

## APPENDIX B - BLABY DISTRICT TOURISM GROWTH PLAN - ACTIONS

PRIORITY	OBJECTIVE	KPIs	Baseline data	Column1
<b>INSPIRE VISITORS TO COME, STAY LONGER, AND EXPLORE FURTHER</b>	Increase visitation by showcasing Blaby District's unique attractions and experiences, encouraging longer stays and deeper exploration of the District, leading to higher tourism spending and increased visitor numbers.	Monitor economic impact and visitor numbers, including a breakdown of day visits and overnight stays		
<b>SUPPORT LOCAL BUSINESSES TO SUCCEED</b>	Support local tourism businesses to gain essential skills, tools, and resources to enhance service quality, foster innovation, and capitalise on new opportunities for growth and sustainability in the tourism sector.	Monitor employment figures in sector  Monitor impact on businesses - number of skills sessions delivered  Monitor funding and successful applications		
<b>CHAMPION REGENERATIVE AND SUSTAINABLE TOURISM PRACTICES</b>	Promote regenerative tourism practices that minimise environmental impact, but actively contribute to preserving and enhancing Blaby District's natural and cultural assets for future generations.	Monitor data analytics for impact measurements  Monitor practices that foster and promote a positive and lasting legacy  Monitor projects and case studies that showcase successful implementation		
<b>GROW AND ENHANCE OUR PARTNERSHIPS TO DELIVER GROWTH THROUGH COLLABORATION</b>	Strengthen collaboration across local, regional, and national stakeholders to foster synergies, align efforts, and collectively drive sustainable tourism growth across Blaby District.	Number of collaborations, partnership meetings and summit		
<b>EXPLORE INFRASTRUCTURE AND ACCESSIBILITY TO CREATE AN INCLUSIVE ENVIRONMENT</b>	Explore public spaces, transportation, and accessibility improvements to create a welcoming, inclusive environment for all visitors, ensuring ease of access and a seamless visitor experience throughout Blaby District.	Monitor improvements and number of inclusive experiences for visitors  Monitor projects and case studies that showcase successful implementation		

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Time Frame	Action Description	Measures	Owner	Completion Date	Project or BAU?
Short Term	Develop a social media strategy to target key markets, highlighting the District's key visitor offering e.g. attractions and events.	Development and implementation of a strategy	Partnership working with Communications and Tourism Team	Mar-26	Project
Short Term	Develop a downloadable Blaby District "telling our story" toolkit for local tourism operators to use in marketing and promotional activity.	Creation of one toolkit that would serve the length of the Growth Plan  Number of tourism partners that utilise toolkit  Tourism partner case study to showcase the impact of the project	Tourism Team	Mar-26	Project
Short Term	Develop the image and video bank for the District ensuring there are professional photography and videos capturing the District's highlights, and using these across all marketing platforms.	Number of new images and videos created	Tourism Team	Mar-27	Project
Short term	Collaborate with media, travel bloggers, photographers, and social media influencers to promote the District. Invite on familiarisation visits.	Number of collaborations/familiarisation visits  Measure engagement with analytics	Tourism Team	Mar-28	Project
Short Term	Develop ready-made itineraries showcasing the District's culture, heritage, retail and attractions.	Number of itineraries created  Take-up through website analytics	Tourism Team	Mar-28	Project
Short Term	Implement the STEAM (Scarborough Tourism Economic Activity Monitor) model to analyse tourism's economic impact and monitor visitor numbers. Collect and review data to identify growth opportunities and refine strategies.	Visitor spend, numbers and employment in the sector	Tourism Team	For the life of the plan	BAU
Long Term	Update and expand social media strategy and content plan for postings on various Visit Blaby District platforms. Showcasing local attractions, history, culture and insider tips for visitors.	Number of followers on each platform  Number of social media posts - at least one a week	Tourism Team	For the life of the plan	BAU
Long Term	Create campaigns around personal stories, local traditions, and unique features of Blaby District to connect with potential visitors.	One campaign per year  Measure engagement with analytics	Tourism Team	For the life of the plan	Project
Long Term	Review requirements for marketing materials including banners, brochures, flyers, maps and heritage trails, for distribution at tourist hubs in the District.	Number of materials created and distributed	Tourism Team	For the life of the plan	BAU

Time Frame	Action Description	Measures	Owner	Completion Date	Project or BAU?
Long Term	Promote events through social media channels, and expand events listings on the website to attract both local and further afield visitors.	Number of visits to Events Section of website	Tourism Team	For the life of the plan	BAU
Long Term	Facilitate and signpost to networking events or forums to connect local food and drink businesses, enabling them to co-develop packages or joint offerings (e.g. food and heritage tours, craft and nature experiences).	Number of events, packages or offerings Case study examples to showcase the impact of this	Tourism Team	For the life of the plan	BAU
Long Term	Expand and develop food and drink database including local artisan producers to assist tourism businesses sourcing.	Number listed on food and drink section of website Number listed on local artisan producers database	Tourism Team	For the life of the plan	BAU
Long term	Work with local accommodation providers to support development of food-themed visitor packages, including meals at local restaurants, farm tours, or cooking classes.	Number of accommodation providers engaged	Tourism Team	Mar-30	Project
Long term	Update and expand food and drink themed trails linking local farms, markets, breweries, and restaurants to encourage exploration of the District's landscapes.	Number of updated and new trails created	Tourism Team	Mar-30	Project
Long term	Review website and identify areas for further development, including SEO optimisation to ensure higher search rankings, interactive event pages, and inspirational itineraries.	Number of website visits SEO analytics	Tourism Team	Mar-30	Project
Long Term	Explore opportunities for pop events including food and drink focused	Number of opportunities identified	Tourism Team	Mar-29	Project

