

**SERVICE LEVEL AGREEMENT**

**between**

**CHARNWOOD BOROUGH COUNCIL**

**and**

**LEICESTER SHIRE PROMOTIONS**

*for the formation of*

**CHARNWOOD PROMOTIONS**

To commence 22<sup>nd</sup> July 2004 through to 31<sup>st</sup> March 2007

## **I. BACKGROUND TO THE SERVICE LEVEL AGREEMENT**

### **I.1 Purpose of the Service Level Agreement**

This Service Level Agreement (SLA) has been developed in partnership between Charnwood Borough Council and Leicester Shire Promotions to enable the formation of Charnwood Promotions and forms an agreement between the two organisations. The Council wishes to obtain the services of Leicester Shire Promotions for the purpose of implementing and managing the new tourism partnership for the Charnwood Borough – Charnwood Promotions. The agreement indicates some of the range of the programme of work that will be undertaken by Charnwood Promotions. The key delivery programme for Charnwood Promotions will come through the development of the Blueprint for the organisation. This will identify the key actions required to maximise the economic and cultural impact for the Borough. The development of the Blueprint will be the first key action of Charnwood Promotions. The SLA establishes the basis of the relationship, sets out the service to be provided and clarifies roles, responsibilities and expectations each organisation can have for the other. It also sets out the agreed price for the provision of this service.

### **I.2 The Length of the Service Level Agreement**

The Agreement starts with immediate effect following the Committee of 22<sup>nd</sup> July 2004 and runs through to 31<sup>st</sup> March 2007. After this date is reached it can then continue on an annual basis until it is terminated by the Council or Leicester Shire Promotions, or it is replaced by a new agreement. Either organisation must give the other party six months notice in writing if they are unable to carry out the terms of this Service Level Agreement.

### **I.3 The Status of both Organisations**

The Agreement is intended to provide the basis for the relationship between the Council and Leicester Shire Promotions, without compromising the independence of either party. In carrying out this Agreement Leicester Shire Promotions is acting in its own right as an independent organisation and not as an Agent of the Council.

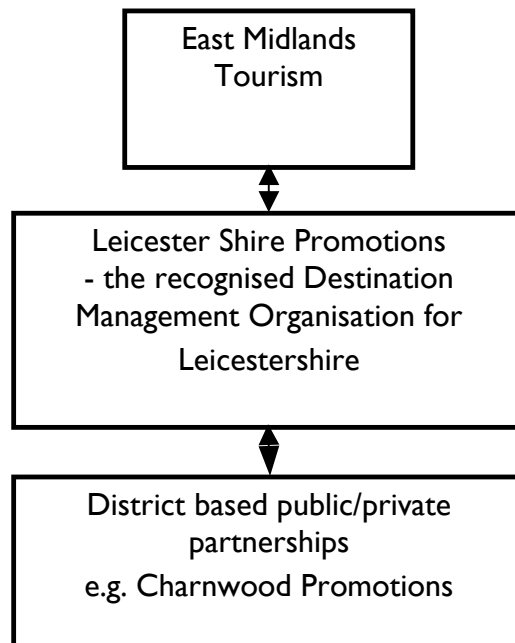
### **I.4 Status of the Agreement**

Neither party intends this agreement to be legally binding, but it will be morally binding. It must be remembered that Service Level Agreements are not contracts although failure to follow the agreement may lead to its termination and the termination of funding.

## 1.5 Changes in the tourism industry

In Spring 2004 there were major changes in the tourism industry for the East Midlands. In the recent past it was served by the Heart of England Tourist Board with the Visit the Heart of England brand. This has been supported and sometimes contradicted by the strategy and actions of county, city and district tourism functions. The operations in Leicestershire have been typical of the East Midlands.

Within the region, the servicing and development of tourism is now very different. Following the publication of the East Midlands Tourism strategy in autumn 2003, there are now clearly defined roles and responsibilities at the regional (East Midlands), sub-regional (City and County - Leicestershire) and local (district) levels. To support these functions, the following organisation pattern has emerged for Leicestershire.

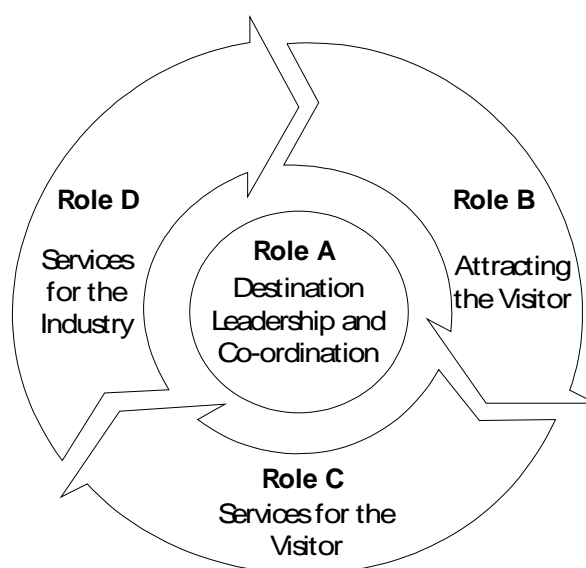


Overarching the regional dimension, there is now the work of VisitBritain. They have a responsibility for marketing Britain to the overseas market and now for the first time England to the domestic market.

