

TOURISM PANEL

Venue: Town Hall,
Moorgate Street,
Rotherham.

Date: Wednesday, 5 November 2008

Time: 2.00 p.m.

A G E N D A

1. To determine if the following items are likely to be considered under the categories suggested in accordance with the Local Government Act 1972 (as amended March 2006).
2. To determine any item which the Chairman is of the opinion should be considered as a matter of urgency.
3. Introductions/Apologies for Absence
4. Minutes of the previous meeting held on 15th September, 2008 (Pages 1 - 7)
5. Matters Arising (Page 8)
 - (i) Walking Festival estimated PR coverage
6. Items raised by Industry Representatives
7. Rotherham Tourism Forum Update
Joanne Edley, Tourism Manager, to report.
8. Minutes of the Yorkshire Tourist Board Tourism Authority Forum (Pages 9 - 15)
Joanne Edley, Tourism Manager, to report.
9. Update of the Review of Yorkshire Tourism
Joanne Edley, Tourism Forum, to report.
10. Update of the work of Yorkshire South Tourism (Pages 16 - 17)
Joanne Edley, Tourism Manager, to report.
11. Website Update and Destination Management ICT System Stitch In (Pages 18 - 19)
Caroline Wilson, Yorkshire South Tourism, and Jayne Oates, Tourism Assistant, to report.
12. On Your Door Step Local Residents' Campaign November 2008 (Pages 20 - 21)
Joanne Edley, Tourism Manager, to report.
13. Any Other Business
14. Date, Time and Venue for the next meeting
MONDAY, 1ST DECEMBER, 2008 at 2.00 p.m. at the Town Hall, Moorgate Street, Rotherham.

**TOURISM PANEL
MONDAY, 15TH SEPTEMBER, 2008**

Present:- Councillor Smith (in the Chair); Councillors Boyes.

together with:-

Joanne Edley	Tourism Manager
Marie Hayes	Events and Promotions Service Manager
Michelle Mellor	Tourism Officer
Dawn Campbell	Events and Promotions Officer
Matthew Beck	Chief Executive MAGNA
Richard Jones	Chief Executive Yorkshire South Tourism
Natalie Haynes	Holiday Inn
Julie Williamson	Dearne Valley College

Apologies were received from:-

Councillor Austen	
Councillor Littleboy	
Councillor Walker	
Tom Waldron-Lynch	Hellaby Hall Hotel
Bernard Jones	South Yorkshire Transport Museum
Lizzi Alageswaran	Principal Officer, Community Arts
Keith Ayling	Chesterfield Canal Partnership

24. APPOINTMENT OF CHAIRMAN

Those present considered the appointment of a Chairman.

Agreed:- That Councillor Smith be appointed Chairman of this Panel for 2008/2009.

25. MINUTES OF THE PREVIOUS MEETING HELD ON 14TH JULY, 2008

Consideration was given to the minutes of the previous meeting held on 14th July, 2008.

Resolved:- That the minutes be agreed as an accurate record.

26. MATTERS ARISING

The following issues were reported:-

(i) "Love Music – Hate Racism" event at Magna

Matthew Beck reported that this had been a successful event with 4,000

tickets sold.

(ii) Rotherham Show

Marie Hayes reported on the success of the Show despite the inclement weather with over 45,000 visitors.

(iii) Steelos

Matthew Beck requested more information from Lizzi Alageswaran.

(Councillor Boyes declared a personal interest in the above item)

27. YORKSHIRE SOUTH TOURISM UPDATE

Richard Jones, Chief Executive of Yorkshire South Tourism, reported on the following:-

- 16th September – Event UK Business Tourism Conference Exhibition in Birmingham – 10 stands from partners
- 24th September – International Group Leisure Show – Rotherham staff involved
- SPJ Insurance Brokers – featuring MAGNA
- 400 Media packs issued – 20 responses received
- Article in the Essex Chronicle
- Value of the press coverage since April 2008 – in the region of £2.2m (not including any on-line)
- Up date of Website – 2 million hits which showed that the US was the top source country
- Visitor Guide had recently been published
- Winter newsletter to be published shortly
- Business Tourism Ambassador Scheme:- this had been launched at the University of Sheffield and with the Doncaster Chamber. It was planned to be launched with Doncaster College in October, to be followed by RCAT and Rotherham Chamber on 10th November. Currently a 135 people were involved. Dearne Valley College would be involved at Stage 3.
- 2009 Triathlon Event – an approach had already been made by the organisers to hold the event at Rother Valley Country Park again

and this had been agreed in principle. Reference was made to the value of the press coverage this year's event received.