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<b>Short Term</b>	Collaborate with schools and explore student placements or internships within the sector to introduce students to careers in tourism and hospitality.	Number of businesses/schools participated	Partnership working with CBWS and Tourism Team	Mar-27	Project
<b>Long Term</b>	Support tourism businesses with recruitment challenges in finding skilled employees and to participate in local job fairs.	Number of businesses participated in job fair	Partnership working with CBWS and Tourism Team	For the life of the plan	BAU
<b>Long Term</b>	Provide support to local tourism businesses to apply for regional and national awards.	Number of businesses nominated for awards	Tourism Team	For the life of the plan	BAU
<b>Long term</b>	Recognise and celebrate local tourism achievements, participate in award ceremonies and celebrate award successes to promote Blaby District as a destination for award-winning tourism experiences.	Number of award finalists	Tourism Team	For the life of the plan	BAU
		Number of awards received			
		Measure engagement with analytics			
<b>Long term</b>	Signpost and promote relevant workshops, grants, training programs, funding opportunities, and business support services.	Number of businesses participated	Partnership working with CBWS and Tourism Team	For the life of the plan	BAU

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<b>Short Term</b>	Develop and expand new or existing walking and cycling routes, including canal towpaths, to connect key attractions and encourage exploration of Blaby District's natural and cultural sites.	Number of routes available	Partnership working with Active Travel and Tourism Team, linking in with Active Travel Strategy and LCWIP	Mar-29	Project
<b>Short Term</b>	Collaborate with local historical societies to identify key heritage sites to educate visitors about the District's cultural and historical significance.	Number of heritage sites identified	Tourism Team	Mar-28	Project
<b>Long Term</b>	Develop and expand the Ice House tours to attract a wider audience, and promote as a unique cultural attraction.	Number of tours and attendees	Tourism Team	For the life of the plan	BAU
		Ice House Tour revenue			
<b>Long Term</b>	Signpost and promote resources and workshops that highlight eco-friendly tourism options, activities, and sustainable practices.	Number of businesses participated	Tourism Team	For the life of the plan	BAU

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<b>Short Term</b>	Organise and facilitate Tourism Partnership meetings and Annual Tourism Summit to review progress, share best practices, and plan collaborative projects. Include workshops, panel discussions, and networking sessions to encourage active participation.	Attendance figures for meetings Number of tourism partners engaging with us and activities	Tourism Team	Ongoing for the life of the Plan	BAU
<b>Short Term</b>	Use LVEP resources to access funding opportunities, training programs and market insights.	Number of opportunities accessed	Tourism Team	Ongoing for the life of the Plan	BAU
<b>Mid Term</b>	Continue to expand the Blaby District Tourism Partnership	Number of members in the Tourism Partnership	Tourism Team	Ongoing for the life of the Plan	BAU
<b>Long Term</b>	Work actively and collaboratively with the Local Visitor Economy Partnership/Visit Leicester to align Blaby District's tourism goals with broader regional strategies, and include in the wider tourism narrative.	Number of collaborative projects	Tourism Team	Ongoing for the life of the Plan	BAU and Projects
<b>Long Term</b>	Partner with and encourage community and heritage groups to grow and support tourism initiatives, such as local history walks, cultural festivals, or conservation projects.	Number of contacts made Case study examples to showcase impact of this	Tourism Team	Ongoing for the life of the Plan	BAU

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Short Term	Explore road, rail, Park-and-Ride, and active travel routes for improved connections between key tourism hubs.	Opportunities identified	Tourism Team	Ongoing for the life of the Plan	BAU
Short Term	Explore opportunities within green spaces to create vibrant, visitor-friendly environments and promoting Blaby District's culture and heritage.	Opportunities identified	Tourism Team	Ongoing for the life of the Plan	BAU
Mid Term	To enhance the potential of Blaby District's waterways as a key tourism asset, utilising the findings of the 2021 Waterways Study, including opportunities to connect waterways to walking and cycling trails and encourage water-based activities.	Next Steps study complete	Tourism Team	Mar-29	Project
Mid Term	Encourage and support tourism businesses to identify areas for accessibility improvement. As a Tourism Partnership engage with disability advocacy groups, local community members, and accessibility experts to gather insights and recommendations.	Number of businesses engaged  Case study examples to showcase impact of this	Tourism Team	Ongoing for the life of the Plan	BAU
Long Term	Use findings from 2023 Visitor Accommodation Study and the Blaby District Local Plan to encourage accommodation development and initiate phase 2 of the project.	Next Steps study complete	Tourism Team	Mar-30	Project
Long Term	Explore signage in the District and opportunities for improvement	Number of opportunities identified	Tourism Team	Mar-30	Project