

OUR FIVE YEAR ACTION PLAN.

2024 - 2029

The Action Plan is an evolving document. Key actions have been identified but these will evolve and grow over time through informed partnership work and delivery.



PRIORITY 1 DISTINCTIVE IDENTITY, VISIBILITY AND APPEAL

The 'Visit Telford' destination brand was launched in June 2022 as part of a new place approach, with a new destination website and marketing campaigns. The key channels are the website and social media channels with imagery and inspiring messaging, the basis of a clear proposition. Whilst Visit Telford has generated significant and growing market reach, the research demonstrates that the destination lacks strong visibility and therefore this lack of awareness is impacting the destination's ability to attract new visitors and returners. **The strategic focus is on enhancing identity, elevating profile, developing a shared narrative, and curating content to connect with key markets, thereby increasing reach, engagement, and reputation as a preferred destination.**

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
|---|--|---|-----------------|---|
| STRONG BRAND, IDENTITY AND PLACE NARRATIVE | <p>Creating a place narrative, weaving a compelling story that encapsulates the unique character of the destination.</p> <p>The brand narrative serves as the foundation for all marketing materials and activations, shaping Telford's identity and voice and market profile. It highlights the distinctive features, cultural heritage, and attractions that make the place stand out.</p> | <p>Develop a brand narrative that defines and animates the Telford visitor experience and informs the development of campaigns, marketing, and place promotion.</p> | <p>2024 /25</p> | <p>Visit Telford TWC Advisory Board</p> |
| | <p>The narrative will be tailored to resonate with our key market segments, ensuring it speaks directly to the interests and aspirations of potential visitors.</p> | <p>Develop a destination Brand Toolkit to include copy, image libraries, campaign applications and PR. Include guidelines and samples of VisitTelford and partner applications.</p> | <p>2024/25</p> | <p>Visit Telford Businesses/ Providers</p> |
| | <p>This strategic tool not only promotes the destination but also fosters a sense of community and pride among our local people making it an integral part of our place making and shaping work.</p> | <p>Refresh the VisitTelford website homepage, content, and navigation with a more tailored "market led" approach around the key target markets.</p> | <p>2024/25</p> | <p>VisitTelford Simpleview</p> |

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
|---|---|---|--|-------------------------------------|
| <p>PLACE MARKETING AND DESTINATION CAMPAIGNS</p> | <p>Our revitalised market centric approach to destination marketing focuses on crafting targeted campaigns for key growth markets, leveraging our plan's intentions and themes creating compelling propositions to inspire visits.</p> | <p>Develop new campaign creatives for each of our key markets informed by the new Telford Brand Narrative and market profiles to include new messaging, content, and photography.</p> | <p>2024/25</p> | <p>Visit Telford Advisory Board</p> |
| | <p>We will fine-tune our marketing channels to align with our target markets and campaigns, guided by segmentation research. Our distribution channels will span digital, out-of-home advertising, bloggers, influencers, and PR.</p> | <p>Implement targeted annual marketing plans for each of our four key markets.</p> | <p>2024/25 (develop) 2025/-2029 (roll-out)</p> | <p>Visit Telford</p> |
| | <p>Leveraging Visit Telford's online presence, we will invest in Search Engine Optimisation (SEO), revamp website content, introduce bookable content and an online planning tool, and boost social media activity.</p> | <p>Optimise online visibility investing in SEO focusing on our key audiences, behaviours and motivations and grow social media profile and engagement.</p> | <p>2025/26</p> | <p>Visit Telford</p> |
| | <p>PR activities will target travel media with our new destination narrative and propositions, launching specific campaigns for domestic tourism and exploring collaborative PR opportunities with key regional and county partners like Shropshire, World Heritage UK, Visit Birmingham and the West Midlands and National Landscapes.</p> | <p>Develop an annual marketing calendar with campaigns, promotions, and activities that tourism businesses can benefit and buy into</p> | <p>2024/25</p> | <p>VisitTelford</p> |
| | | <p>Commission specialist to produce a media distribution database for each market to optimise reach/engagement.</p> | <p>2025/26</p> | <p>Visit Telford</p> |
| | | <p>Develop a coordinated PR plan and calendar, manage forward features, press feeds, and press visits.</p> | <p>2024/25</p> | <p>Visit Telford</p> |

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
|---------------------------|---|--|--|---|
| BRAND PARTNERSHIPS | <p>Partnership will be important in increasing market visibility and reach of Visit Telford to our key markets. To elevate our reach and profile we will explore thematic and geographical collaborations.</p> <p>Begin with a review of potential partners and then activity to secure these partnerships. E.g. work with Visit Birmingham & West Midlands on Business Event Tourism or working with Shropshire on ‘Explorer’ tourism e.g. heritage, artisan. Additional commercial partnerships will be explored including travel partnerships with bus and train providers.</p> | <p>Explore potential partnerships with neighbouring counties where there are synergies to develop collaborative marketing activations.</p> | <p>2025/26</p> | <p>Visit Telford Tourism Advisory Group LVEP West Midlands Growth Company</p> |
| | | <p>Explore potential commercial partnerships that enhance our reach and reputation. Train and bus suppliers.</p> | <p>2025/26</p> | <p>Visit Telford LVEP</p> |
| PLACE AMBASSADORS | <p>Our brand voice lies within the local people of Telford, their knowledge, and their passion. We will harness the vibrant energy of local people to create a powerful platform that amplifies Telford’s and delivers authentic and compelling marketing. We will have two types of ambassadors.</p> <p>Our “Insider Guides” will be local people with a passion for key aspects of Telford providing inspiring content across social media, our website, and campaigns to inspire leisure visitors. The Place Ambassadors programme, an initiative under ‘Invest Telford’ will play a vital role in championing Telford as a centre for UK events and supporting proactive bids by Telford venues to win new national events. Ambassadors will be chosen for their sector-specific influence and profile, ensuring a targeted impact.</p> | <p>Local Insider Guide programme developed to embrace local people’s passion, warmth, and knowledge. Network of Insiders across key themes and motivations ie walking, food and drink etc Content animated on their channels and ours.</p> | <p>2024/25 plan 2025/26 roll out</p> | <p>Visit Telford</p> |
| | | <p>Explore potential of the Telford Place Ambassadors to support Major Event Bids helping to win more large-scale high value events for Telford.</p> | <p>2025/26</p> | <p>Visit Telford Invest Telford</p> |

PRIORITY 2 GREAT PRODUCTS, PLACES AND VISITOR EXPERIENCES

Ongoing investment and development in the range and quality of the products, services and experiences Telford provides will be necessary to achieve significant and sustainable growth. The expectations, needs and wants of visitors when it comes to a day trip, short break or holiday are quite different - and different market segments requirements will vary too. **The product development priorities respond to market needs, build on Telford's strengths, and address the gaps with the aim of ensuring that Telford can attract new and returning visitors with exciting new experiences.**