- Steelo's – a meeting took place recently with the BBC about the Worsbrough Mystery Play Cycle and the opportunity was also used to discuss the Steelo's project. A further meeting had been arranged with a Commissioning Editor for BBC 4 Satelite Service who would like to look at the Steelo's project with a view to filming performances and with a possible repeat on BBC 2. Further discussions were needed with Lizzi Alageswaran.

The Chairman thanked Richard for his update and the excellent news reported.

28. ITEMS RAISED BY INDUSTRY REPRESENTATIVES

Matthew Beck reported on an offer of free training for the hospitality sector which was being made within South Yorkshire.

He reported that he had registered 24 staff from MAGNA including front of house, catering, shop and enabling staff on Customer Care training next week. The training was for 4 weeks over a period of 2 months. There was further management training also offered.

Agreed: That the Carlton Park Hotel is to be informed of the availability of this training.

29. ROTHERHAM WALKING FESTIVAL SURVEY FINDINGS

Consideration was given to a report, presented by Michelle Mellor, Tourism Officer, detailing the results of the evaluation of the Walking Festival 2008.

Reference was made to new walk routes and initiatives introduced this year e.g. Boats and Boots.

The following statistics were noted:-

52% response from participants (48% chose not to complete the survey)

How customers found out about the walks:- 62% from the brochure; 3% from the press; 3% from the website; 10% from the Visitor Centre and 21% from other sources

Origin of participants:- 64% from Rotherham area; 26% from South Yorkshire; 5% from other areas (4% did not respond). People from other areas had travelled from Derbyshire, Lancashire, Manchester, Nottinghamshire, Liverpool and Gloucester.

64% had attended a previous Walking Festival; 33% had not. (3% did

not respond)

95% indicated they would take part in a 2009 Festival

90% said their walk was good or better; 65% excellent ; 34% good (1% did not respond)

A higher number of participants were female

8% were disabled

35% were aged between 50 to 64 years; 27% 65+; 18% 45 to 54; 9% 35 to 44; 4% 25 to 34; 2% under 25

91% were White British, White Irish or Other White background

1% from Indian and Pakistani origin

(8% did not respond)

It was emphasised that the Festival was financed from existing budgets, with walks lead by Volunteer Leaders, and some Officers from the Rights of Way and Green Spaces Units of the Council. The Events and Promotions Team had provided First Aid staff.

Also as part of the Walking Festival collections had been made which had raised £280 for the Mayor's Charity and arrangements had been made for a cheque to be presented to the Mayor on 30th September.

It was noted that 2009 would be the 10th Anniversary of the Festival.

Reference was made to the amount of publicity received from the event and the need to evaluation this.

Agreed:- (1) That the report be received.

(2) That the 2009 Walking Festival be supported.

(3) That an evaluation of the value of the publicity received on the Walking Festival be undertaken and a report submitted to a future meeting of the Panel.

30. HERITAGE OPEN DAYS - 11TH TO 14TH SEPTEMBER, 2008

Joanne Edley, Tourism Manager, reported that this was the first time that the Council had supported this event.

The Panel was provided with a copy of a leaflet which had been produced to promote the event which included 20 attractions in Rotherham which had been open to the public over the weekend.

The event had included:-

- Sheffield canal boat trips

- Ferham House
- Whiston Parish Church
- Provision of free transport from Meadowhall to the South Yorkshire Transport Museum
- Guided tours from Rotherham Minster
- Staffing of the Chapel of Our Lady on the Bridge

It was reported that over 500 people had taken part.

Reference was made to TV coverage, especially the Chapel on the bridge which was chosen for the launch for the weekend in Yorkshire by English Heritage.

It was reported that the event was considered excellent value for money.

Matthew Beck reported that MAGNA had also been involved for the first time and had provided free steel tours of which attended by 98 people.

Members of the Panel also discussed the following:-

- Links to the Town Hall Open Day with the possibility of opening on two separate days in 2009
- Museum
- Transport around the town e.g. a land train

Agreed:- That the success of the event be noted.

31. LOCAL RESIDENTS' CAMPAIGN

Joanne Edley, Tourism Manager, reported on a proposal to make discount vouchers available for November for local attractions and accommodation sector for the period when they were not normally busy.

It was proposed that the vouchers would be printed within a leaflet. This was being done in conjunction with Rotherham Advertiser. Attraction that had currently expressed an interest included MAGNA, Super Bowl, Virtual Ice, Grange Park Golf Course. It was likely that the vouchers would be 2 for 1 or a discount on accommodation.

The campaign would be assessed and if successful it would be re-run in the Spring 2009.

Matthew Beck reported that MAGNA at Christmas time would be offering that every child visiting Magna would be free.

Agreed: That the initiatives be welcomed.

32. ROTHERHAM IN BLOOM

Michelle Mellor, Assistant Tourism Officer, reported on the results of

Rotherham in Bloom 2008.

