

Vale of Glamorgan Destination Management Partnership

9.30am Friday 14th September 2018

Porthkerry Meeting Room, Cardiff Airport

In Attendance:

Cllr Jonathan Bird – Cabinet Member, VOG Council
Nia Hollins – Principle Tourism & Marketing Officer, VOG Council
Bob Guy – Operational Manager, Regeneration, VOG Council
Hannah Davies – Communications Manager (Temp), VOG Council
Nicholas McDonald – Penarth Town Council
Ruth Quinn – Llantwit Major Town Council
Cllr Sian Vaughan – Cowbridge Town Council
Adam Sargeant – Neighbourhood Services, VOG Council
Chris Edwards – Town Centre Development Officer, VOG Council
Peter Francombe – Visit Wales
Hannah Dineen – Rural Regen Officer, CRC
Dave Elliott – Holton Road Traders
Jonathan Jones – PTVA
Lee Smith – Cardiff Airport
Sarah Clifford – Cardiff Airport
Mike Clogg – Operational Manager, VOG Council

Apologies were received from:

Marcus Goldsworthy – Head of Regeneration & Planning
Anthony Ernest – Penarth Tourism & Visitor Association (PTVA) / VTA
Karen Dunlop – Penarth Traders
Sarah Jones – Events Officer, VOG Council
Louisa Giles – Visit Wales

1. Welcome & Introductions

The Chair welcomed everyone to the meeting. All attendees were asked to introduce themselves to the group.

2. Minutes of the previous meeting

The minutes were accepted as a correct record of the meeting. There were no outstanding actions.

3. Paws in the Vale evaluation

Hannah Dineen, SRRO at CRC gave an overview of the pilot project outlining its aims/objectives, and explained now that the project has been completed, an evaluation has been done. The next steps will be to discuss the findings and decide upon if/how the project is taken forward.

A copy of the main findings of the project was circulated for discussion. A copy will be circulated with the minutes – **Action NH**

Observations from the DMP:

JJ – Implications of Brexit may mean travelling abroad with pets will be even more complex in future, therefore there may be a positive opportunity to take advantage of those travelling within the UK with dogs.

JB – Whilst it is an opportunity for the Vale in future to market as a dog friendly destination, it needs to be self-sustaining, therefore would be in favour of exploring a membership scheme. NM suggested that a membership scheme would need to outline clearly what additional benefits it would bring. JB suggested that this may be an opportunity to identify external businesses to support/run the scheme. HD explained that a sponsorship opportunity has been identified by a dog food manufacturer to sponsor the scheme. The partnership agreed that this was a positive move forward.

PF – Reported that Pembrokeshire's do the 'Dog Friendly awards' and suggested that this may encourage further sponsorship.

RQ – Recent holiday in NW where a very positive scheme similar to this was developed through a local Chamber in Llangollen. Very beneficial to their holiday experience.

- **Action HD to investigate opportunities**

4. Cardiff Airport Update

SC gave a detailed overview of the many developments that have taken place at the Airport over the past 12 months. This includes many large scale infrastructure developments, the taking over of the St. Athan Airfield, and of course the introduction of Qatar Airlines, the full effects of which are yet to be disclosed by the company but the impact to the airport have been very positive. To date, the annual growth of the airport for the year shows an increase of 8%, with Jul/Aug proving incredibly busy.

Qatar Airlines are very happy with trade since joining the airport, and the freight element which is relatively new to Cardiff Airport is also proving to be a positive addition to trade, with increased partnerships being developed to capitalise on the import/export side. VisitWales has a strategy in place to target the key connecting destinations to raise awareness of Wales.

Cardiff Airport Master Plan outlines the Airports' vision for development in the coming years.

Potential barriers to continued success include Air Passenger Duty, which the airport is lobbying hard to have devolved to Wales in order to use it as a tool to aid competitiveness. Increased and effective transportation routes are perceived barriers, including frequency and customer service provision by those in place to deliver public transport now as well as improved infrastructure for the future. Brexit will also prove very challenging as there is uncertainty as to the future skies policy, and direct implications. A future aim of the airport is to establish direct flights to USA.

