



RHONDDA CYNON TAF

RECORD OF DELEGATED OFFICER DECISION

SUBJECT:

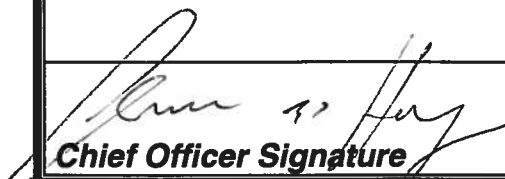
Regional Tourism Engagement Fund 2015-16 – RCT Applications

PURPOSE OF ATTACHED REPORT:

To update on the Welsh Government Regional Tourism Engagement Fund (RTEF) 2015-16 applications that Rhondda Cynon Taf are participating in, should the applications be successful.

DELEGATED DECISION (Date):

The RTEF applications that Rhondda Cynon Taf Council would like to participate in and the one application (including three projects) that Rhondda Cynon Taf Council will lead on be approved for submission.

 Chief Officer Signature	CHRISTIAN SJ HANRAHAN Print Name	13.05.2015 Date
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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

A. Morgan

CONSULTEE CABINET MEMBER SIGNATURE

13th May 2015

DATE

OFFICER CONSULTEE SIGNATURE

DATE

Directorate:	Group Director, Cabinet and Public Relations
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RHONDDA CYNON TAF COUNTY BOROUGH COUNCIL

**MUNICIPAL YEAR 2014 - 15
REPORT TO ACCOMPANY DECISION OF
GROUP DIRECTOR, CABINET AND PUBLIC RELATIONS**

Part 1 (Non-Confidential)

Regional Tourism Engagement Fund 2015-16 – RCT Applications
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1. PURPOSE OF THE REPORT

- 1.1 To update on the Welsh Government Regional Tourism Engagement Fund (RTEF) 2015-16 applications that Rhondda Cynon Taf are participating in, should the applications be successful.
- 1.2 In accordance with the Council's Scheme of Delegation, this report has been prepared to accompany the intended Officer decision of the Group Director, Corporate and Frontline Services.

2. RECOMMENDATION

It is recommended that:

- 2.1 The RTEF applications that Rhondda Cynon Taf Council would like to participate in and the one application (including three projects) that Rhondda Cynon Taf Council will lead on be approved for submission.

3. BACKGROUND

- 3.1 Rhondda Cynon Taf Council is participating in four (4) application relating to the 2015-2016 RTEF fund. Of the four applications, three are collaborative and one is part collaborative and part individual for RCT only. The three collaborative applications are being presented/led by other local authorities and RCT will be a partner. The one individual application for RCT includes 3 projects detailed under Application 4.

- 3.2 The four applications to be submitted are:

Application 1: Feasibility and Implementation Plan for Future Research and Marketing Campaigns across the South East Region (Collaborative and led by Cardiff City Council)

Application 2: Business Tourism Campaign (Collaborative and led by Cardiff City Council)

Application 3: Regional Trade Networking and Familiarisation Visits – ‘Getting to know each other’ (Collaborative and led by Cardiff City Council)

Application 4: Includes 3 Projects (two collaborative and one individual and led by RCT Council) – Project A: Adventure Trails within South East Wales Phase I – Dark Sky Discovery Sites and TV Trail. Project B: Penderyn Walking Leaflet. Project C: Destination Management Co-ordination.

3.3 All projects have been identified as:

- 1) Work that is needed in the destination as aligned to and endorsed to various DMP's.
- 2) work that complements Visit Wales Partnership for Growth strategy and aligns to their market segments.
- 3) work that can complement the Visit Wales thematic years (2016 Year of Adventure; 2017 Year of Legend; 2018 Year of the Sea) and can be developed in alignment to those themed years as they progress.
- 4) work that aligns efforts, diminishes duplication and creates focus thus strengthening outputs.
- 5) work that will allow greater, wider integration and engagement with the trade resulting in greater collaborations that should deliver greater number of visitors and bednights to the region.
- 6) A way to grow the number of tourism business engaged with and grow the number of events hosted and attended within the region.
- 7) Great platforms for collaboration that will yield streamlined cohesive opportunities to its beneficiaries and partners.
- 8) Delivering value for money through alignments of services, show cost efficiencies by buying collaboratively and achieve better outputs through consolidated efforts.
- 9) A kick start to collaborative working aiming for sustainability over a period of time.

3.4 Rationale of application submission:

Historically the majority of marketing activity below the all-Wales level especially in the primary UK market has been organised on either a destination or sub-regional marketing area basis. These areas have coalesced at a regional level to address specific markets and/or products where it is important to achieve critical mass and economies of scale.

However the approach is not consistent between campaigns in terms of partners, areas covered or funding mechanisms can also change swiftly from one year to the next. As tourism budgets tighten further, local authorities in particular are having to decide between regional and local activity rather than having the ‘luxury’ of supporting both whilst expectation from the trade for the LA to continue to perform. The previous well-defined marketing areas are breaking down with increasing reliance on smaller destinations’ web and PR activity as off-territory brochure distribution falls.

Inevitably, as resources diminish, fewer people are having to deliver more, yet many of the same faces, representing destinations, appear at a range of different campaign meetings. Visit Wales has suggested that a sensible rationalisation of effort for 2015 onwards would be the way forward, based on the assumption that all tourism marketing activity will be more closely aligned with the strategic priorities outlined in Partnership for Growth:

- i. Promoting and Marketing a distinctive and reinforcing brand for Wales
- ii. Driving a product-led approach that identifies compelling reasons to visit Wales
- iii. Targeting existing and new markets with most growth prospects
- iv. Selling excellence through the Wales offer – coastal and rural environment, culture, activities, events and distinctive destinations

There is an opportunity for streamlining the existing promotional activity, campaigns and outputs which has wider regional coverage and address the various strands including consumer, FIT, trade and business tourism. Resources will be reduced if the delivery mechanism is refined, and duplication of effort will be minimised as some of the strands overlap. Officer time and effort will be maximised with the rationalisation of meetings. Greater clarity should be demonstrated.

The partners involved in this project are keen to work on a wider regional level, which has historically been split up by both marketing areas and funding boundaries. In particular, there is huge value in working with the Capital City with all partners benefiting from a collaboration that includes Cardiff. The longer term vision is to align all marketing activity with the City Region brand.

The projects will focus on the South East Wales region including Rhondda Cynon Taf with a view to promote it as the gateway to the wider region and ultimately Wales.