It was explained that the scheme comprised the following categories:-

- Faith buildings
- Tourism businesses
- Town Centre
- Villages
- Parish Councils

The Awards Ceremony was scheduled for 23rd September, 2008.

A general comment was made about other sites around the Borough which were not being planted or well maintained.

Agreed:- That full details of the winners , together with an evaluation of the competition, be reported to the next meeting of the Tourism Panel.

33. ANY OTHER BUSINESS

The following issues were reported:-

(i) Tourism Update

Joanne Edley, Tourism Manager, reported on:-

- Updating and completion of the Rotherham Visitor Economy Plan
- New tourism developments
- Quality Standards
- Visitor Centre activity
- Promotional activity
- Guides produced
- Heritage Open Day
- Local Residents' Campaign
- Walking Festival
- Signage
- Tourism Information Points
- Tourism Forum planned meetings
- Rotherham in Bloom
- Rotherham's input to Yorkshire South Tourism
- Advice and guidance provided to other service areas
- Exhibition stands
- International links
- Proposed work, including a town centre trail leaflet; joint work with Barnsley
- Buy Local – list of local providers; reference was made to a group of local artists based at Swinton Lock Activity centre

(ii) Town Centre Events

Dawn Campbell, Events and Promotions Officer, reported on the following:-

- Last Night of the Proms
- Cultural Olympiad – 26th & 27th September, 2008 – including ceramics workshops and activities; music and dance; bands and choirs

A full report would be submitted to the Town Centre Events Group.

34. DATE, TIME AND VENUE FOR THE NEXT MEETING

It was reported that the proposed date of the next meeting of the Tourism Panel clashed with the Co-ordinating Group of Rother Valley West and would affect Members' attendance.

Agreed: That future meetings dates be identified and discussed with the Chair of the Tourism Panel and members of the Panel be notified of the proposed date for the next meeting.

Rotherham Walking Festival

Editorial Coverage

Rotherham Advertiser £16 per column cm

1 Column x 34cm = 1 x 34 x £16 = £544

6 Column x 13cm = 6 x 13cm x £16 = £1248

Staffordshire Journal £6.00 per column cm

4 Column x 27cm = 4 x 27 x £6.00 = £648

Midlands Review £6.00 per column cm

4 Column x 33 cm = 4 x 33 x £6.00 = £792

4 Column x 33 cm = 4 x 33 x £6.00 = £792

Maltby News £3.00 per column cm

2 Column x 25cm = 2 x 25 x £3.00 = £150

Total Editorial Coverage is £4174

Radio Coverage

Rother FM

Includes 5 news pieces, website banner and whats on guide equates to £360

The total media coverage for the walking festival is

£4534

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Tourism Panel
2.	Date:	5th November 2008
3.	Title:	Minutes of the Yorkshire Tourist Board Tourism Authority Forum
4.	Programme Area:	EDS

5. Summary

The Tourism Panel Terms of Reference require the minutes of the Yorkshire Tourist Board Tourism Authority Meetings to be presented to the Tourism Panel.

6. Recommendations

- The minutes of the Yorkshire Tourist Board Tourism Authority Forum 3rd October 2008 to be received and the contents noted by members.
- Tourism panel members are to note that after the Yorkshire Tourist Board AGM in November 2008 there may not be any further meetings of the Tourism Authority Forum and the Tourism Operators Group and a new way of communicating information will be established through the review of Tourism in Yorkshire.

7. Proposals and Details

Rotherham Metropolitan Borough Council is a member of Yorkshire Tourist Board. Through the membership of this organisation a councillor is nominated to attend meetings with an officer. In the future it is proposed that these meetings will cease and a new way of communicating information will be established (yet to be announced) through the Review of Tourism in Yorkshire that is currently being undertaken.

In the past Cllr Walker and The Tourism Manager attended these meetings on behalf of Rotherham Metropolitan Borough Council and the Tourism Service. Mathew Beck attends the meetings of the Tourism Operators Group on behalf of Magna.

The minutes of the meetings are to be presented to the Tourism Panel for information and any items that members of the Tourism Panel wish to be raised at future meetings with Yorkshire Tourist Board are to be discussed. (The full minutes of the meeting are available at Appendix A).

- YTB Activity Update

Market intelligence – the regional visitor survey has been taking place in the region. Rotherham venues included are Magna, Tropical Butterfly House and Rother Valley Country Park. This was agreed between Rotherham Tourism, Yorkshire South Tourism, Yorkshire Tourist Board, the venues and the consultants undertaking the work. The full results will be available in 2009.

Make Yorkshire Yours – Rotherham Tourism have paid to be included in the Make Yorkshire Yours Campaign in conjunction with Yorkshire South Tourism in 2008 and 2009. Enquiry contact details that have been received since 2006 who wished to be kept on the database have been sent information on the Rotherham On Your Door Step leaflet and accommodation offers for November 2008.

