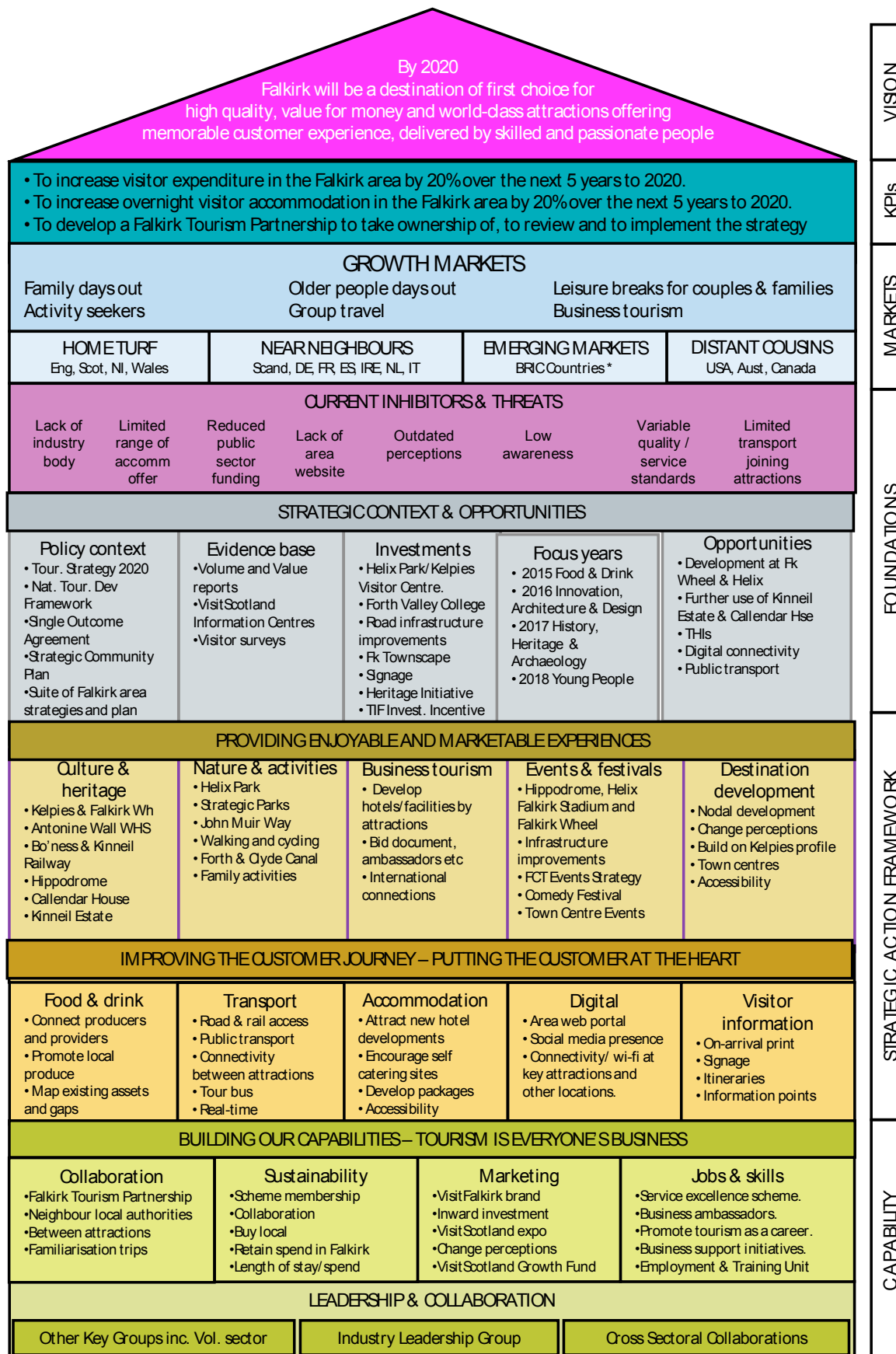


4. Diagrammatic Summary



This diagrammatic summary has been prepared to illustrate the approach to and the content of the Falkirk Tourism Strategy. It follows the Tourism “Rocket” diagram developed in the national strategy, Tourism Scotland 2020, which has been adapted to the Falkirk area.

Falkirk Area Tourism Strategy



* Brazil, Russia, India and China

5. Monitoring and Review



The main purpose of the Tourism Strategy is to identify the high level strategic priorities and delivery mechanisms for developing the tourism industry in the Falkirk area over the next 5 years. The priorities will be addressed in many stages and by many organisations and partnerships over this period.

It is proposed that progress reports on the Strategy be made on an annual basis and that these reports should incorporate a statement of key actions for the year ahead.

While the strategy will be monitored by Falkirk Council initially, there will be continuing engagement with the tourism trade to capture its needs and reflect these in the annual plan. As a more fully fledged tourism partnership body develops, it is suggested that this body should take ownership of the tourism strategy and be the monitoring body for reporting and review.

With this in mind, it is proposed to conduct a mid-term review of the strategy in 2017 so that the partnership has the opportunity to revise the strategy to its needs at that point in time, prior to taking over ownership. It is expected that the Council would continue to play a significant role in tourism policy and development as a key partner in the partnership.

Contact

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Thank you to the following organisations for their assistance and input to the development of this strategy

- Visit Scotland
- Scottish Tourism Alliance
- Falkirk Delivers
- Falkirk Community Trust
- Scottish Railway Preservation Society
- Falkirk Football Club
- Scottish Canals
- Forth Valley College
- Federation of Small Businesses
- Historic Scotland
- Scottish Enterprise

Thank you also to the many businesses, Community Councils and individuals who contributed to the consultation process.



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