

## TOURISM PANEL

**Venue: Town Hall,  
Moorgate Street,  
Rotherham.**

**Date: Monday, 16th March, 2009**

**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 Part I of Schedule 12A of 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. Apologies for Absence.
4. Minutes of the previous meeting held on 15th January, 2009. (copy attached) (Pages 1 - 7)
5. Matters Arising.
6. Wath Festival - Presentation.  
David Roche and Rachel Oliver, Wath Festival.
7. Items raised by Industry Representatives:-
  - (a) Clifton Park Developments and Promotion
  - (b) Review of Tourism in Yorkshire
  - (c) Working in partnership with the down turn in the economic climate
8. Forthcoming events giving assistance to/in the Borough.  
Joanne Edley, Tourism Manager, to report.
9. Tourism Service and Visitor Centre/Tourist Information Centre from April 2009 - decisions regarding resources.  
Marie Hayes, Events and Promotions Service Manager, to report.
10. Review of the Tourism Service delivery of the Draft Visitor Economy Plan 2008/2009. (report attached) (Pages 8 - 27)  
Joanne Edley, Tourism Manager, to report.
11. Walking Festival 2009. (report attached) (Pages 28 - 30)  
Joanne Edley, Tourism Manager, to report.
12. Any Other Business.
13. To agree the Date, Time and Venue for the next meeting.  
To consider:- MONDAY, 27<sup>TH</sup> APRIL, 2009 at 2.00 p.m. at the Town Hall, Moorgate Street, Rotherham.

**TOURISM PANEL  
THURSDAY, 15TH JANUARY, 2009**

Present:- Councillor Smith (in the Chair); Councillors Boyes, Doyle, McNeely and Whelbourn.

together with:-

Richard Jones	Yorkshire South Tourism
Natalie Haynes	Holiday Inn
Matthew Beck	MAGNA
Joanne Edley	Tourism Manager
Jayne Oates	Tourism Assistant
Marie Hayes	Events & Promotions Manager
Ryan Shepherd	Senior Planner
Dawn Campbell	Events & Promotions Officer
Bronwen Moss	Scrutiny Adviser

**47. INTRODUCTIONS/APOLOGIES FOR ABSENCE**

The Chairman welcomed those present and introductions were made. Special reference was made to the attendance of Richard Jones, Chief Executive Officer, Yorkshire South Tourism.

The Chairman explained that Councillors Doyle, McNeely and Whelbourn had been invited as they would be representing the Council at the Sub-Regional Scrutiny review of Tourism delivery by the partnership organisation Yorkshire South Tourism.

Apologies for absence were received from:-

Councillor Austen	
Councillor	
Littleboy	
Councillor Walker	
Bernard Jones	South Yorkshire Transport Museum
Julie Williamson	Dearne Valley College
Julie Roberts	Town Centre Manager

**48. MINUTES OF THE PREVIOUS MEETING HELD ON 5TH NOVEMBER, 2008**

Consideration was given to the minutes of the previous meeting held on 5<sup>th</sup> November, 2008.

Agreed: That the minutes be approved as a correct record.

**49. MATTERS ARISING**

There were no matters arising from the previous minutes.

**50. UPDATE FROM INDUSTRY REPRESENTATIVES**

The following items were reported:-

(1) Resignation of Keith Ayling, Chesterfield Canal Partnership

Agreed: That the Tourism Manager report arrangements for the filling of this industry representative position to the next meeting of the Tourism Panel.

(2) Training

Matthew Beck, Chief Executive MAGNA, reported on his meeting with Richard Jones in November 2008, together with training representatives.

Also a meeting was proposed with another organisation and some of the tourism operators across the sub-region.

The issue to date had been that the industry had been responsible for paying wages whilst staff underwent training. However, wage compensation was now being made available (details of which Matthew agreed to circulate to other Panel members).

Yorkshire South would take the lead on training across the sub-region.

Training could be provided for a variety of needs e.g. health and safety, food hygiene, supervision, leadership skills etc.

(3) VisitYork

Matthew reported on York's offer of day passes for tourism for 1, 2 or 3 days. He reported that from 1<sup>st</sup> April York would launch a 6 day pass.

Matthew explained how the scheme operated, the costs to the attractions and what benefits they received from the scheme e.g. advertising and commission.

He also explained that it was proposed that by 1<sup>st</sup> April 2010 this would be developed into a Yorkshire Tourism pass. Currently York was the most prominent city in the North with 8 out of town attractions included.

Matthew advised that expressions of interest from other attractions (although not hotels at the moment) would be submitted by the end of January.

The passes would be sold through VisitBritain and through the Tourist Information Centres.

(4) Work-based learning training

Joanne Edley, Tourism Manager, on behalf of Julie Williamson reported that the Government was putting in money into work-based learning training. This would even partly fund non-accredited, tailor-made courses (short or long). This was good news as training needs could now be met at little, or no, cost to the employer.

Members were reminded that in many instances NVQ's were still available free of charge. These ranged from Customer Service, Business Administration, Leadership etc to Activity Management.

Any interested member should contact Kaye Williams for advice and training needs analysis;

Kaye's contact details:- ☎ 01709 513333

Email: [kwilliams@dearne.coll.ac.uk](mailto:kwilliams@dearne.coll.ac.uk)

Reference was made to what options Yorkshire South and Magna had to offer free training. It was also pointed out that Dearne Valley College had already provided training for Clifton Park Museum for volunteers and staff who conducted guided tours.

Business Link also offered a range of workshops and information had been sent to the industry.

Reference was made to the availability of information and assistance in putting together packages which seemed to be available to household in Europe but not in Britain.

## 51. ROTHERHAM TOURISM FORUM

Joanne Edley, Tourism Manager, reported that the next meeting of the Tourism Forum was to be a joint meeting with Barnsley.

The meeting had been arranged for Tuesday, 27<sup>th</sup> January, 2009 commencing at 4 p.m. at Cannon Hall, Cawthorne, Barnsley.

Reference was made to the new Barnsley Rotherham Joint Chamber and to Yorkshire wide Business Link. It was proposed that the joint Forum meeting would be used to explain the changes of these two organisations and how these would affect the industry.

The general feeling of the Panel was that these changes had not been particularly helpful.

