

Destination Plan Study for Market Towns in NE England

market
town
welcome

Introductory Workshop

Wednesday 16 January 1.00pm
Longhirst Hall, Morpeth

Nick Miller & Alison Caffyn

16th January 2007

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Project Aims

- Developing a Destination Plan for Berwick
 - Research Best Practice Elsewhere
 - Produce a Template for Developing Dest Mgt Plans
 - Apply Template to Berwick
- Apply Template to Northumberland Towns:
 - Alnwick, Amble, Haltwhistle, Seahouses, Wooler
- Support Other Retail Distinctiveness Towns in Developing Plans

Project Aims - Subtext

- Developing Tourism Potential of Market Towns
- Complementing Retail Distinctiveness Work
- Harnessing Private Sector Potential
- Delivering Regional / Sub-Regional Strategy
- Encouraging Cross Fertilisation of Ideas
- Wider Dissemination – Ignite?
- Berwick - Achieving the Vision: *‘a competitive, distinctive and well-connected Border town that is enterprising, ambitious and inclusive’.*

Delivery Model



Why welcome visitors?

Economic benefits:

- Income from visitors supports local businesses and jobs – in tourism sector and support businesses
- Tourism uses more locally produced goods and services than other sectors
- The visitor economy is particularly significant in rural and peripheral areas where other industries have declined and there are few alternatives

Why welcome visitors?

Social/cultural benefits include:

- Visitors can help support local culture and heritage – as an additional market for festivals, events and heritage sites
- Visitors support important local community services such as banks, post offices, shops, pubs
- Visitors buy local art and crafts, supporting the cultural sector and local craft traditions

Why welcome visitors?

Environmental benefits:

- Tourism can be a reason to protect special buildings, historic sites and beautiful landscapes.
- The visitor economy relies on attractive environments – scenery, beaches, towns to attract people to visit and the income they bring can help maintain the environments.
- Tourism is a vital element in regenerating an area and can provide a new lease of life by providing a new use for derelict buildings or sites.
- Visitors are interested in local wildlife and habitats and their interest will help provide a rationale for conservation

Sustainable tourism

Managing the impacts of visitors on:

