

ANNEXE A

2.0 Areas of activity for 2001/02	Action Date
2.1 The Council will continue to subscribe to and play an active role in the activities of the Heart of England Tourist Board; the Derbyshire Tourism Officers Group, and the National Forest Tourism Working Group.	Ongoing
2.2 The Council will consider comments received during consultation on the draft Tourism Strategy 2001-2005, report these to Committee, making appropriate changes and adopt the Strategy. This will provide a context for the Council's future work in tourism.	August 2001
2.3 An expanded and improved tourist visitor guide has been produced for 2001 and work will commence on next year's guide during the Autumn. Circulation has been increased from 50,000 to 70,000, most of which are handled by a specialist company (Oak Leaf Distribution) and coverage is now national.	Distribution ongoing. 2002 version ready December 2001
2.4 The new self-funded eating out guide which it was intended to produce in 2001 has been shelved. The Foot & Mouth crisis made seeking private sector funding in the Spring inappropriate. An emda funded "Food in the Forest" leaflet has since been published by the National Forest Company and covers part of the District. Rather than overlap this, and bearing in mind the effect of FMD, it would be more appropriate to produce a guide for the wider S Derbys, E Staffs, NW Leics area once that partnership is established.	n/a
2.5 Due to the demise of Leisure's "What's On" leaflet, the Events guide was re-introduced for 2001; 10,000 copies were distributed by the District Council. It will be updated and a similar number be produced for 2002.	Distribution ongoing. New Events guide ready January 2002
2.6 The ever popular walks leaflets are now available in one combined booklet, which significantly reduces print and distribution costs. The booklet cover will be redesigned to reflect the style of other newer guides, and the leaflet will be reprinted.	Distribution ongoing. New version ready March 2002
2.7 In the early part of 2001 the Council, for the first time, advertised the area as a tourist destination in several national publications, resulting in almost 1300 enquiries. Funding secured from emda as a result of the Foot & Mouth crisis will enable a greater level of advertising activity in 2002.	January 2002
2.8 The Council will continue to look for opportunities to encourage tourism investment in Swadlincote and the wider district, including Tetron Point, and the former Sharpe's Pottery site with its obvious tourism potential.	Ongoing
2.9 The Council will continue to look for future funding opportunities and endeavour to maximise the resources available for tourism projects from Europe, government and the private sector.	Ongoing
2.10 The Council will investigate with private sector partners, the options for provision of 'official' English Tourism Council Tourist Information Points at gateways to, and on major routes through the District.	Ongoing. First unveiled July 2001