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
|---|---|---|----------------|---|
| <p>DEVELOPING DISTINCTIVE LOCAL DESTINATIONS</p> | <p>Developing compelling town identities for our key tourism destinations, Telford Town and Southwater, Ironbridge Gorge, Wellington, The Wrekin, and Newport. These destinations have a key role to play in providing tourism experiences and also key visitor facilities including accommodation, retail, food & drink, evening activities, entertainment, transport hubs providing the necessary elements of a rounded visitor experience to encourage longer stays and greater spend.</p> <p>We will develop a programme of activity to package each of our Towns distinctively, curating its profile, identity, developing its visitor offer with itineraries and inspiring content.</p> <p>We will explore new investment and collaborative work with our town & parish councils to invest in place making including visitor information, wayfinding and new products that link the destination including trails.</p> | <p>Develop a Towns toolkit for each town, research to develop a narrative, develop curated content, image bank.</p> | <p>2025/26</p> | <p>Visit Telford Town & Parish Councils Businesses/ Providers</p> |
| | | <p>Enhance the Places to Explore section on VisitTelford.co.uk, creating more visible town content and dedicated landing pages.</p> | <p>2025/26</p> | <p>Visit Telford Simpleview</p> |
| | | <p>Continue to support with high street grants, licencing support for events and business growth grants.</p> | <p>Ongoing</p> | <p>VisitTelford TWC incl. Pride in the High Street, Business Support and Events</p> |
| | | <p>Explore funding opportunities for place shaping in our high streets and heritage towns.</p> | <p>Ongoing</p> | <p>Visit Telford Invest Telford Culture</p> |

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
|---|--|--|---|--|
| <p>PACKAGING THE TELFORD OFFER</p> | <p>Visitors need to be inspired to visit, and we will do this by packaging the elements of a visit together in a compelling format to reassure that there is plenty to do. We will curate our offer to attract current and new visitors, to expand their seasonal exploration, increase dwell time and spend.</p> <p>The Telford offer will have more itinerary and experiences to inspire and inform visitors and not necessarily at a cost. Our new “Experience Telford” concept will package great days and stays in the destination curating them to target our key markets, with themes that will appeal most, including 24hrs in Telford, Family Fun, Heritage Breaks, as well as seasonal themes.</p> | <p>Develop the Experience Telford concept with inspiration, itinerary content, and ideas for great days, stays and short breaks as well as business trip extension. Develop a bank of itineraries and packages for each of the key markets and distribute through own, partners and national tourism channels including Visit England.</p> | <p>2025/26</p> | <p>Visit Telford Businesses/ Providers</p> |
| | <p>We will embrace the expansive attractors and content of Southwater, Telford Town Park and Telford Centre, to package its offer and better articulate it. We will create and trial a new Telford Passport to Adventure product, targeting specifically our Family Markets. We will work with key stakeholders and partners to develop the concept, use our Tickets Telford online platform facility to test and monitor it. Key marketing and online assets will be required, and a creative campaign focused on peak holiday periods to maximise visitor dwell time, spend and experience</p> | <p>Develop a working group of Telford Town Stakeholders to design, promote, and roll out and trial a new Telford Passport to Adventure. The approach will be modelled on exemplar national place pass product. A suite of supporting assets, online content/landing pages, and campaign creative developed to promote it. Evaluate results and explore wider roll out.</p> | <p>2025/26-plan produced, and resources secured and testing. 2026/27 phased implementation.</p> | <p>Visit Telford Businesses/ Providers e.g. TIC, Shopping Centre, Southwater businesses TWC Friends of Telford Town Park</p> |

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
|--|---|--|----------------|--|
| <p>DEVELOPING SIGNATURE TELFORD EXPERIENCES</p> | <p>We are tapping into the growing demand for immersive and authentically local experience and combining this with our exceptional visitor offer to craft new 'Telford Experiences.' This is not just a product for our visitors it's a business growth programme to support stakeholders to transform their visitor attraction products into outstanding experiences, bookable and market ready.</p> | <p>Audit, map and produce a list of existing high-quality, distinctive experiences and potential products and partners that could benefit from the programme.</p> | <p>2024/25</p> | <p>Visit Telford</p> |
| | <p>We will bring in specialists to collaborate with us and our stakeholders to develop a programme that will curate a suite of signature Visitor Experiences. These will not just celebrate Telford and Wrekin's distinctive heritage, culture, landscapes, and people; they will bring them to life.</p> | <p>Work with a specialist to develop the Experience Telford programme, engage stakeholder participation, run product workshops, and curate the experiences, bookable products and collate into a coherent campaign approach.</p> | <p>2025/26</p> | <p>Commission specialist Visit Telford Businesses/ Providers</p> |
| | <p>These immersive experiences will be bookable products that animate our destination. They will build on our strong existing visitor products and create new ones, offering activities like making, learning, creating, guided tours, 'behind the scenes' and 'secret places' visits. These experiences elevate Telford's profile and drive growth especially in staycations and short breaks.</p> | <p>Develop an Experience Toolkit and online resources to support with ongoing development, renewal, and refreshment of the Experiences.</p> | <p>2025/26</p> | <p>Commission specialist Visit Telford</p> |

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
|---|---|--|---|---|
| <p>DEVELOPING THE TELFORD TRAILS PRODUCT</p> | <p>Telford has exceptional cycle and walking trails and iconic heritage trails. These products are of the highest standard and offer visitors curated experiences.</p> <p>There are over 178 miles of cycling trails including the Silkin Way and walking trails that include the celebrated T50 and the 700-acre Severn Gorge Countryside Trust network and of course annual arts and cultural trails. Trails encourage wider exploration, provide opportunities short breaks and days out and foster wellbeing travel for locals too.</p> | <p>Audit of current trails across Telford and Wrekin and develop an interim promotion of these through online content, guides, and marketing distribution. Potential these could have Insider Guides championing them.</p> | <p>2024/25</p> | <p>TWC Visit Telford</p> |
| | <p>The current network will form the basis of a new 'Telford Trails' proposition, with the potential for these to become must-visit attractions in their own right linking Telford town centre, Ironbridge, the Wrekin, Wellington, and Newport. We will collaborate with key partners including Travel Telford, Ordnance Survey, Route You and others.</p> | <p>Trails development programme enhancing our visitor appeal. Improve curation, mapping and marketing of trails and online systems to enhance visitor access.</p> | <p>2025/26 – plan produced, and resources secured. 2026/27 onwards – phased implementation.</p> | <p>VisitTelford and TWC Partners e.g. Severn Gorge Countryside Trust, Raby Estate, Friends of Telford T50 Trail</p> |
| | <p>New Trail development to extend the Telford Trails offer will see us collaborate with key local partners to research, develop, and roll out a range of new trails across the next 5 years. Additional funding will need to be secured.</p> | <p>Explore NEW Trail opportunities specifically Arts and Food Trails, cross border trails working with county partners. Explore funding options collectively</p> | <p>2026/27 – partnerships, plan, and funding 2027/28 onwards – phased implementation.</p> | <p>TWC Businesses Funding partners LVEP</p> |