Richard Jones explained the reasons for the new arrangements and the

processes and decision making which had been undertaken.

Agreed:- That local views be sought about how the changes had affected the industry and a progress report be submitted to a future meeting of the Tourism Panel.

## **52. ACCESS GUIDE FOR VISITORS**

Consideration was given to a covering report and accompanying copy of Rotherham's Access Guide for Visitors.

The Tourism Manager reported that this document was first produced in 2006 and had now been reviewed with every entry's information being checked by either an Access Officer, or a volunteer, to ensure that the listings were accurate.

She explained that it was not intended to provide printed copies of the Guide. Instead the information contained within the Guide was available on the Internet as a pdf document and copies of specific entries could be provided on request. This also allowed the document to be updated easily.

A press release would be prepared to announce the availability of the Guide.

The Tourism Manager would be following up any establishment that had not returned and updated its entry details.

## **53. WEB SITE [WWW.VISITROTHERHAM.ORG](http://WWW.VISITROTHERHAM.ORG)**

Joanne Edley, Tourism Manager and Jayne Oates, Tourism Assistant, gave a presentation of the website [www.visitrotherham.org](http://www.visitrotherham.org) which had been re-designed to enable users to access information with a minimum number of mouse clicks (3).

However, it was reported that currently there were problems with the "stitch-in" link to the Yorkshire South and Destination Management ICT system.

There were concerns that input of data had to be done at the headquarters of Yorkshire South in Sheffield, and that the Council's ICT team had concerns about the branding.

Richard Jones confirmed that a meeting had been arranged for 15<sup>th</sup> January, 2009 with New Visions and the Yorkshire Tourist Board to discuss these issues.

## **54. SERVICED ACCOMMODATION NEEDS STUDY AND PROFILE OF THE BOROUGH'S FACILITIES FOR THE FUTURE**

Ryan Shepherd, Senior Planner, spoke to the submitted report explaining that this study had been undertaken by consultants on behalf of Yorkshire South Tourism. The findings of the study had then been adjusted to correct some errors and to bring the study into line with the Borough's boundary. The report would be used to inform tourism work and also planning work related to the Local Development Framework. The document would also be used when considering planning applications.

It was explained that the study had shown there was no further need for budget accommodation over the next 5 years, but that further 3\* and above accommodation was need. The study also suggested that Rotherham could support the development of a further 80 beds.

Reference was also made to findings of the Study in respect of the Town Centre Renaissance aspirations, in that although there were plans for 2 hotels in the next 5 years this may not happen due to the economic downturn.

The study also suggested that a camping site could be supported in the north of the Borough, and a caravan and camping site at Rother Valley Country Park (possibly related to the development of the YES project).

The study had been subject to review by the Sheffield Hallam Centre for Hospitality Research which confirmed that the findings were robust. Therefore the document had been made available on the Councils' website as part of the LDF background documents and was being used in development control.

Joanne Edley, Tourism Manager, provided members of the Panel with a copy of an article on this topic which had been published by the Yorkshire Post on 15<sup>th</sup> January, 2009.

Members of the Panel raised the following issues:-

- likelihood of 2 new hotels and a caravan and camping site at Rother Valley Country Park
- progress of the YES project
- identification of a gypsy site to be included in the Local Development Framework
- town centre hotel accommodation
- the need to assess the rural areas of the Borough in a different way

Agreed: That the contents of the report be noted.

## **55. YORKSHIRE SOUTH TOURISM UPDATE**

Richard Jones, Chief Executive Officer, Yorkshire South Tourism, reported that the current operating contract from Yorkshire Forward would end in March 2009 when new arrangements would be put in place.

In 2009 Yorkshire South Tourism would be supporting:-

- Rother Valley Triathlon
- Safe at Last – music event
- Rat Race – this would involve a variety of events between Sheffield and Rotherham using the canal network. This event was also held in cities such as Edinburgh and Melbourne and would receive TV coverage on Channel 4, Setanta and Sky Sports.
- Rotherham Arts Festival
- Launch of the Ambassador programme in conjunction with Dearne Valley College
- Business activity – a meeting with the President of the Joint Chamber was anticipated

Richard reported on the future of Yorkshire South Tourism, the restructuring of the support systems for tourism businesses, to make it more efficient and to provide more money for front line services and improve the results.

He also reported that there would be increased funding for tourism support from £6m to £10m per year for the next 3 years as from 1<sup>st</sup> April, 2009. Assurance had also been given to cover office costs and staffing.

Richard outlined YST's budget proposals which would be considered by its Board on 23<sup>rd</sup> January, 2009.

He explained he would be focussing on:-

- Business tourism
- Linking business tourism with major events across Yorkshire
- Gateway projects and continued working with the Robin Hood Doncaster Sheffield airport to improve services in and out of the region
- Extending the availability of the Yorkshire Pass

A questions and answers session ensued covering the following:-

- Increased commitment from Yorkshire Forward
- Security of funding with the ending of Objective 1 programme
- Allocation of funding
- Information on the availability of European funding for attractions and for supporting innovation
- Work of the International Links Group
- Difficulties faced by public sector when bidding for funding

Agreed: That, on behalf of the Tourism Panel, the Scrutiny Adviser would contact a member of the Council's External Funding Team to obtain

information about funding for tourism available through Europe and with a view to writing to the Euro MP expressing concern about the lack of information on European funding for tourism related activities provided to Local Authorities if this was the case.

**56. ANY OTHER BUSINESS**

The following issues were raised:-

(i) Special Bulletin from the National Tourism Summit

Joanne Edley, Tourism Manager, reported that a response from the Tourism Service was needed by 19<sup>th</sup> January, 2009. Members of the Panel were asked to let Joanne have any issues they wish to comment on for inclusion in the response.

(ii) Changes within Yorkshire

Joanne Edley, Tourism Manager, reported receipt of an email and copy letter from the Chair of the Yorkshire Tourist Board relating to the changes within the Yorkshire region.

(iii) Questionnaire from the Yorkshire Tourist Board

It was explained this related to what Yorkshire had to offer and opportunities for the future.

Joanne would reply to this by the end of the day

(iv) Best Wishes

Joanne referred to Councillor Sheila Walker and Bernard Jones and Members of the Panel wished them both a speedy recovery.

