

TOURISM PANEL

Venue: Rooms 3/4 (Training Room),
3rd Bailey House,
Rawmarsh Road,
ROTHERHAM. S60 1TD

Date: Monday, 15th March, 2010
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 Schedule 12A (as amended March 2006) to the Local Government Act 1972.
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 18th January, 2010. (copy attached) (Pages 1 - 5)
5. Matters Arising.
6. The 21st Anniversary Celebrations of the Trans Pennine Trail.
Guest Speaker - Clare McRoy, Public Rights of Way Officer.
7. Items raised by Industry Representatives.
8. Rotherham Walking Festival 2010 update
Dawn Campbell, Events and Promotions Officer, to report.
9. Update on the Visitor Economy and Tourism in Rotherham - November 2009 to March 2010. (report attached) (Pages 6 - 22)
Joanne Edley, Tourism and Marketing Manager, to report.
10. Events Management Hub for South Yorkshire. (report attached) (Pages 23 - 25)
Marie Hayes, Events and Promotions Service Manager, to report.
11. Update on Yorkshire South Tourism.
Joanne Edley, Tourism and Marketing Manager, to report.
12. Any Other Business.
13. Date, Time and Venue for the next meeting.
To consider:- MONDAY, 26TH APRIL, 2010 at 2.00 p.m. – Bailey House.

**TOURISM PANEL
MONDAY, 18TH JANUARY, 2010**

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

together with:-

Matthew Beck	Chief Executive MAGNA
Joanne Edley	Tourism Manager
Marie Hayes	Events & Promotions Service Manager
Bernard Jones	South Yorkshire Transport Museum
Richard Parry	Transportation Unit
Caroline Wilson	Yorkshire South Tourism

1. APOLOGIES FOR ABSENCE

Apologies were received from:-

Chris Majer	Policy Officer
Stuart Reaney	Chesterfield Canal Partnership
Tom Waldron-Lynch	Hellaby Hall Hotel
Julie Williamson	Dearne Valley College

2. MINUTES OF THE PREVIOUS MEETING HELD ON 2ND NOVEMBER, 2009

Consideration was given to the minutes of the previous meeting of the Tourism Panel held on 2nd November, 2009.

Resolved:- That the minutes be approved as a correct record.

3. MATTERS ARISING

The following issue was reported:-

Events at Magna – 2010 Food and Drink Festival

It was reported that Magna needed a decision from the Council's Markets Team as soon as possible.

Those present discussed:-

- the number of similar events being arranged
- benefits
- inclusion of market traders
- funding for and the branding of the events

Resolved:- That the Cabinet Member discusses this issue with the Markets Manager and informs Magna of the outcome.

4. **ITEMS RAISED BY INDUSTRY REPRESENTATIVES**

Industry Representatives reported on the following:-

- (i) South Yorkshire Transport Museum

Bernard Jones reported on the opening of extra space at the museum. It was hope that an official opening would be planned for the summer and Panel Members would be invited.

- (ii) Dearne Valley College

Joanne Edley, Tourism Manager, on behalf of Julie Williamson reported on the following:-

Part-time delivery of Foundation degree in Travel & Tourism Management to be launched in September - 18 modules over 2 years (several of which based in workplace) at a cost of £225 per module or £1530 per year - being a 15% reduction on modular payment - delivered on Saturdays (one every 6 weeks or so), together with on-line and tutorial support. Total 17 days over the 2 years class delivery for the full Foundation degree, so extremely flexible for those working already.

The Chair of the Regeneration Scrutiny Panel asked that training be included as an item/presentation on the agenda for a future meeting of the Regeneration Scrutiny Panel.

- (iii) Events at Magna

Matthew Beck, Magna, reported on the slight up turn in the business tourism sector. Recent events held included:- Kia Car launch; Aviva national conference: Greencall. Enquiries had already been received from the retail sector.

5. **PROVIDING TRAFFIC SIGNS FOR TOURISM DESTINATIONS - CODE OF PRACTICE AND POLICY**

Richard Pardy, Transportation Unit, reported on changes to the current Tourism policy as a result of changes in Government bodies and policies from the DfT and that a report to Cabinet Member for ED, P&T will be issued shortly to seek authority to update the existing policy for tourist signs and to implement new policies for 3rd Party Signing and Temporary Event and Housing Signing.