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
|----------------------------|--|---|----------------|---|
| PRODUCT DEVELOPMENT | <p>Telford will adopt a customer-centric product development approach, focusing on our key Family, Explorer, and Culture Seeker markets. We'll use market intelligence to guide development, Over the next 5 years, we'll strengthen our accommodation offer for Explorers and Families, focusing on authenticity and character. This will require collaboration and investment from both public and private sectors.</p> | <p>Ongoing support and promotion of new product development happening across Telford and Wrekin e.g. Station Quarter, Hotels, Telford Theatre, Wappenshall Canal etc.</p> | <p>Ongoing</p> | <p>Visit Telford</p> |
| | <p>We'll develop a Visitor Accommodation Plan to enhance our Staycation appeal, identifying opportunities for new lodges, holiday parks, and glamping sites. We will also support high-end self-catering and serviced accommodation businesses to expand their offer. In addition, we will elevate our food and drink offer, focusing on local goods and produce. We will work with local food producers, develop a food champion's programme, and inspire innovation in our offer, including rural diversification.</p> | <p>Support Inward investment enquiries relating tourism sector Accommodation development opportunities with a particular focus on the provision of family friendly self-catering, glamping camping and lodge sites.</p> | <p>Ongoing</p> | <p>Visit Telford Invest Telford Estates and Investment</p> |
| | | <p>Develop a Food and Drink Action Plan to better animate our local food and drink offer working with food champions and innovators.</p> | <p>2025</p> | <p>VisitTelford Business Support Local food champions</p> |

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
|--|--|--|----------------|---|
| <p>CULTURAL TOURISM PRODUCT AND DEVELOPMENT</p> | <p>Events are an effective way to drive visits 'now' and to bring to life and showcase particular themes. Telford benefits from a good infrastructure with a range of venues ideal for hosting events of varying size and type, indoor and outdoor.</p> <p>Building on a strong festivals and events calendar we will elevate our marketing of events working with event partners to better package the destination experience as part of their event to encourage visitors to stay longer, explore more and spend more too. We will work with key events that have national appeal including Ironbridge Gorge World Heritage Festival and Telford Balloon Fiesta as well as niche high profile events including Severn Arts Trail.</p> <p>The Telford Theatre will reopen in 2026/27 with a transformational look and programme that will elevate its appeal to regional and national visitors. We will elevate the presence of Telford Theatre in our marketing and work with the theatre and its clients to promote the wider Telford offer to increase theatre audiences experience of and use of Telford including the dining offer, overnight stay packages and more.</p> <p>Continue to develop the What's On offer for visitors and residents on the Visit Telford website, ensuring visibility for the rich mix of events and festivals happening across the borough.</p> | <p>Develop a new Cultural Strategy for Telford, in partnership with the cultural sector owned and shared by a cultural partnership.</p> | <p>2024/25</p> | <p>TWC Culture Services Businesses Arts Organisations and Individuals</p> |
| | | <p>Continue to facilitate promotion of events hosted in Telford and roll out a new Event Breaks approach.</p> | <p>2024/25</p> | <p>TWC Event Organisers Venues in Telford</p> |
| | | <p>Package the Telford Theatre offer with Visit Telford to increase visitor dwell time and spend in local destinations.</p> | <p>2026/27</p> | <p>TWC Telford Theatre VisitTelford</p> |
| | | <p>Identify and apply for funding to support event programme growth, commissioning new work, establishing new partnerships to deliver new and enhanced events.</p> | <p>2025/26</p> | <p>TWC Event Organiser Venues</p> |
| | | <p>With our What's On listings on Visit Telford we will increase promotion of the current events calendar to a wider section of audiences. Collaborating with all partners to encourage participation and sharing the offer.</p> | <p>Ongoing</p> | <p>VisitTelford TWC Town and Parish Councils Business Partners</p> |

PRIORITY 3 MARKET FOCUSED AND CUSTOMER DRIVEN

A primary aim of this Strategy is to sustainably optimise economic benefit. This is largely delivered through visitor spend and so the focus for growth is on four market segments most likely to deliver more visitors, and visitors likely to spend more time here, ideally overnight. Of course, this does not include everyone who might visit – rather it is those where the growth potential is greatest, building on Telford and Wrekin's identified thematic strengths and taking account of wider market trends and specific drivers for Telford's visitor economy. These market segments are already delivering visitors for Telford and Wrekin – and of course it makes sense to target those who have the strongest affinity to the experiences that we have to offer and so will be easier to influence and persuade to visit. Explicitly narrowing the focus on these consumer and visitor types will avoid trying to be a place that has 'something for everyone' and inform the marketing communications and guide priorities for development.

Here we define our market segments in more detail and outline the opportunity of a market focused and customer driven approach.

| ACTION | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
|----------------|---|-----------|----------------|
| MARKET FOCUSED | Develop audience profiles and toolkits for each of our key target markets and update annually. | 2024/25 | Visit Telford |
| | Share audience profiles and toolkits to assist stakeholders in communicating with and targeting the key markets. | 2024/25 | Visit Telford |
| | Conduct market research to keep up to date with our target audiences, trends, behaviours, and motivations and to identify new and emerging markets. | Annual | VisitTelford |

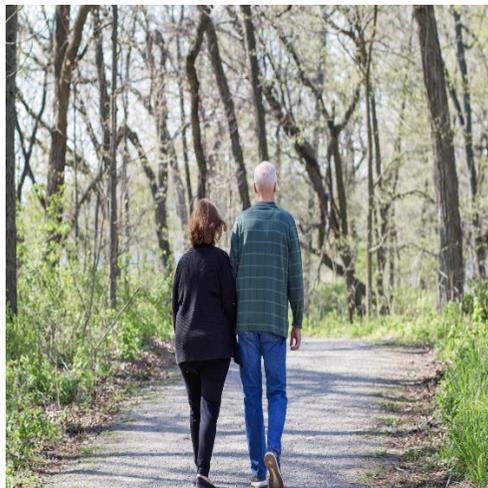
MARKET FOCUSED



Families and multigenerational families with children aged up to early teens and including non-linear and multi-generational families. Coming from within the West Midlands region and within a 2-hour travel time. Based on Visit England segments 'Fuss Free' and 'Aspirational' Families.



