

# Angus Tourism Framework

2019-2024



Arbroath Smokies



Lunan Bay



Glamis Castle



Panmure Golf Course

**“ Our Vision**  
To work together with pride and passion to create, deliver and share inspirational experiences for all visitors to Angus.

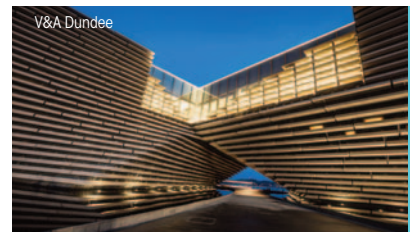


## Strategic Themes

Four strategic themes have been identified as a priority for tourism in Angus including; Industry Leadership & Collaboration, Pride of Place, Product & Experience Development, and Marketing. Data & Insights is a further priority which cuts across each of the four themes.

The Angus Tourism Framework action plan for 2020-2021 has been amended in light of Covid-19.

The action plan focuses on the priorities for the tourism sector in Angus, with certain activity delivered regionally, where there is rationale for doing so. Where possible, activity is also aligned to the STERG National Action Plan.



## Angus Tourism Framework Leadership Group

A Leadership Group oversees, supports and ensures the delivery of the Angus Tourism Framework.

## Tay Cities Region Tourism Strategy 2019-2024

The Tay Cities Region Tourism Strategy aims to grow the volume and value of tourism across the region, by working together and focusing on the region's strengths.

Three common strengths or 'connectors' have been identified for the region; culture & creative, food & drink and outdoor adventure.

Other connectors for the region include golf, business events and cruise tourism.

Regional activity will focus on building our capabilities, improving the customer journey and supporting leadership and collaboration.



# Action Plan 2020-2021

## Industry Leadership & Collaboration (IL&C)

**IL&C Lead:** Stuart Clark & Norma Lyall

**Working Group:** ATC Board

**Aim:** To have an industry-led, collaborative approach to identifying opportunities for growth and for delivering support

What	How	Lead	Stage
Delivery of the Angus Tourism Framework	Encourage increased industry representation on the Angus Tourism Framework working groups	ATC	Ongoing
	Align activity, where appropriate, to regional and national strategies e.g. three regional connectors, partnership working	All	Ongoing
	Ensure all ATC sub-groups, e.g. Food and Drink, are aligned to the ATF	ATC	Ongoing
Intelligence and Data Gathering	Engage with Angus tourism businesses to understand key issues and support required	ATC/AC	Respond/Reset
	Encourage industry participation in relevant surveys e.g. VS barometer	ATC/AC	Respond/Reset
Strengthen the Role and Reputation of the ATC	Organise a programme of networking events and huddles to encourage collaboration and the sharing of best practice	ATC	Ongoing
	Implement a programme of activity to increase ATC membership	ATC	Reset/Restart
	Identify potential funding to put in place a development worker/admin support for ATC	ATC	Recovery
Improve the Capabilities of Tourism Businesses in Angus	Work together to implement a programme of webinars/skills development and training to meet the needs of the sector	AC/ATC/RTL/VS/BG	Restart/Recovery
	Implement a regular programme of industry B2B communications to signpost businesses to up to date advice, intelligence, funding support and other opportunities	AC/ATC	Respond/Reset Ongoing
Collaborate to provide leadership and guidance across the Tay Cities Regional Tourism Leadership Group	Attend Regional Tourism Leadership Group meetings to update on regional position and share plans and best practice	ATC	Reset Ongoing
	Work regionally to identify and develop a regional dashboard of key performance indicators	AC/ATC	Restart/Recovery Ongoing

