

APPENDIX A

SERVICE LEVEL AGREEMENT BETWEEN ALLERDALE BOROUGH COUNCIL/ COPELAND BOROUGH COUNCIL AND WESTERN LAKE DISTRICT TOURISM PARTNERSHIP

Abbreviations:

ABC = Allerdale Borough Council
WLDTP = Western Lake District Tourism Partnership
CBC = Copeland Borough Council
CTB = Cumbria Tourist Board
WCDF = West Cumbria Development Fund
KTA = Keswick Tourism Association
STAG = Silloth Tourism Action Group
HWP = Hadrian's Wall Partnership
MT&MP = Maryport Tourism and Marketing Partnership
AONB = Area of Outstanding Natural Beauty
MTI = Market Towns Initiative

1. INTRODUCTION

- 1.1 This is an Agreement between Copeland Borough Council/Allerdale Borough Council (hereinafter called the Councils) and Western Lake District Tourism Partnership (hereinafter called WLDTP)
- 1.2 The Councils wish to use the services of the WLDTP for the purpose of marketing and developing tourism in the local government boundary areas of Allerdale and Copeland.

2..0 LENGTH OF AGREEMENT

- 2.1 This Agreement sets out the broad terms of the relationship between the Councils and the WLDTP for a three year period commencing April 1, 2006. It will be reviewed annually and amended as necessary to reflect any significant changes that either party may wish to incorporate.
- 2.2 The terms of the agreement and the funding arrangements as they apply to the Councils will need to be ratified on an annual basis, three months prior to the start of the next financial year. Failure to ratify those terms means that the overall agreement is invalid and that there is no obligation on the part of the Councils to make grant payments for the following years and no obligation on WLDTP to carry out any services.

2.3 This agreement will terminate on March 31st, 2009, unless the parties shall have agreed new terms by no later than December 31st, 2008.

2.4 The terms of this agreement may only be altered with the consent of both the Councils and WLDTP.

3.0 GRANT FROM ALLERDALE & COPELAND BOROUGH COUNCILS

3.1 The Councils will provide funding to WLDTP of £25,000 each for the financial year 2006-2007 **within XXX days of completion of this agreement.**

3.2 The Councils agree in principle to provide further funding of £25,000 each per year to WLDTP for the financial years 2007-2008 and 2008-2009 on annual ratification of the terms of this agreement by 1st April in each year.

4.0 SERVICES PROVIDED BY WESTERN LAKE DISTRICT TOURISM PARTNERSHIP

4.1 The Councils will each continue to contribute up to half the cost of the fulfilment of the Western Lake District Visitor Guide, up to a maximum of **£7,000 (this figure needs to be confirmed)** per financial year, subject to regular reviews, utilising conversion research commissioned by the WLDTP, to ensure effectiveness of resources.

4.2 WLDTP staff will continue to deliver the range of activities formerly carried out by their previous Marketing Manager and outlined in the WLDTP's Marketing Strategy and Funding Requirements 2005 document. Attached as appendix 1.

4.3 Production of the Western Lake District Visitor Guide and Top Attractions leaflet will be handled by WLDTP staff and will require no extra resource from the Councils. The guides and leaflet will be produced by November of each year and distribution managed by WLDTP.

4.4 WLDTP will annually update in November accommodation and attractions providers on DMS for use on WLDTP and the Councils websites.

4.5 WLDTP will ensure equal representation of both Allerdale and Copeland editorial material within the Western Lake District Visitor Guide and other published material that serves to market the Western Lake District.

4.6 Working with the Councils, WLDTP will:

- 4.6.1 Undertake a marketing campaign to encourage greater private sector engagement from Allerdale/Copeland-based businesses.
- 4.6.2 Investigate new 'gateway' facilities for the Western Lake District following the expiration of the arrangement with the Lakeland Sheep & Wool Centre in Cockermouth.
- 4.6.3 Ensure greater alignment between marketing activities carried out in Allerdale/Copeland by a wide range of organisations, including CTB, KTA, STAG, Solway Coast AONB, HWP, Re-discover Whitehaven and MTI programmes in Millom, Egremont, Keswick, Cockermouth and North Allerdale.
- 4.6.4 Develop a comprehensive photographic library of images of the Western Lake District area, comprising equal representation of both Allerdale and Copeland material, available for use by both organisations
- 4.6.5 Actively lobby for and promote the borough-based tourism initiatives, such as Derwent Forest, Derwent Valley, Workington Town Centre, Port of Workington, Maryport heritage plans, Solway Coast AONB, Regeneration Whitehaven, Egremont Tourism Study & Implementation and Millom Tourism Development.
- 4.6.6 Investigate and implement where appropriate a range of new initiatives aimed at improving the tourism offer within Allerdale/Copeland, such as a 'brown signs' strategy, quality accommodation promotions, familiarity visits, reduced entry offers, etc.
- 4.6.7 Actively promote tourism-related events and festivals within the boroughs, such as Jennings Bitter & Blues Festival, Solfest, Ulreby Carnival, Curwen Fair, Whitehaven Maritime Festival, Egremont Crab Fair, Millom Heritage Open Days and others.

5.0 CONDITIONS OF GRANT

- 5.1 Line management arrangements for WLDTP employees to be transferred from CBC to CTB following the conclusion of the previous funding arrangement and prior to the start of a new regime in April 2006. The staff will be based in the same offices as the local Brand Manager of CTB.
- 5.2 WLDTP will ensure that standards of financial regulation acceptable to the Councils are put in place and will make available to the Councils on a quarterly basis an analysis of income and expenditure within 10 working days of quarter end.

- 5.3 WLDTP staff will meet monthly with the Councils' staff and CTB Brand Manager to monitor progress.
- 5.4 The WLDTP will provide an annual audit of the Partnership's activities and performance within Allerdale & Copeland.
- 5.5 The Councils' logos will be on all published material from WLDTP and on press releases where possible.

6.0 Measures

- 6.1 Increase tourist numbers by xxx % (Calculation based on past performance - Measured by STEAM)
- 6.2 Increase tourist spend by xxx % (Calculation based on past performance - Measured by STEAM)
- 6.3 Increase jobs supported by xxx % Calculation based on past performance - (Measured by STEAM)
- 6.4 Increase room occupancy by xxx%
- 6.5 Increase profile in local and national press
- 6.6 Develop 2 accommodation clusters

7.0 DEFAULT

- 7.1 In the event of WLDTP defaulting on the terms of this agreement, the Councils reserve the right to reduce or withdraw grant aid without further notice.

SIGNED _____ Date
On behalf of Western Lake District Tourism Partnership

SIGNED _____ Date
On behalf of Copeland Borough Council

SIGNED _____ Date
On behalf of Allerdale Borough Council

THE SLA IS SUBJECT TO FINAL AGREEMENT WITH ALLERDALE BOROUGH COUNCIL. ANY CHANGES WILL BE TABLED FOR THE EXECUTIVE.