



ACTION PLAN
Implementation Revision 2
February 2008
(Updated at the Project Team meeting on 07.02.2008)

Havant Borough-Wide

Tourism and Leisure Plan **ACTION PLAN**

2007 - 2012

Cleaner, Safer,
More Prosperous

Tourism and Leisure Plan

ACTION PLAN

(Note: Key to Abbreviations on Action Plan Page 8. Revisions indicated in **BOLD** text. Officers initials used for internal reference only.)

Objective 1 Enhance the promotion of Havant's Tourism & Leisure Offer

Action	Target	Milestone/ When	Key Partner/Lead
1.1 Promote Business Tourism	1. Target developers through linking to TSE's hotel investment website. <i>In tandem with TSE: on-going.</i>	May 2008	BDT, TSE
	2. Investigate external funding opportunities to attract new hotel development. On-going addressing Motel on A27 and Holiday Express in Havant. Future development policies being embedded in the Local Development Framework Core Strategy	December 2008	Funding Officer HBC
1.2 Produce a Borough marketing plan for tourism which includes joining with neighbours and partners to create a stronger offer	1. Business Hub established (with all neighbour LAs working together to promote adjoining offers, attractions and providers) - <i>in liaison with Hampshire Tourism Officers' Forum and Tourism SE. Cllr Blackett working with HCC to promote Hampshire-wide partnership approaches</i>	Ongoing	BDT, TSE, HCC, Local Tourism Industry
	2. Havant Tourism Forum established and effective. <i>Achieved on time. Forum membership continues to grow</i>	Achieved February 2007	BDT, TSE
	3. Tourism web-page created. Web-site creation (target date revised from May to Oct 2007) and launch achieved Oct 2007.	Revised to October 2007	BDT, VIO, New Mind
	4. Visithavant Destination Management System active. (Target date revised from May 2007 to March 2008) <i>Effectively achieved and operational. On-line booking activated with the Brookfield Hotel being the first active hotel provider 19 February 2008.</i>	Achieved February 2008	HBC, New Mind
	5. Visitor Guide produced and distributed. <i>Achieved on time: produced March; distributed April 2007. 2008 Visitor Guide now under development for issue February 2008. Final proofs agreed. CD with DMS info for insertion to be supplied by TSE</i>	March 2008	HBC, TSE
	6. Combined marketing plan developed. <i>Combined 2008 Marketing Plan with TSE implemented. (Approach seeks increase in accreditations).</i>	Achieved Nov 2007	HBC, TSE, Partners, Forum
	7. Gain national exposure through joint marketing initiatives. <i>Achieved in May 2007 (and will be in May 2008; change of emphasis towards promotion of activity holidays all year).</i>	May 2008	HBC, Partners, Forum
	8. Report on film-induced tourism. <i>Working with Market Town Initiatives. Leads being progressed with Film Hampshire and Southern Screen.</i>	Dec 2008	South Downs College, HCC, BDT

Action	Target	Milestone/ When	Key Partner/Lead
	9. Investigate gun site and Mulberry Harbour links to Hampshire Military Experience. <i>On-going: Open Spaces has secured funding from English Heritage for gun emplacement refurbishment works (due for completion by March 2008). MTI initiative "Hayling's BEST" is working on creation of a Heritage Trail and leaflet with BDT support.</i>	Dec 2008	Haylings BEST, BDT, VIO, Open Spaces, TSE
1.3 Promote the use of local/organic food in the Borough's establishments	1. Ten restaurants take part in the Hampshire eateries/restaurant awards. <i>Work in progress(although rather ambitious to get ten to take part); Closing date 30 May 2008 - (BDT by JC - target to be revised?).</i>	Dec 2008	BDT, HCC, Forum, Restaurants / Eateries
	2. Promote the concept of 'Hampshire Breakfast'. <i>Via Hampshire Fare in partnership with TSE/ Hampshire County Council and MTI. Promotion is ongoing via the Tourism Forum. TSE organised Hampshire Breakfast training at South Downs College for Providers (18.02.08).</i>	On-going	HBC, HCC, Forum, Business Link, Restaurants, Eateries
	3. Build on the success of the Emsworth Food Festival and work with Hampshire Fare to promote the Borough as an eating destination. <i>Support for EFF is on-going; wash-up meeting 2.10.07. EFF Committee still to reveal outcome of discussions on the future approach for EFF in terms of size and frequency but has decided to have a "fallow-year" in 2008 in order to consider the approach from 2009. BDT working with new Food Festival organisers for Aug 2008 at Stansted Park, Hampshire and Mill Rythe, Hayling Island</i>	On-going	HBC, HCC, Forum, Restaurants, Eateries

Objective 2

Raise the quality of Havant's Tourism & Leisure Offer.

