

Chichester District Council

OVERVIEW AND SCRUTINY COMMITTEE 17 November 2020

Visit Chichester Monitoring Report

1. Contacts

Report Author:

Sarah Peyman, Culture & Sport Divisional Manager,
Tel: 01243 534791 E-mail: speyman@chichester.gov.uk

2. Recommendation

- 2.1 To receive the annual update report from Visit Chichester for 2019-20 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 A funding agreement and SLA was entered in to on 1st March 2018 which identifies that monitoring and evaluation of the agreement will take place quarterly and a report on the service activities to be presented to the Overview and Scrutiny Committee on an annual basis.
- 3.3 This report addresses the performance of Visit Chichester for the year April 2019 – March 2020.
- 3.4 A request for additional funding for Visit Chichester was considered as part of the Covid Recovery Plan by July Cabinet and recommended to Council to increase the current level of support for Visit Chichester by £100k per year in years 2020/21, 2021/22 & 2022/23 and provide new support of £130k per year in 2023/24 & 2024/25. Delegated powers were also given to the Director for Growth and Place to approve a new Service Level Agreement with Visit Chichester following consultation with the Cabinet Member for Communities and Cabinet Member for Growth, Place and Regeneration.
- 3.5 The Funding Agreement has been updated to reflect the new funding and the revised Service Level Agreement approved for 2020-2021.

4. Outcomes to be achieved

- 4.1 In line with the 2019/20 SLA there are a number of activities and measurements to be achieved within this period. These include:-

| Action 1: Increase number of day visitors to the district. | |
|---|--|
| Activity | Measurements |
| 1. Develop a product portfolio for the district. | Four product portfolios developed in relation to the three market segments as defined in the DMP |
| 2. Deliver targeted marketing campaigns throughout the year. | Six marketing campaigns, such as English Tourism Week, Easter, Roman Week etc |
| 3. Develop campaign/s to promote shoulder season (October/November, February/March). | Campaigns developed and promoted to promote shoulder seasons |
| 4. Work with Chichester District Council and cultural partners to ensure a linked up events strategy is developed and promoted. | Support events strategy development and promotion |

| Action 2: Increase the number of overnight visitors to the district. | |
|---|---|
| Activity | Measurements |
| 1. Targeted activity to drive overnight visits at specific times of the year. | Cambridge Tourism Economic Impact Model |
| 2. Launch seasonal digital activity through targeted social activity. | Social Media data |
| 3. Develop a bank of content and itineraries based on theme and audience | Eight themed itineraries to be developed. |

| Action 3: Increase day visitor spend and dwell time | |
|---|---|
| Activity | Measurements |
| 1. Develop partnerships between tourism partners to package offers in the district to encourage increased dwell time and spend within the district. | Cambridge Tourism Economic Impact Model |

| Action 4: Deliver a strong and distinctive tourism brand | |
|--|--|
| Activity | Measurements |
| 1. Work with Chichester District council and Chichester Vision to develop a place brand and associated tourism brand for the district. | Develop a brief for the delivery of a tourism brand for the district. Undertake brand development workshops Consult on the brand with Chichester Vision steering group |

| Action 5: Work in partnership to create a healthy visitor economy | |
|---|--|
| Activity | Measurements |
| 1. Develop a communications and networking structure to share insights, explore training opportunities and encourage district wide working. | 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. Hold 4 tourism events per annum to include leaflet exchange. | Four tourism events held within the district during the year. |
| 3. Sustainability of DMO through development of membership scheme. | Following launch of Membership Scheme (Q2'19) and test marketing, numbers of new memberships to be agreed. |
| 4. Production of 2020 visitor guide. | Guide to be produced for 2020 |

| Action 6: Improve online presence | |
|--|---|
| Activity | Measurements |
| 1. Review current image stock and develop this further | Development of image content both by Visit Chichester and partner images. |
| 2. Review and develop Visit Chichester Website and links to wider platforms. | Further development of Visit Chichester Website |
| 3. Social media | 7,000 twitter followers (March'19) -Seek a 50% increase in 'likes' facebook. -Seek a 50% increase in 'likes' Instagram. -Create a LinkedIn account |

| Action 7: Review and Governance Arrangements | |
|---|--|
| Activity | Measurements |
| 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. | Quarterly Update reports received on discussed on quarterly basis to identify activity within the period and measures against the SLA targets. |
| 2. Provide and present an annual Report in June each year to Chichester District Council's Overview and Scrutiny Committee. | Report to June OSC to report annual review of previous year's activity. |
| 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. | |

- 4.2 Officers have met with Visit Chichester on a number of occasions during the period and have received update reports on progress.
- 4.3 Visit Chichester have provided a progress report (Appendix 1) which provides further details of achievements to date.
- 4.4 Although tourism was significantly impacted by the covid pandemic in early 2020, Visit Chichester have continued working on their major project for rebranding and their new website. Work is progressing with the launch of The Great Sussex Way planned for the end of November.
- 4.5 The 2020-2025 Business Plan for the Great Sussex Way (Appendix 2) outlines the detailed objectives of the Board of Directors for 2020/2021 and includes key objectives and growth budgets out to 2025. The document outlines the resources

required to achieve these aims, a timeline of activities and sets benchmarks to measure success.

5. Resource and legal implications

- 5.1 In line with the funding agreement Visit Chichester provided accounts to the Council for the year ending 31 March 2020. This information was checked by financial services and no concerns have been raised.

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, April 2019 – March 2020 annual monitoring report
- 7.2 Appendix 2 – The Great Sussex Way, Celebrating the English South, from the Downs to the Dunes Business Plan 2020-2025

8. Background Papers

None