

Tourism Action Plan 2022

Action	How will it be achieved	Priority level	Start/Completion date	Update/Comments
Objective 1: Tourism Audit				
Build a picture of what East Staffordshire has to offer which will provide a basis for future marketing activities				
Conduct an audit of existing East Staffordshire visitor data	Desk based work to audit existing data and reports Compile report to be shared with Partners.	High	Complete by June 2022	Completed utilising data available up to 2020
Carry out 4 visitor surveys to inform marketing and promotion activities	Commission external provider to conduct visitor surveys at identified events during late Summer/Autumn 2022 Compile report to be shared with Partners	High	Start end of August 2022 for completion in 3 rd quarter	Delay to completing surveys due to event cancellation. Completion of this piece of work now scheduled for January 2023.
Establish a continued programme of audience research	Commission an external provider to carry out audience research based on plan identified by Officers Produce an annual report on the East Staffordshire visitor economy	High	April 2023 and then annually	
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 with Destination Staffordshire and the Destination Staffordshire Management Board	Continue attendance where appropriate at DMP meetings Awareness of and involvement with, including information sharing, DMP Tourism Strategy refresh to support East Staffordshire Tourism	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	Fact finding and information sharing meeting held with Lichfield DC re tourism service

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Establish East Staffordshire Tourism Partnership Board	Identify key partners from across the Borough to participate Develop ToR for group Hold inaugural meeting	High	Inaugural meeting to be held June 2022 and then ongoing	First meeting held with partners. Date for next meeting to be confirmed once update on visitor survey, audit and website is available
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 				
Improve web presence	Develop proposals for standalone tourism website Develop new branding with input from partners Commission a provider to create a destination website in line with specification	High	Procurement process to complete by Summer 2022 New website to launch March 2023	Big Wave commissioned to develop website. October 22 – consultation with partners on branding and website proposals On track to hit target completion dates
Strengthen PR and social media content	Refresh marketing plan to consider market segments to enable targeted communications Identify opportunities to link up with other corporate activities and initiatives Utilise social media channels to support local activities, initiatives and promote tourism businesses	High	Spring 2022	Complete
Strengthen and build capacity of the Council's Tourism team	Recruit two new Tourism officers to support the next phase of the Council's Tourism Plan.	High	Recruitment process started Autumn 2022	