Overseas marketing – the target markets for Yorkshire are Spain, Italy, Netherlands, Germany and France, mainly due to the Jet2 connections at Leeds Bradford airport. These are not necessarily the markets for Yorkshire South and they opted not to be included in the latest overseas campaign for Italy which cost £10,000 to buy in. Work with England's North Country continues to promote Yorkshire to markets in India, USA and Australasia. Rotherham has contributed to the overseas marketing through Yorkshire South Tourism's entry in the England's North Country campaign in 2008 and 2009.

The review of VisitBritain's delivery work overseas is still awaited.

Destination Management ICT system - we need to encourage all eligible businesses to be included on the Destination Management ICT system which is being utilised more by the Tourist Information Centres for customers and bookings, for Area Tourism Partnerships to produce publications including Yorkshire South and to inform the web site pages for Rotherham, Yorkshire South, Yorkshire and VisitBritain/Enjoy England.

- 2012 strategy Yorkshire Gold – when we receive the briefing paper from Yorkshire Tourist Board this will be presented to the Tourism Panel.

- Change Management

It is expected that the Local Authority subscription that has been paid to Yorkshire South Tourism for Yorkshire Tourist Board will still be required to be paid to Yorkshire South Tourism from 2009 and service level agreements prepared for the individual areas. This information is still not confirmed to date.

8. Finance

There are no financial implications for receiving the minutes of the Yorkshire Tourist Board.

9. Risks and Uncertainties

Yorkshire Tourist Board is an external organisation and the Council does not have any control over their individual decisions and actions of the organisation.

10. Policy and Performance Agenda Implications

The membership of Yorkshire Tourist Board provides support for Tourist Information Centres, Local Authority Tourism Services and the sub-regional tourism partnerships. The Tourism Plan includes Yorkshire Tourist Board as one of its partner organisations and assists with the delivery of the Tourism Plan which involves:

Improving and promoting the image of Rotherham by transforming the image of Rotherham and addressing the negative views both within and outside of the Borough.

Provide an excellent and sustainable environment for businesses by providing the conditions to attract and support people with new ideas, business start ups and ensure continued long-term business growth.

Provide an excellent environment for people to fulfil their potential by enhancing people's skills to participate in and benefit from regeneration.

The Tourism Plan includes the priority of sustainability. It is essential that all tourism related developments are sensitive to the local community, benefits the local economy and environment. It includes the enhancement of public transport and access to public rights of way for cycling and walking.

The plan includes wildlife and open spaces, culture, leisure and sport.

The plan has considered Best Value and included relevant performance indicators.

Background Papers and Consultation

Appendix A - Minutes of the meeting are attached for reference

Contact Name : *Joanne Edley, Tourism Manager, ext.6891*

email: Joanne.edley@rotherham.gov.uk



Tourism Authority Forum

APPENDIX A

Friday, 3 October 2008
 Yorkshire Tourist Board
 Chairman: Cllr Carl Les

Minutes

Present

Rotherham MBC
 Scarborough BC
 North Yorkshire County Council
 Kirklees MDC
 Bradford MDC
 Leeds City Council
 Harrogate BC
 Yorkshire Moors & Coast ATP
 Visit York ATP
 West Yorkshire ATP
 Yorkshire Dales & Harrogate ATP

Members

Cllr Sheila Walker
 Cllr David Jeffels

Officers

Joanne Edley

 Carol Renahan
 Jess Newbould
 Patricia Tillotson
 Nicky Lockwood
 Helen Suckling
 Sarah Ward
 Ian Tempest
 Liz Tattersley
 Sarah Howsen

1. **APOLOGIES:**

Apologies for absence had been received from: Clare Morrow (YTB Chair); councillors: Hawkesworth (Bradford), Carter (Calderdale), Evison (Doncaster), Dagger (Wakefield), Looker (York) and Amanda Potter (DCMS), Andy Tordoff (Yorkshire Forward), Andrew Milner (Visit Hull & East Yorkshire and Richard Jones (Yorkshire South Tourism).

2. **MINUTES OF LAST MEETING:**

Resolved: That the minutes of the Joint Tourism Authority Forum/Tourism Operators' Group meeting held on 4 July 2008 be accepted as a true record.

3. **YOU SAID ... WE DID:**

There were no matters arising from the last meeting.

4. **YTB ACTIVITY UPDATE:**

A full update report was circulated in advance and from this the following issues were highlighted:

- 4.1 **Market Intelligence:** The new regional visitor survey had been running for three months and was producing some interesting results. Feedback was very encouraging in terms of customer satisfaction with 94% intending a return visit and 86% confirming they would recommend Yorkshire.
- 3.2 **Make Yorkshire Yours:** Activity on the summer campaign had finished and work had now started on testing new imagery for 2009. YTB was expecting £1.4m over the next eighteen months for domestic marketing.