**57. DATE, TIME AND VENUE FOR THE NEXT MEETING**

Agreed: That the next meeting of the Tourism Panel take place on MONDAY, 16<sup>TH</sup> MARCH, 2009 at 2 p.m. at the Town Hall, Moorgate Street, Rotherham.



**ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS**

1.	<b>Meeting:</b>	<b>Tourism Panel</b>
2.	<b>Date:</b>	<b>16<sup>th</sup> March 2009</b>
3.	<b>Title:</b>	<b>Review of the Tourism Service delivery of the Draft Visitor Economy Plan 2008 / 09</b>
4.	<b>Programme Area:</b>	<b>Environment and Development Services</b>

**5. Summary**

The Rotherham Tourism Plan 2005 – 2008 was utilised until 2008.

The Draft Visitor Economy Plan was compiled, but not officially agreed, due to changes in tourism organisations at a national, regional and sub-regional level. Therefore, the Draft Visitor Economy Plan actions have been used as a basis for work of the Tourism Service in 2008/09.

**5. Recommendations**

The Update of the Tourism Service delivery in 2008 / 09 be received by members.

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## 7. Proposals and Details

The Draft Visitor Economy Plan 2008 – 2013, Action Plan was compiled, but not formally agreed by the Council and partners due to the changes in Tourism Strategy in Yorkshire and Britain. VisitBritain have just agreed the 10 objectives for their strategy, Yorkshire are changing the way Tourism is delivered through the Area Tourism Partnerships and the Tourist Board and this will be known in April 2009. Therefore, the Rotherham Visitor Economy Plan will be completed taking this information into consideration in 2009.

In the meantime the Draft Visitor Economy Plan for Rotherham was used as a basis for the Tourism Service to work with partners to deliver a programme of activity for the year 2008 / 09.

The Action Plan with the progress to date is attached at Appendix A.

The Economic Impact Studies have been completed for 2007. We have three figures to work on from the three separate economic models. However, after careful analysis it has been agreed to use the Cambridge Model figures for the Economic Impact of the Visitor Economy for the Economic Plan for Rotherham in the future.

The performance indicator was to raise the economic impact of the value of tourism by 5% annually which had been achieved from the Tourism Plan 2005 -2008 through the STEAM Model compiled by Global Tourism Solutions. The Cambridge Model has been adjusted and cannot be used as a comparison year on year until now. The Sheffield Hallam University figure is an estimate from the South Yorkshire Figure of £668 million in 2007.

These figures have been obtained in 2008 for 2007.

### Value of the Tourism / Visitor Economy

<b>Economic Impact Model</b>		<b>2007 Figures</b>	Target for 2007	Target in the future	Down Turn Nationally 2009
STEAM	2003 £235.04 million	<b>£312.8 million</b>	10% increase £258.5 million		
CAMBRIDGE	1997 £65 million 2006 £177.7 million	<b>£225 million</b>		5% increase annually	-2.5%
SHEFFIELD HALLAM UNIVERSITY		£668 million for South Yorkshire <b>Estimated £200 million for Rotherham</b>	5% increase annually in Yorkshire 6% South Yorkshire		

**Number of Jobs**

<b>Economic Impact Model</b>		2007 FTE direct	Target for 2007 5% increase	Actual with additional add on 2007
STEAM	2003 3,077 FTE direct 4,293 FTE with additional add on	3,585	4,507 FTE with additional add on	4,998
CAMBRIDGE	1997 1,974 FTE direct 2,700 FTE additional 2006 3,263 FTE 4,407 FTE additional	3,984	-	5,406

The target for the Visitor Centre was to maintain the footfall at 68,000 annually. In the country footfall in Tourist Information Centres is generally dropping and, due to the ongoing developments in Rotherham town centre, general footfall is lower than previous years. However, the Visitor Centre estimates to have a footfall figure of 68,000 by the end of March 2009 despite the down turn trends.

**8. Finance**

The contents of the Review Document of the Actions achieved of the Draft Visitor Economy Plan have been delivered within existing budgets.

**9. Risks and Uncertainties**

The main risk relates to the impact on local performance indicators and Rotherham's contribution to sub-regional arrangements (through the Destination Management Partnership Yorkshire South Tourism, regional (Yorkshire Tourist Board) and national (VisitEngland and VisitBritain).

**10. Policy and Performance Agenda Implications**

The Draft Rotherham Visitor Economy Plan links to the Corporate Plan, the Community Strategy and the Regeneration Plan.

The work of the Tourism Service has assisted to improve and promote the image of Rotherham and addressing the negative views both within and outside of the Borough.

The Draft Visitor Economy Plan provides an excellent environment for people to fulfil their potential by enhancing people's skills, confidence, and aspirations to fully participate in and benefit from the regeneration of the area.

The Draft Visitor Economy Plan assists the Rotherham Town Renaissance by enhancing the role and function of the Town Centre and ensuring that it acts as a hub for social, economic and cultural activity for the wider area.

## **11. Background Papers and Consultation**

Draft Visitor Economy Plan Actions 2008 -2013

**Contact Name :Joanne Edley, Tourism Manager, ext. 6891 e-mail**  
*Joanne.edley@rotherham.gov.uk*

**Review of the Tourism Service Delivery against the**  
**Draft Proposals for ROTHERHAM**  
**Visitor Economy Plan 2008 – 2013**

Objective 1 / Corporate Theme Proud

Improve the image and perception of the area and to promote Rotherham as a Visitor Destination, to increase the economic impacts of the visitor economy.

Objective 2 / Corporate Theme Achieving

Improve the quality standards of Rotherham's Visitor Economy.

Objective 3 / Corporate Theme Learning

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

Objective 4 / cross cutting theme Sustainability / Corporate Theme Achieving and Alive

To implement a Destination Management Plan that follows a sustainable model for the visitor economy.

Objective 5 / Corporate Theme Achieving

Improve the effectiveness of partnership working.

