

Appendix 1 - Comparison of Tourism Service Level Agreements:

Subject Areas	Visit Kent (VK)	Tourism South East (TSE)	Notes
Cost for 2016/17	<p>£4,035</p> <p>Does not include the £1,100 for business advice service as negotiated this for free this year due to value for money question marks in previous years.</p>	<p>£2,000</p>	<p>Total cost of the TSA agreement for 2015/16 was £3,645</p> <p>Total cost of the VK agreement for 2015/16 was £13,135</p>
Press and Marketing			
Press Releases	<p>T&M Borough included in one press release per annum.</p> <p>T&M businesses featured in 3 press releases per annum.</p> <p>Priority inclusion for T&M tourism businesses in press itineraries and features.</p>	<p>Seasonal Press Releases which TMBC can provide information for – go to 3800+ journalists</p> <p>Daily alerts and requests for content/images from journalists – invite to provide editorial.</p>	
Web Presence	<p>Dedicated ‘Tonbridge’ (c.18,500 visits) and ‘Malling’ (c.10,000 visits) pages on the Visit Kent website.</p> <p>T&M feature as ‘Destination of the Month’ twice a year.</p> <p>T&M based business featured on ‘Things to Do’ menu once per annum.</p> <p>T&M based businesses featured on the ‘Visit Kent recommends’ section 3 times per annum.</p> <p>T&M event featured on ‘Things to Do’ menu once per annum.</p>	<p>‘Tonbridge’ viewed 8,150 times.</p> <p>Dedicated page on Visit South East England’s website.</p> <p>Can add events via online events form.</p>	<p>VK webpages – two pages with up to date content. Many of the links below the text on the Tonbridge page relate to Penshurst Place.</p> <p>TSE webpage – Tonbridge page has images of Tenterden and provides links to Penshurst. No pictures of Tonbridge & Malling on the ‘Kent’ page.</p>
Social Media	<p>Nothing specifically mentioned in the SLA, although has been included as ‘additional activity’ in recent updates.</p>	<p>Will re-tweet social media messages where appropriate.</p>	-
Media Events/Activities	<p>1 Familiarisation visit to T&M per annum for travel trade operators.</p>	<p>Familiarisation Trips for press – collaborate with destination partners.</p>	<p>Both offer familiarisation trips.</p>

		Opportunity to supply information for 'Annual Media Events' + receive press contacts.	
Guides and Newsletters	Event or destination featured once per annum in the e-newsletter. Inclusion of T&M in at least 1 feature for InsideKent Magazine.	Free listings + up to 5 events in the Annual Group Travel Guide.	-
Business Support			
	31 T&M businesses to take part in the Business barometer. Face-to-Face business advice and support through the Business Advisory Service – maximum of 6 visits.	-	VK – TMBC probably not the main direct beneficiary of this.
Networking and Lobbying			
Networking	2 District Liaison Meetings per annum. Visit Kent to join Kent Economic Development Officers Group twice per annum. Invitation to 3 networking events.	Invitation to the TSE Annual Destination Management Forum. Free ticket to the Beautiful South Awards. Invitations to networking events and the Annual Tourism Conference.	-
Lobbying	-	Lobbying on national issues on behalf of partners.	-
Professional Advice and Info			
	TMBC staff to receive weekly e-bulletin.	Free advice across a range of tourism-related issues such as research services, marketing and bid writing.	-
Commercial Membership			
	See 'Press and Marketing'	Attractions and Facilities in our ownership are	Relevant to our Parks and

		eligible for various discounts/free listings/entry to awards	Tonbridge Castle.
Discounts			
	-	40% discounts on international marketing campaigns, travel marketing and fairs, and domestic campaigns 20% discount on research services and 10% discount on training courses.	TSE – unlikely to have the other 60-90% in order to take advantage of these offers.

Outline Analysis:

Area of SLA	Comments	Initial View
Cost	The Visit Kent SLA is more expensive but has been reduced by the greatest % in recent years.	VK offers better value for money as there are a number of areas of the TSE agreement that TMBC won't be able to take advantage of.
Marketing – Press	TSE SLA is reliant on TMBC providing information in order to tap into their PR machine. VK are more proactive in this respect and have the ability to incorporate T&M relevant editorial themselves due to local knowledge.	VK offer meets our needs more clearly.
Marketing – Website	VK has more locally relevant information and a greater number of visits. The TSE webpage is a bit dated, some of the images are not from our borough and you have to click a fair few times before you reach information on our area.	VK website has more prominent information on Tonbridge & Malling.
Marketing – Social Media	Nothing specifically from VK on social media in the Service Level Agreement, although they are doing a fair amount of additional work in this area now. TSE mention re-tweeting, so we can tap into their extensive network with any messaging at present.	VK is a bit more proactive in this area.
Marketing – Events	Quite similar in this regard – both offering up our borough to be included in familiarisation trips (albeit to different audiences)	Very similar but TSE also offers up sharing contacts so that we can make our own connections (although this wouldn't be high on our agenda)
Marketing – Newsletters/Guides	A little light in both agreements	VK probably gives T&M more publicity.
Business Support	Only VK includes any direct business support. In recent years, it has been unclear as to the	VK offers more in this area.

	extent to which the business support has been taken up by borough businesses	
Networking	Both offer networking opportunities, but at different geographical scales!	A similar offer (but do we need both?)
Lobbying	TSE offers to lobby on behalf of its members, no mention of this by VK although I imagine they have some pretty influential members and board members.	TSE articulates their approach to lobbying more clearly.
Professional Advice & Information	TSE offers a more extensive package of support and advice for the council.	Do we need this though?
Commercial Membership	Both offer incentives to businesses in our borough, BUT to what extent is this added value of just adding private sector members within our borough into our agreement when they will be paying their own fees anyway?	
Discounts	TSE offers discounts, but not sure we have the resources to provide the match-funding.	

Conclusion: There is overlap in the two contracts (especially re. press and marketing and networking). Visit Kent provides a more obvious platform for T&M simply due to the smaller geographical scale that they operate under in comparison to TSE, and whilst there are elements of the TSE Agreement that are not provided by Visit Kent, such as lobbying and discounts, it is not clear what impact these actually have, especially given that we are not really in a position to take advantage of the latter.

One approach would be to continue with the VK SLA, with a view to reducing the cost down to around £3,500 for 2017/18 and to withdraw from the TSE SLA (unless there are elements within the TSE contract that are deemed worthy of retaining). This course of action would result in a cost saving of around £2,500 per annum.