It was pointed out that it was essential that the Council as Highway Authority, had a knowledge of all proposed sign locations to maintain the safe and efficient operation of the highway network, whilst also preventing

un-necessary signage clutter.

Each policy has been designed to give continuity in its appearance and layout of information. The aim is to tie together all three forms of signage request into standard pricing packages, making it easier for the engineer to give consistent advice and quotes.

It was explained that the proposed pricing structure would cover administration costs.

Those present discussed the proposed charging and the impact this would have on events e.g. Rotherham Show and on the operation of the Museum and Civic Theatre.

Reference was made to the internal system of recharging and to departments having to bid to the central marketing fund.

Concern was expressed at the detrimental effect this would have on the contribution being made by other areas of the Council, particularly those that were offering free events and its impact on the tourist attractions e.g. Magna.

Richard Pardy, clarified the charge for permanent tourist signs had always been set out as a one off cost for their provision and erection, lasting for a period of 10 years. The proposed charge for temporary event signage would not affect the permanent signing schemes; the proposed changes were to cover the pressures on existing EDS revenue budgets.

Concern was also expressed about the lack of signage to Magna during the on-going road works at Centenary Way which had closed part of the road.

Resolved:- That the draft report be considered by the Cabinet Member for Economic Development, Planning and Transportation and the Chair of the Regeneration Scrutiny Panel prior to being considered for approval and implementation.

6. YORKSHIRE VISITOR SURVEY ANALYSIS

Caroline Wilson, Yorkshire South Tourism, reported

(i) the results of the analysis of the Regional visitor Survey which was carried out across Yorkshire from May 2008 to April 2009. It was explained that these were the first year results and that the survey would continue for 3 years.

In total 10,752 surveys were carried out, of which 2,117 were done in South Yorkshire, 22% (465) were undertaken in Rotherham mostly at Magna, The Tropical Butterfly House and Rother Valley Country Park.

The Yorkshire South area had a high proportion of Day Visitors = 79%; For Rotherham this = 91%. Thus highlighting the issue of how to convert these into overnight stays. A high proportion visited friends and relatives rather than using paid for accommodation.

Yorkshire South repeat visitors = 74%
73% of people came from within the Yorkshire region

Age Profile – differed across the region.
In Rotherham 45% had children and family groups

Booked accommodation:- 56% booked on line

Attractions most visited = Cultural; historic houses; friends and relatives, outdoors; special events. In Rotherham 72% were visiting the museum or the art gallery

94% of current visitors had a positive experience and would recommend South Yorkshire to friends or family.

Main spend:- a high proportion was related to travel and transport; food and drink before 5 pm; shopping and other visitor attractions.

Average spend figures – for Sheffield = £30; for Rotherham = £13

This highlighted opportunities to increase spend in certain visitor markets and within the evening economy and to encourage people to stay for longer.

Age Groups:- Sheffield had attracted the younger age range of 16 to 34. Rotherham was mainly children and family groups

Members present commented on:-

- Efforts to attract Olympic teams
- Locations chosen for the survey
- Value of the statistics
- Hotels not included in the survey
- Future website surveys
- Possible links with Primary Care Trusts in terms of links which enable elderly people to remain active

(ii) the submission of a Business Plan to Welcome to Yorkshire

This would be discussed shortly by the Welcome to Yorkshire Board to agree the budget. To date there had been no feedback. It was pointed out that the Welcome to Yorkshire Board was funding different streams so it remained unknown what parts of our Business Plan would be funded.

7. ANY OTHER BUSINESS

The following issues were reported:-

(i) **Walking Festival**

This was planned for 8th to 16th May. 30 activities had been planned involving volunteers and Council staff. The Rotherham Roundwalk had been included, and Rotherham United Football Club would be involved with the walk.

Bluebell Wood and Bosom Buddies charity walk would also be included.

(ii) **Sheffield Athletics Race/Walk coaching and challenge**

This would be organised in conjunction with Sports Development and possibly Rotherham Harriers at the Herringthorpe Stadium.

