<u>Appendix B</u> - Hinkley Tourism Strategy 2020-23 - Top Level Action Plan for Phase 4

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		
sitive	1. Promoting a positive image	£ 240,000		
1. Po Perce	2. Growing the customer base	1 2 10,000		
Exceptional ome	3. Enhancing the welcome	5 50 000		
Delivering an Welo	4. Understanding customers	£ 69,000		
w Experiences	5. Destination competitiveness	£ 210,000		
3. New E	6. Maximising the legacy			
Growth	7. Industry capacity Building			
4. Industry Growt	8. Encouraging quality growth	£ 166,000		

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

Overview

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.

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.

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.

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