



RECORD OF DELEGATED OFFICER DECISION

Key Decision ✓

SUBJECT: RHONDDA CYNON TAF TOURISM ASSOCIATION AND DESTINATION MANAGEMENT PARTNERSHIPS

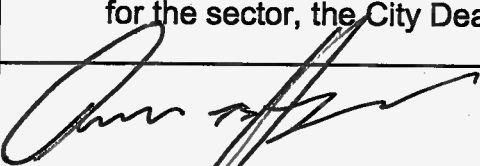
PURPOSE OF REPORT:

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 to create a new proactive Tourism Association for Rhondda Cynon Taf (RCT), along with two new Destination Management Partnership (DMP) Hubs (North and South), to replace the current seven DMP Hubs.

DELEGATED DECISION:

It was **AGREED:**

- That a new RCT Tourism Association is formally created.
- That a new structural arrangement for the Association and North/South DMP Hubs, including a new Committee and Constitution (this will allow the association to bid for funding), is created.
- That a comprehensive RCT Project Register (in liaison with current DMP Hub members and Tourism Trade) is produced based on the information found within the current seven DMP Action Plans.
- That an updated three year RCT DMP Action Plan is produced, covering North and South areas, which includes strategic connections to Welsh Government/Visit Wales plan for the sector, the City Deal and RCT Council Plan Priorities.



Chief Officer Signature

CHRISTIAN S SHADAGAN
Print Name

14/6/17
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

[Handwritten Signature]

13/06/17

CONSULTEE CABINET MEMBER SIGNATURE

DATE

CONSULTEE OFFICER SIGNATURE (if required)

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:- 14/06/17

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 22/06/17.

DATE

Secretary to the Cabinet Signature

CHRISTIAN SS HANAGAN

Print Name

14/6/17.

Date



Further Information

Directorate:	Chief Executive
Contact Name:	Ceri Lloyd
Designation:	Tourism Advisor
Tel.No.	01443 424052



DELEGATED DECISION

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

12TH JUNE 2017

RHONDDA CYNON TAF TOURISM ASSOCIATION AND DESTINATION MANAGEMENT PARTNERSHIPS

REPORT OF THE DIRECTOR OF CABINET & PUBLIC RELATIONS

Authors: Ian Christopher, Strategic Manager & Ceri Lloyd, Tourism Advisor

1. PURPOSE OF THE REPORT

- 1.1 The purpose of this report is to create a new proactive Tourism Association for Rhondda Cynon Taf (RCT), along with two new Destination Management Partnership (DMP) Hubs (North and South), to replace the current seven DMP Hubs.

2. RECOMMENDATIONS

It is recommended that:

- 2.1 A new RCT Tourism Association is formally created.
- 2.2 A new structural arrangement for the Association and North/South DMP Hubs, including a new Committee and Constitution (this will allow the association to bid for funding), is created.
- 2.3 A comprehensive RCT Project Register (in liaison with current DMP Hub members and Tourism Trade) is produced, based on the information found within the current seven DMP Action Plans.
- 2.4 An updated three year RCT DMP Action Plan is produced, covering North and South areas, which includes strategic connections to Welsh Government/Visit Wales plan for the sector, the City Deal and RCT Council Plan Priorities.

3. REASONS FOR RECOMMENDATIONS

- 3.1 The formation of a new Tourism Association and DMP Hubs will enable the more effective alignment of local (RCT) plans with the overall plans of South East Wales, thus allowing RCT based projects to benefit from Welsh Government/Visit Wales funding streams.



4. BACKGROUND

- 4.1 Due to changes within the RCT Council Tourism Service and the largely ineffective partnership workings with the current seven DMP Hubs, it was felt necessary to re-evaluate how RCT Council approached the DMP process. As a Tourism Service it was critical to assess whether RCT could deliver a stronger DMP Action Plan that effectively aligned itself with Welsh Government objectives and which in turn enabled RCT Council Tourism and Regeneration Services to provide effective support to the tourism trade by identifying key funding opportunities and providing advice/support.

In December 2016, a questionnaire was sent to all current DMP Hub members and tourism trade within the county borough. The questionnaire included 3 key points:

- 1) Proposal to change the DMP Hubs to either:
 - a. North & South Hub (preferred option)
 - b. Rhondda, Cynon and Taf Hubs
 - c. Remain the same (i.e. seven DMP Hubs)
- 2) Preferred meeting time
- 3) Preferred meeting day

In total 57 responses were received (see attached Survey Report) and as such 59% of respondents chose the North / South Hub option, with meetings taking place from 10am – 12pm (midday) on Tuesday / Wednesday.

4.2 RCT Tourism Association

In August 2016, Valleys Tourism was wound up. This was due to a number of years of inactivity whilst the current DMP Hubs were being set up, the geographic area being too large, and the two local authorities involved having differing priorities and processes.

The bank accounts were closed and at present there is just over £11,000 remaining balance. It is proposed that this balance will form the initial budget for the new RCT Tourism Association.

