

Presentation - Discover South Somerset – additional marketing to support flood affected businesses

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Justine Parton – the SSDC Tourist Information Centre Operations Supervisor will attend the meeting to make a brief presentation about current and planned work to directly address the perception of ongoing flood issues on the Somerset Levels and Moors (specifically those in the South Somerset area); to promote the area as a visitor destination and to increase trade for flood affected businesses.

SSDC has recently gained approval to use part of the business support grant from the Department for Business Innovation and Skills (BIS) specifically to support the visitor economy.

Using the funding the SSDC tourism team aim to address a particularly challenging legacy – that of the ongoing perception of Somerset being affected by flooding and the detrimental effect on that part of the sector which is dependent upon extended stays in the area.

SSDC is using the existing brand and networks of Discover South Somerset – including a wide range of additional advertising; updated publications and higher / wider distribution; and additional content (including the River Parrett Trail) for the Discover South Somerset website.

Members should note that the above is not the sum total of marketing which will bring benefits to the area – but just the additional work made possible by the funding from BIS. Further details will be provided at the meeting.
