

ECONOMIC DEVELOPMENT COMMITTEE
20 NOVEMBER 2019

NEW VISTOR WEBSITES AND SOCIAL MEDIA CHANNELS - PRESENTATION

1.0 Purpose of Report

- 1.1 To update Members on the significant development of the District's tourism presence online.

2.0 Background Information

- 2.1 In March 2019, Members approved a proposal to create a new online presence for the District's tourism brands, attractions and businesses.

- 2.2 The project was to be informed by the following strategic principles:

- Three distinct but complementary destination brands – Visit Newark; Visit Southwell; Visit Sherwood Forest
- Cross-promotion of the three destinations
- Customer orientation
- Working in partnership
- Efficiencies

- 2.3 The agreed aim was to provide a more coherent and user-friendly online experience for visitors and better encourage them to find out more about the three destinations and the attractions, events and activities on offer.

- 2.4 A key feature of the development process was the involvement of members of the three destination Strategic Management Groups and the Tourism Action Group through workshops facilitated by our appointed agency in July and August.

3.0 Proposals

- 3.1 Members are to be presented with a real-time 'tour' of the new visitor websites and social media channels.

- 3.2 The tour will highlight the online opportunities for cross-promotion of the three destinations and the new website interactive elements, e.g. itinerary builder.

4.0 Equalities Implications

- 4.1 The new websites are accessible and compliant with the Web Content Accessibility Guidelines (WCAG) at level AA. The online service for visitors is now more streamlined and user-friendly.

5.0 Financial Implications

- 5.1 The cost of the website redesign was met wholly through an agreed carry forward of underspend within the 2018/19 Promotion of Tourism Budget to 2019/20.

6.0 Community Plan – Alignment to Objectives

- 6.1 The objectives of the above activities align with Objective 5 of the Community Plan – Increase visits to Newark and Sherwood.

7.0 Comments of Director

- 7.1 The new websites are a vital part of the overall delivery of the Council's visitor economy aspirations, as captured within the three Designation Management Plans (DMP's) for Newark, Southwell, and Sherwood. I welcome their launch and look forward to seeing increased usage, engagement, and ultimately visitors enjoying the many and varied experiences and sites Newark & Sherwood has to offer.

8.0 RECOMMENDATION

That the creation of the new visitor websites and social media channels for Visit Newark, Visit Southwell and Visit Sherwood Forest be noted as a welcome and positive development in promoting the destinations' tourism offers going forward.

Reason for Recommendation

To enable Officers to continue developing and publishing engaging online content and delivering campaigns to promote effectively the three complementary destination brands.

Background Papers

Nil

For further information, please contact Richard Huthwaite, Business Manager – Tourism on Ext 5951.

Matt Lamb
Director – Growth & Regeneration