

27 November 2012**Agenda Item: 6****REPORT OF GROUP MANAGER, CORPORATE STRATEGY****EXPERIENCE NOTTINGHAMSHIRE – SERVICE LEVEL AGREEMENT****Purpose of the Report**

1. This report seeks approval to the Service Level Agreement (SLA) between Nottinghamshire County Council and Experience Nottinghamshire Ltd (EN) covering the three financial years from 2012/13 to 2014/15.

Information and Advice

2. EN is the recognised 'Destination Management Organisation' (DMO) for Nottingham and Nottinghamshire and was established in 2004 as a not for profit partnership between the public and private sectors. The Government recognises the value of DMOs such as EN and is committed to their future as the main delivery organisation for strategic tourism investment.
3. The City and County Councils were founding partners of EN, as well as financial contributors; and Board members; with elected members from both Councils sitting on the Company's Board. When EN was formed both City and County Councils transferred responsibility for their tourism marketing and promotions work to it.
4. Further to the approval by Policy Committee in September 2012 of an additional £100k per annum for a three year period to Experience Nottinghamshire (taking the Council's contribution to £218,000 per annum) it was agreed that a revised SLA would be developed to reflect the additional contribution.
5. The proposed SLA is attached for Committee's consideration. It outlines EN's role in marketing Nottinghamshire as a destination to the leisure and business visitor, including domestic and overseas markets and providing strategic support and expertise to other bodies seeking investment to develop the quality of the Nottinghamshire tourism offer. It details the information required by the Council to effectively monitor and assess the activity/service provided by EN and the outcomes it achieves.

Reason/s for Recommendation/s

6. To ensure that members are aware of and in agreement to the SLA with Experience Nottinghamshire.

Statutory and Policy Implications

7. This report has been compiled after consideration of implications in respect of finance, equal opportunities, human resources, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service and where such implications are material they are described below.
8. There are no material implications in respect of finance, equal opportunities, crime and disorder, human rights, the safeguarding of children, sustainability and the environment and those using the service.

RECOMMENDATION/S

9. It is recommended that the SLA between Nottinghamshire County Council and Experience Nottinghamshire for 2012/12 to 2014/15 (as attached at Appendix A) is approved.

Celia Morris
Group Manager, Corporate Strategy

For any enquiries about this report please contact: Celia Morris, Group Manager – Corporate Strategy. Tel 0115 9772043

Constitutional Comments (SLB 15/11/2012)

10. Economic Development Committee is the appropriate body to consider the content of this report.

Financial Comments (DJK 15.11.2012)

11. The contents of this report are duly noted; the additional £100k p.a. for 3 years has been agreed by Corporate and applied to give a budget for Experience Nottinghamshire of £218k.

Background Papers

Except for previously published documents, which will be available elsewhere, the documents listed here will be available for inspection in accordance with Section 100D of the Local Government Act 1972.

Electoral Division(s) and Member(s) Affected

All

APPENDIX A

SERVICE LEVEL AGREEMENT

Between

Nottinghamshire County Council

and

Experience Nottinghamshire Ltd

1st April 2012 to 31st March 2015

INTRODUCTION

This is a three year service level agreement (SLA) between Nottinghamshire County Council and Experience Nottinghamshire Ltd. It will cover the period 1st April 2012 to 31st March 2015.

The SLA is designed to highlight key issues that the Council will wish to see addressed by the Board of the company, in return for a continuing agreement of financial and staffing support. The targets contained within this SLA will be subject to quarterly performance monitoring and formal review annually.

The Council is fully committed to creating a successful, thriving visitor economy.

Through this SLA we will be seeking to create the environment for the continued development of tourism in Nottinghamshire. We want to ensure that tourism remains an effective and successful contributor to the County economy.

This agreement outlines Experience Nottinghamshire's role in the marketing of Nottinghamshire as a destination to the leisure and business visitor, including domestic and overseas markets, and leading on seeking investment to develop the quality of the Nottinghamshire product, supporting the delivery of competitive culture and heritage attractions that are able to compete with similar attractions across the Country.

PARTNERSHIP OUTLINE

Aims

1. To work, with the Council, in setting the strategic direction for the development of tourism in Nottinghamshire
2. To maintain and develop the tourism offer of the County of Nottinghamshire for the citizens of the County and the region, for businesses and for visitors.
3. To ensure that tourism remains an effective and successful contributor to the Nottinghamshire economy and to making the County a more attractive and vibrant destination.
4. To contribute to Nottinghamshire's economy by attracting visitors to the County and play an active role in developing and marketing events and festivals that will act as attractors.
5. To encourage and facilitate transformational enhancements to Nottinghamshire's visitor attractions, festivals and events; improvements to accommodation and hospitality provision within the County and influencing inward investment.
6. To work with the Council to secure public and private sector investment and funding to develop the quality of the Nottinghamshire offer, including championing investment in the public realm and raising the quality of the facilities provided for all visitors.
7. To provide an ambassadorial function for Tourism in the County, working to influence national, regional and local strategies and working with regional and sub-regional agencies.
8. To work in active partnership with business, education, cultural organisations, and other strategic service providers to extend both the range and reach of Experience Nottinghamshire's work.

