

<b>Growth Strategy Action Plan: Promoting the District and increasing Tourism</b>					<b>June 2023</b>
<b>Projects</b>	<b>Description</b>	<b>Ambition</b>	<b>Recent Actions</b>	<b>Next Steps</b>	<b>Target Date</b>
<b>Tourism Strategy</b>	This strategy is aimed at improving the District's tourism and leisure offers and how they are promoted. Delivery of the associated action plan	Increase overnight stays thereby increasing visitor spend and encouraging growth in the District's visitor economy.	Conducted business workshops to review the current strategy to identify the short, medium and long term priorities for business.	formal adoption of the updated tourism strategy to better reflect the post COVID-19 shift in tourism and the visitor economy.	October 2023
<b>Cycling Infrastructure Strategy</b>	A completed RAG assessment of the existing cycle network and missing links.	Join up the existing cycle network to improve connectivity and accessibility.	A new cycling working group has been set up to take this action forward. Linking closely with the Visit Cycle Sleep Repeat project the group are identifying how the current network can be improved and identifying opportunities to build a visitor campaign to raise awareness of this key asset.	The new working group will collaborate to map effectively the routes available and to work to increase the opportunity to join up routes to create a longer route so that it can be promoted effectively.	October 2023
<b>Walking Guides</b>	Rework existing guides and create new walking guides to publish online.	Host a suite of walking guides on the Council's website to promote leisure and tourism within the District.	This has not been progressed as yet	Once the cycling working group has completed its review of all routes, the group will focus on how they can be promoted effectively. This could be an app rather than paper-based resources.	December 2023
<b>Visit Bolsover</b>	A destination and promotion identity for Bolsover town, including website showcasing the events, eateries, retail, and cultural offer of the town and surrounding areas.	To increase the number of visitors to the town, increase in associated 'secondary spend', and an increase in the number of overnight stays.	The website is now complete and will be promoted as part of the UK shared prosperity funding. A wider Bolsover area website will be created in 2023 which will have a direct link to this site to ensure it is used as the go to town digital place. Businesses in the town also utilise the website for their social media activity	Continue work to engage with local businesses to showcase the offer of the town	Ongoing
<b>Local NO2 Plan – Air Quality</b>	An allocation of funding has been awarded to the local authority on the back of the ministerial direction for the reduction of NO2 emissions across the district.	To reduce the NO2 emissions and improve overall air quality for the district.	Environmental Health to confirm the delivery arrangements for the administration of the grant.  Themes include: provision of alternative travel		April 2024

			infrastructure; sustainable transport; and communication and engagements.		
<b>Business Support for the visitor economy businesses</b>	Support package for businesses across the visitor economy sectors to support social media campaigns, influencer promotions, and experiential events and activities promotion at a national and international level for visitors.	To increase sustainable and viable visitor economy businesses.	An allocation of funding from the UK Shared Prosperity Fund has been allocated to support a tourism-specific skills and training programme	Delivery partners are currently being identified with initial courses being run from March 2023 on a range of business support courses.	Ongoing