

Tourism Action Plan

Item	Recommendation - Detail	Action Required	Who by	When by	Progress
1	Maximise the benefits that tourism can bring to the area	<p>The actions of this plan will be incorporated into the future prioritise of the tourism service.</p> <p>The Projects Officer (Tourism) works in partnership with both BDC and CBC through the Chesterfield Area Tourism Partnership to maximise benefits and resources and with the Visit Peak District & Derbyshire Tourism Board (VPD).</p> <p>The Projects Officer (Tourism) liaises with the industry through the Peak Borders Tourism Forum and Chesterfield Local Attractions Group.</p> <p>The Officer also helps to implement the Bolsover NE Derbyshire Leader programme and is currently working as part of the steering group to access</p> <p>Leader funding in the next funding round. It is hopeful that tourism businesses will benefit from this funding.</p> <p>Engaging with businesses, members and funders will be maintained to ensure NEDDC is maximising the benefits of tourism.</p>	TG	Dec 2014	<p>Through joint work with BDC, CBC and NEDDC through the Chesterfield Area Tourism Partnership</p> <p>Tourism Businesses have been supported to access BNED Leader funding and LEP funding to unleash the economic growth of the sector. Tourism businesses spent 70% of the funding allocated to the Bolsover NE Derbyshire Leader Approach.</p> <p>The Projects Officer (Tourism) received the weekly planning updates to ensure tourism related applications are followed up with a call to the business owner.</p>
2	The Tourism Service works corporately and connections are maintained following restructures	<p>Tourism is one of the panaceas for economic growth in the area and will be embedded in future growth strategies and economic development action plans. The Projects Officer (Tourism) has a good working relationship with Leisure Services and the Partnership team and will ensure the opportunities available through the NEDDC Communications Team are used.</p>	TG	Ongoing	<p>Ensures that the tourism sector is represented in funding, strategic planning and recently in the Growth Strategy.</p>
3	Carry out an audit of local activities,	Communication will be had with Council members	TG	Dec	The Projects Officer (Tourism)

	tourism provision and events and how these can be promoted.	<p>and parish councils to ensure the Projects Officer (Tourism) is aware of any developments to existing tourism businesses and aware of new tourism businesses in the District. These details are then to be added to the Destination Management System that is the database that sits behind both the www.visitchesterfield.info website and the www.visitpeakdistrict.com and included in relevant guides.</p> <p>Bolsover District Council through the Partnership team produce themed seasonal events listings. All NEDC Parish Councils will be contacted each quarter to provide events information to be included in these listings.</p> <p>Members and Parish Councils will be contacted through the members extranet to ensure all tourism service providers are included in relevant communications and marketing material.</p>		2014	has recently contacted all parish councils to gain information on local events. These were added to the Bolsover Area Summer Events Listing.
4	Parish Council's are contacted re facilities in the District that could be promoted in tourism communications	Parish Council's have already been contacted. A presentation will be delivered at a Parish Liaison meeting to ensure members are aware of the marketing opportunities available to promote events and tourism activities to local residents and visitors.	TG	Sept 2014	The Projects Officer (Tourism) has recently contacted all parish councils to gain information on local events. These were added to the Bolsover Area Events Listing. This listing is delivered as part of a Partnership Culture and Tourism Forum priority.
5	Improvements to the Tourism Section of the NEDDC website	Following completion of the improvements to the www.visitchesterfield.info website (that represents the interests of the CBC, NEDDC and BDC destination) the NEDDC tourism section of the website will be updated and provide necessary links to the 2 destination websites referred to	TG	Sept 2014	

		above. NEDDC is intending to improve the corporate site and the tourism section will be improved during this process.			
6	Increase advertising through: targeted campaigns, Council Communications and event organisers	<p>Through regular meetings with the Chesterfield Area tourism Partnership and the Visit Peak District & Derbyshire Tourist Board opportunities are identified in how to include NEDDC tourism business in campaigns and communications. We will continue to be proactive to increase the coverage of NEDDC tourism businesses in tourism campaigns.</p> <p>An annual meeting with the Communications Team will take place to book space in the Council's newspaper and reception screen etc.</p>	TG	Dec 2014	The Chesterfield Area Tourism Partnership has recently reemployed Ian Weightman, a travel PR Consultant to ensure the area receives national and regional coverage in travel media.
7	Developing tourism packages to increase overnight stays	As part of the Chesterfield Area Tourism Partnership themed packages are being explored, but are dependent upon accommodation availability. We are also working with VDP&D in ensure their members from NEDDC are represented in their campaigns.	TG	Dec 2014	Event specific packages are being investigated, including a cycling package.
8	The rural nature of the District and nearby attractions be promoted	Through the Chesterfield Area Tourism Partnership the NEDDC rural location, as part of the Peak District National Park, is included. The close proximity to the PD acts as a marketing hook to encourage people to stay overnight in accommodation situated in NEDDC. We will continue to promote this.	TG	Ongoing	The Chesterfield Area Tourism Partnership delivers the annual Walking Festival that promotes the rural and urban areas of the District.
9	Increase the opportunities associated with events to local accommodation and businesses	To look further at accommodation packages linked to the areas key events.	TG	Ongoing	A weekly events listing is circulated to all accommodation and attractions establishments in the Chesterfield Area Tourism Partnership area
10	Consider how improvements could	Additional time is to be set aside to visit key tourism	TG	Ongoing	Key account management with

Appendix 1

	be made with the local private sector	businesses in the area to enable growth of the tourism sector. Following the Growth Strategy workshops key business in the area are being visited by members and the Assistant Joint Director of Growth.			already takes places and as a consequence businesses are applying for funding to enable growth in the visitor economy. Letters of support are provided to tourism businesses wishing to locate or expand the tourism offer of the area.
11	Continue to find effective ways to identify the needs of service users	<p>Work with the industry to investigate how to be effective in understanding the needs of visitors coming to the area.</p> <p>Work with VisitEngland to understand visitor perceptions and behaviour whilst in the area.(Visitengland will be the key note speaker at this year's Annual Chesterfield Area Tourism Conference and will identify statistics relevant to the Chesterfield Area.</p>	TG	Dec 2014	The Annual Tourism Survey, that is circulated to all tourism businesses in the Chesterfield Area Tourism Partnership area, identifies how improvements can be made in both the online and offline marketing that is carried out by the partnership.
12	Improve awareness of the Tourism Service to members	A Tourism Newsletter is produced quarterly by the Chesterfield Area Tourism Partnership. A PDF of the future editions will be included on the Members extranet, and information will be placed in the Leaders briefing paper.	TG	Sept 2014	

Tourism - Scrutiny Review – Action Plan