

# WIDENING THE WELCOME WORKSHOP NOTES & FOLLOW UP

## Communication

- Understanding the visitor journey: pre, during and post opportunities and the communication at each stage
- How to build an itinerary \*
- Who are we targeting
- Images and language
- How to communicate inclusivity
- How to communicate accessibility
- SEO

## Workshop IDEAS

- Business confidence: B2b business toolkit
- Linking the town with countryside \* through great collaboration & partnership
- Enter awards
- Working at the urban edges
- Research and market insights
- Transport & the final mile
- OS Maps overlay function
- North York Moors Visit England example
- National Trails developing accessibility walks
- Is there a grading system for countryside walks, rides
- The online and in-situ visitor welcome and destination information
- Getting products to market: a local brokerage service
- Local produce - sustainability
- Business mentoring and walking companions

## Other funding sources

- DEFRA
- Other?
- Signposting other organisations to share what their funding is available
- Farming in Protected Landscapes

## Delegates

- Share contact emails and a short summary of what their business/organisation is doing
- What opportunities to collaborate do they offer?
- What are their challenges in getting started and/or developing their offer?

## Visit England national hub

Lots of online resources and national experience, case studies. FREE

## Visit Bucks Accessibility hub

Developing itineraries and information about what to do and where to go

B2c Development potential

## Visit Herts

accessibility training

## Chilterns Tourism Network

Access to businesses

Where is the accommodation sector?

New research (of national importance) regarding awareness and access to green spaces by local (urban) ethnically diverse communities

TLC: Talk, Listen, Change

## Chiltern Conservation Board

Ongoing countryside access work

Articulate next steps

## Bucks CC

Does the new VE strategy include Access tourism or business support

## Oxford CC

Through Experience Oxfordshire

## Natural England

The opportunities that COAT offers

Is there a tourism equivalent of COAT?

The Countryside Code

## National Trust

New strategy for the communication of their collections

## Other partners?