

10/2/2014

# *Tourism* *Angles*

PROPOSAL FOR THAME TOWN COUNCIL



Prepared by | Tourism Angles Ltd

## Contents

Introduction.....	1
Proposal Outputs and Costs .....	3
About Us.....	4
Jackie Ellis .....	4
Sarah Osborne .....	5
Insurance Details .....	5



Thame: places to visit, places to stay, places to film

## Introduction

This document provides a proposal by Tourism Angles to improve footfall at Thame Information Centre and increase Thame's profile as a filming location for Midsomer Murders, with the aim of attracting more visitors to the town and spend in the local economy.

Thame information centre sits in a prime location in the centre of Thame, inside the impressive Town Hall building. In common with many public services, Thame information centre wishes to achieve its full potential and increase the number of users for the services it provides to visitors, local residents and the business community.

The profile of Thame's visitors is changing. Increasing numbers of visitor are attracted to the town, bringing opportunities for increased spending in shops, pubs, cafes and restaurants as well as places to stay overnight and places to visit during the day. There are real opportunities to increase the volume of Midsomer visitors and make a positive impact on the economy.

Thousands of 'TV tourists' are coming to Thame to follow in the footsteps of DCI Barnaby, a character in the highly popular ITV series, Midsomer Murders. These visitors are coming from other parts of the UK and overseas, both in groups and as independent travellers.

Thame Food Festival brought 25,000 people to Thame in 2013, on one day. These visitors are coming from further afield, drawn by the quality of the event and the array of internationally famous chefs who support it. Building visitor numbers through a focus on food tourism is a long-term goal not encompassed within this proposal, however the proposal will support visitors to the Food Festival.

Given the background of an information centre which is not yet achieving its full potential and the opportunities to bring in more new and different types of visitor, Thame Town Council requested a proposal to achieve the following objectives:

- (i) Improve external visibility of the information centre**
- (ii) Improve the internal appearance, content and displays**
- (iii) Improve customer service**
- (iv) Create more Midsomer Murders related product in the town to attract visitors**
- (v) Carry out some Midsomer Murders PR focused on Thame**
- (vi) Raise awareness of Midsomer Murders with local businesses, identify and promote the opportunities open to them through Thame's Midsomer connections.**

Thame Town Council can achieve any one of these objectives at differing levels according to budget e.g. a completely new internal design for the information centre with all new fixtures and fittings can cost £20-£30,000. Realistically the budget does not allow this so we have proposed some limited purchases which we have seen work effectively in other locations.

Promoting Thame as a Midsomer Murders destination could be a huge campaign. We suggest a proposal of modest cost to raise the town's profile with coach and group operators and with the media. This will increase awareness of Thame's Midsomer Murders connections and put it onto their itineraries.

## Proposal Outputs and Costs

A proposed budget of £6,000 includes a £3,000 matched funding bid by Thame Town Council to South Oxfordshire District Council. We can work to fit at a timescale agreed with Thame Town Council. The outline below shows how we would achieve these six objectives for Thame within the £6,000 budget.

Task	Cost
1) Work up a detailed scheme for the information centre which: <ul style="list-style-type: none"> <li>a. increases external visibility and improves internal appearance to increase footfall and its usefulness to visitors, local residents and businesses</li> <li>b. improves the internal layout, adds relevant content, introduces clarity for the customer, develops a monthly programme of promotional displays and makes the customer feel more welcome</li> <li>c. A budget of £2,000 for materials (installation not included)</li> <li>d. Implement the scheme</li> </ul>	£3,575
2) Improve customer service by increasing product knowledge across the whole team through a programme which will include an element of workshop as well as time spent out and about in the destination experiencing the product and building relationships with local businesses	£675
3) Hold discussions with key local stakeholders to develop more Midsomer product including accommodation packages, more visible evidence of Midsomer in Thame and reviewing the potential for regular weekly guided walks in the busier months	£900
4) Use a specialist PR agency to issue two Thame-specific press releases to tour operators and travel journalists which highlight Thame's position as #2 'most-filmed' location for the series and handling resultant press responses. Support this with an element of social media. If the press releases result in a press visit, this would need to be managed separately either by us or the team in Thame.	£850
<b>PROJECT TOTAL (expenses included)</b>	<b>£6,000 + VAT</b>

These time allocations and costs are indicative. Working to our quality guidelines and using our industry and media contacts we will identify the most appropriate solutions which deliver best value for the available resources.

