

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 March 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>Audit to start Jan 2016</p> <p>Economic Development Manager and Consultation and Youth Involvement Officer</p> <p>End of march 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 key 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 in the partnership, it is now considered essential that MDDC fully engages as a committed partner. 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 March 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 brand		
<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 initially developed with the town teams and then rolled out to cover wider rural areas. This should embrace guided walks, history and heritage trails and specialist events. Need some support to improve visitor information via the TIP network and any facilities in the towns and villages. 3. A targeted campaign to attract /see developed new initiatives that are seen as attracting further appropriate visitors. This could include accommodation in the Towns, new all-weather attractions serving the main transport routes, 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 campaign e.g. pinterest, facebook, twitter 	<p>December 2016 Better Business for All work – Economic Development Officer</p> <p>Town Centre and Tourism Officer to work with Town Teams and co-ordinators (the Grants and Funding Officers and the Town Centre Manager), Museum, National Trust, volunteers (guides).</p> <p>Town Centre and Tourism Officer</p> <p>Town Centre and Tourism Officer</p> <p>Town Centre and Tourism Office</p>

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Developing a number of promotional projects		
Develop a number of specific promotional projects which offer particular merit for attracting additional visitors to Mid Devon.	<ol style="list-style-type: none"> 1. Food and Drink Producer Trails 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, 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). <p>These projects may be potentially eligible for grant support from external agencies and specific local business and community resources.</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

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Improving our Town Centres		
Support Town Teams to deliver projects that increase footfall and improve the vibrancy of the town centres.	Cullompton projects – Festival development (two food festivals), Pop up museum, Sheep noticeboards, Travel guide, Townscape heritage, Display boards at Services.	Grants and Funding Officer (PB) All projects to be completed by December 2017
	Crediton projects - Crediton Flag Project, Food Festival, Crediton Town Square Canopy Design Competition and consultation project, Town entrance signage design.	Grants and Funding Officer (PT) To be complete by December 2016
	Tiverton projects – Tivvy Bumper, Age UK Dementia project.	Town Centre Manager To be completed by December 2016