<p>2.11 The Council will design a Database to record, monitor and analyse tourism enquiries. Enquirers from the 1999 –2001 Campaigns will be input into the Database. This will allow Mail Campaigns to be conducted, and will help to increase understanding of the origins and interests of consumers, while also allowing the Council to provide targeted tourist information that matches their interests.</p>	<p>Database designed by August 2001</p> <p>Data input by December 2001</p>
<p>2.12 The Council will take a pro-active approach to marketing through carrying out Direct Mail Campaigns, targeting 'warm' contacts with some knowledge of South Derbyshire, taken from the Database (see 2.11 above). <i>[Brought forward to July 2001, due to Foot & Mouth crisis]</i>. To be repeated using an enlarged database in January 2002 when new Visitor Guide available.</p>	<p>Undertaken July 2001.</p> <p>Next January 2002</p>
<p>2.12 The Council will investigate (with DTOG) implementation of a common Destination Management System throughout Derbyshire, and will seek funding to install a linked kiosk within South Derbyshire (preferably at Sharpe's Pottery Resource Centre). <i>Funding secured from emda November 2001 for installation of a kiosk during late 2002.</i></p>	<p>Submit Bid for Funding Sept 2001</p> <p>Decide on system to be used Dec 2001</p>
<p>2.14 The Council works in partnership with a wide variety of organisations to achieve its' tourism aims, including the National Forest Tourism Working Group. Promotion of the 'Forest on the current basis, i.e. in addition to the Districts it sits within, results in duplication and is confusing to consumers. Review current arrangements with East Staffordshire BC, North West Leicestershire DC, the National Forest Company and the Heart of England Tourist Board. The aim would be to form a partnership to jointly promote the wider area (i.e. the whole of those districts); and to enable more rapid development of The National Forest as a sub-regional destination and 'brand'. In the longer term this could reduce workloads and some economies of scale may be possible, though in the short term a great deal of work will be generated in establishing the partnership and agreeing the extent of joint working. <i>[This will impact on items 2.15 and 2.16 below, but should be regarded as a priority]</i>.</p>	<p>Establish working group and sub-group/s, Nov 2001</p> <p>Monthly meetings to progress joint working, Dec 2001 onwards</p> <p>Produce and market main Visitor Guide/s jointly for 2003</p> <p>Extend joint production of literature for 2004</p>
<p>The Council will consider items raised during the Tourism Strategy consultation exercise, and implement some of the measures contained in the Strategy, as set out below. However, the extent to which it is possible to progress these will be influenced by item 2.14, above.</p>	
<p>2.15 Items raised during consultation process</p> <ul style="list-style-type: none"> • Establish a strengthened working relationship with Conference Derbyshire, and investigate with them (1) promotion of the area for Business Tourism, and (2) potential for the organisation of major Events within South Derbyshire. • Research existing Footpath material produced by parish councils, local amenity groups etc., and seek to increase public access to this material • Investigate availability of Business Advice and Grants for tourism businesses, including e-commerce 	<p>March 2002 ongoing</p> <p>Research by March 2002</p> <p>Research by March 2002</p>

2.16	Measures contained within the Tourism Strategy	Ongoing
	<ul style="list-style-type: none"> • Use Council's Public Relations Officer to increase awareness of South Derbyshire as a tourism destination locally and regionally (using press and local radio); and to ensure residents are aware of the benefits of tourism. 	
	<ul style="list-style-type: none"> • Take advantage of opportunities to work with journalists and other interested parties to promote the area. 	Ongoing
	<ul style="list-style-type: none"> • Open dialogue with local organisations and businesses, to consider potential for further development of tourism in and around Melbourne. 	Commence March 2002
	<ul style="list-style-type: none"> • Investigate potential for Cycle Routes and associated literature with Local Plans / Derbyshire County Council. 	Commence March 2002
	<ul style="list-style-type: none"> • Introduce Tourism Newsletter as an additional mechanism for communicating with and disseminating guidance and good practise to the local tourism industry, residents and the media. 	First Newsletter circulated October 2001

ANNEXE B

3.0 Areas of activity for 2002/03	Action Date
3.1 The Council will continue to subscribe to the Heart of England Tourist Board; and will continue to subscribe to and play an active role in the activities of the Derbyshire Tourism Officers Group, and the National Forest Tourism Working Group.	Ongoing
3.2a The Council works in partnership with a wide variety of organisations to achieve its' tourism aims, including the National Forest Tourism Working Group. Promotion of the 'Forest on the current basis, i.e. in addition to the Districts it sits within, results in duplication and is confusing to consumers. Review current arrangements with East Staffordshire BC, North West Leicestershire DC, the National Forest Company and the Heart of England Tourist Board. The aim would be to form a partnership to jointly promote the wider area (i.e. the whole of those districts); and to enable more rapid development of The National Forest as a sub-regional destination and 'brand'. In the longer term this could reduce workloads and some economies of scale may be possible, though in the short term a great deal of work will be generated in establishing the partnership and agreeing the extent of joint working. <i>[This will impact on items 3.9 to 3.12 below, but should be regarded as a priority].</i>	Monthly meetings to progress joint working Produce and market main Visitor Guide/s jointly for 2003 Extend joint production of literature for 2004
3.2b Distribution of the 2002 "Discover South Derbyshire" guide (produced Dec 2001) will continue until the end of that calendar year. In the event that it proves too ambitious to produce the joint literature referred to (in 3.2a above), work will commence on a "Discover South Derbyshire" 2003 with joint literature deferred to 2004.	Distribution ongoing. New visitor guide ready Dec 2002
3.3 Consider with partners, production of a replacement for "Food in the Forest" for the wider South Derbyshire/East Staffordshire/North West Leicestershire area.	Ongoing
3.4 Distribution of the 2002 "Events" guide (produced Jan 2002) will continue until the end of that calendar year. It will then be replaced by a district-wide "Events" leaflet for 2003.	Distribution ongoing. New Events guide ready Jan 2003
3.5 The ever popular combined walks booklet will continue to be produced, though it may need to be redesigned to reflect the developing sub-regional brand of The National Forest.	Distribution ongoing. New version ready early 2003
3.6 The Council will seek to continue to advertise the area as a tourist destination in 2003 (funds allowing), building on work done in 2001 and 2002, though this may be (as set out above) in partnership with neighbouring local authorities and the National Forest Company.	From January 2003
3.7 The Council will continue to look for opportunities to encourage tourism investment in Swadlincote and the wider district, including Tetron Point, and the former Sharpe's Pottery site with its obvious tourism potential, at which the emda funded Destination Management System should be installed during late 2002.	Ongoing