PARTNERSHIP DELIVERY 2012 - 2015

In order to achieve the aims listed above **Experience Nottinghamshire** will:

1. Champion transformational change in the tourism sector, benchmarking Nottinghamshire against other comparable destinations and horizon scanning for future tourism trends and initiatives
2. Market Nottinghamshire as a destination to the leisure and business visitor including domestic and overseas markets.
3. Develop and deliver specific marketing activity that increases the tourism economy of the County of Nottinghamshire through destination marketing and product development.
4. Enhance the marketing, packaging and offer of events, activities and festivals and where appropriate work jointly with NCC to achieve this.
5. Provide the leadership to ensure that Nottinghamshire is on target by 2015 to achieve 5% growth in tourism earnings by 2020 set by Visit England.
6. Produce a balanced budget and business plan for the running of the services provided by Experience Nottinghamshire setting out key performance indicators and targets. This plan to be agreed annually with the Council
7. Actively support work in the county that seeks investment to develop the quality of the Nottinghamshire visitor offer supporting Nottinghamshire's tourism businesses, events and festivals and visitor attractions. As agreed and prioritised in the business plan.
8. Provide strategic support and expertise to other bodies in the development of the tourism product including developing cultural events and initiatives and as agreed work jointly with NCC to achieve this.
9. Provide the tourism contribution to Strategic Partnerships bodies, including the D2N2 Local Enterprise Partnership.
10. Identify funding opportunities at a national and regional level that will secure the long-term future of Nottinghamshire as a growing visitor destination: work with relevant bodies to secure these funds and provide strategic direction for their allocation and management within the scope of the overall destination management plan when determined.
11. Continue to grow and develop private sector engagement with and membership of Experience Nottinghamshire to maintain and grow investment from other sources.
12. Provide a forum to ensure the engagement and communication with all stakeholders, businesses and service providers to support the tourism economy.
13. Consider appropriate mechanisms to celebrate the achievements of the tourism sector through an annual awards programme.
14. Provide strategic guidance in relation to market intelligence to support the County Council to develop its strategic tourism priorities, including but not limited to heritage based tourism.
15. Provide input, comment and intelligence so that the Council can respond to national tourism policy
16. Provide specialist advice on tourism to the Council and for EN to act as the voice for the tourism sector in Nottinghamshire at regional and national level
17. To provide the equivalent of 10 days tourism consultancy support to Nottinghamshire County Council to support the Council's tourism priorities
18. EN to consult with partners and key stakeholders across the sector to develop an agreed destination management plan. . Once agreed an action plan for implementation to be prepared and delivered.

In order to achieve the aims listed above **Nottinghamshire County Council** will:

19. Provide a financial contribution of £218,000 per annum in 2012/13, 2013/14 and 2014/15. The annual financial contribution will be made in 2 instalments.
20. Ensure that Experience Nottinghamshire is involved in consultation with, or on behalf of the Council, on matters of direct relevance to the tourism sector in the County
21. Provide support, assistance and advice, via the Group Manager, Corporate Strategy in the first instance
22. Facilitate effective working relationships with all Council departments and ensure access to potential partnership and stakeholder groups,
23. Ensure EN is updated on staff responsibilities and key activities relating to tourism.
24. Provide 2 elected Member representatives to serve on the Strategic Board of Experience Nottinghamshire Ltd.
25. Provide a senior officer of the Council (the Lead Officer) to attend Board and Finance & General Purpose meetings to advise and support the Company in a non-voting capacity.
26. Provide a reasonable level of information, advice and support to the organisation in connection with this agreement.
27. Actively support the role of Experience Nottinghamshire as the county's recognised Destination Management Organisation, including signposting from County Council website and endorsement of EN membership.

OPERATION OF ACTIVITIES AND PERFORMANCE INDICATORS

Experience Nottinghamshire will provide information to the Lead Officer so that the Council can monitor the activity/service provided by the organisation using the following performance indicators:

Type of measure	Indicator	Evidence
Quality	<ul style="list-style-type: none"> • Presentation twice yearly of progress / performance report to relevant Committee • To run a yearly membership satisfaction survey and implement changes where appropriate. 	<p>Report and minute</p> <p>One survey per calendar year – results to be reported within one month to NCC</p>
Objective outputs measures:	<ul style="list-style-type: none"> • Record all new projects scoped and delivered via intervention from EN • Identify existing projects developed via intervention from EN • To report on the ROI as part of the Visit England Regional Growth Fund 	<p>Evidence provided by Experience Nottinghamshire</p> <p>Evidence provided by Experience Nottinghamshire</p> <p>Exact Visit England reporting Return on Investment methodology TBC</p>