- the local community,
- the physical environment and
- the local economy

Aiming to generate benefits for all three

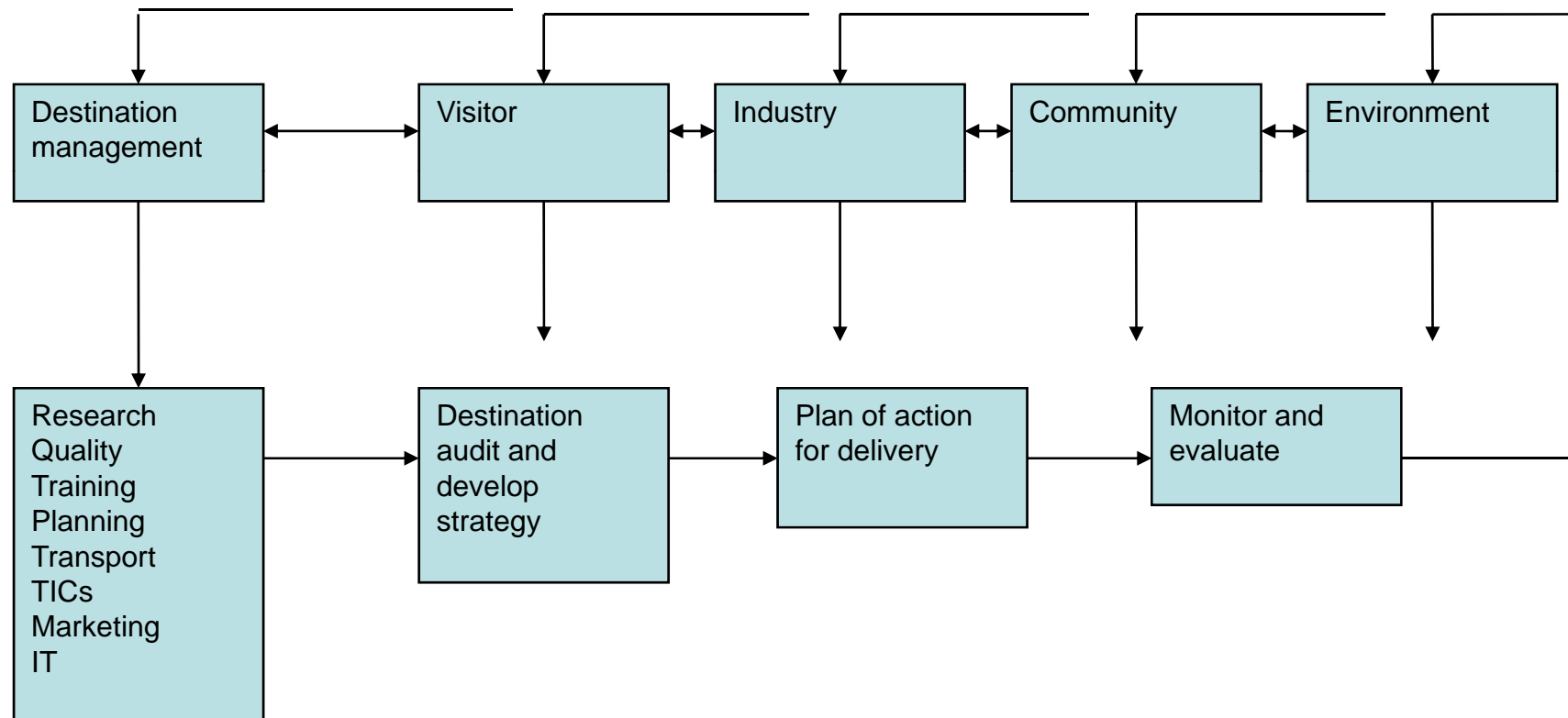
Now and in the future

A sustainable destination

- Welcomes, involves and satisfies **V**isitors
 - Achieves a prosperous and profitable **I**ndustry
 - Engages and benefits host **C**ommunities
 - Protects and enhances the local **E**nvironment
-
- VICE model for local destination management

Developed by English Tourism Council and Tourism Management Institute

Local destination management model

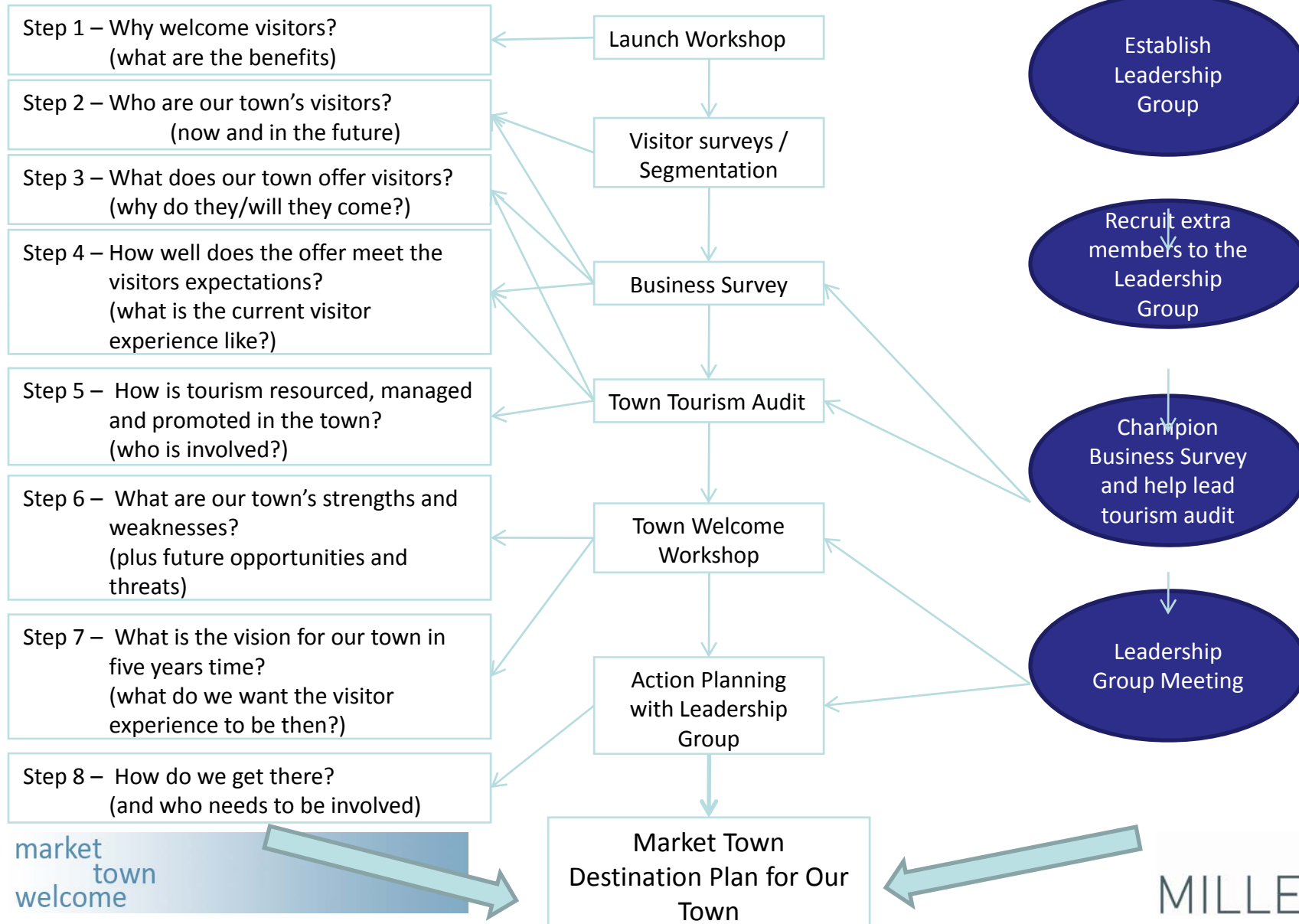


Market Town Welcome – Initial Template

The Questions we have to answer

How we work out the answers

Town Role



Purpose of Today

- Introduce the Project
- Test Initial Materials
- Identify Resources in Each Town
- Convene Leadership Groups
- Begin the Planning Process

Website

www.markettownwelcome.co.uk

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