
**ARRANGEMENTS FOR AN AREA TOURISM PARTNERSHIP
FOR THE TEES VALLEY**

**Responsible Cabinet Member(s) - Councillor David Lyonette,
Regeneration and Planning Portfolio**

Responsible Director(s) - John Buxton, Director of Development and Environment

Purpose of Report

1. To explain new proposals for the formation of an Area Tourism Partnership (ATP) for the Tees Valley as part of the new delivery mechanism for tourism activity within the region and to seek members endorsement of this new structure.

Information and Analysis

Context

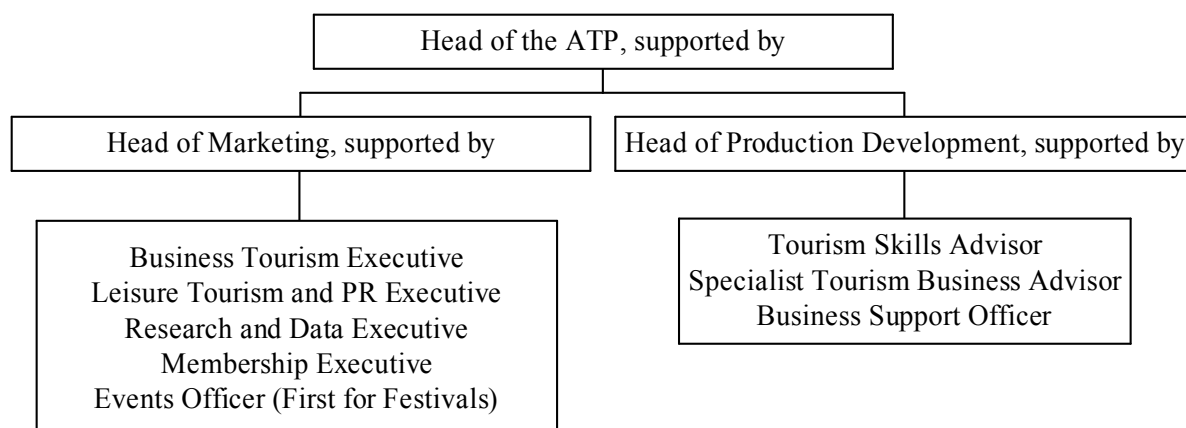
2. One NorthEast took on strategic responsibility for tourism from April 2003 and have developed a revised structure for tourism support and promotion, to promote effectiveness and reduce duplication. Significantly increased resources are to be channelled into tourism by One NorthEast in order to achieve a step-change in performance of the North East visitor economy.
3. This revised structure, which it is intended will be operational by April 2006, will be known as Tourism Network NorthEast and will comprise of five core organisations: the Regional Tourism Team and four independent ATP's.

Activities

4. The Regional Tourism Team within One NorthEast will be responsible for the overall strategic direction, delivery of regional marketing campaigns and other region-wide initiatives. The ATPs in each of the 4 sub-regions will work on behalf of tourism businesses and public agencies to promote the area and to ensure that visitors enjoy the best possible experience. The activities of the Tees Valley ATP have been detailed in an Interim Business Plan, which is supported by an Area Tourism Management Plan and Marketing Plan. Consultation with public and private sector organisations was held to identify the activities and priorities of the ATP. This information was then used to produce the aforementioned plans. The ATP will consult annually on its Business Plan through a Management Board and the Joint Strategy Committee.

Organisation and Structure

5. Public sector support for tourism within the Tees Valley already operates in a spirit of partnership. Following local government re-organisation in 1996/7, the five Tees Valley authorities and Tees Valley Tourism Bureau adopted a joint approach to tourism marketing for the whole sub region. Over the last five years this approach has been consolidated and strengthened to ensure structured and co-ordinated activity, which has minimised any duplication of effort. It is now proposed that the ATP will build on this excellent co-operation achieved through working in partnership with the Tees Valley Tourism Bureau. The proposed arrangements for the new ATP are based on the continuation of current levels of local authority support - both in terms of financial commitment and officer time (see **Appendix 1**). The proposed contribution from the Council is therefore within the planned revenue budgets in the Medium Term Financial Plan, and is mainly an element of the Council's support for the Tees Valley Joint Strategy Unit (continuing the existing level of support for tourism from within that budget). In 2006/7, for Darlington, this will be about £26,000 of the budget allocated in the MTFP to the Joint Strategy Unit and about £6,000 for marketing from within the Economic Regeneration and Tourism budget in the MTFP.
6. The anticipated staffing of the ATP will comprise:



Governance

7. It is proposed that:
- the ATP will be a voluntary partnership with its own Management Board with private sector, voluntary sector and local authority representation;
 - the Management Board will appoint, manage and monitor the performance of the senior executive staff of the ATP
 - the Chair to be a senior private sector person with profile and strong connections in the sub-region;
 - the ATP Management Board to report to the Tees Valley Partnership Board, and the precise structure of the ATP Board to be resolved as the revised structure of the TVP Board is agreed;

- (e) Stockton Borough Council will continue as the accountable body and employer of staff of the ATP.

The exact nature of local authority representation on the Management Board is still in discussion with One NorthEast.

Outcome of Consultation

- 8. A consultation exercise was conducted using external facilitators and a number of workshops were held with both the private and public sector to discuss the formation of the ATP and to identify its priorities. The proposed arrangements have been produced as a result of these consultations.

Legal Implications

- 9. This report has been considered by the Borough Solicitor for legal implications in accordance with the Council's approved procedures. There are no issues which the Borough Solicitor considers need to be brought to the specific attention of Members, other than those highlighted in the report.

Section 17 of the Crime and Disorder Act 1998

- 10. The contents of this report have been considered in the context of the requirements placed on the Council by Section 17 of the Crime and Disorder Act 1998, namely, the duty on the Council to exercise its functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent, crime and disorder in its area. It is not considered that the contents of this report have any such effect.

Council Policy Framework

- 11. The issues contained within this report do not represent change to Council policy or the Council's policy framework

Decision Deadline

- 12. For the purpose of the 'call-in' procedure this does not represent an urgent matter.

Recommendation

- 13. It is recommended that :-
 - (a) Members approve the proposed arrangements for the formation of an Area Tourism Partnership for the Tees Valley.
 - (b) Members endorse the proposals and note that ongoing Local Authority financial support is the same as existing levels of support for Tees Valley tourism work to be approved as part of the Medium Term Financial Plan.

Reasons

14. The recommendations are supported by the following reasons :-

- (a) To enable the Council to benefit from ONE NorthEast's revised structure for tourism support and promotion, by participating in sub regional tourism activity through the Tees Valley Area Tourism Partnership.
- (b) To ensure that Darlington maintains its position as a key player in the new sub regional arrangements for the delivery of tourism activity in the Tees Valley.

John Buxton
Director of Development and Environment

Background Papers

Tees Valley Area Tourism Partnership Management Plan
Tees Valley Area Tourism Partnership Business Plan
Minutes of Tees Valley Area Tourism Partnership Private Sector Workshop

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Area Tourism Partnership - Proposed Budget

INCOME	2006-07 £000	2007-08 £000	Notes
Core Income			
Tees Valley Partnership Single Programme	310	310	
JSU Local Authority allocation	173	178	1
Local Authority Marketing Funds	40	40	2
Private sector contribution to marketing programme	30	31	
Project Income			
First for Festivals	100	100	
Total Income	653	659	

EXPENDITURE	2006-07 £000	2007-08 £000	Notes
Core Staff	209	215	
Core staff on-costs	157	161	
Project staff	26	27	
Project staff on-costs	20	20	
Strategy and Partnership Marketing	25	15	
Marketing	153	158	
Product Development	5	5	
Business Development			
Business Link operational budget	8	8	
Project operational budget	50	50	
Total Expenditure	653	659	

Notes

1. Continuation of the current level of contribution by DBC and other local authorities to the Tees Valley Tourism Bureau staffing and activities. Current DBC contribution is approximately 15%, calculated by population share (i.e. about £26,000 for Darlington in 2006-07).
2. Continuation of current levels of contribution by DBC and other local authorities to sub regional marketing activity including the Tees Valley Visitor Guides and Travel Trade Guides.