(iii) **Anston Stone Wood walk:-** being arranged and using the Parish hall.

(iv) **Magna – Boxing Licence:-** this was being applied for.

8. DATE, TIME AND VENUE FOR THE NEXT MEETING

Resolved:- That the next meeting of the Tourism Panel be held on MONDAY, 15TH MARCH, 2010 at 2.00 p.m. at Bailey House.

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:	Tourism Panel
2.	Date:	15th March 2010
3.	Title:	Review of the Tourism Service delivery of the Draft Visitor Economy Plan November 2009 to March 2010
4.	Directorate:	Environment and Development Services

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 in 2008/09 and from April 2009.

5. Recommendations

The update from November 2009 to March 2010, be received by Members.

7. Proposals and Details

The Draft Visitor Economy Plan 2009 – 2013, Action Plan was compiled, but not agreed by the Council and the partners, due to the long time it would be implemented and changes in the National, Regional and Sub Regional delivery of tourism pending. VisitBritain have agreed the 10 objectives for their strategy, VisitEngland are developing their strategy, Yorkshire is changing the way Tourism is delivered through the Area Tourism Partnerships and the Tourist Board has changed to Welcome to Yorkshire. The Rotherham Visitor Economy Plan will be completed in the near future taking all this information into consideration.

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

The Action Plan with the progress to date is attached at Appendix 1.

The Economic Impact Studies have been completed for 2007. We have three figures to work on from the three separate economic models. Therefore it has been agreed to use the Cambridge Model figures or the Welcome to Yorkshire Economic Impact Information for the Economic Impact of the Visitor Economy 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, the 2008 figures have not been obtained to date.

Value of the Tourism / Visitor Economy – (Awaiting information from Welcome to Yorkshire on the values for 2008)

Economic Impact Model		2007 Figures	Target for 2007	Target in the future	Down Turn Nationally 2009
STEAM	2003 £235.04 million	£312.8 million	10% increase £258.5 million		
CAMBRIDGE	1997 £65 million 2006 £177.7 million	£225 million		5% increase annually	-2.5% National target by DCMS 4%
SHEFFIELD HALLAM UNIVERSITY		£668 million for South Yorkshire Estimated £200 million for Rotherham	5% increase annually in Yorkshire 6% South Yorkshire		

Number of Jobs (Awaiting information from Welcome to Yorkshire for 2008)

Economic Impact Model		2007 FTE direct	Target for 2007 5% increase	Actual with additional add on 2011
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 is to maintain the footfall at 68,000 annually. Nationally footfall in Tourist Information Centres is generally dropping in town centres. As part of a budget saving since April 2009 the centre has been open less hours than in previous years. The Visitor Centre estimates to have a footfall figure of 60,000 by the end of March 2010. In light of the fact that the visitor centre has been closed on Thursday afternoons and Saturday afternoons since April 2009 the footfall is pro-rotta on target and income generated is on target for the business plan.

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 (Welcome to Yorkshire) 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 and Marketing Manager and the Conference Co-ordinator has assisted to improve and promote the image of Rotherham by transforming the image of Rotherham and addressing the negative views both within and outside of the Borough.

The draft Visitor Economy Plan provides 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 Centre 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 2009 -2013.

