



**Communities Scrutiny and Review Board
11 February 2019**

ITEM 6

Report sponsor: Claire Davenport, Director of Leisure, Culture and Tourism
Report author: Stella Birks, Visitor Services and Development Manager

Derby Destination Management Plan - update

Purpose

- 1.1 To update the Communities Scrutiny Review Board on key information on the draft Derby Destination Management Plan (DMP). This will be supported further by a presentation at the meeting, to enable understanding of the purpose of the plan and to give an opportunity to provide feedback on key elements of the draft plan.

Recommendation

- 2.1 The Communities Scrutiny Review Board is requested to note the information within the report.

Reason

- 3.1 The update on the draft DMP was requested by the Communities Scrutiny Review Board in order for the latest information to be provided on the draft plan.

Supporting information

- 4.1 The creation of a DMP is part of the Leisure, Culture and Tourism Business Plan. A DMP is a key requirement to be identified as a destination by VisitEngland. The draft Plan identifies the actions required to enable Derby to develop as a visitor destination and benefit more fully from the visitor economy.
- 4.2 The DMP will be supported by a Steering Group who will support the delivery of the DMP action plan. The Steering Group are representatives of the various sectors that make up the Tourism Industry.
- 4.3 Cabinet Member for Leisure, Culture and Tourism will chair the DMP Steering Group.
- 4.4 The DMP Steering Group will meet four times per year. With the first meeting planned for 13 March 2019.
- 4.5 The DMP will benefit from cross party support.

4.6 It has been proposed that the governance of the DMP will be through the Culture and Leisure Board and progress will also be reported to the Vibrant City Partnership meetings.

Public/stakeholder engagement

5.1 The DMP has been created by consultation with key stakeholders in the city. Further consultation will take place before and after the first meeting of the DMP Steering Group.

Other options

6.1 None applicable to this report.

Financial and value for money issues

7.1 None applicable to this report

Legal implications

8.1 None arising from this report

Other significant implications

9.1 None arising from this report

This report has been approved by the following people:

Role	Name	Date of sign-off
Legal		
Finance		
Service Director(s)		
Report sponsor	Claire Davenport – Director of Leisure, Culture and Tourism	01 02 2019
Other(s)		