

Priority	Action	Short / Medium / Long term	Lead	Review BRAG Rating	Update - May 2023
<b>Strategic Priority Area 1</b> – <i>Creating a sense of place and growing Bolsover's economy</i>	Develop a strong brand for the area so that businesses are able to use the brand in their own promotions as a way of creating a shared offer for the area which will help to create a strong sense of place.	Short	BDC		Review existing Visit Bolsover
	Create a destination website that will be consumer and business facing so that businesses have a one stop shop for everything related to tourism.	Medium	BDC		Options appraisal to do on existing websites and options to extend existing offer or consider separate website
	Carry out a tourism audit of Bolsover's four main towns of Clowne, Bolsover, Shirebrook and South Normanton so that any gaps are identified and strengths promoted.	Short	BDC		Audits drafted
	Use events and other activities to build awareness of the area and to lengthen the tourist season.	Short to Medium	BDC and partners (eg Visit Bolsover Group)		As part of marketing campaign work
	Create a dynamic "sense of place" campaign – one that visitors and residents can engage with to drive new interest in the area.	Medium	BDC and Local tourism network		To be developed in conjunction with the Marketing Plan
<b>Strategic Priority Area 2</b> – <i>Build business resilience through collaboration and skills</i>	Create four business networking groups around the four towns of Clowne, Bolsover, South Normanton and Shirebrook so that businesses can share best practice and start to collaborate and work with private sector partners to develop local area initiatives.	Short to Medium	BDC and businesses		Bolsover set up and running Clowne set up Shirebrook being set up South Normanton - to be set up
	Develop a year round business training calendar for businesses within the visitor economy that will help businesses grow their customer base and build resilience within the sector.	Short	BDC		Calendar of business support events has been created Events have been scheduled to the end of June Engagement needed for future training needs
	To work with other tourism training providers and networking groups to ensure businesses in the Bolsover area are aware and able to take advantage of a full range of business specific courses that are relevant to them.	Short	BDC		Individuals are being identified Groups are being identified (some have already started to share information e.g. Visit Bolsover Group)

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<b>Strategic Priority Area 3 – Develop the district as a family friendly destination</b>	To collaborate with visitor attractions to identify the opportunity for family friendly experiences and develop a campaign around this.	Medium	BDC and businesses		Campaign to be launched once destination website in place
	Map the family friendly attractions, cafes, restaurants, accommodation etc.	Short to Medium	BDC		Mapping carried out, to be shared with partnerships for comment
	To work with partners to create a walking festival that showcases the number of routes available for families	Short to Medium	BDC/NT/EH/DCC		Discussions are ongoing for an event in 2024 linking Clumber Park, Hardwick Hall, working with Andy Heath
	To develop the opportunities of the Visit, Sleep, Cycle Repeat project by working with partners including Derbyshire County Council.	Short to Medium	BDC/DCC		Ongoing - discussions to develop a walking and cycling hub in Pleasley or Pleasley Vale currently being investigated
	To attract, through inward investment additional family friendly attractors, accommodation and supporting infrastructure such as food and drink, bike hire etc.	Short to Medium	BDC		Inward investment opportunities on going
<b>Strategic Priority Area 4 – Create a stronger events offer</b>	Create an events “Clash Diary” for Bolsover district events which will enable effective marketing and encourage collaboration across the visitor economy.	Short to Medium	BDC and event organisers		Shared document to be circulated for all key events to be shared and used for promotion
	Develop an events section on the Bolsover area website so that event organisers are able to post their own events in one place.	Short to Medium	BDC		Initially a shared document will be circulated to develop events programme
	Encourage events such as the Lantern Parade to extend their offer across other parts of the district as a way of creating a festival appeal at specific times of the year.	Short to Medium	BDC and Junction Art		To investigate whether UKSPF can help to develop this regionally significant event
	Programme new events that will bring in additional visitors to the district	Short to Medium	Event Organisers and BDC		Once events programme for 2024 is in place a review of gaps for new events opportunities will be carried out
	Encourage events during the shoulder months to help mitigate issues of seasonality	Medium	Event Organisers and BDC		Once events programme for 2024 is in place a review of gaps for new events opportunities will be carried out
	Create a collaborative marketing plan for events that partners can share and add value to the communications around each event.	Short to Medium	BDC to drive initially		Once destination website in place and a programme of events are produced a marketing plan to support the events will be put in place

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<b>Strategic Priority Area 5</b> – <i>Develop a strong marketing proposition for the district</i>	A marketing plan will be created that utilises the following three “mood” propositions. This will help to create the brand along with tone of message. 1. Tempt (Make visitors curious) 2. Excite (Make visitors feel at home) 3. Intrigue (Make them feel excited)	Short to Medium	BDC in conjunction with town based tourism groups		Once destination website in place and a programme of events are produced a marketing plan to support the events will be put in place
	Through these mood propositions, separate campaigns will be developed in consultation with businesses. These will include, Wellness, Outdoor and family friendly, events, food and drink and others identified through the local area tourism networking groups.	Medium	BDC and identified partners		This can move forward once the website is in place