Contact Name :Joanne Edley, *Tourism and Marketing 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 Alive and 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 , Proud 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 November 2009 to March 2010
<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 2009 - 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>Promotional Material Budgets allocated through the pooled centralised marketing budget</p> <p>Publications</p> <ul style="list-style-type: none"> • Mini Guide distributed 10,000 copies out of 15,000 to date • Walking Festival Brochure being compiled for April 2010 • On Your Doorstep Leaflet distributed and Vouchers printed in the Rotherham Community Newspaper February 2010 • Heritage Open Days meeting are being arranged regarding 2010 • Accommodation Rates for specific events ongoing • Access Guide – 2 hotels awaiting assessment to be included April 2010 • Group Travel Inserts information undertaken printing on hold <p>Advertising</p> <ul style="list-style-type: none"> • Walking Festival – Local advertising planned for April • On Your Door Step Leaflet / vouchers printed in the Rotherham Community Newspaper February 2010 • Planned local advertising for the Walking Festival in April <p>Press Releases</p> <p>Web Site Update</p> <p>Ongoing process, new council web site is operational but much work is needed and a proposed stitch in to the Destination Management System will hopefully be undertaken. Events section – requested organisations update their events and send through to tourism if they could not update themselves. Over 50 events added in February for the industry.</p> <p>Walking Festival</p> <p>Co-ordinated the programme and the brochure is being compiled for April to be distributed prior to the event in May. Organised section through Welcome to Yorkshire and Yorkshire South Tourism on the web sites for the programme.</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. Events and Promotions - Rotherham Tourism has provided staff to the partnership on a project by project basis e.g. Exhibition Best of Britain and Ireland in London March, updated information on the Destination Management System. Distributed information to the industry on training / workshops/ offers/ opportunities available through Yorkshire South Tourism when requested to do so. Accommodation Providers Workshop in February. Assisted businesses to apply for funding through the Yorkshire South and Welcome to Yorkshire processes.</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>Promoted the Event Management Hub to the event organisers to invite them to a meeting in March and be included on the email list for correspondence. Special accommodation rates obtained for the walking festival. Yorkshire South co-ordinated rates for the Rother Valley Triathlon. Working with Magna regarding the Eat Up Sup Up event now proposed for October</p>
<p>Destination Bench Marking, Visitor Satisfaction surveys developed regionally, sub-regionally and locally</p>	<p>Yorkshire Forward has agreed to pay for Destination Bench Marking 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. Bench marking through Destination Performance UK to compare the service with like for like areas in city group 4. Annual survey results have been received. Rotherham was the only area to complete the Visitor Satisfaction and Bench Marking information on the location.</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 (DMS) 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 for the DMS is available and businesses are being encouraged to go on the workshops to update their own data in the future. Attractions and Accommodation establishments are being encouraged to use the booking / buying facilities to work in partnership e.g. Throapham Guest House offers accommodation for the Magna site and they are looking into selling tickets for Magna. Each will receive commissions for doing so.</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 changes may have to be presented to Council members in the future. Latest enquiries for brown signage have been from Wath Rugby Club and The British Canoe Union, which will be based at Wath from March 2010. Enquiries were made re the electronic signage on the motorway. The Town centre signage is being renewed with the road works being undertaken at present.</p>
<p>Assist with Rotherham Gateways Initiative</p>	<p>In 2009/10 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 launched the ambassador scheme at Swinden House, Rotherham in 2009.</p>
<p>Increased positive promotional campaigns for local residents in partnership with the private sector, volunteers and trusts. Increased profile through an annual marketing plan to promote the area locally, sub-regionally and nationally in partnership with other organisations</p>	<p>On your Doorstep Campaign – businesses that have signed up to the promotion to date are; Magna, Arts Centre film at the studio, RSPB Old Moor, Tropical Butterfly House, Simply Skate, Ibis, Aston Hotel, Holiday Inn, Superbowl, DC Leisure and Rother Valley Country Park. The leaflet will be used from November 2009 to August 2010. Monthly updates from the venues are ongoing. The community Newspaper vouchers generated higher enquiry numbers. Heritage Open Days – 2010 A bid to the centralised promotional budget has been undertaken for this project, the outcome is unknown at present. Group Travel, Conference / Meeting Incentive Travel – This work has been through</p>

	<p>Yorkshire South Tourism to date, group travel inserts are being developed for the Rotherham Group Travel Folder as Yorkshire South will not be undertaking this work in the future. The inserts printing was put on hold and a bid for the next financial year's promotional budget will be submitted.</p>
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Objective 2: Improve the quality standards of Rotherham's Visitor Economy Rotherham Achieving

