



Pewsey
Community
Area
Partnership

Tourism Matters in the Pewsey Vale

A report on the Tourism Matters event held on 30th September 2014
at the Pewsey Heritage Centre

Background

On 30th September 2014, Pewsey Community Area Partnership (PCAP) ran an event at the Pewsey Heritage Centre for local organisations connected to the tourism industry.

The purpose of the event was to provide information from organisations who impact the tourism industry in Wiltshire: VisitWiltshire, North Wessex Downs Local Action Group, North Wessex Downs AONB, Treasure Trails and the Devizes Area Tourism Partnership.

The presentations looked at the importance of tourism in the Pewsey Vale and beyond, what opportunities the recent Accommodation Review by VisitWiltshire presented, the grants and investment opportunities for local businesses, how to make Pewsey Vale more of a destination and what other initiatives have been implemented elsewhere.

The event also provided an opportunity for local businesses to network and to discuss the opportunities for working together.

As part of the event, we asked people to highlight what they thought was Great about the Pewsey Vale and those things that need some attention. This feedback has provided some insight into the priorities of the industry locally.

In addition, feedback from attendees was requested after the event.

Summary

There was clear advice and priorities that came from the presentations, discussions and feedback from the event, which can be categorised as either Individual Provider Actions (i.e. to be achieved by the individual businesses or perhaps groups of businesses), Pewsey Vale Actions (i.e. to be accomplished across the Vale area) and/or of interest to other groups in the Pewsey area.

Clearly, it is down to each individual provider to follow up on the actions relevant to them.

However, the main outstanding issue is how the Pewsey Vale Actions are fulfilled. This could be achieved through a new tourism action group or through the Pewsey & District Chamber of Commerce. The terms of reference would need to be defined.

It was clear that the Pewsey Vale is an important building block in the overall Wiltshire destination. Set up of a Pewsey Vale tourism group would be the first step required if tourism in the Pewsey Vale is to be developed further.

The following pages contain suggested actions from the event - it is by no means a full list of possible actions and may contain some that are subsequently found not to be appropriate. However it does highlight two things:

- If tourism in the Pewsey Vale is to develop as a distinct offering, an organisation or group needs to be in place to do this;
- There is a lot to do.

| Action | Source | Pewsey Vale Action | Individual Provider Action | Action for other parties | Priority (Scale: 1 to 3 highest = 1 tbc - to be confirmed) |
|---|----------------|--------------------|----------------------------|--------------------------|--|
| Develop a local tourism group | VisitWiltshire | Yes | | | 1 |
| Have a tourism plan -Development -Marketing and action plan -Communication plan | VisitWiltshire | Yes | | | tbc |
| Identify a lead contact for tourism | VisitWiltshire | Yes | | | 1 |
| Develop local distinctiveness and a clear USP | VisitWiltshire | Yes | Yes | | tbc |
| Work with Visit Wiltshire to develop tourism businesses -Workshops, 1:1s | VisitWiltshire | Yes | | | tbc |
| Encourage businesses | VisitWiltshire | Yes | | | tbc |
| Develop tourism product -Signage, Free wi-fi, welcome | VisitWiltshire | Yes | Yes | | tbc |
| Partnership marketing activity | VisitWiltshire | Yes | Yes | | tbc |
| Identify opportunities to fulfil accommodation needed in Wiltshire, relevant to the Pewsey Vale: Inns, pubs and restaurants with rooms Development and upgrading of B&Bs Holiday cottages: luxury, large, accessible Holiday lodge sites and parks, eco lodges Touring caravan and camping Glamping* Group and youth accommodation Bunkhouse barns Farm stay Canal holiday boating* | VisitWiltshire | Yes | | | tbc |
| Ensure VW Accommodation Review is known by Parish Councils to be assessed for inclusion in local Neighbourhood Development Plans | VisitWiltshire | | | PCAP | 1 |
| Get involved in the Local Action Group (LAG) which identifies priorities for the NWD for Leader funding | Leader - NWD | Yes | Yes | | tbc |
| Identify potential projects in readiness for the start of the Leader funding in 2015 - through Dawn Hamblin | Leader - NWD | Yes | Yes | | tbc |
| Improve and develop the riding, walking and cycling networks across and beyond the area. | Leader - NWD | Yes | | | tbc |

