

Appendix B: Actions and targeted economic impact of the Visitor Economy Strategy over its anticipated 10-year lifespan

	Prioritised Sites	Action	Developing Options	COMBINED FORECAST IMPACT
1	Sherwood Forest Visitor Centre and Country Park	a) Continue to develop the Sherwood Forest Visitor Centre – use/build/connectivity b) Develop food, drink, retail offer and associated facilities c) Consider potential additional leisure developments d) Encourage reciprocal flow of visitors between the Visitor Centre to Nottingham Castle e) Develop a Sherwood Season of events	<ul style="list-style-type: none"> Connectivity Hub – 5G technology for visitor management and information, interpretation and business development Integrate with A614 investment/develop an Edwinstowe Hub – including accommodation Connect with Phase 3 development of Thoresby Colliery Review public transport services – in particular dispersing visitors from the city to the county 	5% combined growth years 1-5, accelerates to 4% growth per annum in years 6-10 of the VES Building on baseline data, over 10 years the VES could deliver: <ul style="list-style-type: none"> an additional 5m visitors support 2,900 additional Full Time Equivalent (FTE) jobs, create deliver £240m of additional economic impact and an additional £80m Gross Value Added (GVA)
2	Holme Pierrepont	a) Rebrand to grow everyday user numbers in addition to training/competitor users – be your own hero b) Invest in facilities and complementary/innovative features to secure and grow the family market c) Use the Trent as a leisure resource	<ul style="list-style-type: none"> Develop new water <u>and</u> land-based activities Explore opportunities for more on-site accommodation and facilities Widen breadth of ambition to develop sporting focus for the county (football, cricket – participatory and spectator) – use such events/sporting venues to showcase Nottinghamshire food and drink offer 	
3	Rufford Abbey	a) Deliver a differentiated heritage experience – secondary but complementary to Sherwood	<ul style="list-style-type: none"> Manage and improve parking and access issues Better connectivity and circulation of visitors to develop longer dwell time Sensitivity to designations and work with English Heritage 	

			<ul style="list-style-type: none"> • Event development and investment in fabric 	
4	Cross cutting themes	Accommodation Offer a) Increases the range and diversity of the accommodation offer outside of the City b) Pursue 3 sites to deliver an 370 additional bed spaces (to meet targeted growth/demand)	<ul style="list-style-type: none"> • More non-serviced capacity is needed in the countryside and more boutique hotels in towns required – scope and develop a portfolio of sites/premises that can be proactively offered to developers 	
		Marketing a) Marketing to link the sites to include signposting, digital marketing, linking routes and trails to present a cohesive offer b) Develop more on line bookable product and seek to segment into themes and cohesive packages	<ul style="list-style-type: none"> • Develop themes around: <ul style="list-style-type: none"> - Green and Active - Be Your Own Hero - Free Thinking - Food and Drink (experiences and itineraries) and - Events • Link products/experiences, attractions and accommodation • Support businesses with story toolkits / shared bank of information / branding and material. • Train and upskill businesses in marketing and reinforcing key destination messages • Develop a cost- effective website for visitors and a social media profile for Nottinghamshire 	
		Events Programme a) Programming to create seasons and links b) Maximise the domestic/international	<ul style="list-style-type: none"> • Explore a “Sherwood Season” • Develop a signature event around a Thanksgiving Day Festival • Maximise the profile of the County as a destination around activity e.g. Tour of Britain, Cricket World Cup 2019 	

		<p>appeal of 2020 Pilgrim Roots and legacy</p> <p>c) Unique Festival – setting Nottinghamshire apart</p>	<ul style="list-style-type: none"> 2020 Pilgrim Roots Commemorative year 	
		<p>People</p> <p>a) Skills Programming</p> <p>b) Business Support and</p> <p>c) Harness and support volunteers</p>	<ul style="list-style-type: none"> Improved skills and training programmes for the sector including: Welcome for Excellence programmes, ambassador and volunteering programmes, tour guide training, digital skills development Support the sector through the D2N2 Growth Hub – driving sector specific offers 	