With the formation of two new DMP Hubs, the requirement for an overarching Tourism Association is evident. This body will allow RCT to focus on the whole of the RCT as a destination, receiving upward information from the two Hubs, and will be able to create a DMP Action Plan aligned to Welsh Government / Visit Wales funding strategies.



The new RCT Tourism Association membership will include key personnel from the tourism trade and representatives from the new North/South DMP Hubs. A set meeting will be called to appoint a Chairperson, Vice Chairperson and Treasurer for the Association, who will be elected on a majority basis by the members. The Chairperson/Vice Chairperson will represent RCT on the Welsh Government/Visit Wales South East Wales Tourism Forum as trade representative.

RCT Council Tourism Service will support by providing secretariat and will hold the money (until the new Association appoints a Committee). It is proposed for the first 2 years, membership will be free for all tourism businesses within RCT, and the Association will use the current monies to create a brand and any required collateral to support the Association and its objectives moving forward.

Meetings will take place with a set agenda, including an update on RCT Tourism and the wider tourism industry, a guest speaker and an overview of the DMP Action Plan projects. There will be an opportunity to network with other tourism providers, and will enable stronger working relationships between the trade and the local authority.

4.3 North & South DMP Hubs

The new North/South partnership hubs will comprise of key proactive personnel from relevant tourism businesses and groups who are providing the product and experience for tourists coming into the county borough within that area.

As with the Tourism Association a Chairperson and Vice Chairperson will be elected and RCT Tourism Service will provide secretariat support.

Meetings will be scheduled for each Hub (approximately two every year) to discuss ongoing and future projects per area, as well as potential Regional Tourism Engagement Fund (RTEF) projects. RCT Council Tourism and Regeneration Services would lead on and submit an RTEF funding application for relevant projects that are detailed within the new RCT DMP Action Plan and fit the criteria of the funding proposal, and lead on the project on behalf of the Tourism Association and other stakeholders e.g. Local Authorities, CADW, NRW.

Should an existing DMP group (i.e. one of the current seven) wish to remain intact and operate they can do so. If representation from this group does not sit on the new North/South Hub, then project information from the group should be fed upwards to their respective DMP Hub.



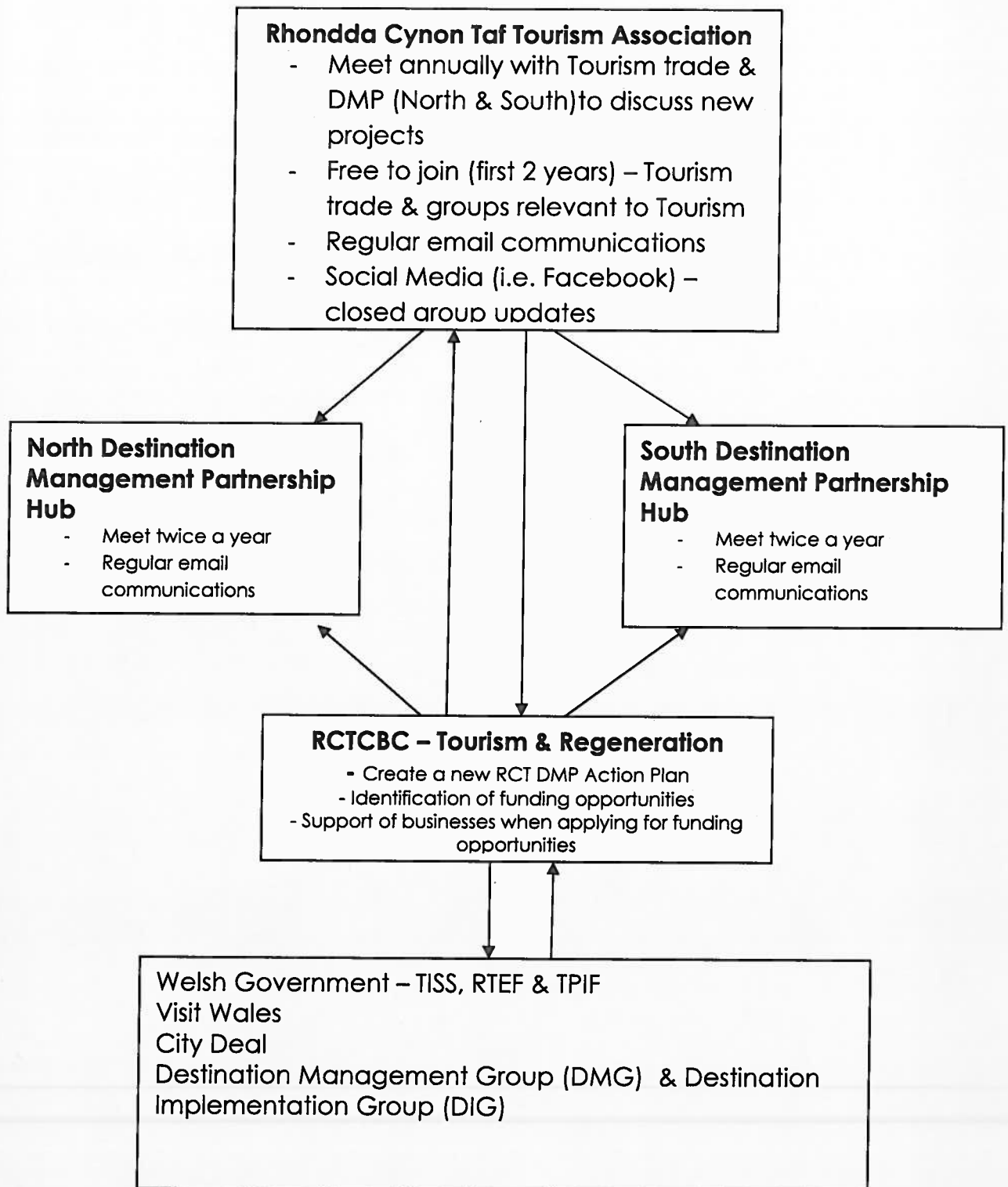
4.4 Destination Management Partnership Action Plan 2017 – 2020