Residents - the home turf market i.e. local residents of Telford and Wrekin Borough. A sizeable audience of 188,000 people with a strong family demographic followed by active retired cultural explorers.



Cultural and countryside explorers. Prime of life older couples and groups of friends from across England/UK and some international. Domestic visitors have a strong appetite for staycations with city breaks, countryside escapes and heritage holidays. Growing trend for experience breaks around arts, leisure, and food and immersive and learning experiences. This is derived from Visit England's 'Country Loving Traditionalist' segment.



Business event organisers – association and corporate organisers and their intermediary agencies located across the UK looking for central easily accessible locations and high-quality destinations for their meetings, events, conventions, and exhibitions.

DRIVERS AND TRENDS

| Key trends | Key Leisure Tourism drivers | Key Business Tourism drivers |
|--|--|---|
| <ul style="list-style-type: none"> • Activity, health, and well-being • Pursuit of real, authentic experiences • Accelerating use of digital • Innovating the visitor offer • Visible approach to climate challenges • Affordable options due to Cost-of-living strain | <ul style="list-style-type: none"> • Best of Town and countryside • Nationally acclaimed attractions • World renowned heritage • Appeal of the undiscovered • Vibrancy of leisure & hospitality businesses • Outdoor, adventure and natural landscapes • Independent market towns • Immersive experiences • Large population catchment on the doorstep • New developments & investment e.g. Station Quarter, Telford Theatre remodelling, Town Park developments | <ul style="list-style-type: none"> • City scale Convention Centre • National centres of excellence • Natural meeting places for key sectors • Convention quarter and village offer. • Leadership in UK business and key sectors • Healthy business growth and new business formation • Central location and accessibility • Appealing mix of facilities and venues • Physical appearance & capacity of venues • Competitive value • Green events offer. • New investment e.g. Station Quarter |

AUDIENCE PROFILES

| FAMILIES | Trip type | Telford USPs, Assets and Attractors | Growth focus |
|--|---|---|--|
| <p>Aspirational Families Multigenerational Families</p> <p>Families with young & school-aged children and Family groups</p> <p>Located in the Midlands, North west and Mid Wales</p> <p>Big regional appeal.</p> <p>Aspirational' families looking for high-quality experiences multi-generational families (grandparents, extended families) looking for a range of activities for all ages and nostalgic attractions.</p> <p>Family trips & breaks important.</p> <p>Town & city breaks – but also attracted to active outdoors.</p> <p>Family-friendly activities: entertainment, culture & events.</p> <p>Cost/value important but willing to spend on treats.</p> | <p>Days out from home or staying elsewhere.</p> <p>Short breaks and Weekend breaks.</p> <p>Family gatherings and reunions in the centre of the UK accessible for all</p> <p>Visiting friends & relatives.</p> <p>Family Festivals and Stay packages</p> | <p>USPs - fun, learning, immersive experiences, outdoor adventure.</p> <p>Heritage – Ironbridge Gorge, Museums and themed attractions, inspiring offer whatever the weather and national assured experiences brands.</p> <p>Family Fun - Enginuity, Blists Hill Victorian Town, Telford Steam Railway, Southwater entertainment, Hoo Zoo, and Exotic Zoo Wildlife Park.</p> <p>Heroes, Legends and great people, step back in time, be a Roman, Victorian.</p> <p>Epic landscapes for fun and adventure – Telford Town Park and activities, The Wrekin, waterway leisure and cycle routes.</p> <p>Food & drink – quality dining, well-known names and as well as more distinctive offers in towns including markets and street food</p> | <p>High energy adventure, enriching attractions, and appeal of the great undiscovered.</p> <p>Easy to get to and get around.</p> <p>Immersive and adrenalin packed attractions. Selection of nostalgic attractions</p> <p>Growing the number of visits from families and multi-generational families which include grandparents and groups of friends.</p> <p>In the heart of the UK, the perfect centre point for family gatherings and reunions.</p> <p>Always new reasons to visit. Potential for weekend family breaks and accommodation and attraction deals.</p> <p>Mix of outdoor, heritage, fun and active tourism for a fulfilling break.</p> |

| EXPLORERS | Trip type | Telford USPs, Assets and Attractors | Growth focus |
|---|---|---|--|
| <p>Typically, older 55+ travelling without children. Predominantly they are English/UK domestic visitors and some international.</p> <p>Big on UK breaks and staycations.</p> <p>Take numerous breaks – and will spend if quality is right and keen to explore new locations.</p> <p>Appetite for Distinctive destinations where they can experience the authenticity of a place from its food to its welcome, accommodation and hospitality</p> <p>Well known heritage and cultural products are a pull ie National Trust and English Heritage</p> <p>Sightseeing and touring, history, scenery, and trails, are the big pull.</p> <p>Influenced by press and travel guides, travel magazines and lifestyle coverage.</p> <p>Accessibility is important.</p> | <p>Days out – from home or staying elsewhere.</p> <p>Short breaks and longer holidays.</p> <p>Themed holidays a big hook including learning, craft workshops etc.</p> <p>Tour groups, sightseeing and specialist.</p> | <p>USPs – UNESCO World Heritage Site, National Landscapes, Culture and epic stories, River Severn and waterways and home of independent from shopping to makers and creators.</p> <p>Artisan and craft attractions including artisan villages, trails, and studios.</p> <p>Heritage & Culture – Ironbridge World Heritage Site, museums; Buildwas and Lilleshall Abbeys; independent galleries; specialist experiences.</p> <p>Gateway to Shropshire providing a multi-centre break and a journey through time and history.</p> <p>Outdoor & Adventure – Wrekin designated national landscape; green & blue spaces – walking routes and expanding that through links to Shropshire.</p> <p>Farm to plate, great local food and drink experiences, dining and more.</p> <p>Heritage Market Towns and independents High Streets</p> | <p>Blended approach to drive visitor attraction. Position Telford as ‘gateway’ to Shropshire – step into a great adventure through epic landscapes, world heritage and amazing histories, meet makers and creators of living craft and meet locals with the warmest of welcomes.</p> <p>Leverage our nationally acclaimed and internally known icons of UNESCO and AONB as Attract and celebrate our hidden gems.</p> <p>Develop signature Experiences that bring out the distinctiveness of the offer and local people and welcome.</p> <p>Build our presence in influential key press titles.</p> <p>Collaborate with Shropshire developing an extended offer based on culture and heritage which is more likely to extend reach and cut through in marketplace.</p> <p>Visits outside main summer season.</p> |

