

Visitor Services Advisory Panel Meeting

Notes from the meeting held on Wednesday 4th July 2007

Present:

David James – DMP
Martin Emery – DMP
Gill Chapman – DMP
Sally Bruckshaw – Amber Valley
Joanne brown – Amber Valley
Nancy Maitland – Derbyshire Dales
Marion Nixon – Derby City
Claire Meakin – Derby City
Bernadette Wainwright – Chesterfield
Sue Beswick – National Park
Jim Oribine – Derby City
Kevin Mason – South Derbyshire

Apologies:

There were no apologies recorded

1) Introduction

DJ outlined his thoughts on how the Advisory Panels should be working to support the work of the DMP and partners. The Panels should have representation from industry and the public sector but attracting the private sector was always going to be a challenge.

Given the paper going to the DMP Board on the process and policy making of future decisions it was appropriate that we review the terms of reference for this panel and membership of the panel.

2) Terms of reference for the Panel

The following terms were suggested for the Visitor Services Advisory Panel:

- a) To develop a 3 year Visitor Services Action Plan (it was recognised that this would need consultancy support to develop)
- b) To enhance the standards of customer service in TICs via staff training within the regional guidelines which have now been approved
- c) To provide high quality, relevant and impartial visitor information to customers
- d) To implement joint internal branding standards for visitor services developing a sense of place and destination
- e) To improve communications within the sub-region TIC network/DMP and Tourism Officers
- f) To take the strategic lead on the DMS
- g) To use visitor services expertise to help shape and support marketing, destination management and product development including data collection
- h) To help disperse visitors across the sub-region
- i) Encourage, develop and support the Quality Improvement Programme
- j) Work with regional and national partners to develop visitor services

Publications

This was only a draft and may need additional work before finally agreeing. Members of the Panel were asked to bring any comments back to the next Panel meeting.

Action: DJ to circulate above to partners for final thoughts and then get Stakeholders and Board approval

3) Membership of the Panel

It was suggested that membership of the Panel would be dominated by the public sector but that the private sector partners would be very welcome to attend. However it was noted that attracting the private sector to these meetings would be difficult.

The following structure was recommended:

DMS data stewards x1 rep

TIC Managers/Tourism Officers (or both depending on the agenda)

DMP reps; DMS Manager, Marketing Manager, CEO (if possible)

Stakeholders Team rep: Marion Nixon

DMP Board rep: Councillor Spencer (DDDC)

Private sector members x 2

City to take the lead on agenda with administration support from DDDC if meeting held at the Officers in Matlock

Panel to meet 6 times per year to be held before Stakeholder and Board Meetings so that items could be feed upwards for debate and if necessary decisions.

Action: DJ to get Stakeholders and Board approval

4) EMT Training Bid

£20k has been awarded to the EMT/TIC Networking Group and BW has been asked to pull together the EOI on behalf of the Group. DJ would need to sign and agree this on behalf of the DMP who would act as hosts for the project.

The bid would deliver the following:

Customer data collection

Product knowledge for TIC staff

Awareness of IT developments (SMS, website)

Sales training for area/services

It was also reported by BW that Tourism Engineers have been retained by EMT to finalise the TIC/VB status applications.

Action:DJ/BW

5) Training Skills Project

SB updated the Panel on activity which has been extremely successful to date.

SB to co-ordinate with BW to ensure that no duplication occurs between the Networking Bid and the current Skills project.

Action; SB/BW

6) VB TIC Official Partner Status

BW reported that all Derbyshire TICs had been assessed (with the exception of Buxton) and all had passed with the exception of Glossop. This is tremendous news and a reflection on the quality of the TICs in Derbyshire. It was noted that the other areas in the region had not been as successful.

It was suggested that this was a good news story and worthy of a press release.

Action:

7) DMS Bid

DJ reported that the current EOI bid in with emda had been approved but that DDEP and the SSP Alliance did not have the revenue resources to fund both years of the bid. They are prepared to fund all of year one costs but could only find 50% of the second year. The net result was a shortfall of £44k which needs to be found from partners. DJ would be taking a paper to the Stakeholders Group to ask for partners to fund this shortfall.

Martin provided a break down of how this £44k could be funded by the individual partners.

Action: DJ

8) Local Guides and DMP Publications

Concern was expressed that the communication between the TICs and the DMP especially in marketing activity and quality programmes.

It was suggested that a sub group of the Visitor Service Advisory Panel be set up to look at the range of TIC/DMP publications and report back to the panel with recommendations on branding and what leaflets are required. It was also suggested that this sub group (visitor services marketing group) co-ordinate the new Welcome Magazine by being responsible for appointing the publisher and forming a steering group to manage the magazine with the successful publisher. Gill Chapman was asked to lead on this new group.

Action: GC

9) Visitor Cards

BW asked if there had been any progress on the possible visitor card. DJ reported that both Nottingham and Northamptonshire had indicated that they were launching one but no other information was available at this time.

The concept of a residents pass was raised but more information was also required.

10) Stakeholders AGM and Annual Report

It was suggested that Visitor Services should feature in both the AGM and Annual Report next year. All agreed. DJ also suggested that a member of the Panel could be invited to present at a future Board Meeting to ensure that Visitor Services remain as a priority. All agreed.

Action: DJ/ ALL

Date and venue of next meeting: 5th September DDDC Offices (Gill to book room)