

# Tourism Strategy for Tendring 2021—2026



# INTRODUCTION

## Tendring: A Tourism Industry 'on the up'

Tendring has a thriving tourism economy incorporating a blend of heritage, stunning natural environment and high quality leisure attractions. The District's towns and villages all have their own unique characteristics and charm, which should be embraced and nurtured to maintain and develop the overall offer to visitors. A thriving Tendring tourism economy not only has the effect of improving local wealth and job creation, but also the quality of life for local people by enhancing the natural and built environment.

The District is less than 50 miles from Greater London, 35 miles from Stansted Airport, benefits from links with Europe via Harwich, and is surrounded by some of the region's most attractive countryside. The net worth of Tendring's tourism economy has grown by around £115 million since 2010, with private sector investment, an expanding events programme and new hospitality and leisure opportunities driving momentum in the sector. The sector is worth almost £402 million to Tendring, with the industry responsible for almost 9,000 jobs, equivalent to 17.9% of the District's employment. The Council has worked with partners to develop a programme of events that will draw visitors to Tendring and raise the profile of the area. In 2018 Tendring hosted the first ever on-road rally in England which was followed by a second event in 2019. This attracted significant media interest and had a positive impact on Clacton. Tendring also stages the annual Clacton Airshow, now in its 29<sup>th</sup> year, which attracts around a quarter of a million visitors each year.

There has been significant investment by both the public and private sector in tourism over recent years. Amongst others, there has been multi million pound investments into Clacton Pier, Clacton Pavilion and the Pier Hotel, Harwich. In addition to this, in 2014 the Council instigated a £36 million coastal defence project stretching from Clacton Pier to Holland on Sea in partnership with the Environment Agency. Not only has this protected the coastline, it has led to the creation of 23 new sandy beaches which provide a major opportunity for tourism development.

# Tendring: A Tourism Industry 'on the up' (cont.)

The Coronavirus Pandemic has impacted significantly on the national and local economy and Central Government has recognised the specific challenges faced by the tourism industry. The core goals of this strategy will ensure the impending delivery plan will be focussed on supporting our local tourism businesses, to recover from their forced closures. Furthermore, with evidence suggesting that more and more people are less likely to travel abroad over the next few years there is potential to take advantage of this opportunity.

One such opportunity is Mayflower 400. 2020 marks the 400th anniversary of the Mayflower's voyage to the New World. Harwich played a central role in this iconic story, with the ship and its Captain, Christopher Jones hailing from Harwich. Tendring has been working with ten national partners together with others in the USA and Holland to maximise the benefit of a projected 1.7 million additional visitors anticipated by this commemoration. Although the pandemic has disrupted the 'in year' opportunity for this opportunity, the US travel trade has indicated that all the planned trips will be postponed until it is deemed safe to travel.

The Council has increasingly worked closely with partners over recent years, in recognition that a holistic approach is the key to success. This has included working with the private sector in Clacton to develop the 'Love Clacton' promotional campaign and with the Harwich and Dovercourt Tourism Group, where key successes include the development of a new best in class town website and a Harwich brand for which has been adopted across the town. The latter is a consortium of public, private and voluntary sector organisations and chaired by a local business owner. This is considered to be a model which works in bringing together the key tourism related stakeholders to ensure that projects are developed by and for partners, with the Council often acting in the role of facilitator.

With 36 miles of coastline, a rich and entertaining history, beautiful countryside and award winning local restaurants, there's much to be discovered for visitors in Tendring. Through a concerted effort of effectively managing resources, tailoring promotional campaigns and importantly working with key partners, Tendring is well placed to meet the challenges of the current climate and continue to develop its tourism offer to further improve the sector's importance to the local economy.

# SCOPE OF THE STRATEGY

This strategy covers the development and promotion of tourism in the Tendring District, with input and integration from partners in the private, voluntary and wider public sector. The high level strategic objectives within this plan, will inform a detailed delivery plan to set out the actions to be taken to achieve successful outcomes.

