

TAVISTOCK GUILDHALL | MARKETING PLAN JULY 2022



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Marketing Background

Opened in December 2021 Tavistock Guildhall is the eastern gateway to the Cornwall & West Devon Mining Landscape UNESCO World Heritage Site. As a World Heritage interpretation centre the Guildhall introduces visitors to Tavistock's role in both the World Heritage Site and the wider South West mining landscape, including Dartmoor. Through interactive displays visitors can learn about Tavistock's international architectural and historical significance and be stimulated to explore the town and nearby heritage sites either on their own or by participating in one of the activities provided by the Guildhall staff and volunteers. These heritage facilities are managed by the Tavistock Heritage Trust, who also deliver a coordinated, diverse, experiential learning, events and volunteering programme which enables more people to visit the town and engage with its heritage. THT is also a registered charity.

Current offer and services from Tavistock Guildhall (TGH)

- Gateway Exhibition
- Visitor Information Centre for Tavistock
- Space for learning
- Venue Hire
- Historical Walking Tours of the town

Has one employed member of staff and a large bank of volunteers.

The Guildhall also has two additional functionalities by managing the Tavistock Visitor Centre and the Tavistock Walking Tours which also requires a dedicated marketing focus.

Dedicated website for the Guildhall went live June 2022 - www.tavistockguildhall.org

Previous to the website launch the Guildhall had a page on the Tavistock Heritage Trust website.

Social media accounts - Branded as Tavistock Guildhall and Information Centre

July 2022	
Facebook	461 likes
Instagram	148 followers
Newsletter database	Approx 400 sign ups

At present there is no dedicated YouTube Channel, Twitter or TikTok account for TGH.

All Walking Tours are now listed on the new website under What's on and are bookable online through Eventbrite. Limited social media marketing taking place to drive bookings to website for walking tours.

Additional Marketing Activity

- They have limited print and leaflets but these are only distributed around the town.
- Self Guided Heritage Trail Book has been produced and is on sale in the VIC for £1
- Advertising is conducted locally
- No press releases are sent out apart from comments to the Tavistock Times.
- Engagement with Stakeholders outside of Tavistock is limited, members of Visit Tamar Vally and Visit Tavistock only. As part of this strategy TGH will now be a Gold member of Visit South Devon.
- No budget allocated to additional marketing for this year

Visitor numbers to TGH - on a good day the average is 300 and 100 in the VIC.

A visit to the Guildhall is free and they ask visitors for a donation on arrival/departure through a donation point.

Tavistock Guildhall Vision - Draft

To help people engage and understand the wonderful heritage on offer in Tavistock and the surrounding and helping to grow the visitor economy for Tavistock.

Suggested KPI'S

- Aim for 12,000 visitors in Year One
- Build on the existing retail offer and look to set a spend per head target to help grow retail to £20,000
- By March 2023 - 3000 visitors a month to the website
- Develop new group offerings including private views and themed tours/talks 2023
- Aim to achieve £1000 revenue for Venue Hire by March 2023
- Growth of social media engagement - increase follower on each platform by 30% by end of March 2023
- Set up a You Tube Channel for TGH- include Walking Tours Content
- Develop a brand for the Walking Tours linked to TGH to help improve promotion of the walking tours.

Target Audience

TGH has various visitor offerings including the Exhibitions, Venue hire, Walking tours and The Visitor Information Centre and there is a need to ensure these 4 services are promoted through the marketing messages and each will have a slightly different target audience. No visitor research has been conducted at the TGH at present, but we do have the CACI report from Visit Tavistock which has been completed as part of this funding stream, to use as a starting point.

CACI Report Executive Summary - May 2022 Report

- Tavistock's surrounding catchment comprises an older, affluent demographic with high disposable income.
- Attractive to local residents and pulls visitors from beyond the expected catchment
- Maintains constant footfall throughout the day
- The most commonly visited days are Friday and Saturday Visitors are coming to Tavistock in higher volumes since April 2021

- Tavistock's visitor profile is skewed towards affluent, older groups.
- The town centre is attracting higher than expected volumes of Executive Wealth.
- There is an opportunity to attract higher volumes of Countryside Communities and Mature Money Acorn Groups who are significantly under-represented in the visitor profile at Tavistock versus the demographic make-up of the catchment. These are very valuable groups to encourage higher visitation from given their high disposable incomes and available time to engage with leisure.
- CACI report is showing Tavistock's visitors are coming from the following catchment areas Plymouth, Dartmoor, West Devon and Teignbridge.

There is an opportunity here to create a higher end visitor experience for TGH for the visitor market as part of the Exhibition offering.

TGH will be targeting Consumers, Education groups, venue hire which could involve the local B2B market and Coach and Tours. The marketing activity and content plan will need to reflect these different offerings.

Alongside this strategy Steve Reed Tourism has developed a Groups and Tours Destination Audit of Tavistock which includes the TGH Groups offering.

