

RECORD OF DELEGATED OFFICER DECISION

Key Decision ✓

SUBJECT: RCT Destination Management and Tourism Association proposal

PURPOSE OF REPORT:

In accordance with the Council's Scheme of Delegation, this report has been prepared to accompany the intended officer decision of the Director, Cabinet & Public Relations as described below.

The report seeks to investigate forming a new tourism association and reduce the number of Destination Management Partnership (DMP) Hubs, due to reduced staff resources and aligning ourselves with the overall South East Wales and to benefit from Welsh Government/Visit Wales funding streams.

DELEGATED DECISION:

It was **AGREED:**

- a) That RCT create a new tourism association for the borough, which will become an umbrella for trade, internal RCT stakeholders and community groups to network, gather information and deliver tourism projects.
- b) That the Destination Management partnerships would sit under the tourism association and the number of partnerships will be reduced, due to reduced staff resources.
- c) That a new Destination Management Partnership proposal will be consulted on with all current members.


Chief Officer Signature

CHRISTIAN STE HARGREAVES
Print Name

9/11/16
Date

The decision is taken in accordance with Section 15 of the Local Government Act, 2000 (Executive Functions) and in the terms set out in Section 5 of Part 3 of the Council's Constitution



CONSULTATION

RBew

CONSULTEE CABINET MEMBER SIGNATURE

8/11/16

DATE

CONSULTEE OFFICER SIGNATURE

DATE

CALL IN PROCEDURE RULES.

IS THE DECISION DEEMED URGENT AND NOT SUBJECT TO CALL-IN BY THE OVERVIEW AND SCRUTINY COMMITTEE:

YES

NO ✓

Reason for urgency:.....

If deemed urgent - signature of Mayor or Deputy Mayor or Head of Paid Service confirming agreement that the proposed decision is reasonable in all the circumstances for it being treated as a matter of urgency, in accordance with the overview and scrutiny procedure rule 17.2:

.....
(Mayor)

.....
(Dated)

NB - If this is a reconsidered decision then the decision Cannot be Called In and the decision will take effect from the date the decision is signed.



FOR CABINET OFFICE USE ONLY

PUBLICATION & IMPLEMENTATION DATES

PUBLICATION

Publication on the Councils Website:- 9th November 2016.

DATE

IMPLEMENTATION OF THE DECISION

Note: This decision will not come into force and may not be implemented until the expiry of 5 clear working days after its publication to enable it to be the subject to the Call-In Procedure in Rule 17.1 of the Overview and Scrutiny Procedure Rules.

Subject to Call In the implementation date will be 17th November 2016.

DATE


Secretary to the Cabinet Signature

CHRISTIAN G HANAVAN
Print Name

9/11/16
Date



Further Information

Directorate:	Chief Executive Division
Contact Name:	Ian Christopher
Designation:	Strategic Manager
Tel.No.	01443 424017

DELEGATED DECISION

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

REPORT TO ACCOMPANY A DECISION OF THE DIRECTOR, CABINET & PUBLIC RELATIONS

28th October 2016

RCT Destination Management and Tourism Association proposal

AUTHOR(s): Ian Christopher and Ceri Lloyd

1. PURPOSE OF THE REPORT

- 1.1 The purpose of the report is to investigate forming a new tourism association and reduce the number of Destination Management Partnership (DMP) Hubs, due to reduced staff resources and aligning ourselves with the overall South East Wales and to benefit from Welsh Government/Visit Wales funding streams.

2. RECOMMENDATIONS

It is recommended:

- 2.1 That RCT create a new tourism association for the borough, which will become an umbrella for trade, internal RCT stakeholders and community groups to network, gather information and deliver tourism projects
- 2.2 The Destination Management partnerships would sit under the tourism association. The number of partnerships will be reduced, due to reduced staff resources.
- 2.3 A new Destination Management Partnership proposal will be consulted on with all current members.

3. REASONS FOR RECOMMENDATIONS

- 3.1 Currently, we have 7 external DMP Hubs and one internal. The Hubs are at different stages and some are more proactive than others. They are a heavy drain on limited time resource, and projects are numerous without a clear list of priorities which would benefit the whole of RCT.