Action	Target	Milestone/When	Key Partner / Lead
2.1 Achieve measurable recognition for the quality of local offer	1. Ten additional accommodation providers attain recognised accreditation. Continuing promotional work this year on-going with TSE through Joint Marketing Strategy. (8 Providers signed-up by January 2008).	Dec 2008	VIO, TSE
	2. Both Havant and Waterlooville Leisure Centres to attain recognised quality standard. On target to achieve. Leisure Centres working towards achieving the "QUEST" standard. (Dec 2008 realistic)	Dec 2008	SDO, HLT
	3. Achieve Green Flag status in at least one park/recreation ground. Staunton County Park has achieved Green Flag status. (Also, Warblington Cemetery may achieve an award 2010+).	March 2009	Open Spaces
	4. Retain Blue Flag status. Blue Flag to assess in May/June 2008. Note that entry in future years under review due to increasing costs of delivering the "Blue Flag" scheme).	Retained for 2007 Aug 2008	Open Spaces
	5. Maintain entry into Britain in Bloom. Achieved Silver/gilt award in 2007. Will re-enter in 2008 and the aim is to maintain standard.	Achieved 2007 Aug 2008	Open Spaces
2.2 Support the tourism industry and contribute to the sustainability of the Visitor Info Centre	1. Retain at least one Visitor Information Centre in the Borough. Achieved.	Achieved	Open Spaces
	2. Attain increase in the revenue received through accommodation bookings. Target date revised from Sept 2007 to March 2008 On-going : On-line booking system on visithavant website live from February 2008.	Achieved Feb 2008	BDT, VIO, NewMind, VisitBritain, EnjoyEngland etc
2.3 Ensure that sustainability underpins the approach to tourism and leisure provision and that future developments respond to the requirements of the Local Development Framework	1. Develop 'out of season' Literary Breaks in Emsworth. Ongoing development with MTI. PG Wodehouse Sheet produced by Emsworth Museum.	November 2007	MTIO, TSE
	2. Develop an annual 'out of season' literary and heritage festival on Hayling Island. Work in progress via MTI. Pauline Rowson event at Cockle Warren in March 2008. Literary links in 2008 Visitor Guide	November 2007	MTIO, TSE
	3. Encourage environmental good practice through ten businesses obtaining accreditation through the Green Tourism Business Scheme. Nil response from Providers to TSE/HBC invitation to workshop. Green Infrastructure Strategy embedded in the HBC LDF	2008	HBC, TSE, Water Authorities
	4. Ten energy audits and grants for the tourism industry. Work in progress (BTD by JC).	2008	HBC, Carbon Trust
	5. Continue to support existing opportunities run by the voluntary sector at local clubs and community centres. Work in progress.	On-going	HBC, (CSO)
	6. Ensure new development proposals are consistent with the LDF. Tourism Industry Policies being embedded.	On-going	HBC, DC and PPUD