Action to achieve the objective	What has been achieved November 2009 to March 2010														
<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>	<table border="1" data-bbox="810 197 1904 327"> <thead> <tr> <th></th> <th>National assessed</th> <th>Rotherham assessed</th> </tr> </thead> <tbody> <tr> <td>Serviced (Guest)</td> <td>46%</td> <td>25%</td> </tr> <tr> <td>Self Catering</td> <td>56%</td> <td>100%</td> </tr> <tr> <td>Hotels</td> <td>80%</td> <td>71%</td> </tr> </tbody> </table> <p>Sandygate Hotel has applied for a pre-assessment and has been involved in the hotel inspector TV programme. It will be featured in June 2010. Assessment will be applied for soon. Meetings are being arranged with the business.</p>				National assessed	Rotherham assessed	Serviced (Guest)	46%	25%	Self Catering	56%	100%	Hotels	80%	71%
	National assessed	Rotherham assessed													
Serviced (Guest)	46%	25%													
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<p>Encourage attractions to be included in the Visitor Attraction Quality Service or Green Flag Scheme</p>	<p>No further applications since November 2009 to March 2010</p>														
<p>Develop a plan to encourage spa facilities to be included in the Spa Accreditation Scheme</p>	<p>The two spas in the area, provided with information but not assessed</p>														
<p>Maintain the information contained and 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>														
<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</p>	<p>Carlton Park Hotel has been added to the guide Park Inn Hotel has applied and will be assessed and included in the guide in April Sandygate have been given a form to complete to be included</p>														
<p>Continue to review the Business Plan of the Visitor Centre and maintain high quality standards Aim for customer service excellence</p>	<p>The Business Plan will be reviewed at the beginning of April and an action plan identified</p>														

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 at school, Further Education Colleges, Universities, for employees working in the industry there are a number of NVQ's, Apprenticeships, workshops, training sessions provided by a number of organisations. The Tourism and Marketing Manager signposts the industry to relevant agencies that supply the training and offer assistance to the delivery agencies. Business Link workshops have been recommended to numerous businesses and the accommodation providers workshop hosted by YST at the Yorkshire Wildlife Park was promoted and attended by Rotherham.
Develop partnership opportunities with training providers such as schools, colleges of further education, universities, People 1 st , 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, Welcome to Yorkshire 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.
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 2009 This is being undertaken by a Sports Development Group for South Yorkshire
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	One placement provided for Dearne Valley College Student on a HND course. Due to resource issues other placement requests have been declined.
Encourage industry representatives to be part of the Local Hero scheme to promote vocational qualifications in South Yorkshire	Tourism and Marketing Manager has been included on the Local Heroes scheme to promote vocational qualifications.
Encourage the use of the UK Skills Passport	No progress to date – this will be pursued through Welcome to Yorkshire in the future

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, follows the contents for a Destination Management Plan that is effective

Action to achieve the objective	
1a) Visitor Satisfaction- Destination Bench Marking surveys 1a) 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 Bench Marking for Yorkshire. In Rotherham three venues were chosen – Tropical Butterfly House, Magna, Rother Valley Country Park. The results have been provided to the individual establishments.
1a) Visitor Satisfaction Rotherham Visitor Centre	2009 /10 The survey was not undertaken due to 75% customers were local and a lot indicated they had filled one in over the previous years and wished not to complete one. Also we complete to compare against like for like areas and the DPUK group had decided not to undertake this and Rotherham was the only one to fill in the national survey for 2008 /09 therefore it was decided not to undertake this in 2009/10.
1a)Customer Satisfaction – Businesses with the tourism service locally	Annual survey in June only 15 returns from the 100 surveys sent out, therefore the results are not robust to publicise, but have been used to inform work of the Tourism and Marketing Manager and in the future this will be undertaken on a 1:1 basis with the businesses rather than on mass once a year.
1b) Local Economic Impact – STEAM MODEL	Figures were obtained in 2008 for 2007.
1b) Local Economic Impact – CAMBRIDGE MODEL	Figures were obtained in 2008 for 2007. Awaiting figures from Welcome to Yorkshire for 2008.
1b) Local Economic Impact on the sub-region, new model to be developed Work with the SYDMP, Welcome to Yorkshire and Yorkshire Futures, Sheffield Hallam University, on the proposal to develop a regional robust volume and value from tourism activity	The bench marking survey undertaken by Welcome to Yorkshire will be used to develop a more robust value and volume analysis of the visitor economy in 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. Rother Valley Triathlon, Inland Waterways Event, Heritage Open Days, Walking Festival, Wath Festival, Thorpe Salvin Garden Trail, Food and Drink Festival, Magna etc.

