

Appendix B: Work Programme 2021 - 2022

	Priority	Actions
1	Develop individual brand identity	<p>Develop the Essex Sunshine Coast website and maintain updates to drive optimisation and to ensure the Council's digital content remains relevant. Maximise effectiveness and efficiency and highlight our tourism brand resulting in physical visits. Ensure that the website is easily accessible and user friendly and use as a tool to influence visitor's needs.</p> <p>Web: www.clactonairshow.com Web: www.essexsunshine-coast.org.uk</p> <p>Use digital media and limit any tradition print to the exception. Develop social media channels, and participate in targeted paid campaigns to further grow brand awareness, engage with audiences and increase audience reach to drive clicks to our main website and tourism offer. Linking in with partners for up to date content.</p> <p>Facebook: @TheSunshineCoastOfficial Instagram @EssexSunshineCoast Facebook: @ClactonAirshow</p> <p>Utilise Facebook Business Manager and link in with Twitter and Instagram pages, providing more regular and consistent content throughout. Linking in with partner brands of Love Clacton and Historic Harwich including having presence on all our Tourism pages.</p> <p>Develop Love Tending app – currently being redeveloped into a more user friending interactive. Continually update the content, to include events and 'live' information about seafronts and visitor updates. This will include which beaches are crowded and car park updates.</p>

		<p>Develop concerted campaigns about all the unique features of our visitor towns, which highlight their unique charms and reasons to visit.</p>
2	Develop Events Programme	<p>If national guidelines allow, implement a 'Celebrate Tendring' initiative in 2021, to include an event which would celebrate Clacton's 150 year anniversary and the Harwich Illuminate Festival.</p> <p>Based on national guidance for mass participation events, make a decision on the 2021 Clacton Airshow prior to the end of May 2021. The alternative option, could be an aspiration to run an event during Autumn Half Term, subject to guidelines allowing this to take place.</p> <p>Host stage 5 of the Women's Tour, which forms a part of the prestigious UCI Women's WorldTour series. A high profile, globally recognised event showcasing our open spaces and aiding in the Districts economic recovery.</p> <p>Work with external organisers to facilitate a wider series of quality local events which (subject to national guidance) will take place throughout the 2021 and 2022 seasons. Following on from the Back to Business Delivery Plan, produce the criteria and promote seed funding for local event organisers to facilitate a high quality programme to support the Tendring tourism economy in its recovery.</p> <p>Deliver an art sculpture trail for Tendring, in the summer of 2021. This will serve to drive footfall for retail and tourism related businesses, with a key link to the Local Delivery Pilots scheme to encourage active travel around the District. Data collected for a previous local sculpture trail, shows 100,000 QR code scans – demonstrating the potential power of these projects.</p>
3	Promotion of the District/Digital Marketing	<p>Refresh web pages & social media – update content to make and staycation focused.</p> <p>Improvements to Love Clacton app making it user friendly and interactive providing more tailored visitor focused information and introducing instant updates on car park indicators and seafront related information.</p> <p>TDC led campaigns will include but not limited to Sea/Beach Safety raising awareness of key "Needs to</p>

		<p>know” when visiting our seafronts and staying safe.</p> <p>Encouraging staycation & domestic holidays and choose Tendring as a destination of choice. Open spaces – Highlighting places to explore & discover & the variety of what we have to offer such as green spaces, gardens, walks & trails, wildlife.</p> <p>Locals campaign highlighting things to see and do on your own doorstep encouraging people to support local tourism.</p> <p>Partner campaigns with Visit Essex including Coastal campaign, Live Local Love Local, Great adventures close to home.</p> <p>Develop a digital competition for the Top 10 places to photograph in Tendring</p>
4	Improve tourism infrastructure	<p>Following the successful bid to the National Lottery Heritage Fund, as outlined in the Back to Business report, deliver a project to celebrate the 150th anniversary of Clacton. This will provide new heritage features on the seafront between Jaywick Sands and Holland Haven, including the Town Centre. Furthermore, two additional members of staff could be recruited on a fixed term basis to promote and develop our seafront tourism offer.</p>
5	Develop/Improve Seafront Offer	<p>Following on from the Back to Business Delivery Plan, bring forward proposals for improvements to the District’s seafront offer and aspire to complete as many as possible prior to the high season. This will include improvement projects in the following locations, prior to the School summer Holiday period:</p> <ul style="list-style-type: none"> - Clacton/Holland on Sea - Harwich/Dovercourt Bay - Brightlingsea - Walton on the Naze - Frinton on Sea <p>Apply for a range of Blue Flag and Seaside Awards in the following locations:</p>

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6	Private Sector Support	<p data-bbox="663 1018 1957 1086">Under the Tendring 4 Growth banner, a specialist third party provider will be providing a comprehensive range of business engagement, support and outreach services to Tendring businesses</p> <p data-bbox="663 1126 1957 1275">A wide range of services and interventions will be offered, to include generic business support, business planning, cash-flow management, Covid safe working and recovery support, marketing and communications and support with funding applications. The tourism team will work with colleagues in Economic Growth to ensure this service is widely promoted to the tourism sector.</p>											

7	Promotion of the District as an area for Outdoor Activities	<p>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.</p> <p>Develop promotional campaigns on outdoor activities, such as water sports, cycling, walking etc.</p> <p>Working with land owners, look into the feasibility of a rural cycleway</p>
8	Manage Resources	<p>Following on from the success of the Harwich and Dovercourt Tourism Group, work with public and private sector partners to develop two new Tourism collectives in Tendring in preparation for 2021 season.</p>
9	Planning	<p>Focus of tourism development include:</p> <p>Both the Council's adopted and emerging Local Plans support growth in the tourism sector and the diversification of attractions and accommodation. The Council's emerging Local Plan is set to be adopted in late 2021 following examination and key policies within it include Policy PP8: 'Tourism' which gives general support proposals that would help improve the tourism appeal of the District to visitors; and Policy PP9 'Hotels and Guesthouses' which supports proposals for new hotels, guesthouses and other visitor accommodation as well as proposals to expand on existing provision whilst seeking to protect hotels and guesthouses from redevelopment to residential in town centres and seafront locations.</p> <p>Policy PP10: 'Camping and Touring Caravan Sites' and Policy PP11 'Holiday Parks' seek to safeguard camping, touring and holiday parks, encourage the modernisation of their accommodation, facilities and attractions and support their expansion in appropriate locations, with flood risk and ecology being key considerations. The Council's approach is informed by a recent study undertaken by specialist consultants Frontline in 2019/20 which recognised the important role that parks play in the local tourism economy and which recommended safeguarding sites from redevelopment to other uses and support their growth and sustainability as tourism assets – particularly as the current supply of accommodation is broadly meeting current levels of demand. The study also recommended promoting a mixture of owner occupied and rentable units on holiday park sites to widen their appeal and strengthen their economic viability.</p>

10	Develop/Improve Heritage Offer	<p>Develop the Mayflower 400 visitor offer in Harwich to attract visitors and work with international and local partners to extend and develop tourism markets. Open the following attractions with Mayflower links:</p> <ul style="list-style-type: none">- Open the house of Christopher Jones to visitors- Open the Mayflower Visitor Centre- Mayors Garden- Blue Roundabout Project- Mayflower Trail & new Harwich Sign- Prepare for Mayflower Tours <p>Following preliminary feasibility studies, work with the Portfolio Holder to consider external funding bids for heritage assets in the District, including:</p> <ul style="list-style-type: none">- The refurbishment of Clacton Victorian Lights- The refurbishment of Dovercourt Leading Lights
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