Objective 3

Improve the perception of the Borough amongst residents and visitors

Action	Target	Milestone/ When	Key Partner/Lead
3.1 Instigate a range of initiatives attracting residents and visitors to public areas and open spaces	1. Improve the image and vibrancy of town centres. Havant Business Group active; Waterlooville Business Association active; Emsworth strongly active; Hayling Island has a growing Business Group. <i>(90 HI businesses involved in the Xmas 2007 Window Spotting Competition)</i>	Achieved 2007 Ongoing for 2008	HBC Community Regeneration and Havant Task Force
	2. Support funding bids to achieve the vision outlined in "Destination Hayling Island". <i>Hayling Seafront Master Plan under development.</i>	2 bids submitted March 2009	PPUD CSM
	3. Support key arts and sports events in the Borough including competitions, carnivals, festivals etc. <i>Many local events staged eg EFF, HI Scarecrow Festival, Waterlooville Music Festival and Classic Motor Show</i>	4 Events by March 2008 Achieved	HBC, HLT
	4. Investigate the potential of aspirations to develop the Civic Centre site to provide new leisure facilities. <i>Progressing – Consultants appointed.</i>	2012	HBC, HLT
	5. Support the Community Allotment Project to utilise under used spaces. <i>Received Certificate of Excellence from South and South East in Bloom. New allotments allocated on MDA site. On-going officer and financial support for Community Allotment Group.</i>	8 new allotments March 2009 On target	HBC
3.2 Broaden the demographic of participation amongst residents and visitors	1. Capitalise on growing markets for niche visits. <i>On-going through: Literary Breaks; Bird Watching; Scarecrow Festival etc. (Broadmarsh Interpretation Centre included in the LDF).</i>	Two promotions March 2008 Achieved	HBC, Hampshire Partners, TSE, Forum
	2. Maximise opportunities provided through the 2012 Olympic Games and ensure sustainable improvements to quality of life. <i>Following the Beijing Games in 2008, Cultural Strategy Revision (due April 2008) will reflect the cultural Olympics; HI Sailing Club have offered training facilities for sailing.</i>	2007 - 2012+	HBC, Hampshire Partners, TSE, Forum, SDO
	3. Four Disability Audits completed. The Corporate Group Specialist Access Officer responsible for progression. <i>Caren Ransom to raise at HBC Disability Access Group.</i>	December 2008	HBC (E&AO), TSE, Forum
	4. Investigate the potential for the introduction of local SMART Card (incorporating public leisure centres). <i>Achieved in principle but not yet in position to go ahead as this needs HCC to take the lead.</i>	March 08 – defer to March 2009	HBC, HLT
3.3 Raise awareness of the importance of tourism with residents	1. Two page spread in Serving You achieved in 2007. "Serving You" articles in 2008/09 to promote Visitor Guide / visithavant.co.uk website with online booking and activity breaks for friends and family	December 2008	Communications Team
	2. Promote the use of 'Home Stay' vouchers. (Achievement linked to 3.2.4)	March 2009	HBC, Forum, AIF
	3. Radio 'Home Stay' promotion to locals. (Achievement linked to 3.2.4)	March 2009	HBC, Forum, AIF

Objective 4

Facilitate the delivery of improvements to raise participation, health and wellbeing

Action	Target	Milestone/When	Key Partner/Lead
4.1 Develop a range of exciting new leisure attractions and facilities for visitors and residents	1. Progress the Campdown Project ensuring maximum future community use. On-going for 2010 – delivery partner issues at present.	Opening March 2010	HBC, PPUD, Esporta
	2. Support the development of Havant Thicket Reservoir. On-going.	2015/2020	Ports. Water, HBC, PPUD
	3. Progress the development of hotel and conference facilities at Dunsbury Hill Farm. Masterplan collaboration with Portsmouth CC complete. Progressing towards development.	2008/2011	HBC, PCC, University of Portsmouth
4.2 Modernise current facilities to enhance community use	1. Develop hard court tennis court sites by improving and/or charging for their use. (Project and provision under review at present by Open Spaces due to budget implications).	March 2009	Open Spaces
	2. Support upgrade of grass pitches and develop a network of Artificial Turf Pitches (ATP) (seeking to utilise developer contributions). Ongoing, with potential development at Staunton Community College.	1 new ATP by 2010.	Open Spaces
	3. Improving grounds maintenance standards across the Borough. On-going.	March 2012	Open Spaces
	4. Replace/improve park buildings in particular those in Bidbury Mead and Waterlooville Recreation Grounds.	2015	HBC (Property Services)
4.3 Work in partnership to gain the maximum benefit from facilities and services	1. Develop “Havant Borough Leisure Partnership” to carry forward the management of public leisure centres. Partnership Agreement prepared and in the process of being signed.	March 2008	HBC, HLT
	2. Ensure additional leisure facilities are provided for West of Waterlooville MDA residents. Leisure facilities requirement incorporated in the Section 106 Planning Agreement potentially could include dry-side provision at WLC & ATP with borough-wide consultation.	March 2008 (Achieved)	HBC, WCC, EHDC, HLT, developers
	3. Support the development / facilities at Havant & Waterlooville FC. Awaiting club proposals. Also HAWKS in the community initiative launched.	Project active by Sept 2008	HBC, H&WFC, Hants FA
	4. Assess the viability of enhancing facilities at Havant Museum and Arts Centre. Successful Phase 1 bid (assessment study) to Heritage Lottery. On target.	March 2009	HBC Community Regeneration, HCC, Havant Arts Active
	5. Establish and develop the Havant Borough Sport and Physical Activity Alliance. Established; Meeting quarterly.	Achieved November 2007	HBC CR, HCC, PCC, HLT, H&WSSP
	6. Deliver/support joint sport and arts initiatives. Achieved. £100k funding to expand StreetSport programme and enable more local clubs to be self-managing. Spots & Arts Workshops delivered in school holidays - ongoing.	March 2009	HBC Community Regeneration Hermitage Housing Assn
	7. Enable more local clubs/groups to become self-managed. On target (see 6 above). (Bowls clubs by March 2009 - other clubs to follow)	3 Clubs by March 2009	HBC Estates

