

REPORT OF DIRECTOR OF DELIVERY & DISCOVERY

**SUBJECT: WELSH GOVERNMENT CONSULTATION ON REGIONAL
ENGAGEMENT PARTNERSHIP STRUCTURES IN THE TOURISM SECTOR**

This report seeks authorisation for the Chief Executive and Chair of the Authority to submit any representations arising from the proposed Welsh Government consultation on regional engagement partnership structures in the tourism sector. The consultation closes on 27th February 2014.

Background

This is consultation exercise by the Welsh Government to seek views on what regional engagement and partnership structure would work best for the tourism sector in Wales.

Partnership for Growth: The Welsh Government Strategy for Tourism 2013-2020 was launched by the Minister for the Economy, Transport and Science, Edwina Hart, on June 17 2013.

The new strategy focus on five key areas:

- Promoting the Brand
- Product Development
- People Development
- Profitable Performance
- Place Building

In achieving the goals listed above, the Welsh Government has instigated a consultation exercise to review and potentially re-align “structures within Visit Wales and the industry to facilitate partnership working and support more effective delivery of programmes and projects.”

The result of the consultation will have implications for the South West Wales Tourism Partnership which is the regional tourism body with responsibility for delivering the regional strategy for tourism in West Wales, including Pembrokeshire.

As a result, it is the intention of ‘Destination Pembrokeshire’, the local partnership body responsible for delivering tourism in Pembrokeshire, to submit a joint response signed by the key partner agencies, (Pembrokeshire County Council, Pembrokeshire Coast National Park Authority, Pembrokeshire Tourism and PLANED) to the Welsh Government.

This paper is seeking authority from Members for the Chief Executive and Chair to sign-off the draft of the consultation response that will be compiled by ‘Destination

Pembrokeshire' before it is submitted to the Welsh Government at the end of February.

Financial considerations

This report has no financial implications at this time.

Recommendation

That Members give authorisation for the Chief Executive and Chair of the Authority to submit any representations arising from the proposed Welsh Government consultation on regional engagement partnership structures in the tourism sector.

Background papers to this report

Pembrokeshire Destination Management Plan 2013-2018, National Park Authority, February 2013

Link to website:

<http://wales.gov.uk/consultations/tourism/tourismregengagementpartner/?lang=en>

For further information, please contact the Director of Delivery & Discovery, James Parkin, on 01646 624807