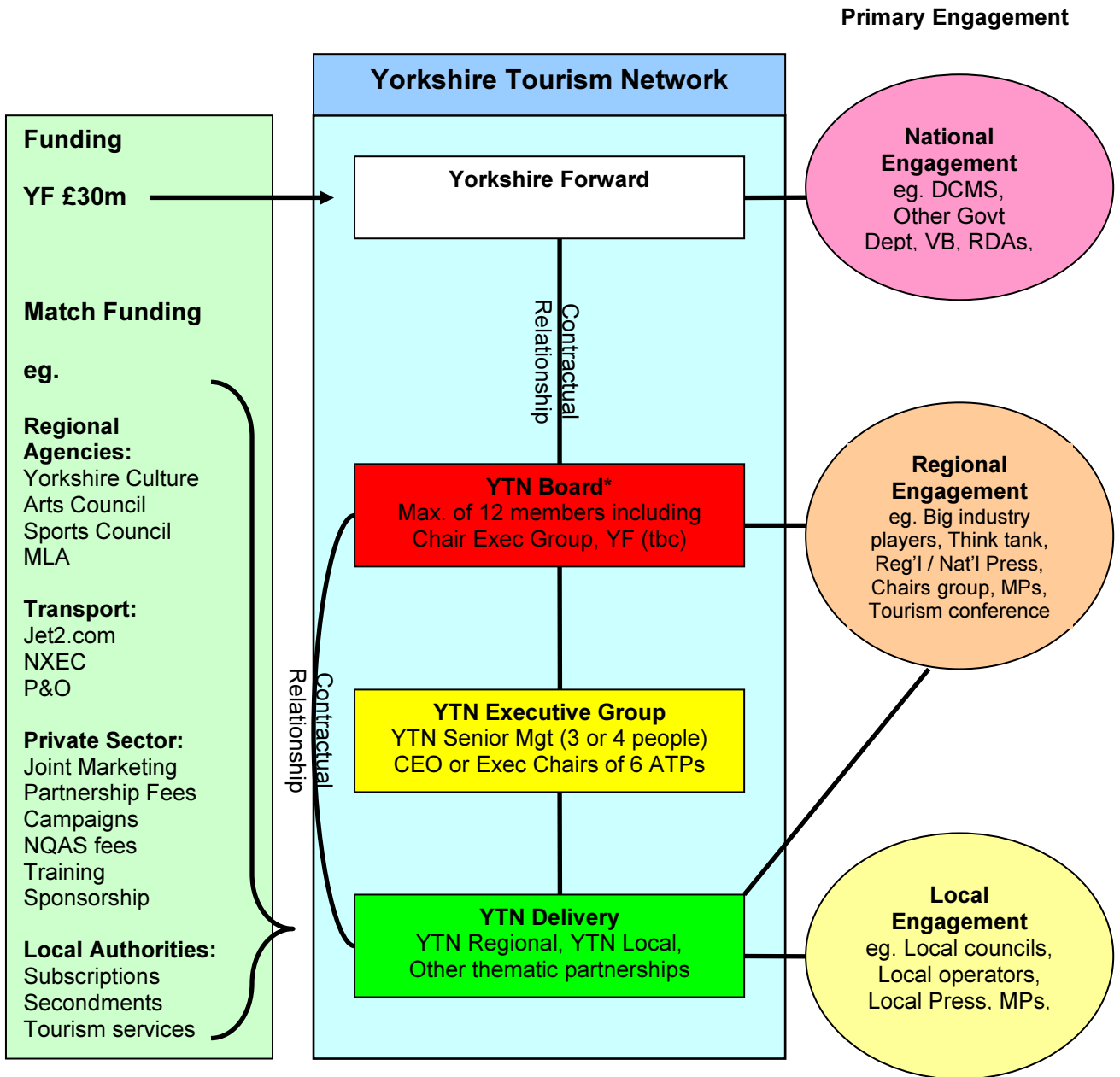
## **6. Marketing**

- 6.1 An integrated marketing plan for the network to ensure that the DNA of the agreed Yorkshire brand is carried through everywhere, while developing distinctive brand and sub brands where applicable
- 6.2 Modernise and refresh image of Yorkshire, building on Make Yorkshire Yours campaign
- 6.3 Any exhibitions to be approached jointly where more than one organisation is attending
- 6.4 A brand plan to be established for the region
- 6.5 Working group to be established to investigate new media/multi media development possibilities in conjunction with the region's creative digital industries

## **7. Engagement**

- 7.1 Engagement to sit where it is most appropriate – e.g. local businesses at local level, big players at regional level
- 7.2 Add thematic partnerships where they add value
- 7.3 Think tank approach to the future development of tourism





\* YTN to become YTN

**Indicative YTN Responsibilities**

**YTN Board**

Sign off Business Plan  
Sign off YF contract  
Sign off YTN Delivery contracts  
Monitoring outputs  
Development of visitor economy

**YTN Exec. Group**

Develop Business Plan  
Monitor Business Plan  
Develop Delivery Contracts  
Develop systems and processes  
Manage YF Contract

**YTN Delivery**

Deliver agreed Plan  
Deliver agreed Outputs  
Implement systems & processes

**Key Performance Indicators (KPIs)**

**Yorkshire Forward**

5% Growth GVA

**YTN Regional & Local**

Quality schemes  
Workforce qualification  
Partnership engagement  
Real time bookability  
Visitor spend

**YTN Local Additional**

TBA:  
May be different in  
different places

£30m match funding

Match to be defined

Match to be defined

## **Engagement**

### **Operators**

Primary Engagement – Operators Choice, but assume to be local

Basic Engagement – Free

- DMS entry
- Plaque (regional brand)
- Discount services (credit card, insurance, etc)
- High level communication (newsletter)

