

MONMOUTHSHIRE'S DESTINATION MANAGEMENT PARTNERSHIP

Background

Tourism is vital to Monmouthshire's economy and generates income to support a wide range of businesses that benefit from spending by visitors. According to figures supplied by tourism economic indicator STEAM (Scarborough Tourism Economic Activity Monitor), the sector brought in £218.93m to Monmouthshire in 2018 and supported the equivalent of 2,989 full-time jobs, accounting for approximately 10% of the workforce. Each visitor contributing to the county's economy by purchasing food and drink, fuel, services and accommodation, spending on average approximately £98 per day.

Monmouthshire's approved [Destination Management Plan 2017-2020](#) is the strategic plan which guides destination development and marketing. The plan was developed following a comprehensive review of the previous strategy and is based on extensive consultation with stakeholders. It capitalizes on key opportunities for Monmouthshire, including its location at the gateway to Wales offering the chance to make a great first impression, especially now that Severn Bridge tolls have been removed. It also recognises Monmouthshire's contribution to the Cardiff Capital Region's City Deal and the overall growth target - set by the Welsh Government's tourism organisation, Visit Wales - of 10% or more in the sector's value by 2020.

Positioned between and overlapping the exceptional designated landscapes of the Wye Valley Area of Outstanding Natural Beauty and the Brecon Beacons National Park and with a strong heritage product and growing reputation for food and drink, Monmouthshire offers access to a rich visitor experience. The strategic aims and objectives of the Plan, agreed by businesses, potential investors, public sector agencies and other partners in Monmouthshire are as follows:

To grow tourism revenue to the county

- By 10% in real terms value (from 2015 base)
- Across the year
- Across all parts of the County
- Based on high quality visitor experiences

Supported by the following objectives

- To consolidate Food Capital of Wales status for Monmouthshire
- To consolidate and make further progress on the Walking Product Development Plan
- To maximise the tourism benefits of the cultural offer as well as countryside and heritage
- To establish the County's cycling credentials on a sustainable base of events, routes, amenities and cycle friendly communities and accommodation
- To encourage investment in the serviced accommodation sector (especially following development of the International Convention Centre Wales)

- To develop seasonal programmes of events which support the County's key product offers – Food, Heritage, Arts + Culture, Walking and Cycling
- To continue support for vibrant, attractive, welcoming and distinctive towns and villages
- To establish Monmouthshire's position as our 'first' county through an iconic intervention at the entrance to Wales
- To ensure that Monmouthshire on and off-line content is distributed through all relevant channels and campaigns
- Through all activities to build the reputation of the County - 'Monmouthshire' = high quality
- To 'reset' partnership arrangements with 'neighbours' and between stakeholders within the county

To 'reboot' the Destination Partnership approach for Monmouthshire, retain local political 'buy-in' and rebuild mutual confidence, the following arrangements, agreed during the Destination Management Plan consultation, are being put in place:

Tourism Liaison Group

Membership – Brecon Beacons Sustainable Destination Partnership (BBSDP) nominee, Wye Valley Forest of Dean Destination Partnership (WVFDP) nominee, Monmouthshire County Council (MCC) Tourism nominee

Facilitated by: MCC and chaired by: MCC

Tasks:

- To maintain communication between key players between formal meetings of the Destination Management Partnership
- To galvanise tourism in Monmouthshire to respond quickly to unexpected challenges and opportunities
- To identify strategic tourism opportunities of benefit to the County
- To nip any partnership difficulties in the bud
- To develop agenda for the DMP and Tourism Day
- Meetings: Monthly (on line or physical) + ad hoc as required

Monmouthshire Destination Partnership

Membership: As above plus Visit Wales, Brecon Beacons Tourism (BBT), Wye Valley & Forest Dean Tourism Association (WVFDTA), Abergavenny & District Tourism Association (ADTA) and other constituted active tourism groupings in the County, Abergavenny Food Festival, Chambers/ Town Councils with a tourism delivery remit, MCC delivery departments, Wye Valley AONB, Cadw, Natural Resources Wales, Canal and River Trust, NT, Living Levels, Ambassadors

Chaired by: Independent Chair or members of the Tourism Liaison Group by annual rotation

Meetings: 2 per year (in sync with the main funding and reporting cycles)

Role of Monmouthshire's new Destination Management Partnership:

- To oversee progress against the Monmouthshire Destination Plan
- To share and compare forward plans with impact in the County especially Brecon Beacons and Wye Valley & Forest of Dean destinations
- To identify action areas of common interest e.g. Walking, Food, Heritage and Culture, Filming
- To develop and agree joint activities against those action areas and allocate roles and responsibilities for delivery
- To identify external funding opportunities and develop targeted applications
- To appoint task and finish groups for working up and delivering projects as required

Annual Monmouthshire Tourism Industry Day

Attendance: Open to all with a positive interest in tourism in Monmouthshire

Facilitated by: MCC

Chaired by: DMP Chair

Tasks:

- To raise and share awareness of key issues affecting tourism in Monmouthshire
- To engage stakeholders in product development and marketing opportunities
- To offer generic and specific business support
- To formally report on progress against the Monmouthshire Destination Plan
- To provide networking opportunities

DESTINATION MANAGEMENT PARTNERSHIP TERMS OF REFERENCE

The Partnership is being set up to champion the tourism economy of Monmouthshire and to drive forward greater investment in the destination through a new and improved visitor experience that will deliver increased expenditure, reduced seasonality and higher visitor satisfaction.

The Partnership will be responsible for promoting, overseeing and scrutinising the implementation of the [Monmouthshire Destination Management Plan 2017-2020](#).

The DMP will act in an advisory capacity to provide support and guidance to the organisations and partnerships that will be responsible for delivering the priority programmes.

The DMP will report to the Programme Board of Monmouthshire's Public Service Board and be accountable to the County's tourism industry. It will circulate twice-yearly newsletters on progress to the industry. It will debate and respond to any representations made by the county's tourism industry on relevant matters relating to the implementation of Monmouthshire's Destination Management Plan.

If required, the DMP will lobby implementation and funding bodies for funding, staff resources and management support to ensure the effective implementation of programmes within Monmouthshire's Destination Management Plan.

Monmouthshire County Council will act as the secretariat for the Group.

The terms of reference will be reviewed annually, or more frequently as required, to ensure that the Partnership is operating effectively and in line with local, regional and national market opportunities.

The DMP will also appoint individuals or small 'task and finish sub groups' to lead on specific aspects of the Partnership's development as required.

The first meeting of the new Steering Group is scheduled for June 2019.