

Appendix 3: Draft Tourism Action Plan

Action	How will it be achieved	Priority level e.g. high/medium/low	Start/Completion date
Objective 1: Tourism Audit			
Build a picture of what East Staffordshire has to offer which will provide a basis for future marketing activities			
Identify attractions/destinations/ places to stay in East Staffordshire and the neighbouring areas	<p>Councillor input about tourism businesses in their Wards that are of relevance to the Audit</p> <p>Desk based research and using information available through Enjoy Staffordshire and other sources</p> <p>Sifting based on local, regional and national importance</p>	High	<p>Complete by end of 2020</p> <p>Started, completion by January 2021</p> <p>Complete by March 2021</p>
Produce a 'live' document to give an overview of what East Staffordshire has to offer as a place to stay and a place to visit	<p>Collate information collected as above and update as necessary on a regular basis.</p> <p>Investigate feasibility and options for publishing online:</p> <ul style="list-style-type: none"> - feasibility for how this can be incorporated on tourism pages on the ESBC website 	High	Ongoing starting March 2021
Objective 2: Partnership working			
Continue to build strong relationships with key partners in order to support and grow tourism in the Borough			
Continue to strengthen existing relationships with key partners including National Forest	Sharing information and updates through regular contact and meetings as necessary	Medium	Ongoing
Maintain contact and involvement as District Council partner with Destination Staffordshire and the Destination Staffordshire Management Board	Continue attendance and representation at Destination Management Partnership Board meetings and other officer meetings as appropriate	Medium	Ongoing
Develop closer links with neighbouring local authorities	Identify mutual opportunities to promote/co-promote events and support local tourism.	Low	From January 2021
Objective 3: Marcomms			
<ul style="list-style-type: none"> - Improve communication with and between partners and local tourism businesses to share relevant information and updates - To publicise and promote what the Borough has to offer as a tourist destination 			
Establish a communications plan	<p>Set out appropriate methods and channels to share information with East Staffordshire based tourism businesses.</p> <p>Enable the provision of focussed updates and information drops to tourism businesses based in</p>	High	November – December 2020

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	<p>the Borough as required e.g. new funding opportunities</p> <p>Identify levels of local interest in establishing a networking/information sharing forums</p>		
Use tourism pages on ESBC website to provide information and links to useful updates e.g. grant funding for local tourism businesses	<p>Update and refresh webpages</p> <p>Monitor information provided by partners and tourism bodies e.g. Visit Britain</p> <p>Provide local information and links to current initiatives/schemes</p>	High	Starting November 2020
Improve web presence	<p>Update and refresh existing pages on Corporate website utilising USP of local knowledge as basis to create a one stop shop of useful information for visitors</p> <p>Consider options for the inclusion of live and interactive content:</p> <ul style="list-style-type: none"> - Audit of existing information provision on external websites - Investigate feasibility and options for inclusion of such information within the corporate website - Links to external tourism business databases hosted on external sites 	High	Starting November 2020 aiming for completion by end of March 2021
Strengthen PR and social media content	<p>Create a marketing plan to consider market segments to enable targeted communications</p> <p>Identify opportunities to link up with other corporate activities and initiatives e.g. Free after 3, Town Centre regen, The Burton upon Trent Swan art project etc</p> <p>Utilise social media channels to support local activities, initiatives and promote tourism businesses</p>	High	April 2021
Investigate options and interest in a showcase event for local tourism businesses	Contact via email with local businesses to gauge interest in a future event	Low	April/May 2021