Cllr Jeffels asked what actions the tourist board was taking to counter the impact of the credit crunch. David Andrews explained that the testing period between now and April 2009 was part of the change management process and that confirmation was still awaited from Yorkshire Forward on how much funding would be available for marketing but was expected to be over £100,000.

- 3.3 Business Partnerships: YTB had worked with GNER, Taylor's of Harrogate and Yorkshire Building Society on the campaign. Talks had started with Yorkshire Bank regarding sponsorship, email marketing and partnering on the new campaign. YTB had also worked with Miramax and Castle Howard on the remake of *Brideshead Revisited* and was in talks with Film Squared about a film on the Brontes.
- 4.4 Accommodation Guide: Due to the drop in advertising take-up YTB would be consulting businesses on the future of this publication but did not expect to be reproducing it after this year.
- 4.5 Branding: Work had begun to refresh the Yorkshire brand to project a more contemporary image and represent the shared values of the region's screen industry and major events.
- 4.6 International Marketing: Priority markets for 2008-9 were Spain, Italy, the Netherlands, Germany and France. The majority of work was in partnership with Jet2, although talks were also being held with Ryanair, on routes out of Leeds Bradford Airport.

YTB had held a joint event with Yorkshire Forward for delegates from the Zhejiang province of China and a memorandum of understanding had been agreed to explore future opportunities.

Activity in India, USA and Australasia continued to be carried out in partnership via the England's North Country Consortium.

The cut backs at VisitBritain were expected to have an impact on overseas activity which would in future be carried out via other agencies.

- 4.7 Business Tourism: YTB had attended Confec Green and Event UK in September and would be at Discovery in October, EIBTM Barcelona in December and Confex in February. The first annual business tourism conference would be held at the NRM on 4 November.
- 4.8 Communications & Events: YTB was involved in the marketing and communications for the Tour of Britain cycle race Yorkshire stage and helped organise the final stage in Dalby Forest.

The White Rose Awards 2008 had taken place in The Spa (Bridlington) on 25 September in front of an audience of 450 guests.

- 4.9 DMS: Additional funding was now available to step up activity to encourage businesses to sign up and on improving distribution.
- 4.10 Sustainable Tourism Manager: Catriona McLees had been appointed in July and was initially focusing on YTB's internal practices and the Green Tourism Business Scheme.

Resolved: That the report be noted.

5. 2012 STRATEGY:

Following consultation with TAF and TOG members on 4 July, David Andrews reported that suggestions had been fed into the review of the Yorkshire Gold strategy which followed Beijing. The three main themes were: bringing visitors to the region; welcoming the world and major events to generate business. The revised Yorkshire Gold strategy was expected to be signed off imminently and copies would be circulated when available. *Action: David Andrews*

There was some discussion on how local authorities can get involved in maximising the benefits that Yorkshire could get from the Olympics and David Andrews volunteered to produce a briefing paper for TAF members to take to their respective committees to ensure all council departments had joined up thinking. *Action: David Andrews*

6. CHANGE MANAGEMENT:

David Andrews reported that one of the conditions of YTB receiving the contract from Yorkshire Forward for £30m over the next three years had been the abolition of the TAF and TOG meetings. It was not proposed at this stage to change the memorandum and articles of association regarding the company's membership (25 private sector and 25 public sector members) and so alternative means would need to be sought to ensure continued engagement with these members, so that they were adequately informed as voting members of the company.

Going forward, local authority engagement was expected to primarily be via their Area Tourism Partnership. There would be one seat on YTB's board allocated to local authorities and the intension was to have an annual slot on the LGYH agenda for tourism. Members agreed that this level of engagement was sufficient.

David Andrews expected that local authority subscriptions to continue as the public sectors' contribution to the tourism network and the current subscriptions formula (which expires in March 2009) would be revisited on the basis of a flat fee for membership of the regional body and additional services (via a service level agreement) charged on top. Some local authorities were expecting to see more direct linkage between what they paid out and what benefits they received and David Andrews advised that discussions would need to start quickly to ensure these details could be agreed in time for next financial year. *Action: David Andrews to circulate proposal early November*

7. YOUR ADDED VALUE:

Rotherham: Members were informed of the new Yorkshire Entertainment Sensation (YES) development about to commence at Rother Valley Country Park which would incorporate a four star and a three star hotel and spa, shopping facilities, ice hockey arena and extreme sports facilities all under one roof. Due for completion 2011.

Leeds: The new business tourism guide was now available.

Scarborough: Proposals to bring back open air theatre to Scarborough had been announced in today's press.

