

REPORT TO: CITY DEVELOPMENT COMMITTEE – 25 NOVEMBER 2013

REPORT ON: WORLDHOST DESTINATION

REPORT BY: DIRECTOR OF CITY DEVELOPMENT

REPORT NO: 450-2013

1 PURPOSE OF REPORT

- 1.1 The purpose of this report is to inform the Committee of the proposal to seek WorldHost Destination status for Dundee.

2 RECOMMENDATION

- 2.1 It is recommended that the Committee notes this report and gives its support to the Council taking a lead as an early adopter of the strategy.

3 FINANCIAL IMPLICATIONS

- 3.1 The financial implications for delivering this training are the requirement to train a trainer to deliver and cascade training to relevant frontline staff. The cost of training a trainer is £795 for the 3 day course. The programme would then be rolled out to relevant staff and on-going costs will be minimal. These costs are already contained within existing budgets within City Development.

4 BACKGROUND

- 4.1 The Committee will recall approving the Council Tourism Action Plan for Dundee (Report 153-2013) and within that plan the proposal for seeking WorldHost Destination was set out. More information on this is given below.
- 4.2 The Dundee Waterfront Regeneration and the flagship V&A at Dundee project will significantly increase what we have to offer potential visitors. It is also expected that the number of visitors will grow substantially with the opening of an international cultural asset within the city. Hospitality, transport and other visitor assets are also expected to see an increase as a result. The current projection for additional visitors is 3 million extra visitors as a direct result of the V&A opening and £1billion of business and leisure tourism spending between 2015 and 2025. It is important we are well placed in terms of quality customer service to ensure the Dundee experience is positive as this sector grows.
- 4.3 WorldHost is an internationally recognised, individually assessed programme for quality customer service, specially tailored for the needs of the service sector. The WorldHost programme is modern and energetic offering a comprehensive training toolkit. It can be used across a wide variety of industries where the quality of front-line customer service is key to the success of the business. The flexibility of the programme enables the trainer to adapt the course sessions to meet the needs of a wide variety of delegates from new entrants into the industry to experienced service staff working in a wide range of industries.
- 4.4 WorldHost Destination status is a way of helping put Dundee as a visitor destination on the map for all the right reasons. By encouraging businesses from transport, retail, hospitality and the Council who come face to face with visitors to undertake WorldHost customer service training, we can become recognised as a WorldHost Committed Destination: a way of showing the outside world our dedication to giving the best possible service to visitors.
- 4.5 In order to achieve this status we need 25% of businesses in a defined geographical area to undertake and complete the training. An initial count in relation to relevant businesses identifies approximately 1,700 will be required to undertake training in the proposed defined

area. A steering group has been established to help drive this project forward which currently includes Dundee and Angus Chamber of Commerce, Skills Development Scotland, Dundee College, DD1 and Dundee City council. The defined area for Dundee in the first instance is city centre located businesses. The proposal has already gained support from local businesses with a number already having undertaken the course through a partnership with the Dundee and Angus Chamber of Commerce and Dundee College. More courses are already planned for businesses locally. Each course going forward will also include an element of "Dundee Knowledge" ensuring that those undertaking the course have an understanding of the wider city offer to visitors. By committing its relevant staff to this programme the Council can act as a leader and be an example to other city centre based businesses and help achieve the required target for WorldHost status.

- 4.6 There is a requirement for staff across several Departments to undertake this training. Initial targets would be Parking Attendants, Leisure and Culture frontline staff, Customer Service Staff and City Centre Ambassadors.

5 POLICY IMPLICATIONS

- 5.1 This Report has been screened for any policy implications in respect of Sustainability, Strategic Environmental Assessment, Anti-Poverty, Equality Impact Assessment and Risk Management. There are no major issues.

6 CONSULTATIONS

- 6.1 The Chief Executive, the Director of Corporate Services and Head of Democratic and Legal Services have been consulted and are in agreement with the contents of this report.

7 BACKGROUND PAPERS

- 7.1 Report 153-2013 - Dundee City Council's Tourism Action Plan - City Development Committee on 22 April 2013.

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16 October 2013

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