Feedback from Steve Reed Tourism - Groups and Coach Destination Audit of Tavistock - July 2022

“The existence of this cluster of businesses, attractions and visitor facilities - all in one clearly defined area and near to the coach parking - could be a key factor in the future success of Tavistock in generating long term and observable groups and coaches. These are customers who would not be swayed by bad weather or other factors - they're probably intending to visit Tavistock come what may as that would be a part of their tour itinerary. It's also somewhere to go if it's a rainy day as it offers lots of covered and indoor opportunities for coach passengers. Having already achieved much and gone so far in establishing the central core facilities such as the Visitor Information Centre for example, it would be advantageous to reinforce the opportunity that this provides by creating 'Coach Stop Tavistock'.* See recommendations section in full report.”

Working with Stakeholders and Partners

Engagement with Stakeholders outside of Tavistock is limited. THT/TGH are members of Visit Tamar Vally and Visit Tavistock only. As part of this strategy TGH will now be a Gold member of Visit South Devon.

In order to increase promotion of TGH as a visitor attraction there is a need for TGH to engage more with the local Destination Management/Marketing Organisations to help put TGH on the map and at the forefront of visitor minds. Look to join and work with Visit Plymouth, Visit Dartmoor and Visit Devon. There are costs associated to this but there is a need to ensure TGH engages with these key organisations to help drive traffic to the new website and to ensure TGH's messages are pushed out to the visitor audience.

TGH are working well with **West Devon DC** and are getting involved in opportunities which arise. Funding is not forthcoming at present for marketing activities, but support maybe given through the new www.visitwestdevon.co.uk website in creation and new activity at District level.

TLP project and TVANOB - Tamara Landscape Project has 10 pillars as part of the HLF project - The pillar Come, Visit and Stay awhile involves increased promotion of the Tamar Valley as a key visitor destination and will be focusing on heritage connections in the area. TGH need to ensure they are involved and engaged in this project which is being led by Visit Tamar Valley.

UNESCO/Cornish Mining WHS - [Cornish Mining WHS - Tamar Valley Mining District with Tavistock](#). Closer connections need to be made here on a marketing level in terms of joint marketing campaigns, product development, itinerary creation for the visitor and groups/travel trade market. These connections can also be made through the Tavistock Walking Tour products.

Visit Tavistock - TGH and THT and very well linked up with Visit Tavistock. These new marketing plans will also ensure the links are stronger between both organisations. More work could be done however on connecting up the Visitor Centre with destination marketing of Tavistock and collating visitor data.

Coach and Group Travel Associations - At present TGH are not members of any Coach and Group association. This should be looked at once the group products/private views are established. In the meantime TGH can engage with the Group and Travel media.

Blue Badge Guides and Tour Guides - TGH need to look at building links with the local BBG's and tour guides to ensure their product is on their radar as these guides can bring groups and visitors to the centre.

Tripadvisor - Tavistock Guildhall has a listing on Tripadvisor but no image or content, currently ranking no.38 in Things to see and Do in Tavistock, this needs looking at and also an increase in reviews is needed. Ranking number 1 is the Pannier Market. Tavistock VIC is number 16 and the Tavistock Walking Tours is not ranking.

Tavistock Guildhall Suggestive Marketing Activity Plan - July to March 2023

Consumer Marketing Activity	Dates	Budget Suggestions
Roll out the content plan for socials and newsletters distribution - See Appendix 1 Ensure content plan also links in with Visit Tavistock Product themes where possible and relevant.		£0
Set up a Mailchimp Account - free for under 1500 contacts and develop an e newsletter schedule		£0
Review how the TGH and VIC are collating visitor data for future marketing purposes.		£0

Website development - new website has gone live, website development plan needed to increase SEO and functionality. Review bookability options and if working with OTA's is a desire for THT. Draft a 2 year plan of action. Walking Tours needs to be more visual as a bookable product on the website. Look at reciprocal links.		£500
Sponsored social media posts with clear CTA's and links back to website		£150
Local Advertising but ensuring there are clear CTA's to book or visit		£500
Set up a You Tube Channel and look at others, eg Tik Tok.		£0
Produce a short video of TGH to showcase the visitor experience and post on social media and add to new You Tube Channel		£400
Join Visit Plymouth and Visit Dartmoor plus look to engage with Visit Devon. Ensure there is a regular flow of news and updates to Visit Plymouth, Visit South Devon and Visit Devon		£450
Produce a flyer promoting TGH and walking Tours products and distribute to local hotels and VIC's		£250
Produce monthly marketing reports on website performance, social media engagement and visitor footfall plus tickets sold for Walking Tours.		
Engage and build the Tripadvisor account, increase reviews and monitor feedback on the listing.		£0
Shout about Sustainability at TGH and bring this into the content plan and add to website - Green Tourism award?		£225 GTBS
Creation of a local press database		£0
Press release schedule as part of the content plan		£0

Groups and Travel Trade Activity	Dates	Budget Suggestions
Confirm group travel product @ TGH - Private views and themed talks as a bolt on to a visit.		£0