| HOME TURF LOCALS | Trip type | Telford USPs, Assets and Attractors | Growth focus |
|--|---|--|--|
| <p>Telford's resident population, over 188,000 and growing.</p> <p>Diverse audiences including families, young adults, mature adults and retired.</p> <p>Big appetite for great days out – but may not know what else is on their doorstep.</p> <p>Telford retail offer is a big hook with the big indoor offer of Telford Shopping Centre and heritage market towns with independent shopping and indoor markets.</p> <p>Looking for places to explore close to home places and new ways to spend leisure time.</p> <p>Strong population of young families and high demand during peak season.</p> <p>Strong demand for culture, outdoor, entertainment and food and drink experiences.</p> <p>Access and transport is important and cost important for some. .</p> | <p>Days out</p> <p>Nights out</p> <p>Influence Friends and Family stays and visits</p> <p>Festival and events</p> <p>Repeat leisure visits with family/friends.</p> | <p>USPs – Fun and enriching places to visit, award winning attractions, high quality landscapes and outdoor adventure, distinctive markets towns, a regional shopping destination and a string heritage.</p> <p>Great transport and green transport offer.</p> <p>Convenience, accessibility, of the destination a driver for Visiting Friends & Family</p> <p>Pride in place is strong and growing.</p> <p>Local people need more information and inspiration about what is on their doorstep to inspire them to “explore more locally.”</p> <p>Big hook attractions for all ages including Ironbridge Gorge Museums, Telford Steam Railway, galleries, trails, natural attractions, and wildlife parks.</p> <p>Food & drink – quality chains in Telford town centre, independents in and authentic dining in our market towns.</p> | <p>Animate the Telford offer to local people, inspire them about what is on their doorstep with focus on VisitTelford.co.uk being their local guide to great days out, epic adventures, place to eat, what is on and more.</p> <p>Improve local information about Telford places to visit.</p> <p>Build appetite for more day visits spent in Telford than elsewhere.</p> <p>Celebrate big hero products and hidden gems.</p> <p>Build a stronger profile for our Market Towns and celebrate their high street, culture, heritage and outdoor offer and hospitality, increasing their appeal.</p> <p>Build on a sense of belonging and pride in place.</p> <p>Capitalising on visiting friends & relatives.</p> <p>Residents as ambassadors for the destination.</p> |

| BUSINESS EVENT ORGANISERS | Trip type | Telford USPs, Assets and Attractors | Growth focus |
|--|---|--|--|
| <p>Business meetings, conventions, exhibitions, and events.</p> <p>Primarily non-discretionary business events with a growing number of weekend lifestyle exhibitions and sporting events.</p> <p>Primarily domestic/UK (delegates mainly).</p> <p>Driven by local business and economic sectoral strengths (Agri-tech, engineering, defence and more)</p> <p>Corporate meetings and events.</p> <p>National Associations (non-profit, trade and technical, professional, sporting)</p> <p>Access, location, price, capacity, physical appearance, and environment are main factors affecting choice. Increased focus on green travel.</p> | <p>Day and Residential events (average duration 1.3 nights)</p> <p>Repeat business via existing clients.</p> <p>Extend stays post-business with or without spouses and partners.</p> <p>Future repeat visit for a Leisure Day or staycation</p> | <p>USPs – Venue scale, Reputation of destination for events, green credentials of Telford, Accessibility, Value, High quality environment and profile as a green destination.</p> <p>USP: Purpose built conference centre, one of top 10 in the country in a green urban setting and an event village setting. Telford International Centre (TIC), the Southwater Convention Quarter (TIC, outdoor arena, retail, hotels, dining, leisure) and 450-acre Telford Town Park</p> <p>Strong Academic venues (Harper Adams and Lilleshall) Unique Venues (Ironbridge Gorge Museums, Weston Park) and Resort Hotels.</p> <p>Strong accommodation stock for residential events. Central location good for UK and regional events</p> <p>Access to green outdoor spaces a major appeal with the trend delegate wellbeing and greener events.</p> | <p>Build on our reputation as a UK centre for events, animating the scale, quality, and distinctiveness of our offer.</p> <p>Position Telford as a greener and cleaner destinations for events focusing on its national green awards and initiatives.</p> <p>Capitalise on Telford’s sector strengths to attract more national sector events.</p> <p>Animate the destination offer more to encourage delegates to extend their visit, stay longer and explore more pre or post event.</p> <p>Opportunities to showcase the area and encourage revisits.</p> <p>Social programmes for conferences provide opportunity to widen experience.</p> <p>Year-round visits – events focussed on spring and autumn.</p> |

PRIORITY 4 GREAT PLACE FOR BUSINESS EVENTS

As evidenced in the research base for the Plan, business tourism is strong in Telford and Wrekin accounting for 14% of domestic trips to the borough and ranking 22nd in the list of UK conference destinations. We also hit the mark for many important drivers for business event organisers such as access, location, price, and the physical appearance of venues. And there are opportunities to align our business event offer to important and growing trends in the sector such as use of technology and hybrid events, attendee wellbeing, sustainability, accessibility, and inclusion. However, a challenge for us is the high levels of occupancy in some venues which constrains further growth. **The actions below aim to capitalise on opportunities and help us overcome the challenges we face to establish a first-class reputation as a UK business event destination.**

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
|--|---|--|-----------|--|
| BUILD STRONGER VISIBILITY, REPUTATION & PROFILE | Telford needs to increase its visibility among UK event buyers and intermediaries (Professional Conference Organisers, agents etc.). | Ensure Visit Telford and its venues are visible on channels e.g. Meet England and Visit Birmingham and West Midlands | 2025/26 | Visit Telford Meet Birmingham WMGC Meet England LVEP |
| | Venue and destination channels (digital, social, print) all need to be talking positively and consistently about what Telford has to offer, given the importance of location to buyers. | Develop a new dedicated Event Telford mini website including Why choose Telford? Venues, Supplier directory, enquiry links and a virtual guide and organisers toolkit. | 2025/26 | Visit Telford Venues |
| | Telford also needs to make certain that it is visible on other marketing channels which reach buyers and on key websites and venue guides. | Develop reputational marketing content to elevate the profile, position and appeal of Telford as a “ a leading national events space of choice”. | 2025/26 | Visit Telford Venues |

