

Chichester District Council

OVERVIEW AND SCRUTINY COMMITTEE

10 September 2019

Visit Chichester Monitoring Report

1. Contacts

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2. Recommendation

- 2.1 To receive the annual update report from Visit Chichester for 2018-19 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 2017 the new Chairman of Visit Chichester was appointed and a funding agreement and SLA was entered in to on 1st March 2018.
- 3.3 Monitoring and evaluation of the agreement takes place through quarterly meetings and a report on the service activities is provided to the Overview and Scrutiny Committee on an annual basis.
- 3.4 Following the commencement of the agreement, Visit Chichester are providing an annual report to identify achievements in the last financial year and a report to identify the activity undertaken in the last 6 months and future works to be undertaken later this year.

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:-

Action 1: Appointment of Chairperson and Board Members of VC	
Activity	Measurements
1. To complete the appointment of a new Chairperson of the Board	Chairperson appointed
2. To refresh the Board Members to ensure a wide representation of the key sectors of the tourism industry locally as indicated in section	New Board members recruited representing the key sectors

6.2 of the Cabinet report (February 2017)	
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Action 2: Recruitment of Executive Team	
Activity	Measurements
1. The selection and recruitment of a Chief Executive (or equivalent title to be agreed)	Chief Executive appointed
2. 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

Action 3: Prepare a new Destination Management Plan	
Activity	Measurements
1. Prepare a new Destination Management Plan (DMP) that will: <ul style="list-style-type: none"> - Define opportunity, functions, industry engagement and funding strategy - Identify and establish a brand for the Destination and one which is capable of incorporating adjoining complementary areas into the Destination - Position and promote Chichester District and the surrounding complementary area as a viable, cohesive and leading UK holiday destination. - Set out agreed key tasks for VC, partners and industry stakeholders - Grow the value of tourism for the destination and slipstream brands e.g. Visit Midhurst - Provide a coherent set of highly defined Strategic Objectives, Annual Targets and Measures of Success 	The production of new DMP
2. Consult with CDC and agree the objectives, annual targets for year 2-5 and performance indicators for the SLA for year two.	Agreement of objectives, annual targets and performance indicators with CDC for the SLA for year 2.

Action 4: Review of Governance arrangements	
Activity	Measurements
1. 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

Action 5: Tourism Networking Events	
Activity	Measurements

<p>1. Engage directly with the Tourism Industry by delivering a programme of effective tourism communications and networking events</p>	<p>Programme developed and Two networking events held</p>
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- 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.
- 4.3 Following the year end a few changes have been made relating to the activities listed above. Francis Hobbs replaced the Executive Chairman and the Communar at Chichester Cathedral joined the Board in July 2019. Further information can be found in the update reports attached.
- 4.4 Visit Chichester have provided their annual report 2018-19 at Appendix 1 to this report and an update report for this current financial year to date at Appendix 3.
- 4.5 At Appendix 2 for your information you will find a copy of the Monitoring Framework agreed for the period April 2019 – March 2020.

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. The next set of accounts are due the end of September 2019.

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

- 7.1 Appendix 1 – Visit Chichester Limited, March 2018 – March 2019 annual monitoring report
- 7.2 Appendix 2 – August 2019 Service Level Agreement 1 April 2019 – 31 March 2020
- 7.3 Appendix 3 – Visit Chichester Update report April – August 2019

8. Background Papers

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