8. ANNUAL GENERAL MEETING 2008 – DRAFT AGENDA

TAF members were circulated with the draft agenda and attention was drawn to the special resolution requiring the members' vote. The AGM takes place on 26 November and, in

order to provide the required 21 days' notice, members were advised that papers would be despatched on 3 November and any counter motions would be required before that date in writing.

Agenda Item 10.

1. Partnership Information

- As at 31 August 2008 - Total 142 partners – 19 from the Rotherham area of which 9 were business tourism partners.
- From 1st September - 11 Rotherham partners have signed up for the Business Tourism partnership scheme for 2008-09. Of which 2 are new partners.

2. Leisure

- April 08 – Daily Express Saturday Magazine competition featuring Aston Hall Hotel
- Aug 08 – 400 x Autumn/Winter media packs circulated (included featured products can be seen on releases at www.yorkshiresouth.com) from which 4 journalist visits are already procured with ongoing follow-up now underway. Journalist itineraries are compiled in conjunction with the individual journalist to meet their particular interests/reader profile – all region information is supplied in all cases as supporting product information.
- Rotherham product has been included as appropriate in all profile raising activity (with the call to action being to visit the regional yorkshiresouth.com site):-
- 30,000 copies of Visit Yorkshire South – attractions and accommodation guide published, of which 18,000 copies have been distributed outside of the YS region in first three months
- 60,000 copies of See Yorkshire South – attractions guide published of which 30,000 copies have been distributed in and around the YS region in first three months
- 15,000 copies of Welcome Yorkshire South – group travel guide of which 8,000 copies have been distributed nationally in five months
- 20,000 copies of Go Yorkshire South – autumn/winter newsletter distributed via direct mail during September 08
- Region represented at Group Travel Trade Exhibition – Sept 08, NEC, Birmingham. Follow up to 150+ contacts completed during first week in October.
-

3. Gardens of South Yorkshire

Campaign featuring 9 gardens throughout YS including Wentworth Woodhouse Garden Centre

2. Press visits and features on the gardens including:
 - North Devon Journal – (double page feature AER £3,100)
 - Bus and Coach Buyer (AER £700)
 - Group Travel Organiser (AER £1200)
 - Scotland Weekly News (AER £1400)
 - Sunday Mail Glasgow (AER £1400)
 - Coverage of GOSY at Tatton
3. Exhibitions: Attended Harrogate Flower Show (May 08) and Tatton Flower Show (July 08) distributed approx 10,000 leaflets. Competitions included prizes from Wentworth Woodhouse Garden Centre.

4. Business Tourism

- Enquiries:
 - Based on customer requirements, 18% of enquiries sent to Rotherham venues
 - Live Bids: 15 bids in Rotherham venues

Confirmed Bookings: 32% of all bookings. Main reasons for denials are venue availability, followed by venue suitability.

- Ongoing distribution of Conference Guide and Incentive Guide
- Exhibition Presence:
 - IMEX April, Frankfurt
 - VB Fora, June, Sheffield (Magna partnered)
 - Confec Green Sept, Newcastle
 - Event UK Sept, NEC Birmingham (Magna partnered)
- Press Visits:
 - Square Meal, July (specific visits to Magna and Aston Hall Hotel)
 - Conference & Incentive Travel, July (specific visits to Magna)
- Press Features (all destination profile raising features):
 - Conference News, May 08
 - Conference and Incentive Travel June 08 (spotlight on Yorkshire, featured Magna images)
 - Myvenues.co.uk, Sept 08
 - Conference & Incentive Travel Sept 08
 - Square Meal Events & Venues Oct 08
- Ongoing Campaigns:
 - Conference & Incentive Yorkshire (partnering YTB)
 - Myvenues.co.uk – Oct 08 4 week online campaign
 - Square Meal- targeting London buyers

The screenshot shows the Rotherham Borough Council website in Microsoft Internet Explorer. The page title is "accomm - Microsoft Internet Explorer provided by Business and Corporate IS". The address bar shows a URL: "http://cms-authoring/NR/exeres/5A12CABF-414F-4E1B-BADB-ED7292BA8569.htm?wbc_purpose=Basic&NRMODE=Unpublished&WBCMODE=PresentationUnpublished".

The website header includes the Rotherham Borough Council logo with the tagline "Where Everyone Matters". Navigation tabs are labeled "Home", "Residents", "Businesses", "Visitors", and "Maps". A search bar is present with the text "Enter Search" and a "Go" button. Below the navigation is an "A to Z of Services" menu with letters A through Z. The breadcrumb trail reads "Home > Visiting > Accommodation >".

