Discover Rutland

Discover Rutland aims to develop and grow a sustainable tourism economy in Rutland through brand awareness, income generation and partnership working.

DMO Structure

Rutland County Council [RCC] Discover Rutland is the destination and promotional brand for tourism in Rutland, with it's activity determined by the DRTC. The tourism officer is employed by RCC and is supported with office space and other forms of support (IT, financial systems, legal and HR). The tourism officer comes under the RCC code of conduct & RCC terms and conditions. The RCC have a duty of care towards the Tourism Officer as their employee. This is the extent of RCC's contribution towards tourism, therefore funds are needed to be sourced from elsewhere.

Tourism Officer
Mary Copley

Meet every 6 weeks

Tourism Committee [DRTC]

Consisting of no more than 7 members with identified focus areas;

- 1. Finance & Funding
- 2. Events
- 3. Guide & Literature
- 4. Membership
- 5. PR & Marketing
- 6. Website

Membership fees

7. Anglian Water rep.

Meet bi-annually Tourism

Ambassadors

Appointed volunteers providing ad hock support to the DRTC.

Discover Rutland Guide

Produced bi-annually. Written, designed & distributed by Nimble Media Ltd in association with Discover Rutland.

Working 18.5 hours a week on priorities set by the Tourism Committee, including:

Members

Local businesses wishing to benefit from DR

marketing opportunities & support tourism

through an annual subscription

- Membership liaison & support
- Digital marketing content
- Printed marketing creation
- PR engagement
- Campaigns and promotional projects

Budgets and finances held by RCC but managed by DRTC, with the exception of salary rates

