

Tourism Action Plan 2016-2017

OBJECTIVE	ACTIONS/COMMENTS	TIMESCALE & RESPONSIBLE OFFICER
Understanding our market		
Conduct market research to identify our visitors and who we want to attract in the future	<p>Who are our visitors? What do they want to do here? USP's for Mid Devon? Complete tender document for research.</p> <p>Investigate and appraise any other recent visitor surveys undertaken by neighbouring authorities and appraise potential providers of the service. Commission and undertake a targeted visitor survey during the main 2016 Season (June to Sept)</p>	<p>End of April 2016 to appoint a company</p> <p>Economic Development Manager and Consultation and Youth Involvement Officer</p> <p>Once completed feed into the Tourism Strategy</p>
Audit Mid Devon's attractions, hotels, B&B's, venues in order to identify gaps and create partnerships.	<p>Create a database to capture this information and engage with businesses.</p> <p>Undertake a desk based audit of internally available databases. Business Rates, Environmental Health Licenses, alcohol licenses, Planning, Tourism quality inspections and classifications, Advertising.</p> <p>Identify the economic impact Tourism has in the area.</p>	<p>Audit to start Jan 2016</p> <p>Economic Development Manager and Consultation and Youth Involvement Officer</p> <p>End of April 2016 to appoint a company</p> <p>Once completed feed into the Tourism Strategy</p>

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Partnership Working		
Heart of Devon Tourism Partnership (HODTP)	The HODTP is the local Destination Marketing Organisation that is a key part of the official tourism marketing and promotion network that radiates down from Government via VisitEngland. Whilst several key Mid Devon Businesses are members of the partnership, it is now considered essential that MDDC fully engages as a committed partner. The Partnership is, at the moment, looking at its future role and priorities and so it is considered very important that MDDC should then play a full role ensuring that best tourism and business interests of the District are fully represented and promoted.	Initial meeting with HODTP in Dec 2015. Negotiations Jan to May 2016 with a view to Partnership and active membership. Economic Development Manager (until March 16) and the Town Centre and Tourism Officer
Mid Devon Attractions Group (stakeholders)	This is a very important private sector led group of influential tourism sector decision makers in the District. It requires continued support and some resourcing to enable it to grow further into a more influential body with its own marketing and events programme.	March 2016 for next meeting Economic Development Manager (until March 16) and the Town Centre and Tourism Officer

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Developing a tourism identity		
<p>To improve the quality of the Tourism Offer in Mid Devon. Visitors insist on having a varied and quality experience underpinned by robust quality assurance schemes. This is particularly important in Mid Devon where the industry is dominated by small / medium enterprises and any new business ideas are most likely to come from the small business/farming sector.</p>	<ol style="list-style-type: none"> 1. Business Support to pro – actively support tourism business development growth and advice on grants. 2. A “Welcome to Mid Devon initiative” with volunteer guides which will link our villages and towns, highlighting some of our rural areas. Initially to be piloted in the Culm Valley and then rolled out across the district. This should embrace guided walks, history and heritage trails and specialist events. Need some support to improve visitor information via the TIP network (to include town guides) and any facilities in the towns and villages. 3. A targeted campaign to develop new initiatives that attract a specific customer segment. This could include accommodation in the Towns, new all-weather attractions serving the main transport routes, creating coach parking & working with coach operators /group travel providers to put together Mid Devon based packages. 4. Investigate developing a market town brand with town teams and councils. 5. Develop a social media presence as part of our marketing 	<p>Dec 2016 Better Business for All – Economic Development Officer</p> <p>Town Centre and Tourism Officer to work with Town Teams. Possible joint project with the TIS.</p> <p>Town Centre and Tourism Officer</p> <p>Town Centre and Tourism Officer</p> <p>Town Centre and Tourism</p>

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	campaign e.g. pinterest, facebook, twitter, photo competitions.	Office
Develop a number of promotional projects to grow our rural tourism and town centre offer		
Develop a number of specific promotional projects which offer particular merit for attracting additional visitors to Mid Devon which will benefit our rural villages and towns.	<ol style="list-style-type: none"> 1. Food and Drink Producer Trails linking our villages & towns 2. Food and Drink Festivals and Events 3. Arts and Crafts Events and Festivals 4. Develop and promote our USP's once the research is concluded. This may be rural activities and pursuits, field sports, heritage assets, walking routes, gardens, food and drink. 5. Support the Crediton Trail project (cycle track). 6. Investigate the next steps to support and develop the Exe Valley Way project (cycling / walking). 7. Research the potential for a 'Green Coat Guide' service which would link our heritage assets in rural areas, villages and towns. Guides would be trained volunteers able to lead a group to explore our villages and historic trails. The scheme could be piloted in the Culm Valley using the existing cloth trade trail which links villages throughout the Culm Valley. This project would benefit the coach parking 	<p>During 2016 Economic Development Manager (until March 2016) and the Town Centre and Tourism Officer, with help from other team members with appropriate expertise's and links to town teams and stakeholders.</p> <p>These projects may be potentially eligible for grant support from external agencies and specific local business and community resources.</p>

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	<p>and create a 'package' we could market to coach tour operators.</p> <p>8. Make links with DCC to identify joint opportunities the Tour of Britain can bring to Mid Devon. The route can be found at http://www.tourofbritain.co.uk/files/documents/ToB2016_Stage6_Overview.pdf . It passes through rural parts of the district as well as Tiverton and CREDITON.</p>	
High Street Innovation Fund		
Support the organisations that have successfully been awarded money from the High Street Innovation Fund to deliver projects that increase footfall and improve the vibrancy of the town centres.	<p>Cullompton projects – Festival development (two food festivals), Pop up museum, Sheep noticeboards, Travel guide, Townscape heritage, Display boards at Services.</p>	<p>Grants and Funding Officer (PB) All projects to be completed by December 2017</p>
	<p>Crediton projects - Crediton Flag Project, Food Festival, Crediton Town Square Canopy Design Competition and consultation project, Town entrance signage design.</p>	<p>Grants and Funding Officer (PT) To be complete by December 2016</p>
	<p>Tiverton projects – Tivvy Bumper, Age UK Dementia project, Bampton Business Guide.</p>	<p>Town Centre Manager To be completed by December 2016</p>