

Promoting Cheltenham Fund Application Form

Please send your application to:

Richard Gibson, Cheltenham Borough Council, Municipal Offices, Promenade, Cheltenham, GL50 1PP. Email: Richard.gibson@cheltenham.gov.uk

Closing date for applications for the programme is 5.00pm Friday 30th September 2011. Final decisions will be made by the Borough Council's Cabinet on 18th October 2011.

1. Contact Details

Name of Organisation	Cheltenham Tourist Information Centre
Address	77 Promenade Cheltenham Glos GL50 1PJ
Telephone	01242 775706 / 237431
Email	Jane.lillystone@cheltenham.gov.uk
Name of Contact Person	Jane Lillystone
Position in the organisation	Museum, Arts & Tourism Manager

2. Organisational Status Please tick all that apply:

Registered charity <input type="checkbox"/>	Charity number:	
Company Limited by guarantee <input type="checkbox"/>	Company number:	
Charitable Trust <input type="checkbox"/>	Constituted Voluntary organisation	<input type="checkbox"/>
Other (please explain) Local Authority		
If you are a charity with an income over £5,000, have you registered with the Charity Commission? YES / NO If not, we may contact you about this.		
Is your organisation signed up to the Gloucestershire Compact? Yes / No / not applicable		
If not, are you willing to consider it?		

Don't forget to send the following:

A copy of your constitution



(We can't process your application without this!)

3. About Your Project

Name of project

Marketing Cheltenham

Please give a brief description of your project (maximum of 100 words)

Our project is the re-design and launch of a new destination website for Cheltenham Tourism.

This will provide high quality visitor information, and will play a key role in enhancing the overall visitor experience, through creating a positive image of Cheltenham and a genuine sense of place.

The website will also showcase what is distinctive to Cheltenham and present an opportunity – a 'window to the world' – to inspire visitors to explore our tourism offer in more detail, and turn their interest or query into an actual booking/visit – thus, generating wider local (and economic) benefits to the whole borough and wider region.

How will your project deliver one or more of the four identified outcomes:

- **Increased visitor numbers;**
- **Increased new business investment**
- **Increased retention, investment and expansion of existing businesses**
- **Increased recognition of the Cheltenham brand on a national/international scale**

Recent research has shown (*The Cotswolds Perception & Awareness Research*, 2012, Arkenford) that 83% of visitors (accessing the 'Cotswold Brand') will look on the internet before making a booking, as opposed to 27% who will use a brochure / holiday guide from a Tourist Information Centre. This is also indicative of current statistics for Cheltenham Tourism – for example, during the last year we have seen an increased demand from customers using the website for information (prior to a trip), and a decline in customers contacting the Tourist Information Centre directly – either via the telephone or in person.

VisitEngland, within their *Modernising Visitor Information Action Plan*, have stated that: "The ways that visitors access information has changed dramatically in recent years. Over the next ten years, developments in new technology and changes in consumer behaviour will continue to shape the future of visitor information services in England and will require a radical step-change in information delivery across the industry. In the UK, 76% of the population use the internet (source IMRG April 2010). It is regarded as the main source of information for travel planning and the key medium at the booking stage but offline booking alternative remains important."

It will become increasingly important therefore, that Cheltenham Tourism, in maintaining or even increasing current visitor numbers, will need to ensure that its methods of providing information responds to advances in technology and changes in consumer behaviour.

Our project, **Marketing Cheltenham**, will provide Cheltenham with an opportunity to address these issues, initially through the launch of a new modernised website (integrated regionally via the Destination Management Organisation, Cotswold Tourism, and profiled nationally to VisitEngland), and then further, through ensuring that it continues to maintain pace with technological advances – particularly via mobile devices and applications, including map based search functions using Global Positioning Systems (GPS), information accessible through cameras (through location recognition and augmented reality), QR Codes ('barcodes' which can be read by some smart phones and provide more information or weblinks), spatially referenced User Generated Content (UGC) and location based services. But also, in tandem with, and linked to, the re-location of Cheltenham's Tourist Information Centre to the Art Gallery & Museum's new redevelopment, and the positioning of the development as a 'first stop' for tourists and visitors coming into the town and the Cotswolds - as well informed visitors will stay longer in destinations, and most importantly, will want to return.

