

Corsham Destination Management Plan

1. Aim and Objectives

The **aim** of the Corsham Destination Management Plan is to enhance the tourist offer locally through the delivery of a distinctive destination experience with a clear focus on the needs of residents, visitors and the environment.

Objectives

- To increase understanding among stakeholders of the economic, social and environmental value of effective destination management.
- To improve the local visitor economy and generate wider local benefits.
- To share best practice to ensure high quality, integrated destination management.

2. Destination Management for Corsham

Like all towns, Corsham is a disparate and multifaceted place with numerous stakeholders, each with their own specific needs. Over generations the town has not developed with a common purpose. To create a successful and sustainable visitor economy, all the elements that make a successful destination need to be managed and integrated over the long-term. These elements include:

- *The things that attract people to the destination: the natural environment, heritage and culture, iconic buildings, retail, sport and leisure facilities, food, gardens, events and scenery. These make a place special, distinctive and capable of engendering civic pride.*
- *The infrastructure that helps to reinforce and shape the sense of place and make it an easy place to visit: the quality of design, the signs, transport, parking and orientation, interpretation, public spaces and amenities.*
- *The services that cater for the needs of visitors, and of residents, generating economic and social activity and increasing spending: the hotels and bars, pubs, restaurants and galleries, the everyday events and the day-to-day services that make a place clean, safe and welcoming (Visit England, 2011)*

The various aspects of destination management in Corsham are wide ranging and fall under the responsibility of numerous organisations and individuals across the public, private and voluntary sectors. The Town Council is committed to leading the destination management process for Corsham in order to help ensure the efforts are co-ordinated and that the visitor experience is of high quality and develops and adapts to meet the changing needs and expectations of visitors.

3. Challenges and Opportunities

Corsham is experiencing a sustained period of change with public sector funding cuts at local authority level contrasting with significant private sector investment in the town. Government/Swindon and Wiltshire Local Enterprise Partnership funding in the economy, in particular the high tech sector, is also having an impact on the town. The Town Council is not currently subject to funding constraints such as capping but there is increasing pressure to take over assets and services run by Wiltshire Council. This makes effective destination management even more important as private sector investment is more likely to occur in places that people wish to live and work. The Corsham Destination Management Plan can play an important role in achieving investment and growth of the local economy.

The Destination Management Plan complements the Marketing Plan. The Management Plan involves developing the product (Corsham), maintaining and enhancing the visitor experience and providing a common vision for public, private and voluntary stakeholders to work towards.

Creating and strengthening effective relationships between stakeholders will be essential to developing the local visitor economy. The Town Council aims to build and sustain these relationships through its staff, who have the appropriate knowledge, skills and experience in the tourism and communication fields.

4. The Action Plan

The aim of this Destination Management Action Plan is to help everybody involved in managing and maintaining Corsham to understand the value of the visitor economy, and the importance of destination management. The Action Plan identifies the actions, partners/stakeholders, priorities and evaluation measures, and will be reviewed and updated as part of the Town Council's Strategic Plan Monitoring and Evaluation process.

9 September 2015