

APPENDIX 2

FALKIRK COUNCIL

TOURISM ACTION PLAN – KEY ACHIEVEMENTS 2013

The following plan highlights the key achievements in 2013 - these activities are arranged under the following headings:

- Marketing & Communications
- Key Visitor Attractions
- Infrastructure and Environment

2013 Key Achievements	
Action Area:	
Marketing & Communications	<p>Growth Fund Allocation</p> <p>Visit Falkirk was awarded £51,000 from VisitScotland's growth fund which with partner contributions provided £102,000 to promote the Falkirk area as a tourist destination.</p> <p>Marketing activity included:</p> <p>Print</p> <p>Summer Sparkle Magazine – 34 page publication featuring tourism and Falkirk town centre offers – including 4 itineraries 150,000 printed and distributed through Falkirk and the surrounding area</p> <p>Winter Sparkle Magazine - 34 page publication featuring tourism and Falkirk town centre offers – including 4 new themed itineraries 150,000 printed and distributed through Falkirk as well as the outlying area including Stirling, Fife, Cumbernauld etc.</p> <p>A6 Discount Booklet – including itineraries and containing over 27 offers and promotions from attractions and independent retailers. 20,000 printed and distributed at Christmas lights switch on in Falkirk and Glasgow and distributed by street teams in Glasgow.</p> <p>A5 flyer – leaflet drop 80,000 printed and distributed through 11 Johnston Press publications</p> <p>Posters at Glasgow Queen Street and 100 posters in trains over a 2 week period in July/August</p> <p>Opportunities to be seen (OTS) 450,549</p> <p>Target audience – Commuters heading to the major cities in Scotland including Glasgow, Edinburgh, Aberdeen or Inverness – (71 % of the interurban journeys either start or end in Glasgow or Edinburgh) (OTS) in Glasgow Queen Street for two weeks 772,210</p>

The billboard at Falkirk High – used for 4 weeks at the time of the Edinburgh Festival.

OTS for 4 weeks, 79845 – excludes those viewing advert from within the train.

Bus rears – 30 adverts over a 4 week period from 2nd Sept 2013 – included routes from Edinburgh to Perth and Dundee City –
estimated OTS reach 160298

Advertising – Spectrum magazine and Scotsman.com – weekend of 28th, 29th September 2013
Readership 154000

Radio

A 10 day campaign from 7th Sept on Clyde FM and Forth FM - 422 entries received to the competition

ATM advertising

This ran over two weekends 27th/28th July and 3rd & 4th August in 59 locations throughout Edinburgh and the Lothians

It achieved 115,715 engagements

Journalist/Blogger Visits

The following journalists/bloggers have visited the area:

Little Mummy

Erica Douglas

Cat Thomson

Currently in discussions with three more journalists to come to the area.

Digital Advertising

Digital Media Panels were in place in Glasgow Queen Street in November

Digital advertising with the Scotsman in November , including 80,000 Impressions of the billboard advert, 10,000 impressions of the double MPU (digital advert), one email campaign to the Scotsman email listing and feature page on WOW 247

Results as follows:

Billboards

Edinburgh Evening News Site - 12,778 impressions served so far with 98 clicks and a CTR (click through rates) of 0.77%

