

## ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	<b>Meeting:</b>	<b>Tourism Panel</b>
2.	<b>Date:</b>	<b>15<sup>th</sup> March 2010</b>
3.	<b>Title:</b>	<b>Review of the Tourism Service delivery of the Draft Visitor Economy Plan November 2009 to March 2010</b>
4.	<b>Directorate:</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 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)

<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% National target by DCMS 4%
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** (Awaiting information from Welcome to Yorkshire for 2008)

<b>Economic Impact Model</b>		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.

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