

# PRIORITY 04

## Enhancing the Visitor Experience

Ensure that Southend welcomes new visitors and encourages their return by offering compelling year-round experiences across the whole resort which exceed visitor expectations and levels of satisfaction.

OBJECTIVES	KEY TASKS	MONITORING	TARGET	RESPONSIBILITY
Broaden our appeal and profile with the increasing variety and quality of our cultural and leisure offer, as well as our wide range of fun experiences.	Enhance our year round event programme with new cultural experiences that will attract new audiences to Southend-on-Sea and further develop out of season growth.	Number of safe, well organised all year round experiences across the borough	Increase	SBC - Culture & Tourism BID STP Leigh Town Partnership Art and cultural organisations
	Streamline events application process in order to encourage more organisations and groups to host events and festivals.	Development of new event application and scrutiny process.	March 2021	SBC -Regs Services SAG (safety advisory group) members
	Develop a creative 'rainy day package' outlining the amazing variety of indoor attractions and experiences available.	Engagement with campaign and visitor numbers to attractions	Increase	SBC - Culture & Tourism Visit Essex Attractions
	Development of a promotional 'beyond the boundary' campaign that positions Southend and the surrounding area as a wider resort.  Talk up heritage attractions and experiences in the local area, including <ul style="list-style-type: none"> <li>● Shoeburyness</li> <li>● Old Leigh/Leigh Town</li> <li>● Belfairs Woodland</li> <li>● Hadleigh Castle &amp; Olympic Mountain Bike Park</li> <li>● Rochford District</li> <li>● Wallasea Island</li> </ul>	Media coverage & tone  Engagement and reach of campaign.	March 2021	SBC Visit Essex ECC Leigh Town Partnership

OBJECTIVES	KEY TASKS	MONITORING	TARGET	RESPONSIBILITY
Improve Southend's welcome to strengthen and add value to the visitor experience and improve levels of satisfaction	Encourage partners and members to continue to develop excellent customer service across the borough - signpost to relevant training and development programmes.	Survey of destination wide assets and visitor satisfaction levels.	Improve satisfaction levels to 95% by 2021 (?)	STP - all members SBC - Culture & Tourism
	Extend the visitor information service across the borough by maximising digital and mobile technology	Development of new destination brand website and local digital assets.	Summer 2020	SBC - Culture & Tourism STP - Place Marketing
	Commission mystery shopper and destination appeal analysis	Survey of destination wide assets and visitor satisfaction levels.	Improve satisfaction levels to 95%	STP - all members SBC - Culture & Tourism VIC
	Develop volunteer offer at seafront and attractions.	Feedback from visitor surveys / mystery shop	Summer 2021	SBC
To provide a quality, comfortable experience for disabled, elderly and vulnerable visitors.	Provide pre-visit information on accessibility in Southend, to include details on Blue Badge parking, dropped kerbs, toilets, wheelchair hire and beach access as well as general information on the environment and geography of Southend.	Number of click throughs to relevant landing page	Annual growth of 5%	SBC - Culture & Tourism
		Customer satisfaction and perception surveys.	Improve satisfaction levels to 95% by 2021	STP Shopmobility VIC
	Continue to work with local stakeholders to improve the overall accessible beach offer.	Customer satisfaction and perception surveys.	Ongoing	SBC - Pier and Foreshore SBC - Culture & Tourism
Continue to support the Southend Dementia Action Alliance (SDAA) to help the Borough become a 'Dementia-Friendly' town.	Number of organisations taking up Dementia Friends training	Annual increase of 5%	SBC/STP - all members SDAA	