<p>3.8 The Council will continue to look for future funding opportunities and endeavour to maximise the resources available for tourism projects from Europe, government and the private sector.</p>	<p>Ongoing</p>
<p>The Council will consider items raised during the Tourism Strategy consultation exercise, and implement some of the measures contained in the Strategy, as set out below. However, the extent to which it is possible to progress these will be influenced by item 3.2a, above.</p>	
<p>3.9 Items raised during consultation process</p> <ul style="list-style-type: none"> • Continue the strengthened working relationship with Conference Derbyshire established in 2001-02. Funding allowing, seek to (1) promote the area for Business Tourism, and (2) organise major Events within South Derbyshire. • Following identification of locally produced footpath leaflets, investigate publicising these and making available at Civic Offices and major attractions to increase public access to this material, and the impact of walking on the district's tourism product • Discuss with appropriate staff, issues of toilet provision and adequacy of litter collection at peak tourism season 	<p>April 2003 onwards</p> <p>Spring 2003</p> <p>April 2002</p>
<p>Other Measures contained within the Tourism Strategy</p>	
<p>3.10 Research</p> <ul style="list-style-type: none"> • Commission Tourism Economic Impact Assessment from HETB, it being 3 years since the last. (Timing will depend on capacity at HETB) – subject to growth bid. 	<p>July 2002</p>
<p>3.11 Promotion & Marketing</p> <ul style="list-style-type: none"> • Continue to use Council's Public Relations Officer to increase awareness of South Derbyshire as a tourism destination locally and regionally (using press and local radio); and to ensure residents are aware of the benefits of tourism. • Take advantage of opportunities to work with journalists and other interested parties to promote the area. 	<p>Ongoing</p> <p>Ongoing</p>
<p>3.12 Product Development and Visitor Management</p> <ul style="list-style-type: none"> • Following dialogue with local organisations and businesses during 2001/02 develop local partnership to, <u>either</u> consider proposals for further development of tourism in and around Melbourne ; <u>or</u> investigate methods / funding for implementation of proposals already identified. • Following investigation in 2001/02 of potential for Cycle Routes and associated literature with Local Plans / Derbyshire County Council, consider proposals for implementation. • Investigate potential for an Historic Gardens Trail. • Investigate promoting South Derbyshire to Group Travel market (possibly as part of partnership joint working – see 3.2a). • Promote use of Green Audit Kit to tourism businesses. • Produce 2-3 Tourism Newsletters. 	<p>Commence late 2002 / early 2003</p> <p>Ongoing</p> <p>By 3/2003</p> <p>By 3/2003</p> <p>Sept 2002</p> <p>Spring + Autumn</p>

