

BATH & NE SOMERSET DMP

Planning, Housing & Economic
Development Panel

2 May 2017

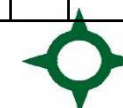
DESTINATION MANAGEMENT

- **Destination Management** is a process of leading, influencing and coordinating the management of all the aspects of a destination that contribute to a visitor's experience, taking account of the needs of visitors, local residents, businesses and the environment.
- A **Destination Management Plan (DMP)** is a shared statement of intent to manage a destination over a stated period of time, articulating the roles of the different stakeholders and identifying clear actions that they will take and the apportionment of resources.



WORK PROGRAMME

	Feb				March				April				May				June			
1 Inception meeting																				
2 Assess context/ performance																				
3 Steering Group meeting																				
4 Consultation/ business survey																				
6 Sector meetings																				
7 Strategic direction/ framework																				
8 Steering Group meeting																				
9 Action Plan																				
9 Finalise DMP																				
10 Steering Group meeting																				



Steering Group members

- Cllr Paul Myers Midsomer Norton / Somer Valley
- Cllr Lisa O'Brien Keynsham
- Harry Tedstone BIGHA Chair
- John Moon BASCA Chair
- Louise Prynne Bath BID
- Ian Bell Chamber and Chair BTP
- Tom Boden National Trust
- Celia Mead Festivals & Culture
- Robert Sinclair Airport / overseas
- Tim O Sullivan Apex hotel
- Peter Rollins Spa attraction / hotelier
- Caroline Kay Attractions / museums partnership



STEERING GROUP MEMBERS

- James Freeman First Bristol, Bath and the West
- Guy Henderson Southgate Bath
- Stephen Bird World Heritage Site and Roman Baths
- Brent Pollard Private sector entrepreneur

Observers

- + David James Visit Bath
- + Jim Oribine Visit Bath
- + Ben Woods BANES



SECTOR GROUPS

- Bath Independent Guest House Association/
Bath Self-catering Association
- Cultural Group
- Independent Traders Group
- Hotel Managers Group
- Attractions Group
- PHED



Lonely Planet says.....

- “Britain’s littered with beautiful cities but precious few can hold a candle to Bath”
- “This slinky, sophisticated, snooty city has been a tourist draw for 2000 years” ...
- “But while its architecture seems to have been pickled in time, Bath is very much a cosmopolitan, 21st century city, with a wealth of modern cafes, bistros and boutiques dotted along its streets..... It has its drawbacks – its pricey, poncy and plagued by teeth-grindingly awful traffic – but even the most perfect of princesses has to have her flaws; no matter how hard you try, you still find yourself falling for her all the same.”



ISSUES EMERGING (Sample)

- Arrival by road (gateways, congestion)
- Signage and orientation in City
- Promotion of rural hinterland
- Public realm quality and maintenance
- Product is one-dimensional/traditional
- Sense of complacency, lack of innovation
- Loss of distinctiveness/independent businesses
- AirBnB, supply of hotel rooms



ISSUES EMERGING (continued)

- Over dependence on weekend/holiday trade
- Seasonality of trade
- Lack of coordination in events
- Staff/skills shortages
- Move to mass market
- Perceived poor value for money
- Collaboration between VB, BANES and BID
- Overall aim/ appropriate level of growth



OPEN DEBATE

- KEY ISSUES
- OPPORTUNITIES
- PRIORITIES

