

Peak District and Derbyshire Destination Management Partnership

Visitor Services Advisory Panel

Notes from meeting held on Friday 14 March 2007

Present

David James – Peak District and Derbyshire DMP
Martin Emery - Peak District and Derbyshire DMP
Joanne Brown – Amber Valley Borough Council
Bernadette Wainwright – Chesterfield Borough Council
Jim Oribine – Derby City Council
Nancy Maitland – Derbyshire Dales District Council
Sue Beswick – Peak National Park Authority

Apologies

Cllr Alan Hodkinson (Peak District and Derbyshire DMP Board)
Jane Price (High Peak Borough Council), Claire Meakin (Derby City Council),
Marion Nixon (Derby City Council), Kevin Mason (South Derbyshire District
Council) and Sally Bruckshaw (Amber Valley District Council).

1. Matters Arising from 12 January 2007

Correction to the notes on page four - Sally Bruckshaw not Martin Emery to arrange a meeting in April to agree guidelines and policies for DMS records.

David has submitted an Expression of Interest to the Alliance SSP for funding of the DMS and has had discussions with DDEP regarding a similar bid. It has been agreed that a single bid should be submitted but there is an issue regarding state aid and this will need to be resolved before the single bid can be submitted to the SSPs. David is meeting with representatives of emda on 23 March to discuss the matter.

Given that Jane Price now works for the DMP, Joanne Brown has agreed to carry out an audit of branded TIC retail stock.

2. DMP Management Group Representative

With the departure of John Wrightson there is no DMP Management Group representative on the Visitor Services Advisory Panel. At the same time Bernie also resigned her position as secretary to the Panel. It was felt that it would be beneficial if the secretary and the representative from the Management Group worked at the same location.

Actions

David to invite Marion Nixon to be the DMP Management Group's representative on the Visitor Services Advisory Panel and to discuss with her the secretary for the panel.

3. Progress on the Visitor Services Bid

Jim reported that he was on target to deliver the 2006/7 outputs.

Kiosks

RSL had won the competitive contract to install the kiosks. The installation of the kiosks at both Bakewell and Castleton Visitor Centres is underway. There are a few problems with IT connections and Jim reported that communication with NewVision is difficult. Work should be completed at Bakewell at the end of the month and by mid April at Castleton. The installation has been delayed at Castleton because the double glazing unit needs to be removed. Further work needs to be undertaken on the kiosk content in general but this will be taken forward at a later date.

TVs and DVDs

Once again RSL have been successful in obtaining this contract. Funding would not allow the purchase of laptops. The TVs and DVDs have been purchased and the installation programme is as follows:

End of March – Installation to be completed at Ashbourne, Matlock, Matlock Bath, Ripley and Bakewell.

Early April – Installation to be completed at Buxton, Chesterfield and Derby.

Glossop TIC maybe moving in the near future so the screen will not be installed until then.

Still awaiting a response from Kevin regarding Swadlincote TIC.

Television licences will be required for these screens.

Greg Walker is putting together some generic images that can be used on the screens and will ensure that these include some images relevant to the host TIC. Over the summer Greg will work with the individual TICs to develop more local content for the DVDs.

SMS

Jim to meet representatives from TXT4 next week to discuss the development of the project in more detail. Currently trying to source marketing offers. The contract with TXT4 will operate for 26 months and during that period we need to maximise the benefits from this facility.

Branding

Jim is finding it difficult to come up with a generic brand that will suit all TICs and at the same time create a sense of place. Hope to provide Derbyshire maps to all TICs and perhaps a vinyl to go on the door stating that the TIC is just one of Derbyshire's TICs. This would need to be linked with VisitBritain's official partner programme. Jim is also hoping to provide iconic photographic images at Derby, Chesterfield and Matlock Bath TICs. The other TICs do not have available space for images.

Budget

Jim reported that he has spent £114,150 on the project in 2006/7 and that he should achieve all the bid outputs. The revenue funding for 2007/8 will not be finalised until the end of the month.

Actions

Jim to continue his work on delivering the project.
Everyone to forward quality images to Greg Walker.

4. Regional TIC Draft Standards

Through EMT funding Tourism Engineers have been engaged to develop regional TIC standards which will compliment VisitBritain's new national standards. Copies of the draft regional standards have been circulated to all Local Authorities who operate a TIC and to the DMP. A consultation event on the standards took place in Nottingham on 7 March at which Chesterfield, Derbyshire Dales and Amber Valley were represented. It is anticipated that the DMPs will be given the task of implementing these standards. It is not clear however how VisitBritain's official partners scheme will be implemented.

Actions

Bernie to circulate copies of VisitBritain's draft national standards.

5. Business Development Programme

A number of familiarisation visits have taken place recently, these were well attended. Bernie informed the group that it was unclear if EMT funding will be available in 2007/8 for a TIC training programme. Sally to submit a report on the business development programme at the next meeting.

Actions

David to speak to the Alliance SSP regarding the possibility of obtaining funding for this training programme.
David to seek clarification from DDEP if businesses in North Eastern Derbyshire can participate in these courses.

6. DMS Costs

Martin circulated revised costs from NewVision on the DMS. The total DMS costs for 2007/8 are £84,370. This does not however include kiosks or web costs. The costs rise significantly in the following years. It is anticipated that these costs will be paid for with SSP funding. It is felt that the system is expensive and will continue to be expensive as long as so many licences are required.

Actions

Joanna to pilot event organisers inputting their own event data.
Martin to discuss DMS costs in more detail at the next user group meeting.

7. Publications Update

Camping and Caravanning Guide – this guide has now been delivered to all TICs.

Attractions/Well Dressing Leaflet – this guide has now been delivered to all TICs.

Events Guide – this guide is due to be delivered before Easter but will not contain events, which take place outside the Peak District area.

Consideration is being given to the production of a Peak District and Derbyshire magazine similar in design and content to the Heart magazine. It is proposed that it would be a useful tool in the dispersal mechanism. It may however impact on the advertising revenue generated by the main Peak District and Derbyshire guide.

Actions

David to discuss the production of a Peak District and Derbyshire magazine with the Management Group.

8. Action Plan 2007/8

The draft 2007/8 Action Plan for the Visitor Services Advisory Panel was discussed and a number of alterations were made.

Actions

Bernie to incorporate agreed changes into the draft Visitor Services Action Plan.

10. Any other Business

David circulated an attractions card developed and promoted by Marketing Manchester and suggested that this may be something that Visit Peak District and Derbyshire could consider.

6. Dates of Next Meeting

The dates of the next Visitor Services Advisory Panel meetings will take place at the Derbyshire Dales offices in Matlock on:

Wednesday 9 May at 2 pm

Wednesday 4 July at 2 pm

Wednesday 5 September at 2 pm

Wednesday 7 November at 2 pm