Fife Today - 6389 impressions served and 66 clicks with a CTR of 1.03%

WOW247 - 3176 impressions served with 19 clicks and CTR of 0.60%

Scotsman - 28,777 impressions served with 208 clicks and CTR 0.72%

	<p>Double MPU Scotsman 6537 impressions served, 19 clicks and CTR of 0.29%</p>
Marketing & Communications	<p>VisitScotland - Summer Into Autumn Campaign</p> <p>Over 2.7 million “opportunities to see” the Falkirk messages 294 unique entries to prize draw Post campaign analysis with STV Digital revealed that 24% of those surveyed after the campaign had visited the Falkirk area within the last three months</p> <p>VisitScotland – Tourist Information Centres</p> <p>We have continued to support the provision of visitor information at the Falkirk Wheel and Bo’ness & Kinneil Railway.</p>
Marketing & Communications	<p>Partnership & Businesses</p> <p>A meeting with a wide number of tourism businesses took place in March 2013. Regular updates being issued to tourism businesses by ezine.</p> <p>Sponsorship of the Best Tourism Business at the Falkirk Herald Business Awards.</p> <p>Ongoing support from the Business Gateway for tourism businesses including support/advice and free workshops.</p> <p>Business Engagement Officer with Helix meeting with other tourism providers to establish ongoing linkages</p>
Marketing & Communications	<p>Additional Activities</p> <p>Print</p> <p>Visit Falkirk leaflet including map 40500 distributed to Visitor Information Centres outwith the Falkirk area. 10000 distributed locally to local accommodation providers and attractions.</p> <p>Downloadable versions available in French and German</p> <p>VisitScotland Publications</p> <p>Accommodation Guide – full page advert placed Active promotion of Free Web entries to local businesses.</p> <p>Bo’ness Area Guide Provided funding for the production of a leaflet and local area guide</p> <p>Countryside Access Leaflets</p>

	<p>The Countryside access team have a number of leaflets about the path networks within the area:</p> <ul style="list-style-type: none"> • Airth Path Network, Denny Path Network, River Avon Heritage Trail, Blackness & Bo'ness, Cycle in and around the Falkirk Wheel and South Falkirk, nature trails in the Falkirk area, Antonine Wall, Green Travel Map <p>Cultural and Heritage Leaflets</p> <p>New Callendar House leaflet produced.</p>
	<p>Online activity</p> <p>Visit Falkirk.com purchased and used as the call to action for all Growth Fund Marketing Activity. Accommodation, events and itineraries all incorporated within this website.</p> <p>Requirement to review and develop a new website for March 2014 ensuring all partners have reciprocal links to and from the website.</p> <p>Visitfalkirk Facebook page established in October 2013 – ongoing developments and updates</p> <p>Mi Falkirk app set up in conjunction with Falkirk Delivers, Falkirk Council supported the addition of 70 tourism businesses and attractions within this app. 296 Businesses are now listed and in total per month over 9000 downloads, facebook likes, Website unique page views.</p> <p>Ongoing Development of Helix Social media presence – reaching 10000 likes on Facebook by November 2013.</p>
	<p>Other Marketing</p> <p>VisitScotland Expo</p> <p>The Council and partners exhibited at VisitScotland Expo and had 4 adjoining stands to raise the profile of the area and attractions to the tourism trade and group travel market.</p> <p>Events</p> <p>Falkirk Delivers have delivered a wide range of events within Falkirk Town centre including the annual Funny in Falkirk Comedy Festival, a whole range of festive events including the Christmas lights switch on</p> <p>Falkirk Community Trust have delivered and supported a wide range of events including the annual fireworks display, the Helix Day and a number of Community based events.</p> <p>Falkirk Rocks hosted major concerts in 2013 and 2012 which promoted the Falkirk area at a national level – attendance in 2013 was approximately 10,000 and 2012 was 14,000</p>

	<p>Outdoor events – the Falkirk Council Rangers Service produced their Outdoor events guide for 2013 which provided a full listing of outdoor events throughout the Falkirk area.</p>
Key Visitor Attractions	<p>Callendar House & Park</p> <p>The Tea Room was re-located in January 2013, now operating within Callendar House with great success – the number of visitors has increased by over 20% as has the ratings on trip advisor. Callendar House received a Silver – Green Tourism Award and is focussing on additional training to enhance the VisitScotland Quality Assurance rating – aiming to increase from four star to five star. The Park Gallery hosted a number of exhibitions, in particular The Tate Artists Room.</p> <p>The Park also hosted the BBC with the CBeebies “Mr Blooms fun day out” with over 14,500 visitors coming to the park over 2 days. There was unprecedented demand for tickets with over 45,000 on-line applications and a significant increase in on-line activity and use of social media to raise the profile of Callendar House and Park.</p>
	<p>The Helix</p> <p>A significant achievement in 2013 was the opening of the Helix Park in September 2013. in excess of 15,000 visitors attended on Helix Day. The ongoing activity around the construction of the Kelpies due to be launched in April 2014 and the maquettes touring throughout the UK and overseas continues to generate significant PR coverage for the area at a national and international level.</p>
	<p>The Antonine Wall</p> <p>The Management Plan produced by Historic Scotland for 2014-2019 has been approved. Falkirk Council and Falkirk Community Trust officers will assist in the delivery of the Management Plan Objectives through ongoing commitment to the partners steering group and the Council’s corporate stakeholders group.</p>
	<p>The Hippodrome</p> <p>The Hippodrome Festival of Silent Cinema hosted its 4th annual Silent Film Festival in March 2013.</p> <p>Evaluation indicated increased visitor numbers to the venue/the town from local, neighbouring districts, Scotland and UK. 40% of survey respondents visited cafes or restaurants in the area, 17% combined their visit with another attraction in the area, and 8% combined an overnight stay with their visit.</p>