This approach will also benefit wider Cheltenham-based cultural organisations/attractions and retail businesses, ensuring that key stakeholders have a high profile on the new website and are positively promoted as part of the Cheltenham destination (brand) – enabling a more cohesive approach to marketing the whole of the town, both nationally and internationally.

How do you know that there is a need for the project?

A need has been identified through consultation with customers of the current existing tourism website and key stakeholders – both internal and external partners.

A large proportion of the visitors and stakeholders taking part in the survey, stated that they found the current site 'generally unappealing', and 'quite unlikely' to recommend the site to others – whilst 90% of stakeholders indicated that they 'would be happy to have a reciprocal link' to the website and a further 74% would be interested in working together 'on a promotional and business basis'.

Further results from the consultation have been included within an attachment to this application.

Additional need has also been identified through the recent *Cotswolds Perception & Awareness Research* (Arkenford, 2012) survey – particularly with reference to visitors using information sources (before and during a trip). The research summarised that the internet is a key source for information prior to a trip and that print (i.e. brochures/visitor guides) is being used far less frequently (but still used when people are actually in the region/destination). It further identified that people are increasingly wanting to access information electronically and that they are more likely to do this from their phone than from a PC/laptop – although at present, there is a relatively low use of mobile apps (this is however increasing, and will increase more over the next few years).

How will you measure the success of the project?

The success of the project will be identified through the following key indicators:

- Website hits
- An increase in visitor numbers to the town
- Increase in accommodation bookings made online
- Increase in additional sales for etickets/eshop and conference bookings online
- Launch of marketing campaigns in partnership with other cultural, heritage, sporting and retail businesses in Cheltenham
- Successful launch of the Arts and Crafts mobile app tour – and the subsequent research/development into the use of mobile apps for other tourism campaigns for Cheltenham and the wider Cotswolds destination.
- Continued feedback/consultation with customers and stakeholders on the new website.

How will you generate excitement about the project and make sure that the community benefit from the project?

The new website will be launched as part of a high profile marketing campaign through local, regional and national press/media – including via the new Cheltenham Tourism e-newsletter and Cotswolds Tourism Destination Management Organisation (DMO). A QR code (for use by smartphones) to promote the new website will also be created as part of the launch campaign, and this will be used extensively on all Cheltenham Tourism publicity.

We will also use the opportunity of the new website to publicise the Promoting Cheltenham Fund – including details and news on all the successful projects so far.

How will you make sure that the project creates lasting benefits for the community and what are your plans for the project once the grant funding has come to an end?

Once the grant funding has come to an end - our project will continue through the website. Following its launch, the website will be hosted (on a yearly basis) as a key part of Cheltenham Tourism's marketing campaign – promoting Cheltenham as a main destination, in conjunction with (and linked to) the wider Cotswold DMO. The benefits to the local community and businesses will be realised through the opportunities that a high profile visitor information website will play in encouraging and inspiring more visitors to explore Cheltenham as a distinctive destination – through its local prestigious festivals, cultural/sporting events, heritage, retail, and restaurant/café services – and in partnership/collaboration with local businesses, to increase business satisfaction by providing quality visitor information as a key part of our service.

How will you add value to the promoting Cheltenham fund by using any grant to raise additional financial support or match it with support in-kind?

