

Welsh Local Authorities – Tourism Responses

Blaenau Gwent

Alyson Tippings is the dedicated Tourism Resource. This year Alyson had £9.5k and has had to source external funding for any other activity. Sometimes Alyson gets support from the central budget for specific projects. Alyson recently went to Scrutiny with the new Destination Management Plan, which outlines the plans for the next few years. In addition, Blaenau Gwent is members of The Valley consumer and Southern Wales Travel Trade consortia.

Caerphilly

Caerphilly have a Destination & Events section which has a central staff team of 4.5 FTE organising town centre based Events (17 per year) and responsible for destination marketing. The central team also offers support to a number of visitor attractions operated within the department:

- Caerphilly Visitor Centre
- Cwmcarn Forest Drive Visitor Centre
- Llancaiach Fawr Manor
- The Winding House Museum
- Blackwood Miners Institute

The net costs of running the central team is circa £395,000 and the net cost of operating the venues is circa £1.2m.

Carmarthenshire

Carmarthenshire has worked with NPTCBC for many years and indeed are partnership with us again this financial year on the SW Wales Year of Legend tourism promotion. Tourism is very much seen as a group effort in Sir Gar with development, funding and marketing being delivered through Economic Development and Marketing & Media. The Authority talk and work together on the various projects ensuring they bring their area of own expertise to the discussions in the knowledge that others from other sections will do the same.

Growing the Tourism sector is a major component of their Executive Board's Economic Transformational Strategy and they are currently working on substantial projects in Pendine, Carmarthen Town, Llanelli Coast, the Tywi Valey and Cross Hands as well as leading on marketing projects for the Gov through its Regional Engagement Funds and a project through the Ireland Wales Cooperation scheme

Ceredigion

Ceredigion County Council has a dedicated Tourism Service (a team of three) which has responsibility for tourism marketing and the management of the public's use of the county's beaches i.e. beach safety, coastal awards, information, and beach cleaning.

Ceredigion Tourism Service's controllable budget is £420,000. One third of the budget is allocated to beach management. The remainder covers the operation of four TICs (3 all year TICs and 1 seasonal) and all other tourism marketing activity.

Flintshire

Within Flintshire County Council, Tourism is part of the Business Development service.

One full time 'Business Development Officer' has sole remit for tourism and this post reports directly to a Business Development Manager. A Business Development Co-ordinator supports the Business Development team.

The key programme of work is to deliver, with partners, actions identified in our Destination Management and Marketing plan 2016-2020. This plan is aligned to support the Visit Wales Tourism Strategy: Partnership for Growth. They undertake positive partnership working with partners such as trade associations, ambassadors, town & community.

Whereby Destination Management is delivered on a local authority level, they work collaboratively with Denbighshire and Wrexham Council's in regards to Destination Marketing as North East Wales.

Tourism currently has a core budget in the region of £60,000. They endeavour to access external funds whenever feasible to assist delivery

of actions from the Destination Management Plan e.g. Regional Tourism Engagement Fund, Rural Development Plan for Wales.

Gwynedd

The Authority does have a central support structure for tourism. They currently employ six members of staff. Two further staff are project based and funded through grant aid.

They are in the middle of rolling a programme of cuts just under £300,000.00 and have recently closed all of their Tourist Information Centres. In the future their information provision will be available online.

Some of the activities undertaken currently are:-

- Destination Management
- Tourism Marketing & Development. (Please refer to <http://www.visitsnowdonia.info> for further background)
- Events Development & Support
- Industry support and research
- Strategic links with Visit Wales

Isle of Anglesey

Michael Thomas, the Senior Development Officer Tourism & Marketing, stated that they have been asked this question a number of times within North Wales recently, and struggled to get a comprehensive answer as it's hard to compare like for like; different Authorities manage tourism differently and have different assets/models (marketing, development attractions toilets etc.). To have a comprehensive answer, they believe that this should be raised with the Regional Engagement Officers in Welsh Government with specific parameters, to answer the query. Michael believes that we're all, as local Authorities, in the same boat so to speak, and need an answer on the level of Wales as a whole. Michael also stated that perhaps this is something that could be raised with Welsh Government.

Pembrokeshire

Pembrokeshire currently have a team of three; a Tourism Marketing and Development Manager, a Marketing Officer and a Tourism Assistant.

Alan Turner, the Tourism Marketing and Development Manager, stated that may change in the near future as they have been looking at alternative delivery models for some time.

There are currently two options being considered, one is an independent organisation that will be given some initial funding but will need to become self-sufficient within about 5 years. The other is a non-charitable subsidiary of a charitable trust that is being considered to run our Leisure and Cultural Services operations.

They do have a marketing budget at the moment, but Alan stated that it isn't likely to remain at its current level in the future.

Rhondda Cynon Taf

Rhondda Cynon Taf has a Tourism Officer, who undertakes a variety of roles including representing the authority at DMG and DIG meetings, as well as partnership working and trade engagement.

They have a small budget of £16,000 to support partnership working and are able to utilise the Corporate Marketing budget.

They have been given approval to appoint a Tourism Assistant who will start in the New Year.

Newport

Lynne Richards, the Tourism Officer, stated that the subject of tourism is of course complex and that it is more visitor economy support and Destination Management.

The Tourism department has two members of staff and a leverage budget of around £50,000 per annum, but the function is also to attract grant – so activities and projects have a higher value depending on that year's round. This does not count running attractions and front line staff, events, Economic Development activities and other services which contribute towards tourism.