

TOURISM DEVELOPMENT IN HEREFORDSHIRE

Report By: Principal Tourism Officer

Wards Affected

County-wide.

Purpose

1. To update Members on the establishment of a Destination Management Partnership (DMP) for Herefordshire and to outline how this partnership will encourage a framework for investment in the growing sector of the County as well as the Herefordshire economy and in turn create a successful tourist destination and to update members on the Three Choirs Festival in Herefordshire in 2006.

Financial Implications

2. None at the present time.

Background on the Destination Management Partnership

3. The West Midlands Visitor Economy was launched in April 2004 and contained a recommendation therein that Destination Management Partnerships (DMP's) should be created within the sub-regions to implement and deliver the Regional Strategy and to bring together all the elements that make up the "tourism experience" into one body.
4. The Tourism Co-ordination Group, set up as a result of the Best Value Review of Tourism was originally monitoring the work of the Tourism Enterprise Programme, a European Funded programme that ended in March 2005. This group, made up of representatives of all sectors in the tourism industry, representatives of regions of the County and other statutory bodies has now taken the lead in establishing the DMP in Herefordshire.
5. There has been a considerable amount of consultation with the tourism operators, their businesses and individuals in the County and the majority of the feedback has been positive regarding the establishment of a DMP. The industry representatives feel that this will cut down on duplication and will enable the Partnership to attract external funding in order to deliver tourism in the County. The aim of the group is to establish the Partnership by April 2006 subject to approval being received from Herefordshire Council and the approval of the Shadow Board of the Business Plan.
6. There are a number of issues to determine on how the DMP will deliver the Tourism Service currently provided by Herefordshire Council and how this service will link into the corporate requirements of the Authority. It is aimed to establish a Shadow Board initially and thereafter appoint a full Board from July 2006 at which time the body will become a membership organisation.

Background on the Three Choirs Promotion.

7. As part of the service currently offered to Festivals and Events organisers in the County, Herefordshire Tourism actively promotes all the Festivals in the County within a quarterly publication and on the Herefordshire Tourism Web site. With particular reference to the Three Choirs Festival there is a direct link from the tourism web site to the Three Choirs Web site and the dates have been included within the main Visitor Guide, published by the Association for the Promotion of Herefordshire in partnership with Herefordshire Tourism. The logo of the Three Choirs Festival will also appear on the Direct Mail postcard that will be sent to 80,000 homes in the UK in January, this will encourage interested visitors to request a copy of the programme.

RECOMMENDATION

THAT the report be noted.

BACKGROUND PAPERS

- West Midlands Visitor Economy Strategy.
- Destination Herefordshire – consultation document October 2005.