A new, up-to-date RCT DMP Action Plan will be produced, which is inline with the Welsh Government/Visit Wales Strategy, City Deal and the Regional Destination Investment Plan in order to maximise funding potential.

The new DMP Action Plan will cover a three year period which will include potential projects that would meet the Regional Tourism Engagement Fund (RTEF) and Tourism Product Innovation Fund (TPIF) criteria. Revenue and Capital projects which have an RCT strategic impact will be included in the Tourism Investment Matrices, and will be scored, which will then be fed through the Destination Implementation Group (DIG) and Destination Management Group (DMG), for inclusion in any regional funding options.



New DMP Proposal Breakdown





5. EQUALITY AND DIVERSITY IMPLICATIONS

- 5.1 An Equality Impact Assessment (EqIA) screening form has been prepared for the purpose of this report. It has been found that a full report is not required at this time. The screening form can be accessed by contacting the author of the report or the Cabinet Business officer.

6. CONSULTATION

- 6.1 This report is based on the results from consultation that took place from 30th December 2016 (with follow up email on 13th January 2017) to 27th January 2017 via a Snap Survey. All current Destination Management Partnership members and the Tourism Trade within RCTCBC, were invited by email to participate in the survey.

In total 57 responses were received (see attached Survey Report).

59% of respondents chose the North / South Partnership Hub option, with meetings taking place from 10am – 12pm (midday) on Tuesday / Wednesday.

On 23rd February 2017 (too late to be included in the report), an email was received from the Upper Rhondda DMP Hub (very active with the Welcome to Our Woods Project) who raised concerns with the preferred option and felt it would be more beneficial to have 3 hubs, each covering the 3 main valleys within RCT.

7. FINANCIAL IMPLICATION(S)

- 7.1 The cessation of Valleys Tourism (previous RCT and Merthyr Tydfil CBC Tourism Association) has meant £11,000 has been returned to RCT Council. As such as part of the report it is requested that these funds are utilised for the create the new Tourism Association.
- 7.2 Some staff resources will be required to support the Tourism Association and Destination Management Partnership Hubs from within existing departmental budgets.

8. LEGAL IMPLICATIONS OR LEGISLATION CONSIDERED

- 8.1 There are no legal or legislative implications



9. **LINKS TO THE COUNCILS CORPORATE PLAN / OTHER CORPORATE PRIORITIES/ SIP / FUTURE GENERATIONS – SUSTAINABLE DEVELOPMENT.**

- 9.1 To create an improved working relation with RCT Council internal stakeholders, and external stakeholders to create a stronger tourism offer and products.

Provide a clear process to ensure ALL stakeholders benefit from funding initiatives, campaign, networking and information which will support their organisations.

10. **CONCLUSION**

- 10.1 In order to allow RCT Council and its various tourism stakeholders to work and communicate more effectively, and to benefit from the funding opportunities offered by Welsh Government/Visit Wales, it is proposed that:

- (i) A new Tourism Association is created to act as an overarching body focusing on RCT as a visitor destination. It will enable stronger working relationships between trade and local authority.
- (ii) There is a reorganisation of the DMP Hub areas, and the way interaction takes place with the groups. These Hubs will have representation on the Tourism Association and area specific projects will be fed upwards for consideration.

- 10.2 This new way of working will allow RCT Council to work in a more focussed and efficient manner with tourism stakeholders, allowing improved information gathering, project development, networking opportunities and funding applications.

Other Information:-

Relevant Scrutiny Committee

Public Service Delivery, Communities & Prosperity Scrutiny Committee

Contact Officer

Ceri Lloyd – 01443 424052



LOCAL GOVERNMENT ACT 1972

AS AMENDED BY

THE LOCAL GOVERNMENT (ACCESS TO INFORMATION) ACT 1985

RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

12TH JUNE 2017

**RHONDDA CYNON TAF TOURISM ASSOCIATION AND DESTINATION
MANAGEMENT PARTNERSHIPS**

Officer to contact: Ceri Lloyd, Tourism Advisor – 01443 424052