Objective 5

Maximise opportunities for learning and skills development

Action	Target	Milestone/When	Key Partners/Lead
5.1 Encourage a consistent and high quality labour supply	1. Promote skills and life-long learning. Training particulars circulated to all tourism providers – hampshire Breakfast promotion course held at Southdowns, Feb 2008, Green Tourism offered in Nov 2007	3 TSE projects by March 2008	BDT, Schools and Colleges
	2. Five businesses gain benefits from “Prosper through People”. (TSE On-line Training flagged to Providers via Tourism Forum)	December 2008	BDT, TSE, AIF
	3. Deliver one Smoke-Free Tourism Workshop. Workshop held.	June 2007 Achieved	BDT, TSE, AIF
	4. Deliver one “Marketing Your Restaurant” Workshop by September 2007. TSE Hampshire Breakfast Course and EFF marketing	Achieved Feb 2008	BDT, TLRO, TSE,
	5. Deliver two training workshops to address disability needs. Caren Ransom progressing and to attend the Tourism Forum.	December 2008	E&AO, TSE,
	6. Capitalise on Training, Skills & Employability and job opportunities brought about by the 2012 Olympic Games. Labour supply issues to be included in the Olympic Strategy/Action Plan with a focus on volunteer training (languages) / increased expectation/participation. These elements to be addressed in the revisions to the developing Community Strategy.	2007 – 2012+	HBC BDT & CR
5.2 Support learning and development activity programmes	1. Deliver Play Strategy to ensure the development of young people through play. Play Development Officer appointed – Play Strategy in place and being implemented.	2007-2010	Play Officer, HBC, HCC
	2. Deliver portfolio of Big Lottery-funded projects to encourage learning through play. (Linked to 5.2.1)	March 2010	HBC, local play providers
	3. Organise and deliver volunteering and coach education programmes. Original Target met and on-going programme in place.	Three programmes by March 2009 Achieved	HBC Community Regeneration

Date of next meeting: Mid Aug 2008 (Subject to invite by Scrutiny Boards).

Key to Abbreviations

Abbreviation	
A&EEO	Access & Equal Opportunities Officer,
AIF	Area Investment Framework
ATP	Artificial Turf Pitch
BDT	Business Development Team, HBC
CDO	Community Development Officer, HBC
DC	Development Control, HBC
E&AO	Equalities & Access Officer
EHDC	East Hampshire District Council
GDP	Gross Domestic Product
H&WFC	Havant & Waterlooville Football Club
Hants FA	Hampshire Football Association
HBC	Havant Borough Council
HBG	Havant Business Group
HCC	Hampshire County Council
HLC	Havant Leisure Centre
HLT	Horizon Leisure Trust

Abbreviation	
LA	Local Authority
LDF	Local Development Framework
MDA	(West of Waterlooville) Major Development Area,
MTIO	Market Town Town Initiative Officer
PCC	Portsmouth City Council
PPUD	Planning Policy and Urban Design, HBC
SDO	Sports Development Officer
SEEDA	South East England Development Agency
TLRO	Team Leader Regeneration Officer
TSE	Tourism South East
VIO	Visitor Information Officer, HBC
WCC	Winchester City Council
WLC	Waterlooville Leisure Centre