	(Duplicated information from above)
1c) Community Attitudes Address community attitudes within Visitor Management Plans where relevant e.g. Wentworth Community Plan, Visitor Economy Plan Tourist Information provision improved in Wentworth Transport links investigated	No further meetings have been arranged at Wentworth since March 2009
1c) Community Attitudes Perception Study undertaken through Reach Out 18 Survey	Reach Out Survey undertaken in 2008. Results available, action plan to improve the results through local residents campaign and partnership work with individual attractions has started in 2009.
1d) Carrying Capacities – Surveys in honey pot areas – undertaken as required	No work undertaken Welcome to Yorkshire could not undertake the bench marking surveys in Wentworth village as they reported that there were not enough visitors to undertake the survey, most people were local.
2a) 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.
2b) Tourism Partnerships Rotherham Tourism Forum Meet three times / year Direct mail by post and email Specific workshops for topics of interest	Tourism Forum met at the Park Inn Hotel at Wath-upon-Deerne December 2009.
2b) 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
2b) Tourism Partnerships Yorkshire South Tourism	The Rotherham Tourism Service and RIDO Conference Co-ordinator have worked with Yorkshire South Tourism in 2009/10 on various projects. The conference co-ordinator one day per week. The Tourism and Marketing Manager and the Conference Co-ordinator have informed the industry of updates when requested by YST.
2b) Tourism Partnerships Yorkshire Tourism Network / Welcome to Yorkshire	The Rotherham Tourism and Marketing Manager has attended relevant meetings and encouraged businesses to be partners of Yorkshire South Tourism and Welcome to Yorkshire
2c) Micro-businesses Importance of small businesses needs to be reflected in the Visitor Economy Plan and link to the Economic Plan 2008 -2020 Aim to increase number of SME's in visitor economy	SMEs are given advice by the Tourism Service and sign posted to relevant organisations which will assist them. Set up of SMEs is very important for the Visitor Economy. New organisations - Park Inn Hotel opened December 2010, The British Canoe Union will open the facilities at Wath in 2010.

<p>2c) Micro-businesses Promote the importance of sustainability issues through the Green Business Scheme and environmental certificates, VisitBritain's Green Start Programme</p>	<p>Best Western Elton Hotel obtained a silver award in the Green business scheme. No further awards have been granted in the area for this category to date.</p>
<p>2d) 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</p>	<p>The Good Practice Guide for Planning for Tourism is utilised by Tourism Services, Planning Services for the Development of the Borough</p> <p>Rother Valley YES project extension to planning application January 2010.</p>
<p>2d) 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</p>	<p>The accommodation study report was completed and reported to Tourism Panel and Planning Board and will be utilised to inform the Local Development Framework, planning applications and development applications in the future. A few developers have approached planning re sites for accommodation in the past 6 months. Full applications have not been submitted and granted to date. One application may be submitted soon with regard to a mixed use site involving accommodation. One accommodation establishment has applied to extend the existing facilities.</p>
<p>2d) 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</p>	<p>The Bio Diversity Action Plan information is given to Planning Applicants, through Planning Services. Green Spaces Team have a Bio Diversity Officer who can offer services to developers who do not have the expertise to undertake their own survey work for planning applications and developments.</p>
<p>2e) Visitor Management Take part in survey work – implement actions in Visitor Management Plan e.g. Wentworth and possibly Yes project and Boston Castle</p> <p>Yorkshire Survey</p>	<p>The Visitor Bench Marking survey was not carried out at Wentworth as the survey company said there were not enough visitors in Wentworth, mainly locals.</p> <p>Yes project is ongoing</p> <p>Boston Castle project has been approved at the 2nd Stage of the Heritage Lottery Funding process and will be completed in 2011.</p>
<p>2f) Raise Quality Standards Raise awareness through visitor information material, marketing material, marketing campaigns and e-business</p>	<p>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 Sandygate Hotel has had a pre assessment and will apply for a full assessment soon.</p>

