

Tourism Recovery in Wyre task group – Update May 2022

Recommendations	Progress Update
<p>1. That the council concentrates on the promotion of Wyre as a tourist destination.</p>	<p>The council's communication plan for the year has been written and includes a new Visitor Economy campaign. Copy sent via email.</p> <p>We commissioned a range of photography and a series of videos. We now have thousands of new photographs, which we will use on the new website, in our future print and across our social media.</p> <p>One main 'We are Wyre' video has been produced and will be launched when the new Discover Wyre website goes live. We also have three shorter videos of our coast, the great outdoors and nightlife, plus individual videos of locations in every part of the borough.</p>
<p>2. That the Discover Wyre website be brought in-house.</p>	<p>Our old Discover Wyre website has been taken down now and we will be launching our new website in summer. We have a holding page up at the moment directing people to our events page on the council's website and our social media.</p>
<p>3. That improvements be made to the Discover Wyre website and for it to concentrate on promoting the individual towns within the borough, ensuring all areas are covered equally.</p>	<p>A content plan for the new website has been written and includes a focus on the town centres, which will feature on the homepage.</p>
<p>4. To support the continuation of advertising local businesses on the Discover Wyre website and consider the feasibility of introducing an appropriate nominal fee (per annum) for businesses where they will receive more promotion.</p>	<p>Past experience indicates that this is not cost effective, given the low level of income achievable, once officer time is factored in. The emergence of sites such as TripAdvisor now dominate the market and are seen by consumers as the go-to source of information rather than a council / destination website. However, we will look at this once the new website is live. We are also looking into possible outdoor media advertising opportunities for local businesses.</p>

<p>5. That a digital marketing strategy for the council's various digital platforms be created, in order to benefit the wider tourism strategy. In addition, report the defined objectives of this strategy back to the Overview and Scrutiny Committee.</p>	<p>A campaign plan has been developed for the visitor economy campaign (copy sent via email). As part of this plan, it recognises that a strategy needs to be developed to better utilise social media and we will also look to explore other digital marketing tools such as podcasts and targeted e-newsletter campaigns. Due to other priorities, this work has not yet commenced.</p>
<p>6. That there is a continued collaborative working relationship between the Tourism, Events and Communication teams.</p>	<p>The new Communications and Visitor Economy team has been in place since 1 December 2021. It is working really well. The team worked together on the creation of the new videos and are working together on the new website. It is proving to be successful in terms of events – a series of events to celebrate the Jubilee is currently being organised and the link between staff has provided wider support for event planning and enabled improved promotion. The team also worked together to support Christmas events across the borough using the welcome back fund to enhance existing community events such as the Cleveleys Christmas Celebrations and Poulton Christmas Festival.</p>
<p>7. That coach industries and businesses be invited back to Wyre to see what coach offer/packages Wyre can offer.</p>	<p>Following the cancellation of the Beer Festival at Marine Hall, the coach company familiarisation trip has been rearranged for October when the event is back on. We currently have 10 representatives from coach tour operators booked on. We worked with Marketing Lancashire to improve our database of contacts and through this we welcomed a coach trip to Poulton in March.</p>
<p>8. That the Garstang and Fleetwood Information Centres continue to be supported, especially as we emerge out of Covid-19 lockdowns.</p>	<p>We are looking into ways to increase our tourist information points in Wyre and exploring the attendance of events as a way to take our information out to where people are. After speaking to other local authorities across Lancashire and looking at how they approach tourist information, it is clear that we need to adapt our approach to suit changing demand.</p>
<p>9. That the TV screens at the Garstang Information Centre and Fleetwood Information Centre (Marine Hall) be fixed.</p>	<p>The screens at Fleetwood are now fixed.</p> <p>We are looking into new digital options for Garstang including an interactive kiosk.</p>

<p>10. To explore options that will enhance the Civic Centre, including the Members Lounge, to make it a more attractive venue for weddings and other events.</p>	<p>There is a small budget, which has been set aside to undertake decoration of the Members Lounge. Prices are being sought for the works and then officers will produce a business case for approval. It should be noted that there are currently high demands on the building maintenance team's workload, which will affect when this work can be looked at.</p>
<p>11. To explore the possibility of holding large outdoor-ticketed events to be held in areas such as Marine Hall Gardens, for example.</p>	<p>Our major events this year are focused around the Jubilee. However, we are hosting outdoor theatre in July also and are looking at ideas for later in the year.</p> <p>We will continue to enable and support events hosted by local event organisers across the borough and continue to chair and develop, LEON – the Local Event Organisers' Network.</p> <p>We are also looking into larger outdoor event ideas (budget allowing) for summer 2023. We have met with neighbouring local authorities to discuss events and share contacts.</p>
<p>12. That the implementation of those recommendations agreed by Cabinet be reviewed by the Overview and Scrutiny Committee after 12 months.</p>	<p>Overall, good progress has been made against the recommendations and we will provide a further report at the end of this year.</p>