The main content area is titled "Where to stay in Rotherham". It features a large image of a building and a paragraph of text: "Whatever your budget, Rotherham offers a range of quality assessed accommodation. Whether you want to stay in the centre of town or around the borough you'll find accommodation to suit all tastes and requirements. From four star hotels and cosy B&B's to camp sites, wherever you choose to stay you can be sure of a warm welcome."

On the left, there is a "Visiting" sidebar with a tree view containing: "Accommodation", "Where to stay in Rotherham", "Caravanning", "Self Catering", "Hotels, Inns & Guest Houses", "accomm2", "accomm1", and "accomm".

Below the main text, there are three columns of accommodation options, each with a small image and a "Search" and "Browse" link:

- Hotels & B&B's**: Quality assessed hotels, B&B's and guest accommodation. Search, Browse.
- Self-catering**: Offering you more freedom and flexibility. Search, Browse.
- Camping & touring**: Enjoy the Yorkshire countryside. Search, Browse.
- Alternative accommodation**: Try something a little different.... Search, Browse.

At the bottom of the main content area, it states: "All of the establishments listed have been assessed by either Visit Britain or the Automobile Association (AA). Both assessing bodies now assess hotels and guest accommodation to the same criteria and award one to five stars. The rating received reflects the overall quality experience."

The taskbar at the bottom shows the "start" button, several open windows, and the system clock at 09:51.

This screenshot shows a different page on the Rotherham Borough Council website. The browser title and address bar are identical to the previous screenshot.

The main content area contains a disclaimer: "All of the establishments listed have been assessed by either Visit Britain or the Automobile Association (AA). Both assessing bodies now assess hotels and guest accommodation to the same criteria and award one to five stars. The rating received reflects the overall quality experience. Inclusion in the lists does not constitute a recommendation by the Council, which cannot accept any responsibility for any errors or omissions."

Below the disclaimer is a link: "Map showing the location of these hotels, inns and guest houses".

The section is titled "Latest Deals and Leisure Breaks". It contains the text: "Contact the Visitor Centre where our staff will be happy to help you search for accommodation and assist with your booking. Some hotels offer leisure break rates and packages. Look out for special rates for activity packages and Bank Holidays. Current special offers:"

There are two links for special offers:

- [November accommodation offers.doc \(1.19mb\)](#)
- [Residents campaign](#)

At the bottom of the page, there is a footer with the following elements:

- RSS icon
- Prefer Friendly Display link
- Help • Sitemap • Accessibility • Text size: AAA
- Beacon Authority logo
- CONNECTS logo
- Read Local 107 Listen to our website logo
- Directgov logo
- Switch To Live Site link
- Page Status: Saved
- Lock Status: WinNT://ROTHGOV/jayne.oates

The taskbar at the bottom shows the system clock at 09:52.

accmm2 - Microsoft Internet Explorer provided by Business and Corporate IS

File Edit View Favorites Tools Help

Address: http://cms-authoring/NR/exeres/86DCBEE6-E332-4F1D-BE17-6518AA93E9BA.htm?wbc_purpose=Basic&NRMODE=Unpublished&WBMODE=PresentationUnpublished

Rotherham
Metropolitan Borough Council
Where Everyone Matters

Home Residents Businesses Visitors Maps

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Visiting
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Where to stay in Rotherham



Whatever your budget, Rotherham offers a range of quality assessed accommodation. Whether you want to stay in the centre of town or around the borough you'll find accommodation to suit all tastes and requirements. From four star hotels and cosy B&B's to camp sites, wherever you choose to stay you can be sure of a warm welcome.

Accommodation

From 4 star period hotels to small family run B&B's, you'll find a property to suit your every need. Why not treat yourself to a short spa break at one of our hotels. Alternatively, if it's the personal touch your after, experience a great Yorkshire welcome at one of the areas cosy B&B's and guest houses. If you prefer to be left to your own devices we have a selection of spacious self catering accommodation. Situated close to local amenities, these properties are ideally located for exploring the surrounding locations of Sheffield, Doncaster and Barnsley. If you would prefer to experience the great outdoors why not pitch your caravan or tent at one of the areas country parks. Get back to nature and enjoy the natural beauty of Yorkshire.

Map showing the location of these hotels, inns and guest houses

Latest deals & leisure breaks

Contact the [Visitor Centre](#) where our staff will be happy to help you search for accommodation and assist with your booking. Some hotels offer leisure break rates and

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Doncaster and Barnsley. If you would prefer to experience the great outdoors why not pitch your caravan or tent at one of the areas country parks. Get back to nature and enjoy the natural beauty of Yorkshire.

Map showing the location of these hotels, inns and guest houses

Latest deals & leisure breaks

Contact the [Visitor Centre](#) where our staff will be happy to help you search for accommodation and assist with your booking. Some hotels offer leisure break rates and packages. Look out for special rates for activity packages and Bank Holidays.