## Pride of Place (PoP)

**PoP Lead:** Irena Krasinska-Lobban & Scott Byrne

**Working Group:** Pride of Place Working Group

**Aim:** To harness the positivity and ambition of local communities to share their pride of Angus with visitors

What	How	Lead	Stage
Engage local communities and businesses to deliver great visitor experiences and contribute to the improvement of the customer journey	Implement a programme of engagement activity with communities across Angus to increase knowledge and understanding of the Angus Tourism Framework and to encourage more even geographic representation on the PoP working group	PoP/AC	Restart
	Engage with communities to understand local concerns linked to reopening of tourism	AC/ATC	Reset/Restart
	Ensure plans are in place to take account of potential local pressure points or 'hot spots'.	AC	Reset/Restart
Provide opportunities for local people to be advocates for Angus	Provide opportunities for local people to share their passion for the area via the MyAngus campaign	PoP/Marketing	Ongoing
Create opportunities to share stories and experiences with locals and visitors	Collate local stories and experiences to inform an 'Insiders Guide to Angus' (printed and digital)	PoP/Marketing	Ongoing
	Re-schedule the MyAngus Week, which had to be postponed due to Covid-19	PoP/Marketing	Restart/Recovery
Encourage communities and businesses to play a central role in place making across Angus	Engage and collaborate with key stakeholders to ensure that local celebrations and events are maximised, e.g. HES, NTS, Arbroath 2020+1 Festival, Bonfest, Doors Open Days etc	PoP/AC	Restart/Recovery
	Implement the Ask Angus Visitor Welcome Scheme across each burgh, ensuring the provision of accurate and safe advice to visitors	FD/PoP/AC	Restart/Recovery

## Action Plan 2020-2021 continued...

### Product & Experience Development (P&ED)

**P&ED Lead:** Louise Nicoll & Caroline Millar

**Working Group:** Product & Experience Development Working Group

**Aim:** To deliver innovative and inspirational products and experiences for all visitors to Angus.

What	How	Lead	Stage
Understand our visitors and create products and experiences to meet their needs and expectations	Utilise the market intelligence available to understand the impact of Covid-19 and ensure that the products and experiences on offer are relevant	ATC/VS	Reset/Restart
	Work with regional partners to identify ways to gather data to inform recovery	AC/ATC/RTL G	Reset/Restart
Work together to ensure a more joined up approach to product and experience development	Explore the potential for developing Food & Drink, Cultural and Outdoors experiences (aligned to the three regional connector themes), capitalising on Angus's rural location	RTL G/ATC	Reset/Restart
	Use networking events to encourage the development of collaborative experiences e.g. ATC events, Golf, Food and Drink	ATC/P&ED	Reset/Restart
	Engage with the development of the Visit Angus tourism trail app development to maximise its potential	ATC/ Marketing	Ongoing
	Ensure the marketing group are aware of new product developments	ATC/ Marketing	Ongoing
Improve online visibility and bookability of products and experiences	Work with BG and VS (and other agencies) on a programme of digital support	AC/ATC/ RTL G/VS/ BG	Restart

## Marketing

**Marketing Lead:** Lynsey Pattie & Gillian Black

**Working Group:** Marketing Working Group

**Aim:** To promote Angus in a responsible way in order to inspire local and domestic visitors over the next 12-18 months

What	How	Lead	Stage
Angus Council and industry work together to deliver the Visit Angus destination marketing campaign	Update the Visit Angus Communications Plan to support each phase of recovery, and share this with industry	AC/ Marketing	Reset
	Develop a Marketing Toolkit to share with industry, outlining; <ul style="list-style-type: none"> <li>- Visit Angus Key Messages, including hashtags to use</li> <li>- Assets available for tourism businesses to use to promote Angus</li> <li>- Visit Angus website updates and business listings</li> </ul>	AC/ Marketing	Reset
	Ensure consistent two-way engagement between industry and Angus Council to increase the impact of the Visit Angus campaign	All	Ongoing
	Where appropriate, businesses to encourage their marketing rep to join the marketing working group, to ensure a more joined up approach	Industry	Ongoing
	Use data and insights to inform Visit Angus and increase engagement across digital channels	AC/All	Ongoing
	Develop an Angus Tourism Trail App which will also include sub town trails funded through the Town Centre Fund.	AC/ Marketing/ ATC	Ongoing
Campaign Activity	Implement a programme of marketing activity across the Visit Angus digital channels to promote the following; <ul style="list-style-type: none"> <li>Visit Angus Tourism App</li> <li>MyAngus</li> <li>Spotlight on</li> <li>Doors Open Days</li> </ul> New assets will be developed to add value to the campaign, including films, drone footage and new photography – particularly eating and drinking	AC/ Marketing  Shared by Industry	Reset/Restart
	Monthly consumer facing Visit Angus enewsletters will be issued to encourage visitors back to Angus when it is safe to do so	AC/ Marketing	Ongoing
Engage with national VisitScotland campaign activity	Align Visit Angus messaging where appropriate to the VisitScotland Marketing Response to Covid-19	AC/ Marketing	Ongoing