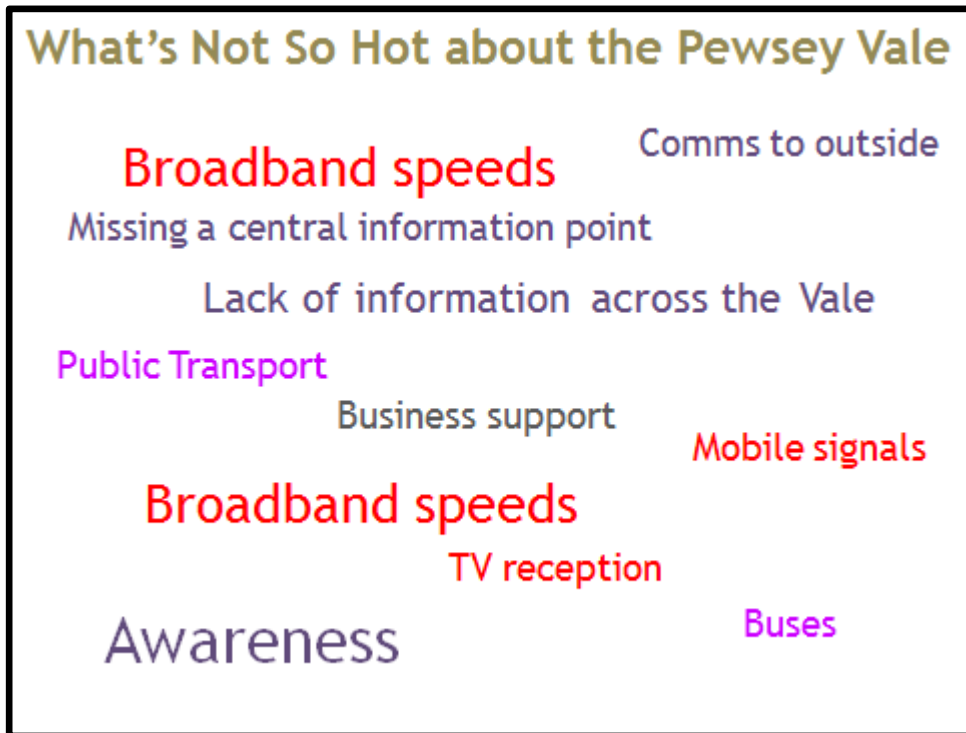
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|---|----------------------------------|--------------------|----------------------------|--|--|
| Broaden the tourism “offer” to take pressure off tourist honey-pots and | Leader - NWD | Yes | | | tbc |
| Increase visitor numbers and occupancy rates. | Leader - NWD | Yes | | | tbc |
| Improve public transport to attractions and provision for less able people. | Leader - NWD | Yes | | PCAP | tbc |
| Accommodation creation and improvement | Leader - NWD | Yes | Yes | | tbc |
| Better use of technology | Leader - NWD | Yes | Yes | | tbc |
| Creation / improvement of services - shops, catering, transport, restaurants / cafes | Leader - NWD | Yes | Yes | | tbc |
| Development of green infrastructure | Leader - NWD | Yes | | PCAP, PEAT | tbc |
| Improved signage / interpretation - build understanding of local “visitor offer” | Leader - NWD | Yes | | | tbc |
| Creation / development of attractions and activities | Leader - NWD | Yes | Yes | | tbc |
| Events | Leader - NWD | Yes | Yes | Local groups such as Pewsey Carnival Committee, Wiltshire Agricultural Preservation Group, etc | tbc |
| Information services, marketing and promotion. | Leader - NWD | Yes | | | tbc |
| Use the local trails: Accommodation providers; Pubs & Cafes. | Treasure Trails | Yes | Yes | | tbc |
| Be part of the story: Group venues, unique venues, charismatic local traders, businesses wanting to benefit from a unique marketing experience. | Treasure Trails | Yes | Yes | | tbc |
| Visitor Information Points. In central attractions, plus Devizes Books (event tickets etc) cover the different entry points to the town, and open longer than the TIC, some on Sundays. | Devizes Area Tourism Partnership | Yes | | | tbc |