Add Walking tours as an additional group product. Need min and max numbers and price pp.		£0
Create a new area on the TGH website for Groups, listing information on new group tour, coach parking, facilities for drivers and link to other group travel businesses in Tavistock, eg The Bedford.		£0
Design a one page pdf with all group information for TGH and Walking Tours and add to website		£100 design
Build a Group Travel Press Database		£0
Set up a separate Mailchimp database for groups and travel trade contacts and build a new content plan for newsletters. Ensure the existing social media accounts include Group Travel Messaging going forward in the content plan		£0
Look at joining CTA - Coach Tourism Association or work with Visit Tavistock if they are a member		£250
Connect up with other local tourism attractions looking to grow the Group Travel market and offer joint promotions.		£0
Engage with Visit Plymouth and Visit South Devon group travel activity and send information to them for attendance at trade fairs		Buy in cost
Encourage fam visits and work with local tour guides and Blue Badge Guides		£0

Venue Hire		Budget
Add in venue hire content into the Content Plan and ensure we are following local businesses in Tavistock and surrounding area. Businesses sometimes have separate social media accounts for this but as resource is very thin use the main accounts for now but look to create new ones later. Including set up LinkedIn for B2B comms		£0
Work with the Tavistock Chamber and Plymouth and Devon Chamber to promote venue hire and meetings		Membership Fee
Is there a possibility to link up to the other Heritage Venues in Tavistock and create a Heritage Collection for Corporates? Eg Butchers Hall, Town Hall and Pannier Market plus outdoor spaces.		£0

Build on the Venue Hire pages of the website, add in more content and images of rooms dressed for a meeting or event		£0
Work with Visit Tavistock and ensure TGH is part of the overall offering for the town		£0
Potential to link up with local F&B businesses for them to offer catering and also hotels to offer room rates.		£0

Closing Remarks

Budget suggestions has been included above for future planning, however it is key to look at what can be achieved in year one of opening to help TGH achieve the KPI's.

Tavistock Guildhall Consumer Content Plan - June to December 2022 for Socials, Consumer Newsletters and Website Content Updates

This content plan will also work with the Visit Tavistock Content Plan and ensure relevant content is scheduled to link into the 5 product themes from Visit Tavistock.

	Overview	Blog Posts	Social Media	Consumer Newsletters	Press Releases
July	<p>Summer Holidays - 28th July?</p> <p>Walking tour Events</p>	<p>What's on at Tavistock Guildhall Over the Summer</p> <p>The Cream Tea: Where it Started & How it All Began</p>	<p>Summer holidays (blog post & events)</p> <p>5 facts about the Guildhall - graphics to be shared intermittently throughout the month (FB/TW/IG stories)</p> <p>Events (including Walking Tours)</p>	<p>Summer at the Guildhall and Tavistock, plus Competition . Include Walking Tours</p>	<p>Launch of the new website</p>

	Overview	Blog Posts	Social Media	Consumer Newsletters	Press Releases
August	<p>Summer Holidays</p> <p>Connections with Cornish Mining</p> <p>Heritage Open Days in September</p>	<p>History of Mining in Tavistock & the Surrounding Area</p>	<p>True or false quiz on IG stories about history of mining (before blog post comes out)</p> <p>Blog post</p> <p>Events (including Walking Tours)</p>		<p>Heritage Open Days</p>
September	<p>Kids Back to School Date TBC</p> <p>9th September - Emergency Services Day</p> <p>Heritage Open Days 9-18th September</p>	<p>Enjoy a Day in Tavistock, Starting at The Guildhall</p>	<p>Emergency Services Day - a series of graphics about the Police Station & Fire Engine house (FB/TW/IG stories)</p> <p>Blog post</p> <p>Events (including Walking Tours)</p> <p>Group travel information and promotion of their group guided tour at TGH</p>	<p>Things to see and do in Tavistock and the Tamar Valley connections</p>	
October	<p>Half Term 24th - 28th</p> <p>31st October - Halloween</p>	<p>Half Term & Halloween Events</p> <p>Sustainability at Tavistock Guildhall and link up with Ecofest and Visit Tavistock</p>	<p>Halloween (share events blog post & events)</p> <p>Paranormal report? - Share info if possible on FB/TW/IG</p> <p>Sustainability - Share highlights of how TGH strive to be more eco-conscious in graphics on socials</p>	<p>October Half Term</p>	<p>October Half Term</p>

	Overview	Blog Posts	Social Media	Consumer Newsletters	Press Releases
November	<p>5th November - Bonfire Night</p> <p>11th November - Remembrance Day</p> <p>13th November - Remembrance Sunday</p>	<p>What's On at Christmas in Tavistock Guildhall & in Tavistock</p>	<p>Bonfire Night (highlight events)</p> <p>Remembrance Day (Info about war memorial)</p> <p>Blog post</p> <p>Events (including Walking Tours)</p>	<p>Christmas at the Guildhall and Tavistock</p>	<p>Sustainability at TGH</p>
December	<p>25th - Christmas Day</p> <p>26th - Boxing Day</p>	<p>What to Look Forward to at Tavistock Guildhall in 2023</p>	<p>Christmas (Merry Christmas posts, share Christmas events)</p> <p>Tavistock at Christmas throughout the years (archive photos to share)</p> <p>Blog post</p> <p>Events (including Walking Tours)</p>	<p>What's new for 2023</p>	<p>What's new for 2023</p>