<p>2f) 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</p>	<p>There has been no further progress on attractions being assessed from April 2009 to October 2009. The Visitor Centre is an official partner of VisitBritain</p>
<p>3a) Business Support and Training Visitor Satisfaction Survey to analyse standards</p>	<p>Visitor Satisfaction Survey to include timescales on the survey 2010/2011 inline with customer service excellence</p>
<p>3b) Business Support and Training</p> <p>How's Business Survey locally (Yorkshire Tourist Board and Yorkshire South Tourism) Identify training needs</p> <p>Distribute training information to the industry through the Tourism Forum Advise and assist where appropriate, on developments How's the Service Research</p>	<p>Yorkshire South Tourism and Welcome to Yorkshire undertake the Performance Monitor Survey, to identify needs.</p> <p>Advice given to potential developers / SMEs as required and sign post to organisations who can assist them</p> <p>How's the service survey undertaken in the future on a 1:1 basis with the industry and internal customers</p>
<p>3b) 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</p>	<p>The www.visitrotherham.org web site is promoted through all literature produced The Yorkshire South 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</p> <p>The council web site has been redeveloped. A stitch in to Yorkshire South Destination Management System has been requested but not live. Work on the tourism section of the web site is required.</p>
<p>3c) 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</p>	<p>In all publications public transport is included when possible Group travel marketing campaign has been undertaken through Yorkshire South Tourism Transport information for popular routes has been agreed with South Yorkshire Passenger Transport Executive to be available in Rotherham Visitor Centre and at local attractions.</p>
<p>3d) Visitor Payback Encourage participation in visitor payback schemes to enable the funding of community schemes and environmental schemes This will assist with local distinctiveness (3f)</p>	<p>Discussed the possibility of a visitor payback scheme to be introduced at Wentworth with the Wentworth Planning Group. Waiting to hear if they wish to pursue this any further in the future. This could be introduced at the YES project when developed.</p>

<p>3e) 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>2 additional accommodation establishments have applied to be included in the access guide. A visit by the access officer will confirm if the information is correct prior to being included</p>
<p>3f) 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. The Tourism Service has been moved from Regeneration to Events and Promotions Service and this has enhanced this opportunity.</p>
<p>3f) 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 completed ready to provide to the industry to date.</p>
<p>3f) 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 was promoted as a Rotherham event in 2009 and attracted approximately 3,000 visitors Culture and Leisure have been successful in the 2nd Stage of the Heritage Lottery Funding bid for Boston Castle Clifton Park - Developments have received external funding and are ongoing Assistance has been given to All Saints’ Minster as required Floodlighting is now operational</p>
<p>3g) Assess visitor impact when developing the Biodiversity Action Plan and communicate the plan to visitors. Consult with the private sector and community</p>	<p>Bio Diversity Action Plan information is in the Visitor Centre, but not in accommodation / attraction facilities at present</p>
<p>3h) 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>3i) 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 have achieved Silver Green Tourism Award Promotion of Green Start is being implemented by Welcome to Yorkshire Sustainability Officer in 2010</p>

<p>3j) 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 and part of the bid to the pooled centralised promotional budget</p>
<p>4) 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 is undertaken by the council . 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. Promoted the Events Management Hub with Sheffield Hallam University to Event organisers. TPT 21st Anniversary Celebrations with Public Rights of Way Food and Drink event at Magna</p>

Objective 5:

To improve the effectiveness of partnership working Rotherham Achieving

Action to achieve the objective	
Ensure the involvement of tourism services in all cross cutting service delivery strategies and plans	Tourism is involved with a few document consultations and joint working. The latest is the Green Infrastructure Corridor, Brown Signage Policy, Events Management Hub, International Links promotion in Romania and France, Rotherham Walking Festival, Culture and Leisure Marketing Strategy, Marketing Tool Kit for Culture and Leisure, Customer Service Excellence,
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 at the new Park Inn Hotel at Wath December 2009.
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 Rotherham Walking Festival 2010 2012 Olympic Games co-ordination with Sports Development and the Visitor Economy businesses re activity to be undertaken
RMBC to sign up to the Place Making Charter	The Place Making Charter was agreed in principal through the Tourism Panel. A meeting was held in March 2009 in Leeds to decide how to take this forward in the future. Progress has been slow and a place making group has been set up nationally, but the next stage actions have not been clear to date.
Meet / provide individual advice and guidance To existing and potential new businesses	Existing businesses / Organisations; New businesses / potential businesses; Visits have been limited but email and telephone enquiries have been ongoing Visits to Magna, Rother Valley Country Park, Tropical Butterfly House, Sandygate, DC Leisure, Park Inn. New business enquiries and visits - KC Suite meeting room, Matrix Dinnington Business Centre meeting rooms through conference co-ordinator
Cross Cutting Theme :Fairness	
Complete Equalities Tool kit for Visitor Economy Plan	When the plan is completed and agreed this will be undertaken

