

**UDC Tourism & TIC Partnership Ideas**

| Ref | Subject  | Who benefits?   | Cost?  | Revenue?  | Risk of not doing it  | Considerations   | Recommendation   |
|-----|--|---|--|---|---|--|--|
| 1   | Uttlesford Tourism Map                                     | Potential visitors to the district and, therefore, the district itself          | Design and print would be around £1000   | Financial benefit would be to the tourism businesses within the district.<br><br>Adverts could be sold around the edge of the map. This could be part of inclusion on the Visit Saffron Walden Website. | No traditional marketing of the district, therefore fewer visitors.   | Quantities and distribution  | To proceed along the lines of the Visit Essex promotional map.   |
| 2   | Interactive Uttlesford Map on SWTIC website                | Potential visitors to the district and, therefore, the district itself          | Design and setup costs from Tela in the region of £2750.00 plus VAT  | Financial benefit would be to the tourism businesses within the district.   | Confusion over what and where Uttlesford actually is  | Where to place it on the TIC Website. What it links to.  | Suggest a general Uttlesford District page on our website, then separate pages for Thaxted, Great Dunmow and Stansted. Accommodation and attractions have chargeable pages and are listed separately.  |
| 3   | Pages on Thaxted, Great Dunmow & Stansted on SWTIC website | Potential visitors to those towns and also the towns themselves                 | TIC staff time involved in creating, uploading & maintaining these pages, plus any costs from Tela in expanding the website. Cost: £4640.00 + VAT per annum, based on 2 hours TIC staff time a week at £35 per hour and including Tela time too. | Financial benefit would be to the tourism businesses within the 3 towns   | No online marketing of the 3 towns, therefore fewer visitors.   | We need good images of the 3 towns to make their pages look great. UDC to hire a photographer?   | To proceed with setting up these pages, linking the towns to the interactive map. Making the pages visually stunning with engaging photography.  |
| 4   | Pages on District attractions on our website               | Potential visitors to those attractions and also the attractions themselves     | The current annual fee for a page on our website is £90 + VAT, running from May to May each year.  | The revenue for each page would be kept by the TIC to reflect the costs of the website and the staff time involved in maintaining it.   | We already have district-wide pages on our website, but, as they are chargeable, it does not reflect the full offer that we have. | Will UDC pay for each attraction to have their own page, or will it be chargeable to the attraction directly? If UDC paid, would that upset the ones that have paid the TIC already (the answer is yes it would).  | It would be good to expand the attraction offer, but some have already passed for this year (e.g. Mountfitchet Castle).  |
| 5   | Pages on District accommodation on our website             | Potential guests to those establishments and also the establishments themselves | The current annual fee for a page on our website is £90 + VAT, running from May to May each year.  | The revenue for each page would be kept by the TIC to reflect the costs of the website and the staff time involved in maintaining it.   | We already have district-wide pages on our website, but, as they are chargeable, it does not reflect the full offer that we have. | Will UDC pay for each establishment to have their own page, or will it be chargeable to the establishment directly? If UDC paid, would that upset the ones that have paid the TIC already (the answer is yes it would).<br><br>There are also quality considerations with accommodation. We do not want just anyone on our website. We need to be careful that we have clean and comfortable places. | Difficult to recommend at this stage. Why should the large airport hotels, for example, have the benefit of their fee being paid?<br><br>We do need more accommodation establishments to advertise with us, but times are hard for hotels and B&Bs particularly. |