Cross Cutting Theme - Fairness

## Objective 1:

### Improve the image and perception of the area to promote Rotherham as a Visitor Destination.

Rotherham Alive and Proud

Action to achieve the objective	What has been achieved in 2008 / 09
<p>Produce and implement a marketing plan to deliver the Visitor Economy Plan and provide an increased profile to promote the area locally, sub-regionally and nationally in partnership with other organisations</p>	<p>The marketing plan format would include all the topics in the Draft Visitor Economy Plan 2008 -2013, which had not been formally agreed, therefore this was not completed in a formal text, but delivery of the specific areas has been ongoing.</p> <p><b>Promotional Material</b></p> <p><b>Publications</b></p> <ul style="list-style-type: none"> <li>• Visitor and Accommodation Guide produced 10,000</li> <li>• Walking Festival Brochure</li> <li>• On Your Doorstep Leaflet</li> <li>• Heritage Open Days Leaflet</li> <li>• Accommodation Rates for specific events</li> <li>• Access Guide – PDF format on the web site</li> </ul> <p>All the above were distributed to existing mailing lists including clear up of contact details, delivered to local attractions and accommodation establishments.</p> <p><b>Advertising</b></p> <ul style="list-style-type: none"> <li>• Local Residents Campaign Advertised in the Rotherham Advertiser and Community News</li> <li>• Walking Festival – Local Newspapers, National Walking Specific Magazines</li> <li>• On Your Doorstep Leaflet distributed to households in Eastwood and Moorgate to monitor effectiveness of this type of distribution</li> </ul> <p><b>Press Releases</b></p> <ul style="list-style-type: none"> <li>• Information sent to the PR agency utilised by Yorkshire South Tourism, through Corporate Communications Team and Events and Promotions Service in Culture and Leisure. PR has been achieved around events, the accommodation study report, journalist requests for information, Magna, On Your Doorstep leaflet, Heritage Open Days Weekend, Walking Festival, Yes Project, Carlton Park Fire – good news stories to be released for opening in March, Rotherham Triathlon at Rother Valley Country Park.</li> </ul> <p><b>Tourist Information Points</b></p> <p><b>Posters produced and replaced in all points for accommodation and</b></p>

	<p><b>attractions. One new Tourist Information Point located at Parkgate and indoor poster and racks at Hellaby Hall Hotel</b></p> <p><b>Web Site Update</b> Ongoing process, however it was agreed by Tourism Panel 5<sup>th</sup> November 2008 to change the layout of the information on the Visiting pages, which has now been completed</p> <p><b>Offers through other agencies</b> Informed the industry of promotional opportunities through Yorkshire South Tourism and Yorkshire Tourist Board. (Magna, Tropical Butterfly House, RSPB Old Moor, Aston Hotel and Aston Hall Hotel, Old Police House, took up the offers regularly) and VisitBritain.</p> <p><b>Walking Festival – organised the event in 2008</b></p> <p><b>Rotherham in Bloom – organised the competition in 2008</b></p> <p><b>Familiarisation Visit co-ordination-</b> to the attractions for Tourist Information Centre Staff, attractions and accommodation establishments</p>
<p>Assist with the delivery of the Yorkshire Tourism Network Business Plan and Yorkshire South Tourism Action Plans</p>	<p>RIDO Conference Co-ordinator has worked at the Yorkshire South Office one day / week undertaking work for the partnership.</p> <p>Events and Promotions - Rotherham Tourism has provided staff to the partnership on a project by project basis e.g. Exhibitions for Group Travel in Birmingham and Bolton, Leisure Travel – Dublin Holiday World, Assisted with the organisation of promotional activity for the Group Travel Market, updated information on the Destination Management System at Yorkshire South Office.</p> <p>Distributed information to the industry on training / workshops/ offers/ opportunities available through Yorkshire South Tourism when requested to do so.</p> <p>Assisted to set up venues for the Benchmarking Research – Magna, Tropical Butterfly House, Rother Valley Country Park and Wentworth</p>

<p>Encourage development of major events at off peak periods to increase visitors to the area and increase overnight stays Organise and promote events to encourage local residents and visitors to see and experience what the Borough has to offer</p>	<p>Met with numerous event organisers and assisted them to know who to contact regarding various aspects of their event organisation / promotion. Co-ordinated information from the assessed accommodation regarding their rates for specific events and sent them on to the event organisers for their customers. E.g. Weekend at Last (Sandbeck) , Rother Valley Triathlon, Inland Waterways Event, Heritage Open Days, Walking Festival, Round Walk, Charity Walk Wentworth, Wath Festival etc.</p>
<p>Destination Benchmarking Visitor Satisfaction surveys developed regionally, sub-regionally and locally</p>	<p>Yorkshire Forward has agreed to pay for Destination Benchmarking for Yorkshire. In Rotherham four venues were chosen – Tropical Butterfly House, Magna, Rother Valley Country Park and Wentworth Village. (At Wentworth Village it was reported that there were not enough visitors to undertake the survey on the first day, therefore did not include this location in the overall research. Benchmarking through Destination Performance UK to compare the service with like for like areas in city group 4.</p>
<p>Work with Yorkshire South Tourism on the Destination Management ICT System to improve e-commerce and book-ability of facilities for visitors to the sub-region</p>	<p>The Rotherham Visitor Centre utilise the Destination Management ICT system in the Tourist Information Service provision. We are encouraging businesses to update their own information on the system if they are not doing so. A new version of Guest Link is available and businesses are being encouraged to go on the workshops to update their own data in the future.</p>
<p>Continue to work with Planning Services on the Reviewed Brown Signage Policy and encourage the policy to be followed</p>	<p>Changes to the policy were sent through to the signage department. The proposed changes may have to be presented to Council members in the future. The Civic Theatre and two businesses in Wentworth enquired about Brown Signage. The Civic Theatre application is being processed. Wentworth Village were advised to have signage for the village. However, the Parish Planning Group and the Estate did not wish to have brown signs in the village. The two businesses which made the enquiry in the first instance have been informed.</p>
<p>Assist with Rotherham Gateways Initiative</p>	<p>In 2008/09 the gateways project has not required the assistance of the Tourism Service to talk to facilities or venues but has progressed with the initiative.</p>
<p>Identify initiatives to support the Rotherham Ambassador Scheme and the Yorkshire South Tourism Ambassador Scheme, project rolled out to local FE colleges</p>	<p>Yorkshire South Tourism is in the process of organising meetings with Barnsley / Rotherham Chamber, RCAT and Dearne Valley College for the Ambassador Scheme</p>
<p>Increased positive promotional campaigns for local residents in partnership with the private sector, volunteers and trusts.</p>	<p><b>On your Doorstep Campaign</b> – businesses that were involved include Magna, Virtual Ice, Wentworth Family Farm, Grange Golf Club, Arts Studio, RSPB Old Moor, Superbowl, Ibis, Aston Hotel, Best Western Elton, Aston Hall Hotel, Aston Hotel, Holiday Inn, Hellaby Hall and Old Police</p>



Increased profile through an annual marketing plan to promote the area locally, sub-regionally and nationally in partnership with other organisations

House. Feedback – would like the promotion to last longer than one month in the future, some facilities benefited others did not, but thought it was good scheme and wanted to be involved again. Advertising in The Advertiser was not beneficial for the enquiries received. The best source of customers was from the database and leaflet drops to households. Community News paper vouchers will be beneficial in the future.