	<p>campaign</p> <ul style="list-style-type: none"> • To increase private sector membership by 5% year on year with effect from 2013/14 • To maintain commercial income at least 150k.p.a. • To achieve £720,000 in PR value in 2012/13 and in the two subsequent years an increase of at least 5% on the investment value of publicity generated through marketing and promotional activities. • To achieve a target of an average of 55,000 unique visits per month to the EN website with a 5% year on year growth in subsequent years • To achieve 20% year on year growth over social media channels (including Twitter and Facebook) from the baseline to be set in 2012/13 • To capture 10k new consumer records from downloads, brochure requests, competitions and bookings year on year • To achieve 500 downloads of the iPhone EN guide by end of 2012/2013 and then to see 1000 additional downloads year on year • To gain signup of 20 new business to sell tickets/services for events through EN distribution channels 	<p>Experience Nottinghamshire membership records.</p> <p>Experience Nottinghamshire accounting records.</p> <p>Monitored as part of each campaign and measured through PR industry accepted formula that calculates PR value from equivalent advertising value.</p> <p>Evidence provided by Experience Nottinghamshire</p> <p>Evidence provided by Experience Nottinghamshire based on Google analytics</p> <p>Evidence provided by Experience Nottinghamshire</p> <p>Evidence provided by Experience Nottinghamshire</p> <p>Evidence provided by Experience Nottinghamshire</p>
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	<ul style="list-style-type: none"> • To manage projects to achieve all the outcomes set out in the project proposal and within budget • Maximise external funding potential to develop the Nottinghamshire tourism offer • On track to achieve 5% growth in tourism earnings (Visit England's projections in the County from 2010 and 2020) 	<p>Evidence of funding maximisation and project outcomes achieved.</p> <p>Evidence of funding opportunities considered and pursued.</p> <p>Visit England projection - monitored by annual STEAM survey</p>
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Experience Nottinghamshire will provide the following information:

Annually

- Budget and business plan detailing key performance indicators and targets
- Health and Safety Policy and report on incidents
- Equalities Impact Assessment and Action Plan
- Insurance Certificate
- Approved accounts
- Annual operational review report
- Summary of membership

Bi Annually

- Progress / Performance Report to the relevant Committee
- Press pack and evaluation for each marketing campaign
- An analysis of financial actual figures against budget
- Copy of any promotional materials.

The Lead Officer and the senior management of Experience Nottinghamshire will meet at least four times each year to monitor and review the agreement.

PARTNERSHIP REQUIREMENTS

Experience Nottinghamshire Ltd. will undertake to:

1. Operate Experience Nottinghamshire Ltd in accordance with the recognised industry safety and public service standards, and, where relevant, a quality assurance programme.

2. Operate effective access and equal opportunities policies, which will give full consideration to the access needs of people with disabilities, different cultures and gender, and ensure that the tourism offer reflects their needs and integrates them fully.
3. Ensure that the funds allocated are used specifically for the provision of the agreed services and by the named organisation only.
4. Maintain appropriate insurance to cover public liability and employment liability.
5. Inform the Council of any changes to its Constitution, Management Committee or contact representative as soon as practicably possible.
6. Inform the Council of any changes to its charging policy, staffing arrangements or delivery of the service or activity as soon as practicably possible.
7. Notify the Lead Officer, or their representative, if unable to sustain the services as specified and return such part of any unspent support, allocated pro rata, as the County of Nottinghamshire Council may determine.
8. Make provision for the inspection of the accounts by Council officers at any reasonable time, if requested, within 14 days.
9. Consult with the Lead Officer, or their representative, over any changes to priorities.
10. Consult with the Lead Officer, or their representative, over staffing matters and recruitment of senior staff.
11. Keep and supply a copy of all minutes of all board meetings to the Lead Officer, or their representative.
12. Share assets where appropriate with County Council officers – particularly relevant databases and systems, as well as marketing messages and material.

In the event of Experience Nottinghamshire committing a fundamental breach of its obligations under this agreement, the Council will be entitled to terminate this agreement immediately and reclaim on a pro rata basis such sum as represents all funding from the date of the breach. Any subsequent entitlement to funding will cease immediately.

In the event that the Members of the Company shall seek in a General Meeting to amend the Memorandum and Articles of Association of the Company without the consent of the Council such consent not to be unreasonably withheld and/or to remove a Director or Directors nominated by the Council without due cause, the Council will be at liberty to discontinue its support of the Company from the date of such General Meeting.

The terms of the agreement may be varied or the agreement terminated by mutual consent of the Organisation and the Council.

GENERAL CONDITIONS

1. The agreement will last for 3 years terminating on 31st March 2015. The Council undertakes to inform Experience Nottinghamshire Ltd by September 2014 of its intentions in relation to future arrangements.
2. This agreement can be terminated by Experience Nottinghamshire or Nottinghamshire County Council at any time by giving 6 months notice
3. The Council's financial contribution in each financial year is subject to satisfactory performance and agreement of key services rendered.

SIGNED ON BEHALF OF EXPERIENCE NOTTINGHAMSHIRE LTD

Chair	
Print Name	
Date	

Chief Executive	
Print Name	
Date	

SIGNED ON BEHALF OF NOTTINGHAMSHIRE COUNTY COUNCIL

Corporate Director Policy, Planning and Corporate Services	
Print Name	
Date	

Lead Officer	
Print Name	
Date	