The following points are considered to be the drivers in developing this strategy:

- 1. Increase the volume and value of tourism**
- 2. Improve and consolidate existing markets and exploit new markets**
- 3. The delivery of this strategy must account for available resources, so innovation is paramount**
- 4. Progression can only take place through collaborative/partnership attainment**



# VISION

*“To develop tourism as a platform to improve the quality of our environment and the quality of Tendring life.”*

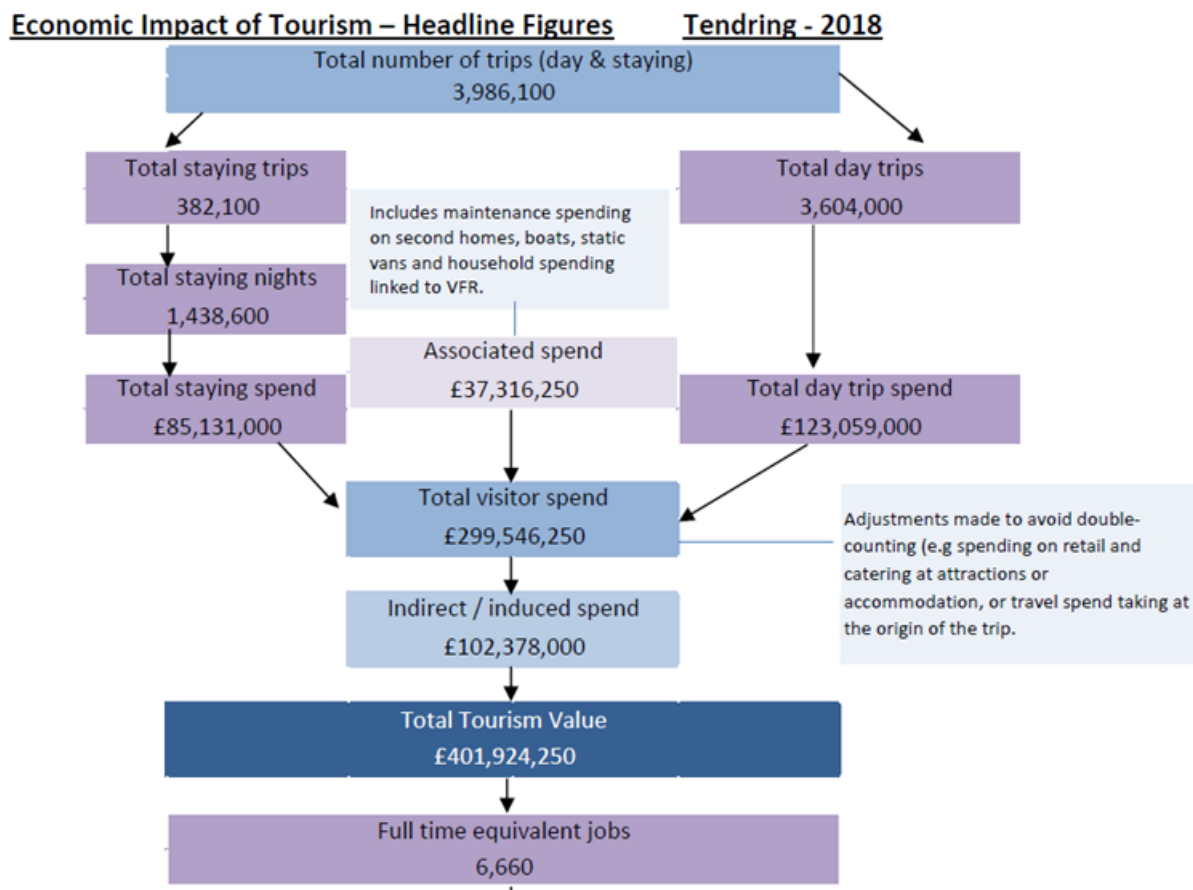
# MISSION STATEMENT

*“Grow the volume and value of tourism for the wider benefit of the Tendring economy and increase recognition of our brands. Work with partners to drive improvements to the local tourism offer for our residents and visitors”*



# TAKING STOCK

Each year a report is published, setting out the economic impact of tourism for the Tendring District. The results are derived using the Cambridge Economic Impact Model based on the latest data from national tourism surveys and regionally/locally based data. The following chart sets out the high level findings from the latest report for 2018, which is the latest available data (the reports are carried out in arrears).





