

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 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 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>

	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.
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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="819 202 1731 331"> <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%
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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