**Heritage Open Days** – 20 venues included in the leaflet. 2 were not as they did not send in their information to the service on time. PR coverage was excellent and over 3,000 additional customers were received over the 4 days in the borough. Work has started for 2009 Heritage Open Days. Volunteers have been informed of workshops through the Civic Trust being held in March and workshops at Rotherham's Archives and Local Studies in April and May 2009.

**Group Travel, Conference / Meeting Incentive Travel** – This work has been through Yorkshire South Tourism

**Objective 2:  
Improve the quality standards of Rotherham's Visitor Economy  
Rotherham Achieving**

Action to achieve the objective	What has been achieved in 2008 / 09
<p>Continue to encourage non-assessed accommodation providers to join the National Standardised Assessment Scheme Pre-assessments undertaken prior to full assessment as required Increase the % of inspected properties from 54% to 70% by end 2009 and increase and maintain in line with sub-regional, regional and national priorities. National Priority 80% by 2012</p>	<p>Old Police House self-catering establishment has been given a grant - achieved 3 stars Grant given for a pre-initial assessment to 2 self-catering properties due to open April 2009 to identify possible star rating and work to be done - one 3 stars, one 4 stars Grant offered to The Black Bull at Aughton – Decided not to go ahead Grant offered to the Phoenix Rotherham Town Centre – needed improvements before applying Grant offered to Lord Conyers – did not apply Grant offered to Moulders Rest now not operational Grant and advice offered to potential business guest or self-catering at Thorpe Hesley - not developed Grant given to Thrybergh Country Park for the star rating - achieved 3 stars Advice given to property being developed at Swallownest March 2009 Grant offered to Fairways - did not reply Red Lion at Todwick assessed – contacting company to see if Brentwood and Rockingham Arms can be assessed also Welcome Inn gained 3 stars</p> <p>39 establishments of which 21 are assessed - 54%.</p>
<p>Encourage attractions to be included in the Visitor Attraction Quality Service or Green Flag Scheme (3 attractions currently in the VAQAS Scheme) (3 parks in the Green Flag Scheme)</p>	<p>3 Attractions and 2 parks are in the Green Flag Scheme South Yorkshire Transport Museum has had the information to be assessed.</p>
<p>Develop a plan to encourage spa facilities to be included in the Spa Accreditation Scheme</p>	<p>The two spas were provided with the information to be assessed, but have not taken up the offer of a grant.</p>
<p>Maintain the information contained in the Sub Regional Destination Management System, which is networked regionally and nationally</p>	<p>This is an ongoing process and it is essential that the businesses are involved in the processes to be able to update their own information in the future through Guest Link.</p>

Continue a support scheme for Rotherham tourism sector to be in the National Accessible Scheme and comply with the Disability Discrimination Act. Access statements completed by all organisations promoted through Rotherham Tourism Service	The Access Guide has been undertaken and is available on the web site. Packs of information were sent to facilities which wished to receive further assistance on accessibility issues. The Access Officer of RMBC visited the venues to check the information was correct.
Continue to review the Business Plan of the Visitor Centre and maintain high quality standards Aim for customer service excellence	The Business Plan for the visitor centre has been reviewed and the actions undertaken. Customer Service Excellence evidence is being compiled and the service will be audited in June 2009.

### Objective 3:

#### To increase the skills base in the visitor economy

Action to achieve the objective	What has been achieved in 2008 / 09
Actively promote relative courses of study to people in the industry and community for the Visitor Economy (Leisure / Tourism / Events / Hospitality / Catering)	Training is provided by a number of agencies for the full time students – school, Further Education Colleges, Universities. For employees working in the industry there are a number of NVQs, Apprenticeships, workshops, training sessions provided by a number of organisations. The Tourism Service signpost the industry to relevant agencies that supply the training and offer assistance to the delivery agencies e.g. Guest Speaking at Schools, Colleges, Universities, groups etc.
Develop partnership opportunities with training providers such as schools, colleges of further education, universities, People 1 <sup>st</sup> , Learning Skills Council, Business Link, Rotherham Chamber of Commerce, Rotherham Ready, Investors in Education Project	Good relationships have been developed between RMBC Tourism Team, Yorkshire South Team, Yorkshire Tourist Board who provide workshops and RMBC Tourism Service informs the industry when required. Business Link informs the service of training workshops and this information is provided to relevant establishments. Started to work more closely with Sheffield Hallam University students and lecturers in 2008/09.
Establish and train a pool of local volunteers who are able to assist at events, festivals and guiding at attractions Utilise the guides that have been trained locally in 2008 at Clifton Park Museum  Olympics / Major events training	This has not been pursued in 2008/09.
Provide placements for students on work experience on courses related to the visitor economy within the area. To ensure that businesses in the area receive information on the skills shortages training courses being developed by YTB, RCAT, Dearne Valley College COVE and the Hospitality COVE	Provided placements for Wickersley School, RCAT, Thomas Rotherham College, Dearne Valley College Students throughout the year. Work Placements through International Links from Poland, Germany and France. Sent information of international students who wished placements long term to the industry contacts and International Links Officer

Encourage industry representatives to be part of the Local Hero scheme to promote vocational qualifications in South Yorkshire	Tourism Manager has been included on the Local Hero scheme to promote vocational qualifications
Encourage the use of the UK Skills Passport	No progress to date