[November accommodation offers.doc](#) (1.19mb)
[Residents campaign](#) (497kb)

All of the establishments listed have been assessed by either Visit Britain or the Automobile Association (AA). Both assessing bodies now assess hotels and guest accommodation to the same criteria and award one to five stars. The rating received reflects the overall quality experience.

Inclusion in the lists does not constitute a recommendation by the Council, which cannot accept any responsibility for any errors or omissions.

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Rotherham Accommodation Offers November 2008

<p style="text-align: center;">AA Budget</p>  <p>IBIS Rotherham Moorhead Way, Bramley, Rotherham, S66 1YY Tel. 01709 730333 www.ibishotel.com</p> <p>2 nights stay for the price of 1 £56/room week day, £46/room weekend Valid on 1- 7, 9, 14-21, 23 - 28 & 30 November only (Most expensive rate applies on offers which include a week day and weekend day)</p>	<p style="text-align: right;">****</p>  <p>Aston Hotel Sheffield/ Rotherham Britannia Way, Catcliffe, Rotherham, S60 5BD Tel: 0845 058 4745 www.astonhotels.co.uk</p> <p>£65/room bed & breakfast Friday, Saturday and Sunday Kids (Under 12) eat free when dining with an adult.</p>
<p style="text-align: center;">****</p>  <p>Best Western Elton Main Street, Bramley, Rotherham S66 2SF Tel. 01709 545681 www.b.w-eltonhotel.co.uk</p> <p>£50/double room, bed & breakfast Weekend stays in November only, when you pay in advance for your stay</p>	<p style="text-align: right;">****</p>  <p>Aston Hall Hotel Worksop Road, Aston, Rotherham S26 2EE Tel. 0114 2872309 www.tomahawkhotels.co.uk</p> <p>Stay 1 night and get the 2nd night free £139/room, for stays in November</p>
<p style="text-align: center;">****</p>  <p>Holiday Inn West Bawtry Road, Rotherham S60 4NA Tel. 01709830630 www.holidayinn.co.uk/rotheramuk</p> <p>Spa Package £140/room, Dinner, bed & breakfast plus mini spa treatment for two people</p>	<p style="text-align: right;">****</p>  <p>Hellaby Hall Hotel Old Hellaby Lane, Rotherham S66 8SN Tel. 01709 702701 www.hellabyhallhotel.co.uk</p> <p>Weekend package £125/room, 2 nights, bed & breakfast.</p>
<p style="text-align: center;">****</p>  <p>The Old Police House Self catering accommodation Chapel Walk, Upper Haugh Rotherham S62 7DR Tel: 01709 527999 www.oldpolicehouse.co.uk</p> <p>£149/Unit for 4 nights (up to 4 people) 10% off all other rates</p>	<p>For further information contact: Rotherham Visitor Centre, 40 Bridgegate, Rotherham, S60 1PQ. Tel. 01709 835904, email. tic@rotherham.gov.uk</p> <p>Please quote "Rotherham on your door step offer" when making a booking. Please Note: All rooms are subject to availability</p>

**Accommodation, Attraction and
Tourist Information Staff
Free Familiarisation Visits to local attractions**



- Thursday 13th November 2008 South Yorkshire Transport Museum, Aldwarke
- Saturday 15th November 2008 South Yorkshire Transport Museum, Aldwarke
- Thursday 20th November 2008 11 am – 2.30 pm Magna, Templeborough
- Friday 5th December 2008 11 am Rotherham Markets, Rotherham Town Centre
- Friday 12th December 2008 11 am Rotherham Markets, Rotherham Town Centre
- Friday 6th February 2009 10 am – 12 noon Guided Walk RSPB Old Moor
- Saturday 7th February 2009 10 am – 12 noon Guided Walk RSPB Old Moor
- Thursday 12th March 2009 South Yorkshire Transport Museum, Aldwarke
- Saturday 14th March 2009 South Yorkshire Transport Museum, Aldwarke
- Tuesday 24th March 2009 11 am – 2.30 pm Magna, Templeborough
- Wednesday 29th April 2009 11 am – 12.00 Winthrop Park Gardens, Wickersley

Booking Form

Name of Organisation _____

Name of person making the booking _____

Contact Tel. No _____

Contact Email address _____

<u>No of places and name of attendee(s)</u>	<u>Date</u>	<u>Venue</u>

Please return the form ASAP to book to Jayne Oates email:
Jayne.oates@rotherham.gov.uk or post to:
 Rotherham Visitor Centre, Rotherham Tourism Service, 40 Bridgegate, Rotherham,
 S60 1PQ. All the free places must be pre - booked for each venue visit. The places are
 on a first come first served basis.
 Please return the booking form ASAP to ensure you have a place.
 We will confirm all bookings with the contact who completed the booking form.