## About Us

As destination marketing professionals we know that ultimate success in attracting visitors' means standing out in ways which are authentic and inspirational, while offering tourism businesses tangible benefits.

We come from marketing backgrounds and combine decades of experience with both public, private and not for profit sector organisations. We can pull on a number of tried and tested specialists when required.



### Jackie Ellis

Jackie started Tourism Angles marketing consultancy in 2006 after 17 years in public sector destination management. A communications expert with a background in sustainable tourism, she has considerable experience with local businesses through workshops and targeted B2B messages.

She runs a licenced tourism PR agency with excellent media contacts, press distribution and monitoring/evaluation services. Clients include The Royal Borough of Windsor, Southern Oxfordshire, VisitSussex, Skegness & Lincolnshire Wolds, Loxwood Joust and City of London. She is active on the main social media communities (Facebook, Twitter, LinkedIn, Google+, Flickr and recently Pinterest). She is webmaster with responsibility for content management on these destination websites: [www.visitsussex.org](http://www.visitsussex.org), [www.visitmidsomer.com](http://www.visitmidsomer.com) and [www.southernoxfordshire.com](http://www.southernoxfordshire.com).

Jackie's particular expertise is developing and managing online and mobile media such as website creation, blogging and tweeting. She regularly handles photography, design and print jobs for other tourism businesses, is currently working on a tourist information centre social media mentoring programme with VisitEngland, and runs several active destination and event accounts.

Jackie is a Fellow of the Tourism Management Institute and Member of the Tourism Society.

## Sarah Osborne

Sarah Osborne has 20 years' experience in the field of tourism, working at district, regional, national and international level. Her first nine years were spent heading up tourism for Windsor and the Royal Borough, managing all marketing, web, PR and information centre services – developing particular expertise in managing public/private partnerships, generating marketing income from the tourism industry, developing welcome training and maximising press coverage on a minimal budget. She spent several years working in Singapore centred on work for two national museums, training tour guides and managing volunteers.

A local girl, Sarah is very familiar with Thame, through working on the South Oxfordshire tourism marketing contract, where she focuses on the face-to-face and on-the-ground side of business liaison.

Over the past four years she has amassed a considerable amount of Midsomer Murders related experience in terms of the filming locations, the series and the visitor profile. She works with tour operators from the UK and overseas to bring groups to Oxfordshire's Midsomer and has been influential in getting Midsomer Murders into a number of brochures and on-line itineraries. She provides content for the [www.visitmidsomer.com](http://www.visitmidsomer.com) website and responds to enquiries from individuals and groups who want to stay in Midsomer. Well known in the travel trade industry, Sarah has personally worked with around 50 businesses across the district giving practical support and advice to help them attract visitors and grow their business through Midsomer.

Sarah is a Member of Tourism South East and the Chartered Institute of Marketing.

## Insurance Details

<b>Public Liability</b>	
Insurer details	Hiscox
(Name, address etc.)	Hiscox plc 1 Great St Helen's London EC3A 6HX
Policy Number	1377221
Limit of Indemnity	£1,000,000
Expiry Date	Continuous policy

<b>Professional Indemnity</b>	
Insurer details	Hiscox
(Name, address etc.)	Hiscox plc 1 Great St Helen's London EC3A 6HX
Policy Number	1377221
Limit of Indemnity	£1,000,000
Expiry Date	Continuous policy