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
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| GREAT WELCOME FOR BUSINESS VISITORS | <p>Successful meetings destinations are joined up and coherent for organisers, with multiple stakeholders working together to ensure events are successful no matter which is the main venue. We will work with Business Event stakeholders to provide them and their clients with a range of services to ensure a great welcome to Telford, this will be serviced through our Red-Carpet welcome. In addition, we will provide an Event Organisers' toolkit on our website to support organisers in promoting their Telford event to their delegates and ensuring that visitors are equally informed and inspired about their host destination.</p> | <p>Review the current Red-Carpet Welcome package and develop this into an online guide for stakeholders to encourage them to share with their clients and prospects.</p> | <p>2025/26</p> | <p>Visit Telford Telford Business Venues</p> |
| | <p>We will collaborate with partners to develop the physical welcome and wayfinding for delegates. We will explore what good welcome and navigation looks like, how to deliver, manage and maintain this and securing funding to enable this from private and public sector partners. Key actions could include coordinated electronic signage from the train station arrival, departure points and road 'gateways' with welcome messages, and simple ideas such as tent cards & pop ups at reception. Finally, we will continue to build a better welcome by briefing stakeholders on up-and-coming events.</p> | <p>Distribute a quarterly What is on Telford event newsletter and briefing. Develop an Event Organisers Toolkit including image library, assets, and narratives for use in their event marketing.</p> | <p>Ongoing</p> | <p>VisitTelford</p> |
| | | <p>In consultation with Business Tourism Stakeholders and key place partners, conduct a feasibility study to assess options to enhance the delegate welcome at key touchpoints with Business Tourism Stakeholders and key place partners</p> | <p>2025/26</p> | <p>Visit Telford Venues Tourism Advisory Group</p> |

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
|------------------------|--|--|--|--|
| GREENING EVENTS | <p>With more event organisers seeking to achieve low carbon event emissions, the appetite for venues and destinations with green accreditation is growing. In 2023 Telford teamed up with The Association of Event Organisers to trial a 'Give back to Nature' activity to show how event organisers choosing Telford, were choosing one of the UK's top Green Destinations, as ranked by Green Index UK, and could offset their carbon footprint by choosing a Give Back activity. We will create the Give back to Nature programme as a way in which we can work with organisers to support them achieve greener and cleaner events.</p> | <p>Develop the Give Back programme to offer Event Organisers of events in Telford access to activities that can give back to the community and nature and help offset their events carbon. The programme activities will be refreshed yearly</p> | <p>2024/25 plan 2025/26 roll out</p> | <p>Visit Telford with key Green, Landscape and Community partners.</p> |

PRIORITY 5 STRONG FOUNDATIONS

This priority relates to things which don't in themselves drive visits, but influence enjoyment, spend and dwell time in a destination, and if they are missing or poorly managed will negatively influence reputation. Getting them right here will support our offer for visitors as well as benefitting our residents. **We have identified ten strong foundations which will have impact for Telford and Wrekin, each requiring targeted and specific intervention.**

| ACTION | APPROACH | ACTIVATIONS | TIMESCALE | LEAD / PARTNER |
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| <p>VISITOR WAYFINDING AND INFORMATION</p> | <p>If visitors feel welcome and find the information and inspiration, they need to have a wonderful time during a visit, they will be more likely to spread the word, and to return. This is as much about the information they can access pre visit to the way the destination welcomes, navigates, informs, and inspires them during their visit. Finally, it is also about ensuring that the entry and exit points to the destination are maximised.</p> | <p>Online visitor wayfinding improvements to visittelford.co.uk including information on the getting here and getting around section, more maps, downloads, wayfinding tools and What's nearby prompt.</p> | <p>2024/25</p> | <p>TWC Transport</p> |
| | <p>There are already good things happening both online and in-destination around Telford and Wrekin to deliver a quality visitor welcome, but some additional elements across the destination and via businesses would help enhance visitors' experience. We also need to think about all of this through the lens of who our visitors are, our key markets and their needs including Families, Explorers, and Business Visitors.</p> | <p>Explore with key town partners the development and funding for new Town Maps. This could include an online map, printed maps, distribution points and installation of a map information point.</p> | <p>2025/26</p> | <p>TWC Visit Telford Town and Parish Councils</p> |
| | <p>The actions here will be activated in partnership with a range of key organisations and stakeholders.</p> | <p>Work with internal TWC teams and stakeholders to understand wayfinding issues, challenges and impacts in key tourism towns.</p> | <p>2025/26</p> | <p>Visit Telford TWC Town and Parish Councils</p> |

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| | | Undertake research to understand the use of motorway services on the M54 and how these could be used better, as a major route for visitors to Telford and Wales. | 2025/26 | TWC Visit Telford |
| | | Explore potential improvements to the Welcome to Telford sign on the M54, a major gateway with over 75,000 cars passing each day. | 2025/26 | TWC Visit Telford |
| | | Maximise the benefits of new wayfinding being installed for the Station Quarter linking in Telford Train Station. | 2025/26 | TWC |
| VISITOR INSIGHT AND INTERACTION IN DESTINATION | Budling on our focus on enhancing the visitor experience we will explore the use of smart Wi-Fi systems to increase engagement and communication with visitors once in destination to maximise their visit experience, dwell time and spend. We will explore the use of immersive Wi-Fi in our destination and look at systems that enable interactive engagement, communication, and data capture to inform future marketing, place shaping and visitor management. | Explore intelligent Wi-Fi systems like Proximity and Elephant Wi-Fi to allow better consumer interaction in destination, consumer data capture and increase visitor value, experience, and retention. Look at potential collaborative funding as part of wider place making and management and digital place infrastructure. | 2024/25 – explore system and funding to enable this. | Telford & Wrekin Council |

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| RESPONSIBLE VISITOR MANAGEMENT | <p>We want everyone to have a wonderful experience when visiting Telford and Wrekin and to also ensure that tourism has a positive impact on our environment and on our communities. To achieve this, we must work together to alleviate the pressures of tourism on our infrastructure, natural environment, and communities in and around our visitor hotspots but also accentuate the benefits of tourism.</p> | <p>Build on our Attract and Disperse marketing model by highlighting our best loved “Attract” destinations in imagery, leveraging these to promote hidden gems for example Wappenshall Wharf, Lilleshall Hill and Hadley Locks. Through key themes we will focus on revealing our secret places, hidden gems using blogs, PR and the “if you liked this try this’.</p> | <p>2026/27</p> | <p>Visit Telford Businesses</p> |
| | <p>We want to ensure that our natural and built heritage and landscapes can be protected and preserved whilst we can still share them and celebrate them with our visitors and local communities. We want to also ensure that visitors have more information and inspiration that takes them beyond the tourism hotspots and most popular attractions to experience our hidden gems and that they stay longer, explore more, and want to come back again. We want to spread the benefits of tourism to all.</p> | <p>Work with the key Stakeholders in the Ironbridge Gorge WHS and Shropshire Hills AONB and The Wrekin to provide more content on visittelford.co.uk to champion positive visitor behaviour – ‘Protect, Respect and Enjoy’.</p> | <p>2025/26</p> | <p>Visit Telford LVEP UNESCO National Landscapes Historic England and key tourism partners</p> |
| | | <p>Explore potential funding to develop a collaborative Visitor Management Plan for Ironbridge Gorge World Heritage Site and The Wrekin. Improve visitor management , protecting and preserving our natural and built heritage,</p> | <p>2025/26</p> | <p>Visit Telford TWC UNESCO Historic England IGMT Businesses Transport providers</p> |