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS
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1.	Meeting:-	Tourism Panel
2.	Date:-	15th March, 2010
3.	Title:-	Event Management Hub All wards
4.	Directorate:-	Environment and Development Services

5. Summary

Sheffield Hallam University Business School has set up a South Yorkshire Event Management Hub aimed at sharing ideas and learning via a series of workshops and networking. The University Business School Team will facilitate all the meetings with the individuals and organisations involved in the future. The Tourism and Marketing Manager has invited attractions which organise events and event organisers to be involved in the Event Management Hub and interested people's contact details have been forwarded.

5. Recommendations:-

- (i) The report is to be received by the members of the Tourism Panel.**
- (ii) The Tourism and Marketing Manager is to pass on the contact details of the individuals and organisations wishing to be involved in the Event Management Hub in the future.**

7. Proposals and Details

Sheffield Business School (Sheffield Hallam University) is a leading provider of Events Management Education in the UK. They are increasingly committed to working with local and regional event practitioners, companies and other stakeholders to enhance event planning, delivery and outcomes.

The Senior Lecturer in Events Management at Sheffield Business School has held meetings with Local Authority events officers across the sub-region who indicated that they would find it useful to have space to share ideas and learning, make connections and ultimately develop themselves and their events.

From this it was decided that there was merit in setting up an Event Management Hub for South Yorkshire whereby event practitioners in the region could come together to share best practice, benchmark and identify areas for further development. The idea is to learn from each other. The team at Sheffield Business School will play the role of facilitator and stimulator.

The first meeting of the Hub was held at Sheffield City Hall in November 2009, attended by approximately 50 people, including events officers from the Events and Promotions Service. The first meeting focussed on identifying topics that event practitioners would like to learn more about and these included legislation, event evaluation, sharing ideas and resources, sustainability and case studies.

Following the success of this first event it has been agreed that the Hub is a worthwhile venture to proceed with and the aim is to have workshops focussed on identified themes approximately 4 times per year. These events will be free of charge to members of the Hub, although it is hoped that Hub members will volunteer one of their venues to host a hub meeting if at all possible. Sheffield Business School will facilitate the workshops.

In addition to this it is also intended to set up an e-mail group of members of the Hub which can be used for asking for advice/help from other event practitioners in South Yorkshire.

We have been asked to widen out participation to other people within the Rotherham area who may have involvement in the organisation of events and, therefore, the Tourism and Marketing Manager has sent information out to tourism attractions, organisations and volunteers who organise events, which attract visitors to the area inviting them to join the Hub.

There has been a great interest in the network from the people who have been contacted to be included on the mailing list and attend meetings in the future.

The next workshop is to be held at Clifton Park Museum on 11th March, 2010. The topic to be covered is Event Risk Legislation.

8. Finance

No specific costs are associated with the Event Management Hub as invites to the individuals and organisations has been undertaken by email.

Rotherham will be required to host one meeting per annum, the costs are minimal for refreshments from the Events and Promotions Service existing budget allocation.

9. Risks and Uncertainties

The Event Management Hub meetings and correspondence via emails may not be successful after a period of time, if all topics are exhausted or participants feel it its not worthwhile exchanging information.

The University may withdraw their in-kind support in the future.

10. Policy and Performance Agenda Implications

The delivery of events and partnership working are included in the Town Centre Marketing Plan, Renaissance Plan, Culture and Leisure Service Plan and the draft Visitor Economy Plan.

11. Background Papers and Consultation

Emails and invites from Sheffield Hallam University regarding the Event Management Hub.

The minutes of the previous meeting of the Event Management Hub 25th November 2009 at Sheffield City Hall to invite other Event organisers to the Hub in the future.

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