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| 6   | Inclusion on Great Days Out Leaflet  | Potential visitors to the district and, therefore, the district itself   | £1100.00 per annum  | Financial benefit would be to the tourism businesses within the district. | Less traditional marketing of the district, therefore fewer visitors.  | The TIC might be able to find some funds to contribute to this.<br><br>Which places do we include?   | This is recommended for consideration post COVID-19  |
| 7   | Visit Essex Membership   | The district through Visit Essex marketing campaigns. Council staff too by way of subsidised training courses. | UDC pay ????<br>Town Council pay £310 + VAT   | Financial benefit would be to the tourism businesses within the district. | Not being involved in county wide campaigns. Losing out on county marketing initiatives. No subsidised training courses. | Should both UDC and the Town Council be paying? This is an overlap. How much does UDC pay?   | I have already put this 'overlap' to Visit Essex. They have not, to date, responded. We have not been billed for the Year April 2020 to March 2021 as yet. |
| 8   | Promotion at Stansted Airport  | Potential visitors to the district and, therefore, the district itself   | Unknown at this stage   | Financial benefit would be to the tourism businesses within the district. | Losing out on a huge potential market of people flying in and currently hopping on a train to London or Cambridge.       | Does UDC have a contact at the airport who could help with this? Can we display leaflets somewhere? Can we have poster space? Would Stansted Airport sponsor the promotion of the district in some way (they used to sponsor the back page of the Uttlesford Visitor Guide which the UDC Tourism Officer produced. Their contribution was £500). | Could UDC open a dialogue with the airport in terms of re-starting district-wide promotions?   |
| 9   | Promotion along the Greater Anglia London Liverpool Street to Cambridge Railway Line | Potential visitors to the district and, therefore, the district itself   | Unknown at this stage   | Financial benefit would be to the tourism businesses within the district. | This kind of promotion can only help to attract visitors to the district and to encourage them to stay longer.           | Does UDC have a good relationship with Greater Anglia? Is there a contact at Greater Anglia? Do we poster at just London Liverpool Street and Cambridge, or all the stations in between?   | Could UDC open a dialogue with Greater Anglia in terms of re-starting district-wide promotions?  |
| 10  | Renewed promotion of the Uttlesford Tourist Routes (B184 and B1383)                  | Potential visitors to the district and, therefore, the district itself   | The Tourist Route brown signs are already in place, so no cost there. They could be incorporated into point 1, the Uttlesford Tourism Map | Financial benefit would be to the tourism businesses within the district. | A lost opportunity as the signs are already in place.  | What condition are the signs in? Do they need repair?  | They should be referenced on any future district publication   |
| 11  | District videos  | Potential visitors to the district and, therefore, the district itself   | Unknown at this stage   | Financial benefit would be to the tourism businesses within the district. | The loss of a potential 'Wow' factor in enticing visitors to Uttlesford  | Videos are crucial. Saffron Walden has its own promotional video and similar ones for Thaxted, Stansted and Great Dunmow would be very beneficial too. There are local companies who could help with this, for example Creative Walden and Pugman Microfilm. Or it could just be one video covering the whole district.                          | Highly recommended if budgets allow  |

