

- Project:** **DMP Visitor Services Action Plan**
(incorporating summary, board presentation and proposals)
- Client:** **East Midlands Tourism**
- Date:** **February 2005 – September 2005**

TEAM was invited to develop an Action Plan template against which the five Destination Marketing Partnerships (DMPs) in the East Midlands Tourism (EMT) region could develop their own.

TEAM received initial drafts and worked with the Destination Marketing Partnerships to develop Action Plans which would:

- Feed into a wider document for EMT
- Be used for funding bids
- Guide joint initiatives.

Due to the complexity of the Derbyshire DMP, TEAM worked alongside the steering group to develop this document.

Once all five were complete, TEAM drew these together into a Strategic Framework document within which synergies between the DMPs were identified and proposals for the way forward were given.

Joint DMP working groups for the different elements of visitor services were subsequently set up (e.g. call centre, TICs, DMS) in order to take these proposals forward.