# CORPORATE ROAD MAP

The Council's Corporate Plan sets out the organisation's corporate goals and tourism is considered a key opportunity. Through the Council's role as community leader, a strong tourism economy will contribute towards the *following* targets set out in the document:

- **Promote Tendring's tourism, cultural and heritage offers**
- **Develop and attract new businesses**
- **Support existing businesses**
- **More and better jobs**
- **Maximise our coastal and seafront opportunities**



These corporate priorities, have guided the strategic goals of this strategy, which are set out below:

- 1. Wealth creation**
- 2. Job creation**
- 3. Quality of life for local people**
- 4. Long term growth of the tourism sector**



# STRATEGIC OBJECTIVES

These are the high level objectives which will measure the success of this strategy over its lifecycle.

Note: The targets will be set using the latest data, once the strategy is adopted.

| Target                      | Detail  | Date                |
|-----------------------------|---|---------------------|
| Increase visitor numbers    | *** annually<br>*** day trips<br>*** staying trips  | Dec 2026            |
| Increase economic benefit   | £***m   | Dec 2026            |
| Improve profile             | •Increase website hits by **%<br><br>•Increase social media interaction by **% year on year                                 | Dec 2026            |
| Improve partnership working | Set up and sustain 4 local partnership 'boards' to collaborate on driving forward tourism promotion                         | Dec 2026            |
| Improve the visitor offer   | Protect current high quality visitor attractions and visitor accommodation and work to increase available quality bed space | Dec 2026 and beyond |



# THE 10 POINT PLAN

The following high level plan will be used to deliver the strategy and will be underpinned by an annual delivery plan will be based on the 10 points set out in the table:

| Priority Details |   |  |
|------------------|---|--|
| 1                | Develop individual brand identity           | Recognise, embrace and promote the unique nature and selling points of the individual towns and destinations around the District. Where appropriate promote and develop existing brands, e.g. Love Clacton, Historic Harwich etc   |
| 2                | Develop Events Programme                    | Develop and sustain a quality District wide programme to attract visitors, extend the tourism season and to increase brand awareness through:<br><br>1.Quality in-house managed events, e.g. Clacton Airshow, Beside the Seaside, Tour de Tendring, Illuminate Festival Princes Theatre<br><br>2.Attract, facilitate and support quality externally delivered events |
| 3                | Promotion of the District/Digital Marketing | Promote the District as a great place to visit. Develop resources to focus on digital marketing, through appropriate websites and social media channels, to include: Web development, Creative PR, TV/VOD and Social Media   |

# The 10 POINT PLAN (continued)

| Priority |   | Details  |
|----------|---|--|
| 4        | Improve tourism infrastructure                              | Work to develop the resident & visitor experience by improving presentation of key areas, wayfinding and enforcement where appropriate. Support and facilitate the private sector to invest in new opportunities which meet the objectives of this strategy          |
| 5        | Develop/Improve Seafront Offer                              | Ensure the 27 miles of coastline in the District is maintained to the highest standards achievable within available resources and seek opportunities to develop seafront attractions to improve the resident and visitor offer                                       |
| 6        | Private Sector Support                                      | Provide guidance to private sector tourism providers/investors to support job creation. Work with partners to encourage new tourism attractions and improve existing facilities  |
| 7        | Promotion of the District as an area for Outdoor Activities | Work with partners to improve infrastructure and raise the profile of the District as a destination for walking, cycling, water sports, dog walking and other outdoor activities   |
| 8        | Manage Resources  | In order to focus long term planning, set up partnership boards of public, private and voluntary sector partners in key locations around the District. Actively seek external funding opportunities for projects which meet the aspirations set out in this strategy |

# THE 10 POINT PLAN (continued)

| Priority Details |                                |   |
|------------------|--------------------------------|---|
| 9                | Planning                       | Use the Tourism Strategy to guide Planning Policy to protect quality visitor attractions and visitor accommodation. Work with the private sector to attract new high quality tangible assets in our towns to attract and retain visitors. Work with the private sector to increase the number of high quality bed spaces. |
| 10               | Develop/Improve Heritage Offer | Work to create a tangible, bookable product to enhance and improve the resident & visitor experience.<br>Develop and deliver a stand alone action plan for the long term Mayflower opportunity and wider expansion into other heritage offers, e.g. Witchfinder Trails  |