

Western Lake District Tourism Partnership

Full Year Review of Service Level Agreement between:

Allerdale Borough Council and Copeland Borough Council and Western Lake District Tourism Partnership (WLDTP)

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In accordance with Point 5.4 of SLA, the following audit of services has been produced, outlining services which have been provided from April 2006 – January 2007 (to year end in April 2007).

Report works from Point 4.0 of SLA report.

4.1

Full distribution of 60,000 guides carried out by Partnership under terms outlined.

4.2

All activities previously outlined in Strategy paper being carried out with exception to the points outline below – see appendix (a) for detailed breakdown of services being carried out and progress to date:

- Residents week – under review and potential replacement project to encourage further private sector engagement. A new working group has been created to manage 'ad hoc' projects such as AGM, Residents week and Familiarisation trips.
- Management of WLD Visitor centre – as the centre has ceased to exist. New gateway facilities are currently being investigated.

The Partnership office is managed by a full time officer, and part-time Marketing Specialist. This enables greater attendance at development meetings, and greater engagement with businesses and consumers.

4.3

Guide was produced ahead of schedule within budget set. A copy of the Guide is enclosed in this pack. Top Attractions Leaflet (TVA) produced on time and within budget set. A copy will be forwarded. The Guide and TVA together generated a 16% increase in revenue due to Partnership team solicitation and management.

4.4

DMS will be updated monthly from end January. Website will be launched end January 2007, which will include a booking service, and brochure ordering

4.5.

Equal representation is being ensured on all literature produced by the WLDTP under its direct control. It should be noted that whilst every effort is made to ensure equal coverage it should be recognised that public domain releases are the responsibility and the decision of the press and the Partnership cannot accept responsibility under their control.

4.6

Working with the Councils

4.6.1.

Full marketing plan carried out in 2006, including newsletter to local business to encourage greater involvement and full media campaign to encourage visitors to the area and promote the Holiday Guide further. See appendix (b) for media campaign example.

New website up and running from January 2007 to further promote the area to potential visitors.

4.6.2.

Gateway facilities are currently being investigated with the help of both councils and CT.

4.6.3.

The Partnership are currently working with various MTI groups and regeneration groups to ensure maximum alignment of marketing activities. Two examples of these are North Allerdale Cluster, and the new Western Lake District Cycle Network group.

4.6.4.

A photographic library is being collated in-house for use within the Partnership and with a discount for its members. An image library is not possible currently due to technical problems. This will be reviewed annually along with the current SLA set up with the WLDTP photographer.

4.6.5.

Engagement being carried out with borough based tourism initiatives to support and align marketing plans, e.g. The 2007 Guide and Top Attractions leaflet back cover is taken by Millom, Maryport and Egremont.

4.6.6.

New initiatives being investigated with Tourism Officers to support local businesses, and aid quality development. Support also given with press coverage generated by the Partnership for new businesses and ventures e.g. Anns Hill accommodation – extensive national support. Further example includes working with Keswick Tourism Initiative to produce a Group Travel Guide for the area to be used at Trade Show events.

4.6.7.

Events are currently promoted on WLDTP website an updated monthly. The Guide also promotes all local events with exceptional representation across both boroughs for large and smaller tourism events. These are also supported by local press generated by the Partnership.

5.0 Conditions of Grant

5.1

Weekly contact ensured with CT line manager.

5.2.

Financial budget supplied monthly prior to monthly Delivery Group meetings and a breakdown supplied on request.

5.3.

Council employees and CT Brand Manager meet monthly and progress review carried out (Delivery group).

5.4

Audit as detailed in this report, with additional budget review update attached in appendix (c), please note this is at January 1st 2007, although includes projected costs to the end of the financial year.

5.5.

Council's logo appears on all consumer facing literature, and where possible all public domain literature referencing the Partnership aims to mention public sector involvement and financial support of both councils.

6.0 Measures

6.1 – 6.3 All measures to be reviewed on receipt of 2006 Steam report.

6.4 Room occupancy for the 2007 period can be reviewed in January 2008.

6.5 Press activity generated by the Partnership all enclosed in report appendix (d). In addition to this the Partnership have appeared on the radio twice with a press stunt carried out, and also on Border News showcasing the launch of the 2007 Holiday Guide.

6.6 Both accommodation clusters have been developed and meetings attended by WLDTP staff and Cumbria Tourism representative line manager.

A full year marketing plan for 2007, including budget and timeline has been attached in appendix (e). The recommended proposal has been approved by Steering Group and thus will be implemented from April 2007. No addition funding is required from either funding partner to implement this proposal.