## Objective 4

### To implement a Destination Management Plan that follows a Sustainable Model for the Visitor Economy

Rotherham Achieving, Rotherham Proud, Rotherham Alive, Sustainability, Fairness

Some of the actions are duplicated in other sections. The contents follow the contents for a Destination Management Plan that is effective

Action to achieve the objective	
Visitor Satisfaction- Destination Benchmarking surveys Visitor Satisfaction – Yorkshire as a region by visitors Businesses and Tourism Service to take note of results and implement changes accordingly	Yorkshire Forward has agreed to pay for Destination Benchmarking for Yorkshire. In Rotherham four venues were chosen – Tropical Butterfly House, Magna, Rother Valley Country Park and Wentworth Village. (At Wentworth Village it was reported that there were not enough visitors to undertake the survey on the first day, therefore did not include this location in the overall research. (Duplicated above)
Visitor Satisfaction Rotherham Visitor Centre	Annual Visitor Centre Customer Satisfaction Survey is undertaken and results are used to undertake an action plan to improve the services for the following year.
Customer Satisfaction – Businesses with the tourism service locally	Annual survey in May / June In 2008 not many businesses completed the survey due to the survey being undertaken by YTB and YST
Local Economic Impact – STEAM MODEL	Figures were obtained in 2008 for 2007 Attached for reference
Local Economic Impact – CAMBRIDGE MODEL	Figures were obtained in 2008 for 2007 Attached for reference
Local Economic Impact on the sub-region, new model to be developed Work with the SYDMP, YTB and Yorkshire Futures, Sheffield Hallam University, on the proposal to develop a regional robust volume and value from tourism activity	Worked with Sheffield Hallam University on the Economic Impact Model that was undertaken for South Yorkshire. Estimated that the value of the visitor economy in 2007 was £668 million in South Yorkshire.
Utilise research to reduce seasonal fluctuations and aim to extend off-peak tourism through major events / promotions	Met with numerous event organisers and assisted them to know who to contact regarding various aspects of their event organisation / promotion. Co-ordinated information from the assessed accommodation regarding their rates for specific events and sent them on to the event organisers for their customers. E.g. Weekend at Last (Sandbeck) , Rother Valley Triathlon, Inland Waterways Event, Heritage Open Days, Walking Festival, Round Walk, Charity Walk Wentworth, Wath Festival etc. (Duplicated information from above)
Community Attitudes Address community attitudes within Visitor Management Plans where relevant e.g. Wentworth	Wentworth Parish Planning Group invited the Tourism Manager to their meeting. They are only interested in public transport that suits the needs of the community for visitors to get from one attraction to another on Sundays

Community Plan, Visitor Economy Plan Tourist Information provision improved in Wentworth Transport links investigated	and Bank Holidays to ease congestion. They were not interested in the horse and carriage idea to Elsecar Heritage Centre. They have not been receptive to the proposal of Brown Signage for two businesses in the village or generally for visitors, they prefer the black and white signs.
Community Attitudes Perception Study undertaken through Reach Out 18 Survey	Reach Out Survey undertaken in 2008. Results available. Action plan to improve the results will be undertaken through local residents campaign and partnership work with individual attractions in 2009.
Carrying Capacities – Surveys in honey pot areas – undertaken as required	No work undertaken Yorkshire Tourist Board could not undertake the benchmarking surveys in Wentworth village as they report that there were not enough visitors to undertake the survey, most people were local.
Develop Visitor Management Plan of key components of overall strategy / plan Consultation with the industry Assist in reducing the adverse impacts and increase the benefits of tourism in honey pots such as Wentworth Village identified in their Plan	Work needs to continue with Wentworth Parish Planning Group and Wentworth Fitzwilliam Estates to progress any ideas and suggestions for the future.
Tourism Partnerships Rotherham Tourism Forum Meet three times / year Direct mail by post and email Specific workshops for topics of interest	Tourism Forum has met three times in 2008 /09 The joint Tourism Forum with Barnsley was organised in January at the request of the industry – mixed feedback to the joint forum from the members.
Tourism Partnerships Tourism Panel meet approximately 8 times / year, Includes 6 Industry representatives and 6 council members	The Tourism panel has continued to meet and discuss Tourism / Visitor economy issues for Rotherham
Tourism Partnerships Yorkshire South Tourism	The Rotherham Tourism Service and RIDO Conference Co-ordinator have worked with Yorkshire South Tourism in 2008 /09 on various projects. The Tourism Service has informed the industry
Tourism Partnerships Yorkshire Tourism Network / Yorkshire Tourist Board	The Rotherham Tourism Service has been a member of Yorkshire Tourist Board and attended relevant meetings / workshops. The Tourism Service has passed on information from the Tourist Board to the industry as required.
Micro-businesses Importance of small businesses needs to be reflected in the Visitor Economy Plan and link to the Economic Plan 2008 -2020	SMEs are given advice by the Tourism Service and signposted to relevant organisations which will assist them. Set up of SMEs is very important for the Visitor Economy. In 2008 one self-catering property set up and in 2009 it is proposed that a further 3 self-catering properties will start operating

Aim to increase number of SMEs in visitor economy	
Micro-businesses Promote the importance of sustainability issues through the Green Business Scheme and environmental certificates, VisitBritain's Green Start Programme	Best Western Elton Hotel obtained a silver award in the Green business scheme
Land Use Planning for Tourism Utilise the Good Practice Guide for Planning for Tourism adopted by the Tourism Panel and Planning Board in 2007 Ensure that new developments add to the attractiveness of the Borough and do not substitute or displace existing provision without good reasons, work with planning services on the Local Development Framework areas of land use for the visitor economy in the future	The Good Practice Guide for Planning for Tourism is utilised by Tourism Services, Planning Services for the development of the Borough
Land Use for Planning for Tourism Adapt the survey undertaken by consultants on behalf of Yorkshire South Tourism on accommodation in the sub-region to inform the development of accommodation in the future and inform the local development framework	The accommodation study report was completed and reported to Tourism Panel, Planning Board and will be utilised to inform the Local Development Framework, planning applications and development applications
Land Use for Planning for Tourism Participate in consultations and ensure that the Bio Diversity Action Plan is referred to when planning applications are consulted upon Advise and assist where appropriate, on development	The Biodiversity Action plan information is given to Planning Applicants, through Planning Services
Visitor Management Take part in survey work – implement actions in Visitor Management Plan e.g. Wentworth and possibly Yes project and Boston Castle  Yorkshire Survey	The Visitor Benchmarking survey was not carried out at Wentworth as the survey company said there was not enough visitors in Wentworth, mainly locals.  Yes project is ongoing  Boston Castle project is ongoing
Raise Quality Standards Raise awareness through visitor information material, marketing material, marketing campaigns and e-business	Quality standards are addressed in the objective Continue to encourage non-assessed accommodation providers to join the National Standardised Assessment Scheme Pre-assessments undertaken prior to full assessment as required Increase the % of inspected properties from 54% to 70% by end 2009 and increase and maintain in line with sub-regional, regional and national