In summary the changes have helped to grow the recognition of the economic and cultural value of tourism and more clearly define the strategy, roles and responsibilities for tourism.

## 1.6 Leicester Shire Promotions

Leicester Shire Promotions is a private, not-for-profit company formed in July 2003 as a partnership between Leicester City Council, Leicestershire County Council and the Leicester Shire Economic Partnership. The company is the Destination Management Organisation (DMO) responsible for promoting Leicester, Leicestershire and Rutland to visitors and investors, based on a coordinated place marketing strategy that focuses on destination leadership and coordination, attracting investors and visitors, services for investors and visitors, and services for the tourism industry. They are committed to running an organisation and programme that is based on the principles of equal opportunities, cultural diversity, access and the capacity to listen to people and care about what they have to say.



The organisation is recognised as the most advanced DMO within the East Midlands. It is the first to instigate district based partnerships to lock into the new regional and sub-regional structures for tourism. District based partnerships are now established in North West Leicestershire, Hinckley and Bosworth, Oadby and Wigston and Harborough districts. For the other districts of Leicestershire agreements are being developed.

## 1.7 Charnwood Promotions

Charnwood Promotions will be the partnership through which tourism marketing and development will be instigated through the Borough area. With Leicester Shire Promotions as the accountable body and acting as a key driver, it will determine the short and long term direction for tourism marketing and development. Charnwood Promotions is a partnership whose members share the ambition to increase the time that visitors stay in Charnwood, increase the benefit to the local economy of visitors to Charnwood, increase the attraction to the area of business and residents, increase the access to visitors and residents to the Charnwood countryside in a way that is sustainable and sustains and improves the quality of the environment in the area. The improvements will always incorporate the principles of sustainability and look to improve the health and vitality of the area through promotion that emphasises the Green Tourism elements. It sits at the heart of a revitalised regional tourism set-up, to make the maximum economic impact.

## 2. DESCRIPTION OF THE SERVICE

## **2.1 The services provided by Leicester Shire Promotions for Charnwood Promotions**

- 2.1.1 Production and implementation of a Blueprint for Action; a tourism development plan identifying the key actions required by partners for 2004-7. This in turn will generate the on-going programme of action for the Partnership, covering tourism marketing and development.
- 2.1.2 Services of a Partnership Development Manager; a key interface with the local tourism industry, Leicester Shire Promotions, the tourism information services of the District and directly with the District authority.
- 2.1.3 The strategic destination leadership of Leicester Shire Promotions, with its ability to bring together other regional and sub-regional programmes for the benefit of Charnwood Promotions.
- 2.1.4 Production of appropriate marketing collateral, including an annual guide to the area.
- 2.1.5 A feasibility study on the opportunity for an open top bus tour of the area.
- 2.1.6 The on-going funding for visitorcentre.net as part of the Destination Management System.
- 2.1.7 Dedicated web space within the [www.goleicestershire.com](http://www.goleicestershire.com) and [www.visitleicestershire.com](http://www.visitleicestershire.com) web-sites.
- 2.1.8 Creation and management of an area based partnership.
- 2.1.9 Supplying of a data and intelligence to industry partners.
- 2.1.10 Access to business advice and support for local tourism businesses.
- 2.1.11 Monitoring of the performance of Charnwood Promotions.
- 2.1.12 A proactive approach to bringing in new funding to the partnership.

## **2.2 Funding**

The above services will be funded by a £15,000 (plus vat) contribution directly from Charnwood Borough Council and a minimum of £10,000 (plus vat) from match-funding secured by Leicester Shire Promotions. There will also be an additional £5,000 (plus vat) of in-kind support through the supplementary activities of Leicester Shire Promotions (e.g. Leicestershire Visitor Guide). Through the work of Charnwood Promotions and Leicester Shire Promotions a priority will be given to securing additional funding.

### **3. THE STATUS AND CONSTITUTION OF CHARNWOOD PROMOTIONS**

#### **3.1 The status of Charnwood Promotions**

Charnwood Promotions exists only as a trading arm of Leicester Shire Promotions Ltd, (a private not for profit company limited by guarantee.) As such Charnwood Promotions has no formal independent status. For the purposes of legal, financial and other issues of statute and process all responsibility rests with the Board of Leicester Shire Promotions Ltd.