	<p>Callendar Estate and Bespoke</p> <p>Callendar Estate have updated their cycle trails leaflet and have identified an operator for a café, currently looking at funding options. The Milk Barn opened in the Summer 2013 with great success.</p> <p>Bespoke have been co-ordinating a series of events including du-athlons and night rides</p>
	<p>Bo'ness & Kinneil Railway</p> <p>Visitor numbers showed a 6% increase on 2012 figures. Their visitor survey showed that almost 50% of visitors were repeat and most come from within 90 minutes drive of the attraction. New double-sided Visitor Trail and On Either Side leaflets were produced and much appreciated by visitors. The attraction now has 1555 Facebook followers and 2,400 on Twitter. An afternoon tea product was successfully introduced to generate additional income from visitors along with Steam and Diesel footplate experiences which were sold out quickly. A new platform was opened at Manuel junction allowing train passengers to get off while the engine manoeuvres. The station and trains were also used as a photographic and film location for Outlander and others and were shown in Hollywood blockbusters, Cloud Atlas and The Railway Man both of which were released in 2013.</p>
	<p>John Muir Way</p> <p>The majority of work has now been completed on the John Muir Way in anticipation of its official opening in April 2014.</p>
	<p>The Falkirk Wheel</p> <p>Falkirk Wheel have appointed Colliers in 2013 to undertake a major piece of work in relation to the way forward for the Wheel and to assess how they can increase dwell time of this visiting the facility. The results of this study will define the future action plan for the Falkirk Wheel.</p>
Infrastructure and Environment	
	<p>Townscape Heritage Initiative (THI)</p> <p>Council achieved final sign off for a £2 million grant from the Heritage Lottery Fund towards a Townscape Heritage Initiative (THI) in the town centre.</p> <p>This is supported by a £1.6 million grant previously awarded for Falkirk Town Centre Conservation area by Historic Scotland as part of their Conservation Area Regeneration Scheme.</p>

	<p>The THI team have been appointed and now located at the THI offices in the Hub in the Town centre.</p>
	<p>Signage</p> <p>Road Traffic Signage</p> <p>Signage scheme revised to identify immediate priorities based around the Helix and Bo'ness. Design work carried out and £150,000 allocated for implementation.</p>
	<p>Inner Forth Landscape Partnership Initiative</p> <p>The development of the stage 2 bid has been coordinated and RSPB have put a submission in to the Heritage Lottery Fund – the outcome to which will be announced in April 2014.</p>
	<p>Appearance and Cleanliness of Environment</p> <p>In an independent review by Keep Scotland Beautiful – the cleanliness index of the Falkirk Business Improvement district had risen from 69 in June 2012 to 75 in October 2013 – with the benchmark figure being 65. The continued work by Falkirk Delivers in partnership with Falkirk Council, the Street Cleansing and Litter Strategy Teams, BIDS own on street teams and the Criminal Justice Team have contributed to these excellent results.</p>
	<p>Public Transport</p> <p>Traveline is promoted on the website and bus stop information panels for transport information. New software was purchased which can print maps showing the closest bus stop and timetable information. The new system has been used at key points such as the hospital and is producing the information to be displayed at council offices.</p> <p>The HArtT Cycle Route has been developed and promoted.</p>
	<p>Caravan, motorhome and camping facilities</p> <p>Developer interest has been monitored with a view to promoting and potential opportunities. One application has been received for change of use of farm buildings for 5 camping cocoons</p>