

ARUN DISTRICT COUNCIL

REPORT TO AND DECISION OF ECONOMY COMMITTEE ON 29 MARCH 2022

SUBJECT: TOURISM MARKETING CAMPAIGN

REPORT AUTHOR: Denise Vine – Group Head of Economy
DATE: February 2022
EXTN: 01903 737846
AREA: Directorate of Place

EXECUTIVE SUMMARY:

This report is requesting the Committees approval to commission a tourism marketing campaign to support and promote the Arun visitor economy.

RECOMMENDATIONS:

It is recommended that:

The Committee approve the proposal to commission a tourism marketing 'Destination Awareness Campaign' to encourage the development of the district as a key tourist destination.

1. BACKGROUND

- 1.1. In July 2021 this committee supported the four strategic recommendations contained within the Arun Strategic Review of Tourism (October 2020). See background documents for more detail.
- 1.2. One of the recommendations was to:
'Commission marketing support – invest in the Experience West Sussex project to deliver regional campaigns that attract new visitors and work hard to get our fair share of that business. And invest in the information and marketing services in each of Arundel, Littlehampton and Bognor Regis.
- 1.3. Since then, several actions have been taken to complete this recommendation and flexibility applied to adapt to current delivery arrangements.
- 1.4. First, the former Sussex by the Sea website ceased and was replaced by a web 'portal' which uses the same domain name – [Sussex By The Sea](#) - but now provides a simplified and easy to navigate platform through which our primary tourism destinations of Arundel, Bognor Regis and Littlehampton are promoted. Follow link to new portal [Sussex By The Sea](#). This portal requires minimal maintenance and support from ADC staff. The three destination sites are

showcased on the portal and visitors are also directed to the Southdowns National Park and Experience West Sussex sites which provide further local tourism choices to the visitor.

- 1.5. Second, we also have set-up service level agreements with each of our local destination sites to ensure they meet our required site content and quality standards.
- 1.6. At the time of preparing the review it was expected that the local authority Experience West Sussex (EWS) project partners would all be required to provide some financial support to keep the project and site going. This was highlighted in the review. Since then, an alternative funding package has been secured by EWS from the WSCC Strategic Investment Fund (Pooled Business Rates) which means they are now funded until March 2024. Therefore, the funding we had expected to use on this can be reallocated to deliver an Arun tourism marketing campaign that will attract visitors and hopefully increase our market share.
- 1.7. It is proposed that a digital marketing campaign is commissioned which will promote Arun as a tourism destination both regionally and nationally.
- 1.8. It would be primarily a digital campaign as this is an effective way to reach a targeted audience and the ability to measure reach and impact as it is easy to collect data regarding marketing activity and engagement. It will provide data and measurements to show the impact of the campaign.
- 1.9. The commission would be described as a 'Destination Awareness Campaign' and would run for 1 year. Proposed budget is £30,000.
- 1.10. Facebook & Instagram advertising is likely to be the primary route. Facebook allows promoters to target different adverts to different audience groups. These would be run across the current Sussex by the Sea social media accounts.
- 1.11. The project would include (but not be limited to):
 - Full digital awareness strategy
 - Campaign visuals
 - Campaign Roll out
 - Monthly/end of year results
- 1.12. An external digital marketing company with expertise and experience in the field would be commissioned, via a competitive process, to deliver the campaign.
- 1.13. The campaign would start as soon as possible to promote the 2022 summer season onwards.

2. PROPOSAL(S):

The proposal is requesting approval to commission a tourism marketing 'Destination Awareness Campaign'. It would be primarily a digital campaign to targeted audiences. The reach and impact will be measured for marketing activity and engagement. It will encourage the development of the district as a key tourist destination, supporting and enabling improvements and activities to increase visitor spend and positively support economic growth. Proposed budget is £30,000.

3. OPTIONS:

1. Do not support the proposal. The council will have no planned or organised specialist tourism marketing activity for 22/23.
2. Delay the decision. The council will miss the opportunity to deliver a tourism marketing campaign that will promote the summer 2022 season.
3. Support the proposal. The council will have a professionally delivered and targeted digital marketing campaign which will promote the tourism offer in Arun in 22/23 and provide impact measurement data.

4. CONSULTATION:

Has consultation been undertaken with:	YES	NO
Relevant Town/Parish Council		No
Relevant District Ward Councillors		No
Other groups/persons (please specify) The Leader of the Council and the Chair of the Economy Committee	Yes	
5. ARE THERE ANY IMPLICATIONS IN RELATION TO THE FOLLOWING COUNCIL POLICIES: (Explain in more detail at 6 below)	YES	NO
Financial	Yes	
Legal		No
Human Rights/Equality Impact Assessment		No
Community Safety including Section 17 of Crime & Disorder Act		No
Sustainability		No
Asset Management/Property/Land		No
Technology		No
Other (please explain)		

6. IMPLICATIONS:

1. Financial – The campaign is estimated to cost £30k. There is £15k available in the Tourism service budget for 2022/23 and therefore a virement of £15k will be required from the Economic Regeneration budget to fully fund the campaign.

7. REASON FOR THE DECISION:

The proposal will promote and raise awareness of Arun's tourism offer. It will encourage the development of the district as a key tourist destination, supporting and enabling improvements and activities to increase visitor spend and positively support economic growth.

8. BACKGROUND PAPERS:

REPORT TO AND DECISION OF THE ECONOMY COMMITTEE ON 26 JULY 2021

SUBJECT: STRATEGIC REVIEW OF ARUN DISTRICT COUNCILS TOURISM SERVICE

[AGENDA ITEM NO \(arun.gov.uk\)](http://arun.gov.uk)