| Action | Source | Pewsey Vale Action | Individual Provider Action | Action for other parties | Priority (Scale: 1 to 3 highest = 1 tbc - to be confirmed) |
|---|----------------------------------|--------------------|----------------------------|--------------------------|--|
| Project example in Devizes - The TIC building re-opened, by Age Concern, with sample of leaflets, inc town maps to signpost to VIPs. Key leaflets also in the staffed Gold Award Toilets and in The Shambles, covered market. | Devizes Area Tourism Partnership | Yes | | | tbc |
| Finger posts and signage updated, inc pointing to Information Points. | Devizes Area Tourism Partnership | Yes | | | tbc |
| New Town Centre Map, and now included in a 3 fold leaflet. | Devizes Area Tourism Partnership | Yes | | | tbc |
| New leaflets created in theme and staff updated. Promote restaurants that have menu items demonstrating use of local produce. | Devizes Area Tourism Partnership | Yes | | | tbc |
| Opportunities taken in Press, local directories to raise awareness. Joint attending of key exhibitions. | Devizes Area Tourism Partnership | Yes | | | tbc |
| Group Packages for visiting main attractions, welcome for key visitors. | Devizes Area Tourism Partnership | Yes | | | tbc |

Reference information from the Tourism Matters Event

Feedback from the Tourism Matters in the Pewsey Vale event

Attendees were asked to identify those things that are great about the Pewsey Vale (strengths) and what needs to be sorted out (weaknesses). This information may help in directing priorities.



This feedback was requested from attendees after the event and relates to the event itself. It may be useful in organising future events or in deciding how to move things forward.

| | | | | | |
|---|--|---|--|---|--|
| Was the event worthwhile to you? (Yes or No) | Yes | Yes | Absolutely | Yes | Most definitely the Event was worthwhile |
| What part of the event was of most interest to you? | All. I was there to network, compare and learn. | Meeting the key members of PCAP, and members of the Tourism sector | To learn how well Wiltshire is now doing in the Tourism Industry and David Andrews and the visit Wiltshire team seem to be really pushing for more tourists. | VisitWiltshire, David Andrews | Treasure Trails Behind the scenes work by VW relating to statistics of and performance within the tourist industry. |
| Would you be interested in getting involved in any Pewsey Vale tourism initiatives that may take place in the future as a result of this event? | Yes, if relevant to involving Warminster. | Happy to help with experiences from Devizes | That depends on what and if I had time. My time is very very full on at the moment. May be twice as busy as last year. | I am involved in a lot of things but would always be interested in things affecting tourism. | Would be interested in future initiatives |
| If another event like this were organised, what subjects would be of interest to you? | Similar format would be fine. | Developing a focus group of representatives of key areas of tourism | | Actual positive initiatives (if there are any) from those promoting the projects. It would be good if any promoters could be found who were actually wanted to start projects in the area and who wanted suggestions/help. Hard call. | Sustainable transport and joint multi venue events of most interest in future |
| Any other feedback or comments? | Great space, appalling presentation facilities. Back projection is the only answer. Fund through Plain Action Local Group (Alan Truscott is Programme Manager). Check out website. | Very interesting venue | Transport and a push for better internet and mobile communication. | | Thank you for inviting us, we look forward to future events. We would also be interested in how (during the summer months Easter to October) Crofton might be able to assist by hosting a meeting for the PCA Partnership. |

Selected Slides from the VisitWiltshire Presentation

Kennet Tourism (2012)

- 3.53 million visitors (+4%)
- 3.34m day visitors spending £35 p/p
- 195,000 staying visitors spending £180 p/p
- c15% of Wiltshire tourism
- +£213m economic impact
- 3,800 jobs



Destination Development

- Wiltshire Futures: LEP funded projects
 - Brand positioning
 - Destination Management & Development Plan
 - Visitors Accommodation Futures study
- Competitive position / Immediacy of travel
- Rural tourism funding bids
- Skills and training
- Product



Destination Management & Development Plan

- Transport and Access
- Skills and welcome
- Quality of product
- Another major visitor attraction
- Group & Coach Welcome
- Conference venue
- Major Events
- Sector development
- Wise growth



Visitor Accommodation study

- Country house hotel, spa hotel, upgrading 3* hotels
- Inns, pubs and restaurants with rooms
- Development and upgrading of B&Bs
- Holiday cottages: luxury, large, accessible
- Holiday lodge sites and parks, eco lodges
- Touring caravan and camping
- Glamping
- Group and youth accommodation
- Bunkhouse barns
- Farm stay
- Canal holiday boating



Developing Tourism in the Pewsey Vale

- Include the visitor economy in local strategies
- Develop a local tourism group
- Have a tourism plan
 - Development
 - Marketing and action plan
 - Communication plan
- Identify a lead contact for tourism



Developing Tourism in the Pewsey Vale

- Develop local distinctiveness and a clear USP
- Work with us to develop tourism businesses
 - Workshops, 1:1s
- Encourage businesses
- Develop tourism product
 - Signage, Free wi-fi, welcome
- Partnership marketing activity



Selected Slides from the NWD Leader Presentation



Why rural tourism?

