

PRIORITY 02

Developing and Enhancing the Destination

We will develop the physical destination and natural environment to attract visitors and encourage repeat visits. We will offer a compelling destination experience by responding to market demands and changing technologies to identify future opportunities.

We will continue to build on our key assets as well as increasing awareness of a broader offer across the wider area.

OBJECTIVES	KEY TASKS	MONITORING	TARGET	RESPONSIBILITY
To support local tourism businesses increase their profitability and productivity and to fill skills gaps and training needs.	<p>Development of a customer service support programme across the local tourism sector.</p> <p>Identify funding for business skills development for local tourism businesses. Create a new tourism business support service on the new destination website.</p> <p>Ensure regular sector evaluation takes place and performance is monitored. Keep local tourism businesses aware of visitor trends, emerging markets and other opportunities in order to help them develop and maximise their offer.</p>	Employment figures in tourism, and tourism related businesses (direct and indirect)	2% growth annually	<p>SBC Economic Development Team</p> <p>SBC Culture & Tourism</p> <p>Southend Tourism Partnership</p> <p>Leigh Town Partnership</p>
Enhance the quality of our physical and natural tourism products to attract new visitors and encourage repeat visits.	<p>Continue to work in collaboration with key partners on a series of projects to ensure our beaches, streets and public places are clean and inviting.</p> <p>Maximising 'city dressing' and creative opportunities to improve the street-scene and visitor welcome at key gateways.</p> <p>Develop offer to improve the year-round experience and extend the season to maximise the appeal.</p>	Maintain Green Flag and Purple Flag status.	Maintain current status Increase to five Blue Flags	<p>SBC - Parks</p> <p>SBC - Pier and Foreshore</p> <p>SBC - Waste Management</p> <p>SBC - Property Veolia</p> <p>BID</p> <p>Arts Organisations</p>
		Maintain internationally accredited Blue Flag beach status.		
		Visitor and business feedback	Increased visitors and employment.	New visitors

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Undertake improvements to futureproof Southend Pier - enhance the visitor experience and increase visitor numbers.	Delivery of new pier shelters, decking and toilets. Pier entrance upgrade to include new café, toilets and improved access.	Visitor numbers to Southend Pier	Annual increase of 3%	SBC - Pier & Foreshore SBC - Property Services SBC - Culture & Tourism VIC
	Acquisition of new pier trains, to improve the visitor experience	Visitor feedback	Increased rating on Trip Advisor	
	Enhance social media profile of Southend Pier, and position to new audiences.	Levels of engagement and followers	Annual increase by 5%	SBC - Culture & Tourism
Development of the 'Make Southend Sparkle' (MSS) campaign - focusing on attracting volunteers to improve our civic realm and public spaces.	Development of creative campaigns aimed at improving the appearance and perception of the public realm. Improve access to facilities and equipment across the borough for MSS volunteers	Levels of engagement and followers	2% annual growth	MSS SBC - Culture & Tourism SBC - Parks SBC - Waste Management Veolia
	Create promotional campaigns on current MSS projects, future initiatives, past successes and volunteer recruitment.	Number of volunteers and groups	2% annual growth	
		Positive visitor feedback/perception surveys	Increase	
To build on Southend's digital presence, becoming a leading digital city with high quality information made easily accessible to visitors, residents and businesses.	Integration on new destination website that will allow visitors to build itineraries. New destination website to be mobile optimised.	Visits to new destination website	Annual growth of 5%	SBC - Culture & Tourism
	Collect anonymous footfall data to provide analysis across a range of measures, including - heatmaps, direction of travel, demographics etc. Regular reporting will ensure the local tourism trade has access to market trends and analysis over a specific geographical area.	Installation of LDC tracking/counter assets	March 2021	SBC STP
	Ongoing promotional campaign to promote free wifi across key sections of the destination to new and returning visitors.	Number of sign ups to access free wifi	Annual increase of 5%	SBC
	Installation of CityFibre's borough-wide infrastructure programme bringing the benefits of full fibre connectivity to local businesses	Completion of network across the borough	2022	SBC