- 3.2 Due to changes in staff resources the DMP hubs, were created to look at a 'bottom up' approach which was a huge drain on resources. As part of the 3.3 Regional Tourism Engagement Fund (RTEF) 2015/16, we received funding to take the partnerships forward and for them to understand the DMP hubs and action plans were important but changes needed to made due to staff resources being depleted.
- 3.4 From the report the Co-ordinator produced, the Officer spent much of this time arranging meetings, writing minutes and helping with project ideas. It was also clear that some chairs were reluctant to continue.
- 3.5 Overall the report indicated that the DMP hubs were still very reliant on an Officer to support them.
- 3.6 The previous tourism association (Valleys Tourism) has been dissolved, the association covered the RCT and Merthyr Tydfil CBC areas. Due to its size there was little engagement from Merthyr Tydfil.
- 3.7 Due to the Welsh Government/Visit Wales DMP initiative, it was discussed whether the tourism association could be amended, to support the DMP Hubs and help support the Welsh Government/Visit Wales strategy delivery.

4. BACKGROUND

- 4.1 In 2011 Welsh Government/Visit Wales tasked all Local authorities within Wales, to create a Destination Management Action Plan, which would include projects which Tourism trade, Community and Volunteer groups and organisations inc, Local authorities were looking to develop over a short/medium/long term period. The Destination Management Action Plan would be created by a Destination Management Partnership, which would have representatives from across the borough who would work together to improve the infrastructure and quality within the borough for the benefits of the visitor and residents.
- 4.2 The Destination Management Action Plans would provide an overall action plan for the borough, which all stakeholders had agreed. This plan would then allow the Tourism section to apply for Regional Tourism Engagement Funds to support project delivery. For individual stakeholders, wishing to receive funding from welsh Government they would need to show that they were included in their areas action plan.
- 4.3 In Rhondda Cynon Taf CBC, this project was lead by the Tourism section. It was agreed that due to the size of the borough that the area would be carved into seven areas each with its own Unique Selling Proposition. The Destination Management Partnerships Hub were created and relevant stakeholders were invited to meet to learn about this new concept. Some groups already existed, and some hub areas had stronger representation.



- 4.4 In 2015 the Officer responsible to the Destination Management process was made redundant, and therefore this work was transferred to the remaining team members.

5. EQUALITY AND DIVERSITY IMPLICATIONS

There are no Equality Impact Implications in relation to this report.

6. CONSULTATION

- 6.1 Once the Delegated Officer decision paper has been authorised, we will go out to consultation to all stakeholders advising them of the reason for change and the proposal of reducing the Destination Management Partnership to:-
- 4 partnership – these would cover Rhondda Valleys, Cynon Valley, Taff Valley and Ely Valley
 - 2 Partnership – these would cover the North of the borough and South of the borough
 - 1 Partnership – which would cover the whole borough

7. FINANCIAL IMPLICATION(S)

- 7.1 Once Valleys Tourism was wound up, there was money available within Barclays Bank. The account was closed, and the money has been requested in a cheque format to be returned to RCTCBC, to administer and use for the creation of the new Tourism Association.
- 7.2 There will be some staff resources required to support the Tourism Association and Destination Management Partnership/s.

8. LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED

- 8.1 There are no legal implications at present.

9. LINKS TO THE COUNCILS CORPORATE PLAN / OTHER CORPORATE PRIORITIES/ SIP.

- 9.1 The report links with the Council's Corporate Plan priorities in respect of Place & Economy by promoting tourism and building a neighbourhood where people are proud to live and work.



10. CONCLUSION

- 10.1 To allow RCT CBC and tourism stakeholders to benefit from the funding opportunities from Welsh Government, it is vital that we are able to reorganise the Destination Management Partnership Hub areas, and the way we interact with the groups.
- 10.2 Creating a new Tourism Association will allow the Tourism Team and other sections with the council to work smarter with the tourism stakeholders, allowing for information gathering, project development and networking opportunities.



LOCAL GOVERNMENT ACT 1972

AS AMENDED BY

THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

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PUBLIC RELATIONS**

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Background Papers: None

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