Current plan now that some of the major infrastructure projects are nearing completion is to develop a 2 year plan that will see the airport strengthen its links with customers.

JJ asked that the airport be congratulated on its successes, which the Chair supported, and thanked SC for her very detailed update.

Action – NH to circulate links – [Cardiff Airport Masterplan](#)

5. Draft Car Parking Consultation

Mike Clogg, OM at VOG Council attended the meeting to provide an overview of the VOG Draft Parking Strategy. Full details of the Strategy including a link to on-line feedback forms were circulated prior to the meeting. The consultation is currently ongoing, with a number of drop-in sessions across the Vale being organised for the public to attend.

Once the consultation is complete, the outcomes will be submitted to Cabinet, and thereafter, subject to those outcomes, implementation of the strategy is hoped to be in place in early 2019.

There was much discussion regarding the draft strategy. As the consultation was still ongoing the partnership was encouraged to engage in the consultation process and asked that the groups they represented also submit their views either in person at the events, or online. **Action – NH to circulate link**

6. Tourism Business Improvement District (BID)

BG provided an overview as to what a Business Improvement District (BID) was and explained that as well as being based on a geographic location, BIDs can also be thematic. This included potential Tourism BID's that incorporated Tourism/associated Businesses within a defined geographic area. Further details as to what a BID is can be found [here](#).

Further to much discussion as to what a BID is, it was asked if the Partnership thought it was appropriate to look at the feasibility of a Tourism BID in the Vale of Glamorgan. It was decided to ask businesses directly what their thoughts may be. **Action - NH**

It was suggested that businesses be reminded that Tourism is not a statutory duty of a local authority, and that during the process of the development of a BID, the businesses themselves would be the main lead, and ultimately in control of future activity. If initial reactions were positive, it was suggested that an event be organised to share details of what a BID entails and bring in guest speakers – **Action – NH**

7. Public transportation in the Vale

Public Transportation was asked to be included on the agenda. MC was attending as the point of contact on behalf of VOG council, and explained that he will answer where he can, but if not will take any questions back to colleagues.

SV – It was asked if any communication was had with Great Western Service, as her experience of the service that affects the Vale is very poor. It was reported that the company is generally difficult to deal with, and that this may well be because they are now approaching the end of their franchise. MC agreed to feedback the poor service experience to colleagues in Transportation.

It was reported that Transport for Wales will take over the management of a new contract after GWS comes to an end, and that this will include Bus transportation. A new consultation about bus transport services will be out very soon, which colleagues in Public Transportation

will engage with. There were concerns raised about the current quality standards by bus providers within the Vale, and needed much improvement. MC agreed to provide feedback to colleagues. – **Action - MC**

8. STEAM

Members of the partnership were reminded of the STEAM results for 2017, and asked that should anyone require further details or assistance in using the data, NH would be very happy to support you.

9. Tourism Activity Update

A copy of the Tourism Activity update spreadsheet was circulated prior to the meeting. As discussed at the previous meeting, this will be updated accordingly and circulated prior to every meeting. Should members require further discussion of any items on the Update form, it be requested that they are included on the Agenda, and to let NH know in advance.

Action - All

10. DMP Membership

The membership of the DMP was discussed and it was acknowledged that there was a lack of tourism trade representation in attendance, in particular now that VTA had advised that they were currently in abeyance. Though VTA still had a seat on the partnership until which time the group formally wind up, it was still suggested that inviting additional trade representation would be a good idea.

It was noted that anyone invited to sit on the group do so as a representative of the wider trade, e.g a hotelier on behalf of the accommodation sector, attraction provider for places to visit etc. RQ suggested that Llantwit Chamber of Trade be invited to attend now that the Events group no longer attended. This was agreed.

NH was asked to explore interest from the trade – **Action NH**

11. Any other business

JJ suggested that opportunities be explored to strengthen links with the students of Atlantic College. SC said she would be happy to work with the tourism team on this. – **Action – NH/SC**

12. Date of the next meeting

It was suggested that the next meeting could be held at Atlantic College/St.Donats Arts Centre. Date/Venue to be advised following communication with the venue. – **Action NH**