	priorities. National Priority 80% by 2012
Raise Quality Standards Private sector to participate in relevant quality scheme e.g.VAQAS - attractions QIT /AA - accommodation Green Flag - parks Spas and Access VisitBritain Official Partner Status – Tourist Information Centres	3 Attractions and 2 parks are in the Green Flag Scheme  South Yorkshire Transport Museum has had the information to be assessed.  2 spas provided with information but not applied for assessment  Rotherham Visitor Centre an Official Partner of VisitBritain – meet all the criteria
Business Support and Training Visitor Satisfaction Survey to analyse standards	Rotherham Visitor Centre Survey and How's the Service Surveys undertaken annually
Business Support and Training  How's Business Survey locally (Yorkshire Tourist Board and Yorkshire South Tourism) Identify training needs  Distribute training information to the industry through the Tourism Forum Advise and assist where appropriate, on developments How's the Service Research	Yorkshire South Tourism and Yorkshire Tourist Board undertake the Performance Monitor Survey, to identify needs.  Advice given to potential developers / SMEs as required and signpost to organisations who can assist them  How's the service survey undertaken annually
E-Business Promote destination web site to visitors Work with Yorkshire South Tourism on the Links with Destination Management ICT system for increased book- ability to the sub-region Encourage links with partners	The www.visitrotherham.org web site is promoted through all literature produced The Yorkshire South.com website is promoted by Yorkshire South partnership work The Yorkshire.com web site is used for Yorkshire campaigns Investigating the possibility of more links from partner web sites to ours
Transport Encourage visitors to use alternative forms of public transport Work in conjunction with the transport unit and providers to encourage sustainable transport options Continue to undertake the group travel marketing campaign with Yorkshire South Tourism Investigate the possibility of a visitor park and ride scheme for Wentworth	In all publications public transport is included when possible Group travel marketing campaign has been undertaken through Yorkshire South Tourism Visitor Park and Ride Scheme has not been discussed with Wentworth estate or Planning group to date.
Visitor Payback Encourage participation in visitor payback schemes	Discussed the possibility of a visitor payback scheme to be introduced at Wentworth with the Wentworth Planning Group. Waiting to hear if they



<p>to enable the funding of community schemes and environmental schemes This will assist with local distinctiveness (3f) Being piloted in Yorkshire Dales / used in Lake District</p>	<p>wish to pursue this any further in the future.</p>
<p>Accessibility - take part in accessibility visits by the access officer. Produce an access guide for visitors which involves the local community undertaking the audits Encourage private sector to be in the National Accessible Scheme, Encourage all organisations to have access statements</p>	<p>The Access Guide has been undertaken and is available on the web site. Packs of information were sent to facilities which wished to receive further assistance on accessibility issues. The Access Officer of RMBC visited the venues to check the information was correct.</p>
<p>Local Distinctiveness Encourage more major events to be hosted in the area Promote local events of regional and national interest</p>	<p>Met with numerous event organisers and assisted them to know who to contact regarding various aspects of their event organisation / promotion. Co-ordinated information from the assessed accommodation regarding their rates for specific events and sent them on to the event organisers for their customers. E.g. Weekend at Last (Sandbeck) , Rother Valley Triathlon, Inland Waterways Event, Heritage Open Days, Walking Festival, Round Walk, Charity Walk Wentworth, Wath Festival etc. The service has been moved from Planning and Regeneration to Culture and Leisure Service and this has enhanced this opportunity.</p>
<p>Local Distinctiveness Encourage the promotion, purchase and use of local produce, crafts, and art by providers</p>	<p>A list of local providers has started to be compiled but ongoing and not ready to provide to the industry to date.</p>
<p>Local Distinctiveness Support the development and maintenance of historical landmarks Maximise grant aid and external sources of funding towards the development of visitor facilities and services – Boston Castle, Townscape Heritage Initiative, All Saints' Minster, Heritage Open Days Promotions</p>	<p>Heritage Open Days were promoted as a Rotherham event in 2008. Heritage Open Days activity is being co-ordinated for 2009.  Culture and Leisure are continuing with the HLF bid for Boston Castle Clifton Park Developments have received external funding and are being undertaken Assistance has been given to All Saints' Minster as required</p>
<p>Assess visitor impact when developing the Biodiversity Action Plan and communicate the plan to visitors Consult with the private sector and community</p>	<p>Biodiversity Action Plan information is in the Visitor Centre but not in accommodation / attraction facilities at present</p>
<p>Waste Management. Promote visitor awareness through campaigns and certification Co-ordinate activity with community based initiatives and Yorkshire Forward initiatives Educate Visitors</p>	<p>No work from the Tourism Service, individual establishments have taken this forward if they wished</p>

<p>Sustainability awards and schemes  White Rose Award for sustainable tourism to be introduced in 2008  EMAS in the council  Green Business Scheme promoted  Green Start - VisitBritain</p>	<p>Best Western Elton Hotel achieved Silver Green Tourism Award</p>
<p>Marketing  Produce a marketing plan which includes research, promotion and development in the Events and Promotions Service Plan</p>	<p>This was completed with the Events and Promotions Service</p>
<p>Measure Performance  Undertake consultation work for events, industry specific measures including community perceptions and environmental issues  Provide advice and support for groups and organisations wishing to organise events in the Borough</p>	<p>Consultation of the Walking Festival and other events undertaken by the council is undertaken.  Met with numerous event organisers and assisted them to know who to contact regarding various aspects of their event organisation / promotion.  Co-ordinated information from the assessed accommodation regarding their rates for specific events and sent them on to the event organisers for their customers. E.g. Weekend at Last (Sandbeck) , Rother Valley Triathlon, Inland Waterways Event, Heritage Open Days, Walking Festival, Round Walk, Charity Walk Wentworth, Wath Festival etc.</p>

