

## Vale of Glamorgan Destination Management Partnership

9.30am Thursday 14th June 2018

Tourism Office Meeting Room, Paget Road, Barry Island, CF62 5TQ

In Attendance:

Cllr Jonathan Bird – Cabinet Member, VOG Council  
Marcus Goldsworthy – Head of Regeneration & Planning  
Nia Hollins – Principle Tourism & Marketing Officer, VOG Council  
Bob Guy – Operational Manager, Regeneration, VOG Council  
Anthony Ernest – Penarth Tourism & Visitor Association (PTVA) / VTA  
Julie Morgan – Tourist Info Co-ordinator, VOG Council  
Hannah Davies – Communications Manager (Temp), VOG Council  
Nicholas McDonald – Penarth Town Council

Apologies were received from:

Mandy Davies - Vale Tourism Association (VTA)  
Ruth Quinn – Llantwit Major Town Council  
Karen Dunlop – Penarth Traders  
Adam Sargeant – Neighbourhood Services, VOG Council  
Sarah Jones – Events Officer, VOG Council  
Chris Edwards – Town Centre Development Officer, VOG Council  
Cllr Alec Trousdale – Cowbridge Town Council  
Marco Zeraschi – Barry Island Traders  
Rachel Connor – GVS  
Louisa Giles – Visit Wales

### 1. Welcome & Introductions

The Chair welcomed everyone to the meeting. Given the low numbers in attendance, it was asked if the meeting was quorate in order to continue. This was verified.

An overview of the new Neighbourhood Services model within the Council was given to explain how the service now works. It was suggested that a diagram of the new structure is circulated with the minutes – **Action NH**

### 2. Destination Management Plan 2018-20

NH circulated copies of the Destination Management Plan 2018-20. Cabinet has now approved the document therefore it was asked if the Plan can now be formally approved by the Destination Management Partnership. This was agreed. The new document would now be made available online on the [Visit the Vale Trade](#) pages, and be sent to Visit Wales for inclusion on the [Destination Management Webpages](#) – **Action NH**

### 3. Delivering the DMP

The Partnership reviewed the 7 Key Priority areas within the 2018-20. It was agreed that NH would develop a spreadsheet to record all actions associated with each Priority. This will then be circulated prior to each meeting with any points raised for discussion. - **Action NH**

AE asked if adequate resources have been put in place by the Council to deliver the plan. It was explained that there is a commitment to fund tourism & events in the Vale, however this document is a guideline to a commitment to deliver tourism in its wider context and as such all members of the DMP are responsible for identifying and securing funding to deliver it.

It was agreed that communicating the progress and delivery of the DMP was key and that all communication methods of engaging the trade regarding the process was imperative to its delivery.

#### **4. STEAM 2017**

The 2017 STEAM report for the Vale of Glamorgan has very recently been received. Report headlines show:

Total economic impact of tourism £M = 236.81 (4.2% inc on 2016)

Total visitor days(Millions) = 5.62 (4.1% inc on 2016)

Staying visitor days (Millions) = 2.06 (2.1% inc on 2016)

Total visitor numbers (Millions) = 4.16 (4.8% inc on 2016)

Number of staying visitors (Millions) = 0.60 (2.4% inc on 2016)

Number of day visitors (Millions) = 3.56 (5.2% on 2016)

Number of FTE jobs supported by tourism spend = 2997 (1.7% inc on 2016)

The Partnership agreed these were very positive results.

#### **5. Review of Terms of Reference**

The current Terms & References of the VOG Destination management Partnership was circulated to each member. NH explained that the Mission Statement of the DMP needs to reflect that now given in the Destination Management Plan. This document to be amended accordingly. – **Action NH**

It was suggested that all members be contacted to remind them that an alternative can be sent if the DMP member cannot attend in person, and that according to the Terms of Reference attendees that do not attend for more than three consecutive meetings may be removed from the DMP. NH agreed to contact all relevant members of the DMP – **Action NH**

#### **6. Any other business**

It was suggested that a future meeting be held at Cardiff Airport . The Airport is a member of the DMP. NH to contact our representative there – **Action NH**

Transportation is a key issue for tourism in the Vale, therefore it was suggested that an officer for Transportation be invited to a future meeting to address any issues/concerns members of the DMP may have – **Action NH**

#### **7. Date of the next meeting**

To be advised following communication with Cardiff Airport. – **Action NH**