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| <p>SUSTAINABILITY - GREENER, CLEANER DESTINATION</p> | <p>Addressing the climate crisis and reducing the carbon impact of tourism is a major challenge and is increasingly of concern to visitors. Initial steps must be taken to engage the sector in planning and implementing changes.</p> | <p>Develop a partnership approach to assess and combat key factors effecting destination sustainability. Best practice models like the Global Destination Sustainability movement to be explored and joint funding required.</p> | <p>2025/26</p> | <p>Visit Telford LVEP Shropshire Council Visit Shropshire Visit England</p> |
| | <p>Resources, advice, and information is widely available, so the focus is more around taking leadership, signposting, and encouraging businesses to dedicate the time and resource to make changes. It also requires creativity and imagination in the delivery of other actions in this DMP to look for opportunities to do things more sustainably.</p> | <p>Promote all key Green Tourism and Green Meetings schemes and promote and celebrate businesses with accreditations.</p> | <p>2024/25</p> | <p>Visit Telford Businesses/ providers Venues LVEP</p> |
| | <p>Consumers want to know that the destinations they are choosing are climate conscious and making positive and progressive changes for a better and greener world.</p> | <p>Get involved with initiatives like Good Journey, an online platform featuring attractions that offer discounts for car-free access and promote to locals and visitors,</p> | <p>2024/25</p> | <p>VisitTelford Businesses/ providers Venues LVEP</p> |
| | <p>Telford is ranked as one of the Top 10 Cities on the Green Cities Index and was awarded a Tree City of the World by the UN in 2023. The destination has progressive initiatives that are transforming our environment and making it a greener place to visit, live, invest, and work and study in.</p> | <p>Work in collaboration with county partners to explore how to enable tourism businesses to embrace sustainability and roll out as appropriate.</p> | <p>2025/26</p> | <p>Visit Telford LVEP Shropshire Council Visit Shropshire Visit England</p> |
| | <p>Our actions here are about improving our sustainability, elevating our rankings in key green accreditations, and inspiring our visitors and businesses and enabling them to be green and to deliver positive tourism impacts.</p> | <p>Promote Green tourism as a consistent theme across our marketing, and build itineraries around green days out and stays to inspire visitors ie Telford Town</p> | <p>2024/25</p> | <p>Visit Telford Businesses /providers, town and parish councils. Severn Gorge Countryside Trust Raby Estate</p> |
| | <p>Given the global nature of sustainability, we will work cross county with partners to take a cohesive approach to this.</p> | | | |

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| | | Park, Peddle, Walk or Paddle in Ironbridge Gorge etc. | | |
| | | Explore the green calculator approach for Visit Telford website to help Leisure Visitors and Business Event Planners make green choices for their visit to Telford. | 2025/26 | VisitTelford |
| | | Promote Telford's green credentials including our environment, green places to stay, explore and eat and more and support national green awareness days with local content. | 2024/25 | VisitTelford |
| | | Signpost businesses to the Sustainable Telford website for guidance and information to support greener credentials. Latterly we will look to create an online Green Tourism Toolkit, updated regularly, and supported with content from a range of local and national partners and accreditations. | 2024/5 2025/26 ongoing | Visit Telford TWC LVEP Business networks Businesses |

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| BUILDING STRONGER PARTNERSHIP WORK | <p>These actions look at how we will develop our destination through more collaboration and partnership work and through targeted actions to resolve weaknesses in our visitor product especially around accommodation, food, and drink.</p> | <p>Review Visit Telford membership model, improve its offer, benefits and return and explore innovative approaches including brand and campaign partnerships.</p> | 2024/25 | <p>VisitTelford Telford Tourism Advisory Group</p> |
| | <p>When it comes to partnerships, Telford has worked collaboratively across the region and nation for many years with key programmes including Discover England Fund and county and regional campaigns. However, our research highlighted the importance for even greater collaboration around key government priorities, including sustainability and accessibility; around local business support, as well as leveraging key themes and partnership to attract visitor growth in value and volume terms.</p> <p>The opportunities of the new LVEP framework provide a platform for greater destination collaboration at county and regional level whilst also designations including our UNESCO World Heritage Site and National Landscape products provide new opportunities to gain experience national and international visitors. Telford will continue to embrace partnerships and work in a culture of collaboration.</p> | <p>Increase tourism business representation on visittelford.co.uk with special focus on accommodation, food and drink and experience providers.</p> | 2024/25 | <p>VisitTelford</p> |
| | | <p>Explore collaborative approaches to key tourism priorities including sustainability, accessibility, data, and research.</p> | 2025/26 | <p>VisitTelford LVEP Telford Advisory Group</p> |
| | | <p>Build stronger partnerships with World Heritage UK on World Heritage Site and with National Landscapes focusing on product development, joined up marketing and visitor attraction</p> | 2025 ongoing | <p>VisitTelford TWC Ironbridge Gorge WHS Shropshire Hills AONB National landscapes SGCT</p> |
| QUALITY, SKILLS, AND PEOPLE | <p>Building a reputation as a high quality, high appeal destination with a warm welcome and services excellence will be key to attracting and growing visitors, returners, and advocates for our destination.</p> <p>To achieve this, we will focus on supporting our tourism stakeholders to join and be part of key accreditations and</p> | <p>Undertake a Skills audit to identify gaps and challenges for the local sector and work with partners across the county to explore dedicated actions to support needs and resolve the challenge.</p> | 2024/25 | <p>TWC Skills and Business Support team and VisitTelford Businesses</p> |

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| | <p>quality marks that are a signature to visitors of excellence, building confidence and assurity.</p> <p>We will promote annual award scheme including national tourism awards, food and drink, accessibility, sustainability, and customer service awards and elevate the stories of winners in our area through content and promotion.</p> | <p>Work with front line hospitality businesses, e.g. Taxi drivers to provide them with information to deliver a first-class visitor experience and to sign post visitors the wider tourism offer.</p> | 2025/26 | |
| | <p>We will stimulate key conditions to growth high quality jobs in the sector and provide information and access to a range of training and support programmes to help retain and build a highly skilled, committed workforce with great opportunities for advancement.</p> | <p>Develop a suite of case studies to animate career opportunities in tourism improving its reputation.</p> | 2025/26 | TWC Skills and Business Support team and VisitTelford |
| | | <p>Feed into the Council's new skills strategy and work with the HR Forum (cross industry group working with businesses on skills) to ensure sector is represented.</p> | 2024 delivery of strategy 2025/26 for action planning | TWC |
| | | <p>Promote and be an advocate of the key Visit England Quality marks and support members join these and promote accreditation around Accommodation, Walkers and Cyclist and Families Welcome.</p> | Ongoing | VisitTelford |
| | | <p>Build a database of all annual awards and promote at breadth across the membership and support applications proactively this includes Visit England Excellence awards and more niche awards.</p> | 2024/25 | VisitTelford |

