



Service Level Agreement Chichester District Council and Visit Chichester LTD Dated 1 March 2019 to 31 March 2020

Chichester District Council (CDC) has considerable tourism assets which historically have always made the District an attractive place to visit and tourism already generates significant direct expenditure and is the largest private sector employer. Tourism is supported by the Council in its Corporate Plan, its Local Plan and through the Economic Development Strategy. However, considering the share of market already being captured by other South Coast destinations there is a substantial untapped year-round opportunity to attract visitors for holidays and short breaks in the Chichester area. CDC have agreed to work in partnership with Visit Chichester (VC), committing £50,000 pa for five years 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

Visit Chichester as an essential part of the SLA for 2018-2019 produced a Destination Management Plan (DMP) providing a comprehensive assessment of the Visitor Economy of the Chichester District and an associated 'Action Plan' for objectives through to 2023. The DMP Action Plan provided four priority areas for the DMO and partners to focus resource on, these include:

- i. **Stakeholder Engagement:** identifying new 'partners' and developing communications and networking structures
- ii. **Place-making, Identity and Product:** assist in Brand delivery, and showcase core products including special events (weddings)
- iii. **Targeted Consumer Engagement:** align key visitor segments with marketing initiatives, develop product themes appropriate to segments.
- iv. **Amplify the message:** deliver targeted PR messages, develop closer relationships with travel trade and third party websites.

The latest data available on 'The Economic Impact of Tourism on Chichester District' (Cambridge Model and associated Accommodation Audit) was completed in January 2019 and provides data for January to December 2017. This Baseline data where available has been provided below for information.



Unfortunately due to the timescale of data being made available, (13 months in arrears) we are unable in the short term to measure the impact of Visit Chichester's work in this period against this data. Future years will allow retrospective analysis to take place against this dataset.

Actions	Activity	Baseline Data	Measurements	Target Date for Review
1. Increase number of day visitors to the district.	<ol style="list-style-type: none"> 1. Develop a product portfolio for the district. 2. Deliver targeted marketing campaigns throughout the year. 3. Develop campaign/s to promote shoulder season (October/November, February/March). 4. Work with Chichester District Council and cultural partners to ensure a linked up events strategy is developed and promoted. 	2017 data identified 6.916m day visitors	Cambridge Tourism Economic Impact Model 2018 <ol style="list-style-type: none"> 1. Four product portfolios developed in relation to the three market segments as defined in the DMP 2. Six marketing campaigns, such as English Tourism Week, Easter, Roman Week etc 3. Campaigns developed and promoted to promote shoulder seasons 4. Support events strategy development and promotion 	<ol style="list-style-type: none"> 1. October 2019 2. March 2020 3. August 2020 4. October 2019
2. Increase the number of overnight visitors to the district.	<ol style="list-style-type: none"> 1. Targeted activity to drive overnight visits at specific times of the year. 2. Launch seasonal digital activity through targeted social activity. 3. Develop a bank of content and 	2017 data identified 588,445 overnight visitors	<ol style="list-style-type: none"> 1. Cambridge Tourism Economic Impact Model 2018 (data for 2018 only available in Q1'2020). 2. Eight themed itineraries to be 	1. March 2020



	itineraries based on theme and audience		developed.	2. October 2019
3. Increase day visitor spend and dwell time	1. Develop partnerships between tourism partners to package offers in the district to encourage increased dwell time and spend within the district.	2017 data identified £189,061,000 spend for day visitors	1. Cambridge Tourism Economic Impact Model 2018 (data for 2018 only available in Q1'2020).	1. March 2020
4. Deliver a strong and distinctive tourism brand	1. Work with Chichester District council and Chichester Vision to develop a place brand and associated tourism brand for the district.		1. Develop a brief for the delivery of a tourism brand for the district. 2. Undertake brand development workshops 3. Consult on the brand with Chichester Vision steering group	1. March 2020
5. Work in partnership to create a healthy visitor economy	1. Develop a communications and networking structure to share insights, explore training opportunities and encourage district wide working. 2. Hold 4 tourism events per annum to include leaflet exchange. 3. Sustainability of DMO through development of membership scheme. 4. Production of 2020 visitor guide.		1. Database of interested parties to be developed and newsletter promoted. Work closely with CDC Economic Development Team to provide co-ordinated and complimentary training opportunities for the tourism sector. 2. Four tourism events held within the district during the year. 3. Following launch of	1. October 2019 2. March 2020 3. Launch July 2019



			<p>Membership Scheme (Q2'19) and test marketing, numbers of new memberships to be agreed.</p> <p>4. Guide to be produced for 2020</p>	4. October 2019
6. Improve online presence	<ol style="list-style-type: none"> 1. Review current image stock and develop this further. 2. Review and develop Visit Chichester Website and links to wider platforms. 3. Social media 	<p>Data as of March'19</p> <p>Twitter 6,527 followers,</p> <p>Facebook 975 likes, Instagram 1,231 followers</p> <p>Visit Chi Website 13,000 visits</p>	<ol style="list-style-type: none"> 1. Development of image content both by Visit Chichester and partner images. 2. Further development of Visit Chichester Website 3. 7,000 twitter followers (March'19) <p>-Seek a 50% increase in 'likes' facebook.</p> <p>-Seek a 50% increase in 'likes' Instagram.</p> <p>-Create a LinkedIn account</p>	<ol style="list-style-type: none"> 1. Ongoing 2. Ongoing 3. March 2020
7. Review and Governance Arrangements	<ol style="list-style-type: none"> 1. Provide to Chichester District Council on a quarterly basis a report to provide an update on activity and measures for the Service Level Agreement. 2. Provide and present an annual Report in June each year to Chichester District Council's Overview and Scrutiny Committee. 		<ol style="list-style-type: none"> 1. Quarterly Update reports received on discussed on quarterly basis to identify activity within the period and measures against the SLA targets. 2. Report to June OSC to report annual review of previous year's activity. 	<ol style="list-style-type: none"> 1. June, September, December, March 2. June 2019



	<p>3. Methods to record and monitor tourism data locally to be agreed through partnership working. This would provide a method of monitoring the impact Visit Chichester are having on the district.</p>			
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