

Update for Royal Wootton Bassett & Cricklade Area Board

Update from	Royal Wootton Bassett Chamber of Commerce
Date of Area Board Meeting	26 th September 2012

Projects

- Area Board Grant : update attached

- Economic Development : As part of the Town Councils Economic Development committee the Chamber is currently working on producing a sign showing a map of the town centre businesses and their locations to guide visitors and shoppers. This is in addition to the Area Board Grant project with Cricklade BA.

- Community Forum : Next community event planned for mid November

- Lyneham Steering Group : As a member of the group the Chamber attends regular meetings in order to represent and feedback to the local business community. The Chamber is currently compiling a list of local companies that wish to offer their products or services to the new Defence Technical Training Academy.

Future Events/Dates for the diary

- 31st October 2012 : Business Drop-In Last Wednesday of every month at The Croft (next to St Barts Church) Wootton Bassett 12.30-2pm, all businesses welcome. Free for Chamber members, £2 for non-members to cover cost of refreshments

- 14th November 2012 : Informal networking with speaker & Curry Lunch at the Ganges, Wootton Bassett High Street 12.30-2pm, members and non-members welcome

- More more information on any Chamber events or projects please contact us on 01793 680262, email info@woottonbassett.biz or visit our website www.woottonbassett.biz

Update for Royal Wootton Bassett & Cricklade Area Board

Area Board Grant update: September 2012
Cricklade Business Association & RWB Chamber of Commerce

Background

In January 2012 The Area Board committed a budget of £5,000 to the RWB Chamber of Commerce and Cricklade Business Association in order to :

- To raise the tourism profile of Royal Wootton Bassett & Cricklade
- To increase visitor numbers and spend
- To extend length of stay
- To attract visitors from local out-of-county tourism honeypots

We will be working with VisitWiltshire, as experts in destination promotion and the official tourist board for the area.

Campaign objectives

The proposal aims to create a piece of promotional print in the style of a trail of the local area, showcasing the tourism assets that the two towns and outlying areas have to offer, in order to increase tourism visits and spend. This will be supported by supplementary marketing activities, particularly with a view to maximising existing routes to market provided by VisitWiltshire. In addition the campaign aims to:-

- galvanise the local tourism industry
- incentivise new tourism business start-ups

Partners

The funding partner will be the Royal Wootton Bassett Chamber of Commerce & Cricklade Business Association. The delivery partner will be VisitWiltshire who will be committing significant levels of in kind resource in order to provide maximum budget stretch. Local tourism businesses will be invited to take part in the campaign, not only in terms of inclusion in print but also offering in kind support for distribution of marketing materials, hosting industry meetings and proactively participating in collaborative activity to promote the local area.

Marketing Activity

- Design, print (15,000 copies) and distribution of a dedicated full colour fold out illustrative map and itinerary of the local area including editorial featuring the tourism assets of the two towns and the outlying areas covered by the Area Board
- Integration of the trail into existing VisitWiltshire activity
 - Editorial coverage in 2013 accommodation and destination guide, distributed to 50,000 people asking for information about what to do and where to stay in Wiltshire
 - dedication of a new page on the new visitwiltshire.co.uk
 - two-thirds advertising space in Great Days Out, distributed to 200,000 visitors
 - Inclusion in Groups Guide and related activity
 - Inclusion in 2 consumer newsletters
 - PR campaign including dedicated press release distributed to local, regional and national media.
 - Inclusion in VisitWiltshire social marketing activity
- A consumer PR programme to stimulate interest and pick up in the campaign
- Social and Digital marketing activities including Twitter, Facebook and inclusion in consumer thematic and seasonal e-newsletters as well as a dedicated page on the new destination website

Update for Royal Wootton Bassett & Cricklade Area Board

Next Steps & Timings

- Cricklade BA to contact the 12 towns and parishes in Area Board area in order to provide an update on the project so far and to request their top 3 points of interest to be included in the trail map
- Event is to be held in early October to show a draft of the Trail to obtain feedback and involve local businesses, and partners in this project and Tourism in general
- Cricklade BA & RWB Chamber of Commerce to provide photos and text for Great Days out brochure and Accommodation guide by the end of October. Guides will be published January 2013
- Map to be finalised & printed for distribution by Easter 2013