

REVISED TERMS OF REFERENCE (DRAFT)

MONMOUTHSHIRE DESTINATION MANAGEMENT PARTNERSHIP

Role of Partnership

To champion Monmouthshire's visitor economy and drive forward greater investment in the destination through a continually improving visitor experience. The Partnership is responsible for developing, promoting, overseeing and scrutinising the implementation of Monmouthshire's Destination Management Plan to grow the benefits of tourism for all stakeholders.

The DMP will act in an advisory capacity to provide support and guidance to the organisations and partnerships responsible for delivering the priority programmes.

The DMP will report to the Monmouthshire Local Delivery Group of the Gwent Public Service Board and be accountable to the County's tourism industry. It will circulate twice-yearly newsletters on progress to the industry. It will debate and respond to any representations made by the county's tourism industry on relevant matters relating to the implementation of Monmouthshire's Destination Management Plan.

If required, the DMP will also lobby implementation and funding bodies for funding, staff resources and any other support required to ensure the effective delivery of Monmouthshire's Destination Management Plan.

Monmouthshire County Council will act as the secretariat for the Group.

The terms of reference will be reviewed annually, or more frequently as required, to ensure that the Partnership is operating effectively and in line with local, regional and national market opportunities.

The DMP will also appoint individuals or small 'task and finish subgroups' to lead on specific aspects of the Partnership's development or activity as required.

Background

Tourism is vital to Monmouthshire's economy and generates income to support a wide range of businesses that benefit from spending by visitors. In 2019 (pre-pandemic) **2.28 million** visitors came to Monmouthshire, generating almost **£245 million** for the local economy. And between 2015 and 2019, tourism revenue grew by 18% in Monmouthshire, against a target of 10% between 2015 and 2020 for Wales.

In 2020, the economic impact of tourism reduced to £81.16m (67.7% decrease on 2019) due to the pandemic. Visitor numbers reduced to 536.4k (76.5% reduction on 2019) and FTEs reduced to 1,614 (48.3% reduction on 2019).

Management of the destination for visitors is guided by Monmouthshire's strategic Destination Management Plan. The [current Plan](#) is being reviewed and revised to help deliver economic recovery post pandemic and grow tourism for the benefit of Monmouthshire's people, environment and communities. In line with Welsh Government's

current tourism strategy '[Welcome to Wales: 2020 – 2025](#)', Monmouthshire's revised Destination Management Plan will have more emphasis on sustainable economic development and delivering wider wellbeing goals (health, cultural and environmental) alongside economic growth.

The specific challenges facing the destination post pandemic are identified as follows:

- Recovering 2019 levels of tourism revenue in line with Visit Britain targets
- Maintaining high levels of demand when outbound overseas travel picks up
- Maintaining high levels of visitor satisfaction, likelihood to repeat visit and recommend by ensuring visitors continue to receive a positive experience in destination
- Managing the destination effectively for the benefit of all stakeholders, including residents – to ensure continued host community support for tourism
- Increasing visitor yield by increasing the proportion of visitors who stay overnight and the capacity of Monmouthshire's serviced accommodation
- Distributing the benefits of tourism more evenly across the county, year and week
- Protecting and enhancing destination assets (targeting high yield responsible visitor segments) and developing new high-quality experiences that will appeal to this audience
- Reducing tourism leakage to deliver maximum benefits to local communities by encouraging visitors (and visitor economy businesses) to spend more money with local independent businesses
- Managing the effects of changes to businesses' external operating environment e.g. the proposed introduction of legislation relating to statutory registration of visitor accommodation, visitor levies, and potential changes to planning regulations and council tax charges re second homes, plus significantly higher energy and food costs.

The Plan will provide the mechanism for public, private and voluntary sectors to work in partnership to deliver year-round sustainable tourism growth across all parts of the county.

Membership of Monmouthshire's Destination Partnership

Membership: Representatives of Monmouthshire stakeholder organisations with a tourism delivery remit including representatives of Brecon Beacons National Park Authority, Wye Valley Area of Outstanding Natural Beauty, Visit Wales, Brecon Beacons Tourism (BBT), Wye Valley & Forest Dean Tourism Association (WVFDTA), Abergavenny & District Tourism Association (ADTA) and other constituted active tourism groupings in the County, Chambers/ Town Councils, MCC delivery departments, Cadw, Natural Resources Wales, Canal and River Trust etc

Chaired by: Independent Chair

Meetings: 2/3 per year (in sync with the main funding and reporting cycles)