We are currently developing a mobile app (that will include a flexible tour of Arts and Crafts buildings, attractions and contemporary makers in the Cotswolds (using GPS or equivalent technology) – with funding from the Arts Council – to promote Arts and Crafts tours around the wider Cotswolds. This will be directly linked to the Art Gallery & Museum’s Designated collection on the Arts and Crafts Movement – through using 3D images of selected objects from the collections and additional images/information from the archive collections of photographs and drawings – to add in-depth information to the mobile app. We have included an element of the funding from the Arts Council grant towards our Marketing Cheltenham application – as this will cover the creation/installation of mobile-friendly pages and promotional elements of the mobile app that will be directly linked to the new Cheltenham Tourism website, including a printed tour guide for customers without mobile smart phones.

What permissions and/or licences do you need to achieve your project and what are your plans / timescale to secure these permissions?

Not applicable.

Who else will you work with to deliver the project?

We will work with/link to the following internal/external organisations to deliver our project.

Internal:

Art Gallery & Museum
Economic Development
Town Hall / Pittville Pump Room
Twinning Office
Leisure@Cheltenham
Parking
Parks & Gardens

External:

Cotswolds Tourism DMO
GFirst
VisitEngland
Visit Britain
Quality in Tourism
South West Tourism Alliance
Cotswolds Attractions Group
Cheltenham Hospitality Association
Accommodation providers
Cheltenham Festivals and other festival providers
Cheltenham Racecourse
Cheltenham Chamber of Commerce
University of Gloucestershire
Gloucestershire Chamber of Commerce
Bath Traders Association
Cheltenham Connect
Gloucestershire Airport
All the councils in the Cotswolds area
Attractions in Cheltenham and the wider Cotswolds area
Entertainment venues i.e. The Everyman Theatre, the Playhouse Theatre etc.
Retail outlets i.e. Regent Arcade, Beechwood Shopping Centre, The Brewery etc.
Restaurants / cafes
Conference providers and bookers
Group organisers / coach companies i.e. National Express

4. Please complete if your project involves children and young people or vulnerable adults

Do you have a Safeguarding children and vulnerable adults policy?

Yes / No / not applicable

*Please note we may wish to see copies of these policies

Are all your staff and volunteers who will be associated with the project CRB (Criminal Records Bureau) checked?

Yes / No / not applicable

If no what measures do you have in place to safeguard children and young people or vulnerable adults on your project?

More information on safeguarding is available from the following websites:

[Gloucestershire Safeguarding Children Board](#)

[Gloucestershire safeguarding adults web-pages](#)

[CBC safeguarding pages](#)

5. About the money you are asking for

	£
Total amount your project will cost	30,000
Amount you are asking the council for <i>This figure is based on the costs of developing similar websites for the Town Hall and leisure@. There is no particular supplier in mind, nor final specification.</i>	25,000

Where is the rest of the funding coming from?
Please itemise each source

SOURCE	£	Is this funding secured?
Arts Council – For the creation of a mobile app for an Arts and Crafts (directly linked to Cheltenham Art Gallery & Museum’s Designated Arts and Crafts Movement collection) tour within the Cotswolds	5,000	YES

6. How you will spend the money

	Total spend	Grant requested
Equipment or materials <i>(please specify)</i>		
Staff expenses		
Room hire/rent or other overheads <i>(please specify)</i>		
Other <i>(please specify)</i> <i>Design and launch of the new website – including hosting arrangements with the Cotswolds DMO site</i>	£25,000	£25,000
TOTALS		

This part is to be signed by all applicants.

If you are submitting this form by email, please print and send a signed copy (at least a copy of your signature page) in the post to the address on the front of this form.

Declaration and Data Protection Statement

Data Protection Act 

I confirm that the organisation/group named in this form has authorised me to sign this application on their behalf.

The information contained in this application is correct, to the best of my knowledge, and I confirm that any grant aid received will be used solely for the purposes specified in the application.

I agree to my name and my organisation's details being held on paper or electronic files.

I understand that the information in this form may be shared with other local funders.

Don't forget to send the following:

A copy of your constitution



A copy of your latest accounts



Signature	
Name of person signing	Jane Lillystone
Position in Organisation	Museum, Arts & Tourism Manager
Date	12/03/2012