Further Engagement via Paid for Services

- Marketing and other Services of YTN
- Operators “pick & mix” choice across YTN
- Quality Assurance (provided by AA/QIT)
- VB marketing included in “pick & mix” (tbc)

### **Local Authorities**

Primary Engagement – via YTN Local

Further Engagement

- YHLG meeting – annual slot
- Local Authority expertise on YTN Board (lead CEO or Leader)
- Local Agreements with YTN Local
- YTB subscriptions – retained within YTN, revised formula

AGM

Seminars

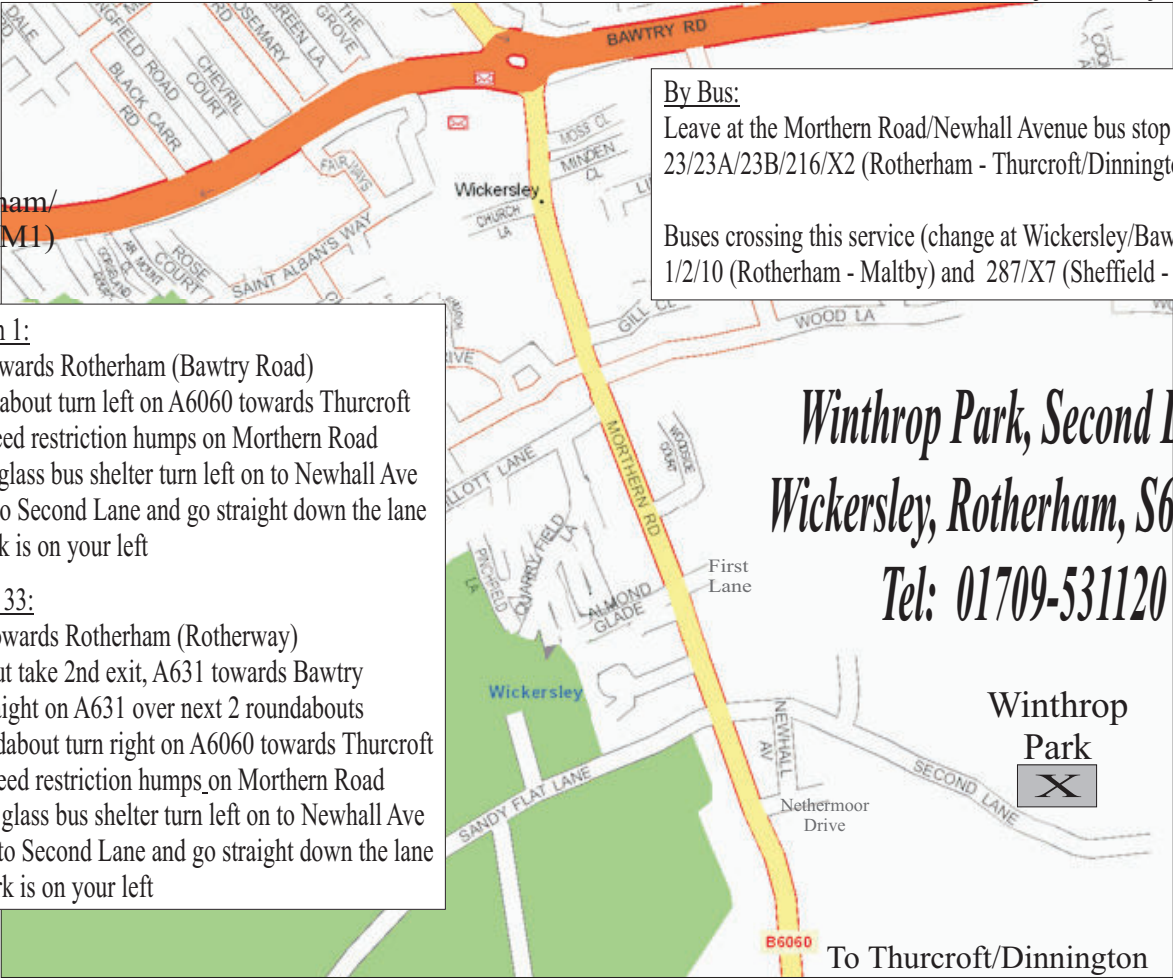
Business Planning Feedback

Think Tank

# Map and Directions

To Maltby/Bawtry (M18)

To Rotherham/  
Sheffield (M1)



**By Bus:**  
Leave at the Morthern Road/Newhall Avenue bus stop on the 23/23A/23B/216/X2 (Rotherham - Thurcroft/Dinnington)  
Buses crossing this service (change at Wickersley/Bawtry Road)  
1/2/10 (Rotherham - Maltby) and 287/X7 (Sheffield - Bawtry)

**From M18, Jn 1:**  
Take A631 towards Rotherham (Bawtry Road)  
At first roundabout turn left on A6060 towards Thurcroft  
Go over 6 speed restriction humps on Morthern Road  
Just after the glass bus shelter turn left on to Newhall Ave  
Continue on to Second Lane and go straight down the lane  
Winthrop Park is on your left

**From M1, Jn 33:**  
Take A630 towards Rotherham (Rotherway)  
At roundabout take 2nd exit, A631 towards Bawtry  
Continue straight on A631 over next 2 roundabouts  
At next roundabout turn right on A6060 towards Thurcroft  
Go over 6 speed restriction humps on Morthern Road  
Just after the glass bus shelter turn left on to Newhall Ave  
Continue on to Second Lane and go straight down the lane  
Winthrop Park is on your left

*Winthrop Park, Second Lane,  
Wickersley, Rotherham, S66 1EE.  
Tel: 01709-531120*

Winthrop  
Park  
X

To Thurcroft/Dinnington