- Recognised by **Government / Defra** as important market sector – spending in the UK tourism economy is forecast to increase by 4.3% from 2015 until 2020.
- Recognised by **Local Enterprise Partnerships** as a key growth opportunity - considerable multiplier effects for the local economy as a whole via supply chains and consumer spending.



Where we are now

- **New Local Development Strategy** following local consultation
- **Bid made to Defra for £1.86m for 2015-2020**
- **Outcome by end of Nov '14**
- **New programme would start early 2015**
- **Planning and preparation:**
 - **new LAG members**
 - **potential projects in readiness for start**
- **More details awaited from Defra – eligibility / processes**



Why rural tourism?

- Recognised **locally** that our very high quality natural and historic environment is probably under-valued. Help for local enterprises to capitalise on these local assets.
- Local consultation **ideas:**
 - Improve and develop the riding, walking and cycling networks across and beyond the area.
 - Broaden the tourism "offer" to take pressure off tourist honey-pots and
 - Increase visitor numbers and occupancy rates.
 - Improve public transport to attractions and provision for less able people.



Potential LEADER funding for:

- Accommodation creation and improvement
- Better use of technology
- Creation / improvement of services - shops, catering, transport, restaurants / cafes
- Development of green infrastructure
- Improved signage / interpretation – build understanding of local "visitor offer"
- Creation / development of attractions and activities
- Events
- Information services, marketing and promotion.

The devil is in the detail!



Objectives

- **To help steer responsible and sustainable growth in the visitor economy to minimise the impact on the environment.**
- **To help increase opportunities for local people and visitors to explore and enjoy the North Wessex Downs.**



Find out more

- Do you have a **project idea?**
- Are you interested in becoming a **new LAG member?**
- If so, please talk to us:

Dawn Hamblin: 01488 680458
Dawn.Hamblin@wiltshire.gov.uk
www.northwessexleader.org.uk

Selected Slides from the Treasure Trails Presentation



How do we make a difference?

- We enhance footfall by making centres fun to be in
- With over 250k people engaged in the South West since we started our customers are loyal followers always looking for new locations to have fun
- Our stories place people in a street, a park, a building – wherever we consider we can develop a valuable and fun experience



How do we make a difference?

- We engage locals and visitors to interact with the heritage and culture that surrounds them
- We help to create a more active community by bridging the gap between sofa and ramblers
- We provide value for money entertainment



How do we make a difference?

- We engage local traders and businesses to join in the stories and interact with our customers
- We strengthen the family and extended family by providing a reason to play together
- We encourage groups to bond more effectively in a non-threatening, fun and inclusive way



How do we make a difference?

- We help accommodation providers add value to their offering by enabling them to offer something a little extra to their residents
- We encourage our customers to eat, drink and buy to help provide essential support for local traders
- Our customers react to offers just like others, so coupons help provide the incentive for them to take action



Partnering opportunities for Pewsey Vale

- Accommodation providers
- Pubs and Cafes
- Group venues and unique venues
- Charismatic local Traders
- Businesses wanting to benefit from a unique marketing experience
- Well informed locals with stories to tell

Become part of the story!

Selected Slides from the Devizes Area Tourism Partnership Presentation



Devizes Area Tourism Partnership

- ❖ Visitor Information Points. In central attractions, plus Devizes Books (event tickets etc) cover the different entry points to the town, and open longer than the TIC, some on Sundays.
- ❖ The TIC building re-opened, by Age Concern, with sample of leaflets, inc town maps to signpost to VIPs. Key leaflets also in the staffed Gold Award Toilets and in The Shambles, covered market.
- ❖ Finger posts and signage updated, inc pointing to Information Points.
- ❖ New Town Centre Map, and now included in a 3 fold leaflet.
- ❖ New leaflets created in theme and staff updated. Promote restaurants that have menu items demonstrating use of local produce.
- ❖ Opportunities taken in Press, local directories to raise awareness. Joint attending of key exhibitions.
- ❖ Group Packages for visiting main attractions, welcome for key visitors.
- ❖ CPT Coach Friendly Town Award (1 of 20 towns and cities in UK)