

## Dundee Tourism Leadership Group Manifesto

Dundee Tourism Leadership Group is a steering group which is responsible for driving forward the delivery of Dundee's tourism strategy. It is supported by Dundee City Council. Its manifesto is set out here.

### *Clear identity and purpose*

- Develop Dundee's tourism strategy
- Lead implementation of Dundee's tourism strategy
- Monitor and report on progress against the strategy to industry, the Dundee Partnership and funders
- Ensure linkages are in place with local, regional (Tay Cities) and Scottish strategies

### *Shared objectives*

- Contribute strategically to the development of the city of Dundee as a tourism destination for domestic and international visitors within city, region and national strategies.
- Actively position Dundee as a rich, vibrant, contemporary city to visit where you can enjoy cultural and creative experiences, great food & drink and the outdoors
- Lead strategies to drive overnight stays and extended stays in the city generating growth in the value of tourism to Dundee
- Align the city of Dundee strongly within regional, Scottish and UK destination communications and marketing campaigns
- Lead the development of new products & infrastructure, collaborations, themes, and experiences which build critical mass for the destination, and new compelling reasons to visit
- Champion and promote sustainable and inclusive tourism within the sector and in the city's positioning as a destination

### *Clear roles and responsibilities*

- The group provides leadership for the tourism industry in Dundee public sector organisations and private sector businesses
- It is a collective group which works collaboratively in the best interests of the tourism sector in the city, with co-ordinating support from DCC
- It meets quarterly to review the strategy, monitor and reset actions on a 12-month cycle
- There is a nominated Chair/Vice Chair who report on activity to The Dundee Partnership and the Tay Cities Regional Tourism Group. Members take part in project groups as appropriate
- The group takes an action focused approach, ensuring there is clear allocation of actions, either among members of the group or by identified delivery partners
- All members commit to delivering on actions, feedback to their networks and take a proactive approach to promoting the strategy

- The group supports an inclusive approach, it is committed to diversity and provides equal opportunities for members and stakeholders

#### *Clear decision-making processes*

- The clear focus is to ensure that all activities relate back to the tourism vision and strategy
- The group is empowered to refine actions and adjust the action plan based on changing external factors
- It will consult with relevant stakeholders and industry on areas where there are differing views in the group

#### *Open and constructive communication processes*

- All members are committed to open and honest communications
- The group ensures meetings are not dominated by individuals or single issues
- Short, summary updates are produced from meetings and distributed to the wider industry
- A shared area for documents, reports, actions is accessible to the group but also wider industry
- The group seeks ways for wider industry to comment or feedback

#### *Collective Leadership*

- The group is committed to discussing issues or challenges openly, then agreeing a collective position
- It takes an industrywide view, acting in best interest of the group, not from own organisational perspective