

Appendix B - Hinkley Tourism Strategy 2020-23 - Top Level Action Plan for Phase 4

Produced by the Hinkley Tourism Action Partnership

Apr 2020 to Mar 2023

Phase 4 planned for Apr 20 to end of Mar 2023 (Phases 1 & 2, 3 2015-20)

See commentary overleaf

Ambitions		
Aims	Priorities	Phase 4 Budget
1. Positive Perceptions	1. Promoting a positive image	£ 240,000
	2. Growing the customer base	
Delivering an Exceptional Welcome	3. Enhancing the welcome	£ 69,000
	4. Understanding customers	
3. New Experiences	5. Destination competitiveness	£ 210,000
	6. Maximising the legacy	
4. Industry Growth	7. Industry capacity Building	£ 166,000
	8. Encouraging quality growth	

Actions						
No.	Detail	Lead	Support	Quarter Start	Quarter Finish	
1	Support delivery of Visit Somerset's 3 year Business Plan under SLA to promote Somerset, provide business support & networking, grow membership & income streams	VS	SWT / SDC / SCC	Q1 2020	Q1 2023	
2	Support delivery of Visit Exmoor's 3 Year Business Plan under SLA to promote Exmoor & Greater Exmoor, provide business support & networking, grow membership & income streams	VE	SWT / SDC / SCC	Q1 2020	Q1 2023	
3	Volume and Value Tourism Data	SWT	ALL	Q1 2020	Q4 2022	
4	ENPA walks project to produce a suite of high profile self guided walks	ENPA	ALL	Q1 2020	Q4 2021	
5	Procure a supplier to deliver a new shorter visitor survey that focuses on understanding visitor experience of travel, accommodation and measures levels of visitor satisfaction.	SWT	ALL	Q1 2020	Q4 2021	
6	Monitor travel, accommodation and job migration impacts and work with partners to develop policies and deliver plans. Including HTAP delivery.	SWT / SDC	ALL	Q1 2020	Q4 2022	
7	Deliver a program to support development of coastal tourism businesses including maximising the opportunities of the England Coast Path	SWT / SDC	VS / VE	Q1 2020	Q3 2022	
8	Match funding for larger legacy projects including the Steam Coast Trail, Enterprising Minehead & Sedgemoor developments in Burnham, Bridgwater and Cheddar	SWT / SDC	SCC	Q1 2020	Q1 2023	
9	Continue to provide advice, guidance and letters of support to groups bringing forward significant tourism projects.	SWT / SDC / SCC	ALL	Q1 2020	Q1 2023	
10	Small Tourism Visitor Experience Grant Scheme - for tourism businesses/organisations to bid into and will support HTAP's priorities	SWT / SDC / SCC	ALL	Q1 2020	Q4 2022	
11	Retainer for HTAP to use as match funding toward a potential funding bid, or to consider projects/extension of grant scheme in line with HTAP strategy aims.	SWT / SDC / SCC	ALL	Q1 2020	Q1 2023	
12	Sponsor of BBS Tourism Awards & raising quality	SWT / SDC / SCC	ALL	Q1 2020	Q4 2022	

Achievements (from 2015 to 2020)		Phase 4 2020 - 2023	
Targets Phases 1,2 & 3	Achieved Phases 1, 2 & 3	Targets	Achievements Phase 4
VS & VE to grow performance by 10%	17%	10% Growth in VS & VE performance across SLA KPIs	
100 pieces of media coverage	400	200 additional pieces of media - P3 existing PR contract & part P3 toward ENPA walks project	
Over 70% of visitors to recommend area to others	72%	Over 50% of visitors recommend area to others	
Interest in new tools and products up by 10%	20	£320k of match funding provided for new tourism products/services	
£200k of match funding secured	£165k		
Business Confidence to remain above 40%	42%	5 - 7 New tourism products/services supported	
400 tourism employees supported via training	290	110 tourism employees supported via training - includes P3 Live Tourism existing contract	

Sorting the Spreadsheet

The middle set of Actions can be sorted by highlighting cells E5 to J22, and then selecting the relevant column.

Funding		
Section 106 Allocations	Phase 4 total request - 2020 - 2023 of £635,594 and includes Phase 3 underspend for committed projects at £49,406	£ 685,000
	TOTAL (currently available)	£ 685,000
	Total Site Prep Section 106 funding spent in Strategy Phases 1, 2 & 3	£ 600,911

Overview
<p>This plan has been developed by the Hinkley Tourism Action Partnership (HTAP) in order to achieve the ambitions of the Hinkley Tourism Strategy 2020 -2023. It is a top level plan for the Phase 4 period between Apr 2020 and Mar 2023.. Achievements are updated every quarter in line with HTAP meetings.</p> <p>The plan outlines key pieces of work only; separate officer task plans are used to breakdown actions into detail. Many of the actions in the plan represent mini projects in their own right (e.g. procurement processes or development of specific plans). All allocations for Phases 3 and 4 have come from the DCO Section 106 agreement between EDF Energy and local authorities. Phase 1 and 2 was funded under the Site Prep Section 106 agreements.</p> <p>The Hinkley Tourism Action Partnership (HTAP) includes seven partners: Somerset West & Taunton Council, Sedgemoor District Council, Somerset County Council, EDF Energy, Visit Somerset, Visit Exmoor and Exmoor National Park Authority.</p>

Lead Key	
SWT	Somerset West & Taunton Council
SD	Sedgemoor District Council
SCC	Somerset County Council
VS	Visit Somerset
VE	Visit Exmoor
ENP	Exmoor National Park Authority
ALL	All partners in HTAP

2020/21	2021/22	2022/23
Q1 Apr - Jun 2020	Q1 Apr - Jun 2021	Q1 Apr - Jun 2022
Q2 Jul - Sep 2020	Q2 Jul - Sept 2021	Q2 Jul - Sept 2022
Q3 Oct - Dec 2020	Q3 Oct - Dec 2021	Q3 Oct - Dec 2022
Q4 Jan - Mar 2021	Q4 Jan - Mar 2022	Q4 Jan - Mar 2023