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| BUSINESS SUPPORT | Telford is home to a number of national brands and major attractions but with over 70% of tourism businesses being small and medium sized, dedicated high quality business support is vital to ensure that businesses are fit for the now and for the future. | Market existing relevant provision to the sector including from Visit England Business Advice Hub and from Telford Growth Hub. | Ongoing | TWC Business Support team. Visit Telford Visit England |
| | While support is currently available to businesses through the Invest Telford Business Support Growth Hub and also the Visit England Business Advice Hub, providing a range of provisions including, digital skills, accessing funding, legislation and more. To enhance business support, it is recognised that a more sector specific provision is needed. To optimise efficient, maximise investment and quality of delivery, we will work with partners across the directly with our business partners and stakeholders to identify business support needs, map a new sector specific provision, look at funding, roll out and delivery. We will work with our | Audit the existing provision for business support, assess business support needs with online research. | 2024 /25 | Visit Telford and TWC Business Support team. Visit England |
| | | Support businesses to optimise their online presence by sharing good practice, providing how to guides, and learning events like the annual conference to do this. | 2024 | Visit Telford. |
| | | Develop dedicated actions for business support and explore partnership approach to this across county and regional tourism organisations for funding to fulfil this. | 2025/26 | Visit Telford LVEP TWC West Midlands Growth Company |
| DIGITAL CONNECTIVITY | Visitors need convenient access to digital information during their visits to access information from services, destination maps, transportation and more, and with the growing trend of visitors planning while in destination, from booking a table for dinner to planning a tour guide experience, digital connectivity is becoming increasingly important. | Deliver full ultra-fast fibre infrastructure to public buildings, enabling tourism businesses not currently connected to the fixed network to access ultra-fast fibre services in future. | 2025/26 | TWC |

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| | <p>Within Telford the current gigabit coverage is at 79.8% (Ofcom Connected Nations Summer'23) and is expected to reach 93.5% of all properties by May 2026 compared to an expected UK-wide 90% (England only = 91%) according to Ofcom's Connected Nations.</p> | Facilitate work with mobile providers to accelerate deployment of 5G e.g. by offering the use of Council-owned Street furniture for 5G small cells. | 2024/25 – ongoing | TWC |
| | <p>This is the next generation of fixed digital infrastructure and builds upon the previous work which saw 98% of premises in Telford & Wrekin able to access Superfast broadband. Current 5G coverage (premises outdoors) of at least one Mobile Operator is at 34% in Telford & Wrekin compared to 76% UK-wide so there is an opportunity to work with the market to encourage accelerated deployment by demonstrating demand and identifying and removing any barriers to deployment.</p> | Explore the use of smart technology to support the visitor experience including systems like Elephant Wi-Fi that will enhance visitor communication with interactive maps and show visitor heat maps. | 2025/26 – Determine need, explore, and apply for funding – 2026/27 roll out | TWC Tourism Advisory Board |
| | | Provide free public access High Street Wi-Fi in key Tourism towns, including, Wellington, Newport, Telford and Ironbridge area around Dale End and The Wharfage | 2024/25 ongoing | TWC |
| | | Work with Building Digital UK, to improve connectivity in remote rural areas of Telford. | Ongoing until 2028/29 | TWC |
| TRANSPORT AND TRAVEL | <p>The car dominates visitor transport choice in Telford, not only for regional and national visitors but for local residents too. Telford has good road transport links from the Heart of England, Transport for Wales, and West Midlands trains and direct rail serviced by two main train hubs, and a high-quality cycle and active transport network. However, car free travel around some of the destination can be more</p> | Promote the roll out of new Council City Planner Travel App with linked content on Visit website. | 2024/25 | TWC Visit Telford |
| | | Travel information on the official website to be updated and improved to assist visitor travel planning. | 2024/25 | Visit Telford TWC Transport team Transport providers |

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| <p>challenging and ideally work is needed to improve the public transport network to enhance connectivity between the main towns and major attractions and to enable a modal switch from car journeys to public and active transport.</p> <p>In the interim it will be important to ensure valuable information is available and links are promoted to prospective visitors. In addition to this, at honeypot destinations including The Wrekin, AONB National Landscape and Ironbridge Gorge World Heritage Site, there is a need to look at better public transport connectivity and promotion of active transport, especially during the peak summer season. The primary target here is to improve car free travel across the destination, provide visitors with better transport information and to inspire active and green transport choices.</p> | <p>Map public and alternative transport provision against visitors' and local needs and green targets.</p> | <p>2025/26</p> | <p>TWC Transport Team Visit Telford Transport partners</p> |
| | <p>Continue to incentivise use of Electric Vehicles through collaborative public and private sector investment and installation of additional EV charging.</p> | <p>Ongoing</p> | <p>TWC Transport</p> |
| | <p>Explore funding for a feasibility study on management, movement, experience of visitors in the Gorge (part of WHS Plan)</p> | <p>2025/26</p> | <p>TWC Visit Telford World Heritage Site Steering Group</p> |
| | <p>Work with Transport team to support the roll out of the Demand Responsive bus service in the Ironbridge Gorge providing a flexible route service. Compliments existing bus services.</p> | <p>2024/25</p> | <p>TWC Visit Telford</p> |
| | <p>Support stakeholders to pursue installations of green travel assets including bike parking, E-charging for bikes etc</p> | <p>Ongoing</p> | |

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| RESEARCH & INSIGHT | <p>Research is an important function, which will help us better understand our visitors, track performance, and assess the impact of the DMP. Having access to up-to-date market research and insights is also essential to enable informed decision making about the future of our destination.</p> <p>The recently commissioned consumer perceptions research and borough-wide tourism economic impact data with STEAM is a good first step on this ladder, allowing for informed baselines to be set.</p> | <p>Publish all destination research reports from 2023/24 including STEAM, Volume and Value and Consumer survey to support stakeholder insight and business management.</p> | 2024/25 | Visit Telford |
| | | <p>Maintain up-to-date Visitor Volume, Value, and Perceptions research using the STEAM model.</p> | 2024-2029 | Visit Telford LVEP |
| | | <p>Establish baseline and annual measurement against Targets and KPIs' to monitor performance including Omnibus Surveys.</p> | 2024/25 – 2028/29 | VisitTelford |
| | | <p>Develop visitor survey platform at key arrival and departure points to capture visitor satisfaction. Work in partnership with stakeholders to champion, incentivise participation in the survey with a quarterly prize in order to build a marketing database.</p> | 2025/26 | Visit Telford Tourism Advisory Board LVEP (joint survey) Businesses/providers |