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| 12  | Drone Footage  | Potential visitors to the district and, therefore, the district itself  | Unknown at this stage  | Financial benefit would be to the tourism businesses within the district. | The loss of a potential 'Wow' factor in enticing visitors to Uttlesford   | Drone footage, when done well and officially (namely is licensed with the Civil Aviation Authority), has an enormous 'Wow' factor. Could UDC commission Saffron Drones to do some work over the district?   | Highly recommended if budgets allow  |
| 13  | Set up UDC Social Media Channels specific to Tourism | Potential visitors to the district and, therefore, the district itself  | Free   | Financial benefit would be to the tourism businesses within the district. | Social Media promotion is absolutely crucial  | Imagery and videos are key to effective social media campaigns. Visuals count for everything.   | Easy to set up and should be done asap.  |
| 14  | Attending future, post COVID-19, Tourism Exhibitions | Potential visitors to the district and, therefore, the district itself  | Depends on the exhibition and the size of the stand. Excursions Exhibition is around £600  | Financial benefit would be to the tourism businesses within the district. | No engagement with coach tour operators.  | Coach tours are big business and will be again once COVID-19 is dealt with. This is a market that should be tapped into. A district-wide map/guide will be needed to hand out at such exhibitions.  | UDC to consider partnering the TIC and Saffron Walden BID in future exhibition opportunities. Sharing the stand and sharing the costs. |
| 15  | Radio and TV advertising for the district            | Potential visitors to the district and, therefore, the district itself  | Unknown at this stage  | Financial benefit would be to the tourism businesses within the district. | Unknown   | Very difficult to measure the success of such a campaign  | Investigate the costs as a starting point  |
| 16  | Coach Meet & Greet                                   | Coach meet and greets are pre-booked and each person is given a sheet of vouchers to spend in local shops. These vouchers are organised by Saffron Walden BID | The cost of printing 45 sheets of vouchers, so about £2.00 for each coach (cost to the TIC)<br><br>Coach Parking Fee of £3.00 (cost to the BID)<br><br>£10 lunch voucher for the coach driver (cost to the BID via the café/restaurant)<br><br>The cost of printing the Meet & Greet leaflet to give out at Exhibitions: £80 approx (cost split between the TIC and the BID) | Financial benefit is to local shops and traders                           | Missing out on harnessing the lucrative coach trade business  | To consider expanding this scheme to other towns in the district.<br><br>To incorporate a Blue Badge Guide to join the coach whilst in the district and give a tour commentary. The cost for this is £5 per head, with a minimum charge of £50.<br><br>How many coach groups visit the other towns in Uttlesford? | Research needed on the number of coach visits to Thaxted, Stansted and Great Dunmow  |
| 17  | Toilet facility at Swan Meadow Car Park              | All visitors to Swan Meadow Car Park, especially coach groups   | From memory, the rental of the old loo cubicle at Swan Meadow Car Park was around £25,000 per year   | None  | The first thing many coach group members need is a toilet. Making them walk from Swan Meadow to Hill Street is not a good first impression. | The old rental cost was very high. Could another set of permanent toilets be built? Who would pay for this and maintain them?   | To be discussed  |

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| 18  | An organised, pre booked day out package covering the Uttlesford district  | An enjoyable day for visitors. The Financial benefit would be to the organisers and the coach company | Unknown at this stage | We could charge in the region of £75 per head if the offer is good enough | Loss of potential income   | This will be a large project to co-ordinate, with numerous third parties involved.<br><br>We would need a restaurant on board to provide a good quality lunch, plus attractions, tea rooms etc. They would all need paying out of the overall fee | To be discussed. We could contact this out to someone else, for example Andrew Palmer of Cambridge TIC who has just been made redundant. |
| 19  | Advertising on Cambridge Park and Ride Buses via their on-board TV screens.  | Potential visitors to the district and, therefore, the district itself                                | Unknown at this stage | Financial benefit would be to the tourism businesses within the district. | Park and Ride has a large market and a captive audience riding on their buses.   | We might need a short film to be made of the district   | Investigate costs of this advertising and also the costs of a short video.   |
| 20  | To consider using a leaflet distribution company for the paper UD Tourism Map, especially in Cambridge which no longer has a TIC and Tourism function. | Potential visitors to the district and, therefore, the district itself                                | Unknown at this stage | Financial benefit would be to the tourism businesses within the district. | Focusing on park and ride sites and large hotels would open up a large potential market for our area. This market would not think about visiting without pro-active marketing and promotion. | To focus on the park and ride sites and the larger hotels   | Research on which hotels are best for this purpose and also who can offer this kind of distribution for us, plus the costs too.          |

**General notes:**

The larger attractions that currently do not pay to be on our website and therefore have no presence are:

- Mountfitchet Castle
- Great Dunmow Maltings
- The Gardens of Easton Lodge

The smaller attractions that currently do not pay to be on our website and therefore have no presence are:

- Ashdon Museum
- Aythorpe Roding Windmill
- Priors Hall Barn, Widdington
- Stansted Windmill
- John Webb's Windmill in Thaxted (currently closed though)
- Debden Antiques

We do not have any large airport hotels on our website.

If we joined up with UDC, would we need to rename the website? Would we need a new domain name?