Charnwood Promotions is a partnership of like-minded bodies with an interest in developing knowledge and expertise with the professional service skills base of Leicester Shire Promotions Ltd. Legal and financial responsibility for Charnwood Promotions will remain at all times with Leicester Shire Promotions Ltd. Therefore, the Chief Executive, Chairman and Board of Directors of Leicester Shire Promotions Ltd have absolute and final authorisation over the activities of Charnwood Promotions.

However, as long as the affairs of Charnwood Promotions are conducted professionally, legally and with due regard to financial propriety, day-to-day operations will be left to the guidance of the Charnwood Promotions Board. The link between the two bodies will be the Chief Executive of Leicester Shire Promotions Ltd. In addition to the creation of a Board to inform the work of the partnership, a Forum will be created of the wider tourism interests and specifically those of the National Forest.

Charnwood Promotions are responsible for raising and allocating budgets and monitoring the work of Leicester Shire Promotions service delivery. Charnwood Promotions will work with Leicester Shire Promotions to research, consult upon and deliver an agreed programme of tourism activity.

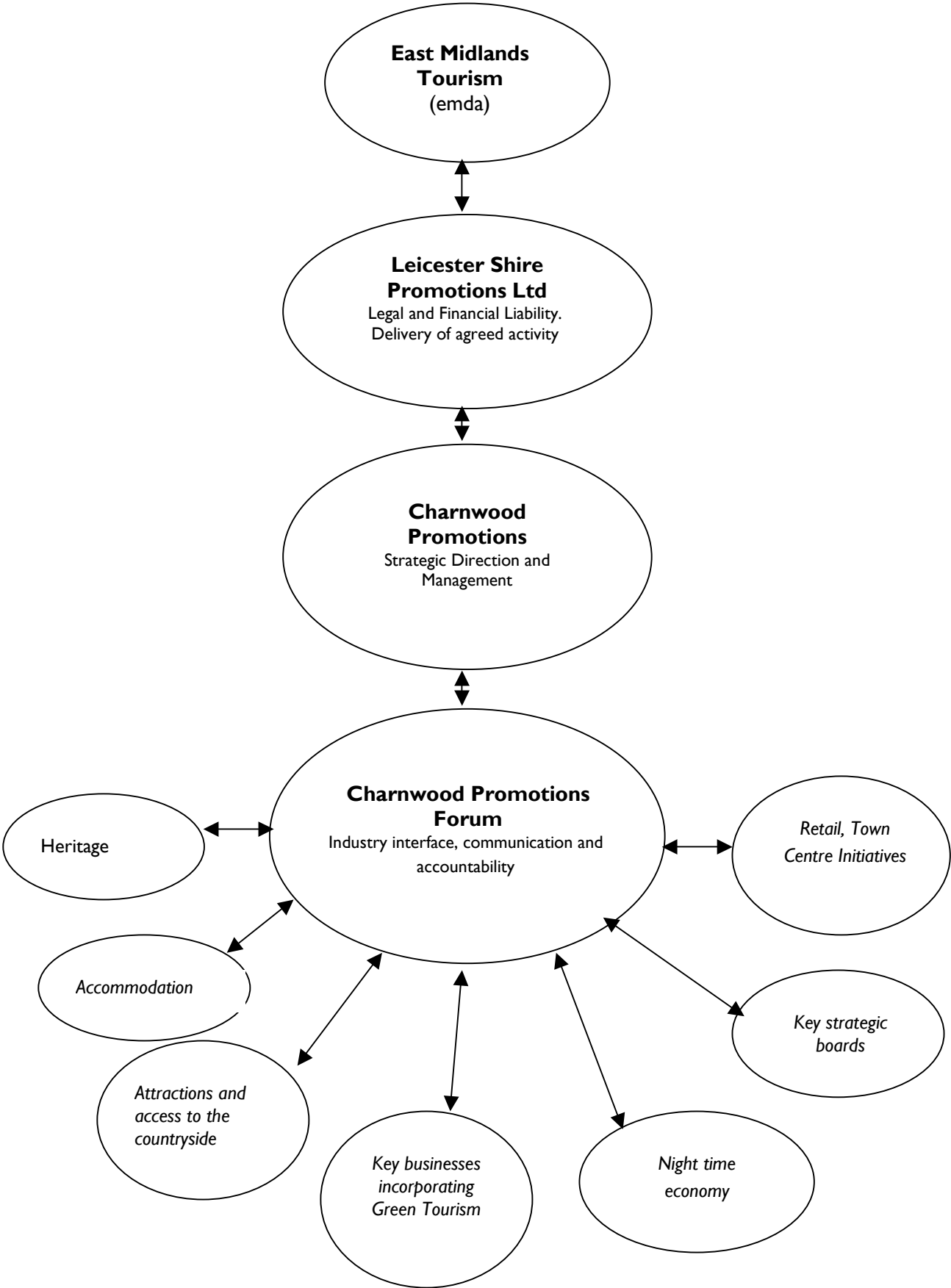
#### **3.2 Aims**

- 3.2.1 To bring together stakeholders from all sectors with an interest in tourism to work in partnership, and to co-ordinate activities towards the common goal.
- 3.2.2 To work with Leicester Shire Promotions to research, consult upon and deliver an agreed programme of tourism marketing and development, and promotion of the Borough area.
- 3.2.3 To secure continued funding to facilitate the delivery of the aims and activities of Charnwood Promotions, including seeking new and sustainable sources of income.

#### **3.3 Terms of reference for Charnwood Promotions**

- 3.3.1 To develop a blueprint for tourism marketing and development.
- 3.3.2 To raise and allocate budgets.
- 3.3.3 To monitor the work of Leicester Shire Promotions service delivery.
- 3.3.4 To monitor and review the progress of the initiative on a regular basis.
- 3.3.5 To seek opportunities for further promotional activities.

**3.4 Structure for Charnwood Promotions**



### **3.5 Membership of Charnwood Promotions**

Membership of Charnwood Promotions will be open to stakeholders from the public, private and voluntary sectors, who will meet as part of the Charnwood Promotions Forum. It must be a pro-active, dynamic forum, where open and honest debate by people with a passion and ability to shape a better Charnwood, knowledge and information is shared, and all views and issues are discussed in pursuance of the common aims. Members will be encouraged to become active ambassadors to promote the Borough area. Initially an interim Board will be formed whose role will be to establish the Forum from which the formal Board will be elected

### **3.6 Charnwood Promotions Board**

A Charnwood Promotions Board will be formed consisting of a minimum of six or a maximum of nine members elected from the Forum, to serve for a period of three years.

In addition, Leicester Shire Promotions and Charnwood Borough Council shall each be entitled to nominate up to two representatives to hold ex-officio seats on the Board.

