

# Chichester District Council

OVERVIEW AND SCRUTINY COMMITTEE

13 November 2018

## Visit Chichester Monitoring Report

### 1. Contacts

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### 2. Recommendation

#### 2.1 To receive the six monthly update from Visit Chichester and assess performance in line with the Service Level Agreement.

### 3. Background

- 3.1 In February 2017, Cabinet agreed to assist with the development of Chichester District's visitor economy through the establishment of a new Destination Management Organisation and confirmed £50,000 annual partnership funding for five years from the commencement of the funding agreement and Service Level Agreement (SLA).
- 3.2 In November 2018 Craig Gershater was appointed as the new Chairman of Visit Chichester and a funding agreement and SLA was entered in to on 1<sup>st</sup> March 2018.
- 3.3 Monitoring and evaluation of the agreement takes place through quarterly meetings and a formal report on the grant spend and service activities will be provided to the Overview and Scrutiny Committee on an annual basis.
- 3.4 Following the commencement of the agreement, Visit Chichester are providing a six month update to identify achievements to date and future works to be undertaken in the coming six months.

### 4. Outcomes to be achieved

- 4.1 In line with the SLA there are a number of activities and measurements to be achieved within this period. These include:-

Activity	Measurements
1. To complete the appointment of a new Chairperson of the Board	Chairperson appointed Audience profiling report.
2. To refresh the Board Members to ensure a wide representation of the key sectors of the tourism industry locally as indicated in section 6.2 of the Cabinet report (February 2017)	New Board members recruited representing the key sectors.
3. The selection and recruitment of a Chief	Chief Executive appointed

Executive (or equivalent title to be agreed)	
4. The selection and recruitment of an executive team to support the Chairman and Chief Executive. (subject to further partner funding being in place)	Executive team appointed
5. Following consultation with industry stakeholders ensure that the governing documents (i.e. its' company Articles of Association and any accompanying constitution or governance documents) remain fit for purpose to maximise industry engagement, industry funding and strong leadership to the industry	Review completed
6. Engage directly with the Tourism Industry by delivering a programme of effective tourism communications and networking events	Programme developed

4.2 Officers have met with Visit Chichester on a number of occasions during the period and have received update reports on progress. All activities identified above have been met during this period. In relation to the third activity, Visit Chichester identified that with the appointment of Go To Places (GTP), a company offering destination management services, they reviewed the roles and have created an Executive Chairman plus a Destination Management Executive (DME) a marketing individual with a high level of digital skills.

4.3 Visit Chichester have provided an update report as Appendix 1 to this report.

## 5. Resource and legal implications

5.1 In line with the funding agreement Visit Chichester provided accounts to the Council within 6 months of the end of the financial year for the year ended 31 March 2018. This information was checked by financial services.

## 6. Community impact and corporate risks

6.1 The Chichester District Council have committed to assist in facilitating a strong Destination Management Organisation in order to:

- Raise the profile of the District as a visitor destination
- Manage the visitor economy
- Exploit the economic potential to create jobs
- Develop a successful year-round tourism offer
- Exploit the potential for inward investment to the District

The SLA is reviewed on an annual basis against performance and therefore the funding risk to the Council is low.

## 7. Appendices

8.1 Appendix 1 – Visit Chichester Limited, March – August 2018 six monthly update report

## **8. Background Papers**

Cabinet Report and Minutes February 2017 – Developing a new Strategy for the Visitor Economy