## Objective 5:

### To improve the effectiveness of partnership working

Action to achieve the objective	
Ensure the involvement of tourism services in all cross cutting service delivery strategies and plans	Tourism Service have been involved with a few document consultations in 2008 /09 - The Local Development Framework, Environment and Climate Change Action Plan, International Links Policy, DCMS 2012 Strategy, DCMS Enquiry into Tourism, Rotherham Economic Plan, Rotherham Town Centre Public Realm Strategy
Continue to sustain the participation in the Rotherham Tourism Panel 8 meetings / year Tourism Panel industry representatives are not just for their own organisations, but represent other organisations in the area Rotherham Tourism Forum 3 meetings / year	Rotherham Tourism Panel has continued and Rotherham Tourism Forum has met three times including a joint forum in January 2009 with Barnsley
Ensure proactive participation in Yorkshire South Tourism Sub-Regional Destination Management Partnership	Rotherham is a partner of the Yorkshire South Tourism Partnership
Develop initiatives with neighbouring local authorities and attractions, when appropriate, on development and promotion of the visitor economy and identify new partnership opportunities as applicable. Invite other representatives from areas outside the Borough to Tourism Forum meetings once a year 2012 Olympic Games collaboration	Chesterfield Canal Partnership Trans Pennine Trail
RMBC to sign up to the Place Making Charter	The Place Making Charter was agreed in principal through the Tourism Panel. Meeting in March in Yorkshire / Leeds to be able to decide how to take this forward in the future

### Cross Cutting Theme :

#### Fairness

Complete Equalities Tool kit for Visitor Economy Plan 2008 - 2013	When Plan is completed this will be undertaken
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<b>Economic Impact Model</b>		<b>2007 Figures</b>	Target for 2007	Target in the future	Down Turn Nationally 2009
STEAM	2003 £235.04 million	<b>£312.8 million</b>	10% increase £258.5 million		
CAMBRIDGE	1997 £65 million 2006 £177.7 million	<b>£225 million</b>		5% increase annually	-2.5%
SHEFFIELD HALLAM UNIVERSITY		£668 million for South Yorkshire <b>Estimated £200 million for Rotherham</b>	5% increase annually in Yorkshire 6% South Yorkshire		

**Number of Jobs**

<b>Economic Impact Model</b>		2007 FTE direct	Target for 2007 5% increase	Actual with additional add on 2007
STEAM	2003 3,077 FTE direct 4,293 FTE with additional add on	3,585	4,507 FTE with additional add on	4,998
CAMBRIDGE	1997 1,974 FTE direct 2,700 FTE additional 2006 3,263 FTE 4,407 FTE additional	3,984	-	5,406

**ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS**

1.	<b>Meeting:-</b>	<b>Tourism Panel</b>
2.	<b>Date:-</b>	<b>16<sup>th</sup> March 2009</b>
3.	<b>Title:-</b>	<b>Walking Festival 2009</b>
4.	<b>Directorate:-</b>	<b>Environment and Development Services</b>

**5. Summary**

The Rotherham Walking Festival is to be held Monday 29<sup>th</sup> June to Sunday 5<sup>th</sup> July 2009.

**6. Recommendations**

The report be received and the contents noted by members.

## **7. Proposals and Details**

The Rotherham Walking Festival in 2009 is being co-ordinated by the Tourism Manager.

The organisation of the event is slightly different to previous years. Walk leaders are being asked to have or undertake a walk leader workshop or guiding course prior to the Walking Festival and provide back up with at least one of them with a 4 day First Aid qualification.

Walk Leader workshops are being organised through Amy Sharp, Development Manager for Culture and Leisure, one workshop in April and another in May on a first come, first served basis.

First Aid cover will be provided by volunteers and it is hoped that first aid training can be provided through Sally Jenks at NHS Rotherham. First Aid cover has also been requested through employees in Culture and Leisure, who have the full 4 day First Aid qualification.

The 10th Walking Festival is planned for 29<sup>th</sup> June to 5<sup>th</sup> July 2009. Funding for the brochure has been agreed from the centralised promotional budget. The brochure will be distributed to local attractions, accommodation establishments, through the Area Assemblies and to the database contacts for the Walking Festival.

Public Relations lists are being compiled and press releases will be sent to walking specific groups, walking magazines, local, regional and national contacts.

## **8. Finance**

The Walking Festival staff resource in the Tourism Service has been reduced. Therefore, support from volunteers and other service areas has been sought to ensure a programme of walks can be organised and promoted.

## **9. Risks and Uncertainties**

Walk Leaders have been requested to complete the Walking Festival Risk Assessment Form for their specific walk. Walk leaders have also been asked to attend a walk leader workshop if they have not previously had Guiding or Walk Leader training.

First Aid cover at present is not secured for every walk, but it is intended to be resolved through training and support from other service areas for the event to run effectively.

## **10. Policy and Performance Agenda Implications**

The Walking Festival is part of the Corporate Priorities of Alive, Achieving, Proud and the cross cutting theme Fairness.

The Walking Festival promotes healthy lifestyles.

The Walking Festival improves the image and perception of the borough to local residents and visitors to the area.

The Walking Festival includes the enhancement of Public Transport and Access to Public Rights of Way for walking.

The Walking Festival includes Wildlife and Open Spaces, Culture, Leisure and Sport.

The Walking Festival participants are consulted annually on the service and the walks they experience.

The Walking Festival has incorporated an access walk / route in the programme over the past few years and new access walks are undertaken before they are included in the programme in conjunction with volunteers to ensure they are suitable. An Equality Impact Assessment was completed for the Tourism Plan 2005 -2008 of which the Walking Festival was included.

#### **11. Background Papers and Consultation**

- The Health and Safety issues of the event have been discussed with Council's Health and Safety team.
- Insurance of the event has been discussed with the Risk and Insurance Section of the Council.
- Culture and Leisure Staff who have First Aid Qualifications have been asked if they wish to be involved in the event.
- Consultation with the NHS Rotherham re: First Aid Course training that may be provided for the volunteers.

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