

APPENDIX C

WLDTP Key Activities Profile

ACTIVITY	RESPONSIBILITY	KEY PERSON	OUTPUTS
Holiday Guide	WLDTP	WG Admin	<ol style="list-style-type: none"> 1. Increase Staying Visitors 2. Increase tourism spend 3. Support and promote attractions, events and accommodation 4. Increase % room occupancy 5. Increase jobs supported
Top Visitor Attractions	WLDTP	WG Admin	<ol style="list-style-type: none"> 1. Increase awareness of attractions 2. Increase tourism spend 3. Increase jobs supported
Website	ABC, CBC, CTB WLDTP	Manager	<ol style="list-style-type: none"> 1. Improve quality of website and provide regular updating 2. Increase Staying Visitors 3. Increase tourism spend 4. Support and promote attractions, events and accommodation 5. Increase % room occupancy 6. Increase jobs supported
Residents Week and Tourism Extravaganza	WLDTP Sellafield	Admin WG	<ol style="list-style-type: none"> 1. Increase awareness in local area of partnership
Exhibitions and Group Travel	WLDTP CTB	Manager	<ol style="list-style-type: none"> 1. Increase Staying Visitors 2. Increase tourism spend 3. Support and promote attractions, events and accommodation 4. Increase % room occupancy 5. Increase jobs supported
Press Visits	WLDTP CTB	Manager	<ol style="list-style-type: none"> 1. Increase collaboration with CTB 2. Increase profile in local and national press 3. Increase tourism spend and visitor numbers
Funder Contacts And Reporting	WLDTP	Manager Chair	<ol style="list-style-type: none"> 1. Provide regular updates to funders and presentations at council/board meetings when required

			2. Provide regular up to date reports to steering group
Familiarisation Visits	WLDTP	WG	<ol style="list-style-type: none"> 1. Increase awareness in key activity areas 2. Increase staying visitors and tourism spend
Photo Library	WLDTP/CTB	Manager Brian S	<ol style="list-style-type: none"> 1. Ensure additional Allerdale shots 2. Increase “user friendliness” for members and media
Newsletters	WLDTP	Manager/ Admin	1. Increase awareness of partnership and funders to local business community
PR and Advertising and Media Campaign	WLDTP CTB	Manager CTB PR	<ol style="list-style-type: none"> 1. Raise profile in local and national media 2. Increase Staying Visitors 3. Increase tourism spend 4. Support and promote attractions, events and accommodation 5. Increase % room occupancy 6. Increase jobs supported
Better Than The Best	CTB WLDTP	GK	<ol style="list-style-type: none"> 1. Identify businesses investing for BTTB funding 2. Increase number of visitors and tourism spend
Advice to SME's	CTB WLDTP	GK Manager	<ol style="list-style-type: none"> 1. Assisting with marketing plans and identifying target markets 2. Increase number of visitors and tourism spend
Hadrians Wall	CTB WLDTP	GK Steering Group	<ol style="list-style-type: none"> 1. Identifying tourism opps and ensuring projects 2. Increase number of visitors and tourism spend
Accommodation Clusters	CTB WLDTP	GK	<ol style="list-style-type: none"> 1. Development of 2 accommodation clusters 2. Increase Staying Visitors 3. Increase tourism spend 4. Support and promote attractions, events and accommodation 5. Increase % room occupancy 6. Increase jobs supported
Brand Management	CTB WLDTP	GK	1. Continue working relationships to maximise

Projects	KTA		effectiveness & minimise duplication
Slipstream Projects	CTB WLDTP Other partners	GK	<ol style="list-style-type: none"> 1. Rail Rover project 2. Sail NW 3. Coastal Renaissance 4. Event Funding 5. Cruise Ship Marketing 6. Farm Tourism

WG = Working Group
 Manager = Managerial function/Specialist
 Admin = Administrative/office based function
 GK = Graham Kennedy
 WLDTP = Western Lake District Tourism Partnership
 CTB = Cumbria Tourist Board

WLDTP Primary Functions

Manager/Marketing Specialist	Administrative
Residents Week Launch	Residents Week
Exhibitions	Extravaganza
Extravaganza	Holiday Guide (All admin)
Press Visits	TVA (All admin)
Reporting and Funder Contacts	Newsletters
Website	CONTACT POINT AT ALL TIMES
SME's Advice	
CTB Contact	
PR, Advertising and Media Campaign	

I believe that looking at this we have a need for a full time, good quality, office based administrator to support the Manager, The Working Group Chairs and all projects.

The Managerial Role which needs to be a creative Marketing/PR specialist may not be a full time position, which may provide us with flexibility in appointment.

Timescale for appointment

Advertise in press	Mid January 2006
Interviews	Mid February 2006
Contract start date	April 2006

Interviews 1 hour panel interview with ½ hour pre prepared presentation

Interview Panel Chair + 1 Private sector Steering Group Member
 Graham Kennedy (CTB)
 Allerdale and Copeland Borough Council Representative

