

# ISLE OF ANGLESEY COUNTY COUNCIL

**Committee: Economic Development, Tourism and Property Scrutiny Committee**

**Meeting date: 15 March 2011**

**Relevant Corporate Director: Managing Director**

**Relevant Portfolio Holder: Cllr Bob Parry OBE**

## **Destination Management – The Way Forward for Tourism on Anglesey**

### **1.0 Purpose of Report**

To secure the Scrutiny Committee's involvement in developing an effective Destination Management approach on Anglesey.

### **2.0 Issues for Scrutiny**

The key issues for the Scrutiny Committee are:

1. How can the Council ensure that policies and actions across all Departments are fully aligned with the needs and priorities of the Destination Management Plan?
2. How should the Council best undertake internal and external communication in order to ensure that all internal and external stakeholders are kept fully informed and work on an ongoing basis to the agreed Destination Management Plan?
3. Does the Scrutiny Committee agree to the establishment of a task and finish group to examine how Council services impact on the Destination Management Plan, including the completion of a mapping exercise to

identify policies, priorities, resources and funding (internal and external). How can such a task and finish group be facilitated?

### **3.0 Background**

3.1 The County Council has adopted a strategic aim of “*promoting and protecting the interest of the Island – locally, regionally and nationally*. Five strategic objectives have been adopted in order to realise this aim, namely to “*enhance the reputation of the Council and Island; protect and develop the Island’s economy; build and support sustainable communities; promote healthy, safe and fair communities and provide businesslike and affordable services*”.

3.2 Tourism is a key sector in the Island’s local economy and is a major contributor in terms of value, currently estimated at £215 million per year. The Anglesey Tourism Partnership aims to secure an annual growth of 3-5% in this figure.

3.3 Destination Management is an holistic and integrated approach to maximising the sustainable development of an area’s tourism potential. Using locally agreed measures and tools, the approach enables the public sector, tourism and related businesses, not for profit organisations and communities to collaborate to achieve common objectives. It is thus completely aligned with both the Council’s strategic aims/ objectives and the growth in value targets.

3.4 Destination Management Planning includes:

#### *Destination Development Planning*

- Critical assessment of tourism potential and monitoring of progress
- Effective consultation and collaboration with all stakeholders
- Focus on attracting investment and infrastructure projects
- Workforce planning to generate local employment and to ensure that there are adequate workers to service demand
- Long term tourism strategies to grow the industry

#### *Destination Marketing*

- Ongoing research
- Identifying and targeting the correct markets, including new and emerging markets
- A raised awareness in the target market(s) of the qualities of the tourism destination
- Increased visitor numbers and spend

#### *Destination Management*

- Protection of the natural and unique tourism assets of the destination
- Ensuring quality visitor experiences
- Industry leadership

- Growing an unique and sustainable tourism industry within the destination

A diagram showing the interaction between these three elements is shown in Appendix 1.

- 3.5 In once sense there is nothing particularly new in this. What is new however is the emphasis placed on integration, improved outcomes (in terms of both sustainability and value for money) and enhanced experiences for both visitors and residents. It has been adopted by many tourist destinations across the UK, including those in North Wales. Anglesey needs to adopt a similar approach in order to maintain its position in the market.
- 3.6 In order for the Council to play its full part in Destination Management, there must be a strong degree of integration across all relevant services. Destination Management is thus a corporate issue requiring the adoption of common understanding and goals. Implementation cannot be left to one service, such as Economic Development.
- 3.7 The outcomes that the Council can expect from its leadership of and involvement in Destination Management include:
- Greater economic benefits for the local economy
  - Increased opportunities to secure external funding for the Island
  - Enhancement of the reputation of both the Council and the Island
  - Increased sustainability of local communities through the provision of jobs and facilities
  - Improved services through better joint working between Departments and with external partners.

**Jon Pinnington – Business Development Manager – Economic Development Unit**

28 February 2011

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## **Appendices**

Appendix 1 – Destination Management Planning Diagram

## **Previous Relevant Council or Executive Decisions or Local Service Board**

Executive Committee 15 February 2011

## **Background Papers**

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## Appendix 1 – Destination Management Planning Diagram