One third of the elected members of the board shall retire each year in rotation. There are no restrictions on the retiring members standing for re-election.

The board is empowered to co-opt members to fill any vacancies on the board, or to invite additional persons to attend board meetings in a non-voting capacity.

### **3.7 Officers**

The Charnwood Promotions Board will elect a Chair and Vice-Chair from its members annually, and these officers will also officiate at meetings of the Board and Forum. There are no restrictions on the retiring officers standing for re-election.

There will be no formal officers for the Charnwood Promotions Forum, but members of the Forum will be encouraged to be actively involved in the conduct of meetings and may be called upon to undertake specific duties at meetings and events. The Chair of the Board will chair the meetings of the Forum.

### **3.8 Voting rights**

Each organisation recognised as a formal and current member of Charnwood Promotions or the Charnwood Promotions Board and present at the appropriate meeting will be entitled to one vote per organisation if the chair calls a vote.

Subject to the provisions of Clauses 9 and 10, voting will be by simple majority, but in the event of a tie the Chair shall have a second or casting vote. Where an organisation has sought dispensation to have more than one representative at the meeting, the voting member must be declared prior to a vote being taken. A vote shall not be taken at a meeting unless it is quorate.



### **3.9 Quorums**

A quorum of the Charnwood Promotions Board is established when the greater of five members or 50% of the total membership is present, provided that at least one representative of both Leicester Shire Promotions and Charnwood Borough Council is present. If a quorum is not established within 30 minutes of the scheduled meeting start-time, the meeting must be postponed.

Meetings of the Charnwood Promotions Forum shall be deemed to be quorate if the members of the Charnwood Promotions Board who are at the meeting consider that there are sufficient members of the Forum present for the meeting to continue.

### **3.10 Changes to the constitution**

If a two-thirds majority of the Board decides that it is necessary or advisable for the constitution to be changed, a resolution shall be presented to a meeting of the Forum for their consideration, at which a two-thirds majority is required for the amendments to be passed.

Notice of the proposed changes to the constitution must be sent to members at least 28 days in advance of the meetings.

### **3.11 Dissolution**

If a two-thirds majority of the Board decides that it is necessary or advisable to dissolve the Charnwood Promotions partnership, it may do so by calling a meeting of the Charnwood Promotions Forum, for which 28 days notice will be given. A two-thirds majority of the Forum meeting is necessary for the Partnership to be dissolved. The board of Leicester Shire Promotions may dissolve the organisation where it is in breach of any financial or legal practices or it is no longer operating in the best interests of the sub-region of Leicestershire and the East Midlands.