

## WRITTEN STATEMENT OF A KEY DECISION CABINET

<b>ITEM:</b>	<b>REVIEW OF TOURISM DELIVERY</b>
Members Present:	Councillors: RJ Phillips (Leader), LO Barnett, AJM Blackshaw, H Bramer, JP French (Deputy Leader), JA Hyde, JG Jarvis, PD Price, DB Wilcox.
Date of Decision:	16 September 2010
Exempt:	No
Confidential	No
This is a key decision because It is likely to be significant in terms of its effects on communities living or working in an area comprising one or more wards in the County.	
The item was included in the Forward Plan.	
Urgency/Special Urgency: (As defined in Constitution)	No
Purpose:	To agree the remodelling of tourism delivery in Herefordshire based on a comprehensive review of the service.
<b>Decision:</b>	<p><b>THAT:</b></p> <ul style="list-style-type: none"> <li>(a) Cabinet supports the establishment of a new Destination Management Partnership (DMP) which will be required to work with Shropshire and Telford DMPs under the emerging Local Enterprise Partnership (LEP);</li> <li>(b) the proposed principles of the tourism strategy and brand essence were agreed as outlined in appendix 1;</li> <li>(c) the remodelling of the TICs is progressed as outlined in the report; and</li> <li>(d) delegated authority be given to the Director of Sustainable Communities to negotiate, subject to decisions about the Council's spending proposals in 2011/12 and taking account of the Government's comprehensive spending review (CSR) to be announced later in the autumn, future</li> </ul>

	<b>financial and staffing resources for the DMP.</b>
Reasons for the Decision:	<ol style="list-style-type: none"> <li>1. The recommendations will see an advanced role for the new DMP in taking a more strategic role and direct responsibility for staffing. The aim is to maximise opportunity to grow tourism and further develop our tourism product range, specifically driven by the private sector. Involvement from the private sector will be from the tourism industry, but also increased involvement from the business community that can be part of the wider promotion of the county.</li> <li>2. The recommendations regarding the TICs reflect the intention to create shared points of customer contact within core localities. The options look at TICs and TIPs sharing sites that have available space and where timing is suitable. Within the remodelling there is opportunity to further align services as Tourism Points develop within the different geographic areas.</li> <li>3. Back in 2005 the Cultural Services CPA inspection outlined the need to re-think expenditure on TICs as it was proportionally very high. Some work has taken place since then to reduce the cost including the moving of Ledbury TIC from a private sector lease to council's own premises. A staffing restructure took place in 2009 to create more effective working patterns.</li> <li>4. A number of other areas in the Country are considering or have already remodelled their TIC service, most recently include Stratford-upon-Avon, Powys, Forest of Dean, Lake District and Isle of Wight. Different approaches have been applied including both voluntary run TICs (as already exists in Kington) and private enterprise partnership.</li> <li>5. Out of the 4.8 million visitors who come to the County only 211,024 (in 2009) used a TIC with an additional 26,000 asking for information prior to arrival (email, fax and phone). Approximately half the users are local people (as suggested by the TIC staff). Also, visitor numbers (see point 17), are reducing whilst internet enquiries have increased (half a million hits per month on the Visit Herefordshire website).</li> </ol>
Options Considered:	<ol style="list-style-type: none"> <li>1 There are two alternative options.</li> <li>2 That the status quo continues with the DMP maintained in its current state. This is not recommended as there is a need to be more strategic in the promotion of tourism as identified in the review.</li> <li>3 That the TICs are completely withdrawn. However, there would be no framework to work with third parties to</li> </ol>

	<p>deliver and expand the service. Also, visitor queries would continue and staff would need to be retained to deal with those queries.</p>
<p>Declaration of Interest:</p>	<p>Councillor H Bramer – Personal interest in tourism industry in Herefordshire.</p> <p>Councillor MAF Hubbard - Personal interest in tourism industry in Herefordshire.</p> <p>Councillor JG Jarvis - Personal interest in tourism industry in Herefordshire.</p> <p>Councillor PD Price - Personal interest in tourism industry in Herefordshire.</p>
<p>Date the key decision is due to take effect:</p>	<p>23 September 2010</p>

<p><b>COUNCILLOR RJ PHILLIPS:</b> .....Date: 16 September 2010  <b>LEADER OF THE COUNCIL</b></p>
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<b>To be completed by officer:</b>	
Date consent received from Chairman of Community Services Scrutiny Committee:	
Subject to Call-in:	This Decision was not called in
Was the decision modified?	No
If yes Cabinet Member (.....) decision reference:	
If no any comment(s) to be noted	
Date original decision took effect:	23 September 2010