

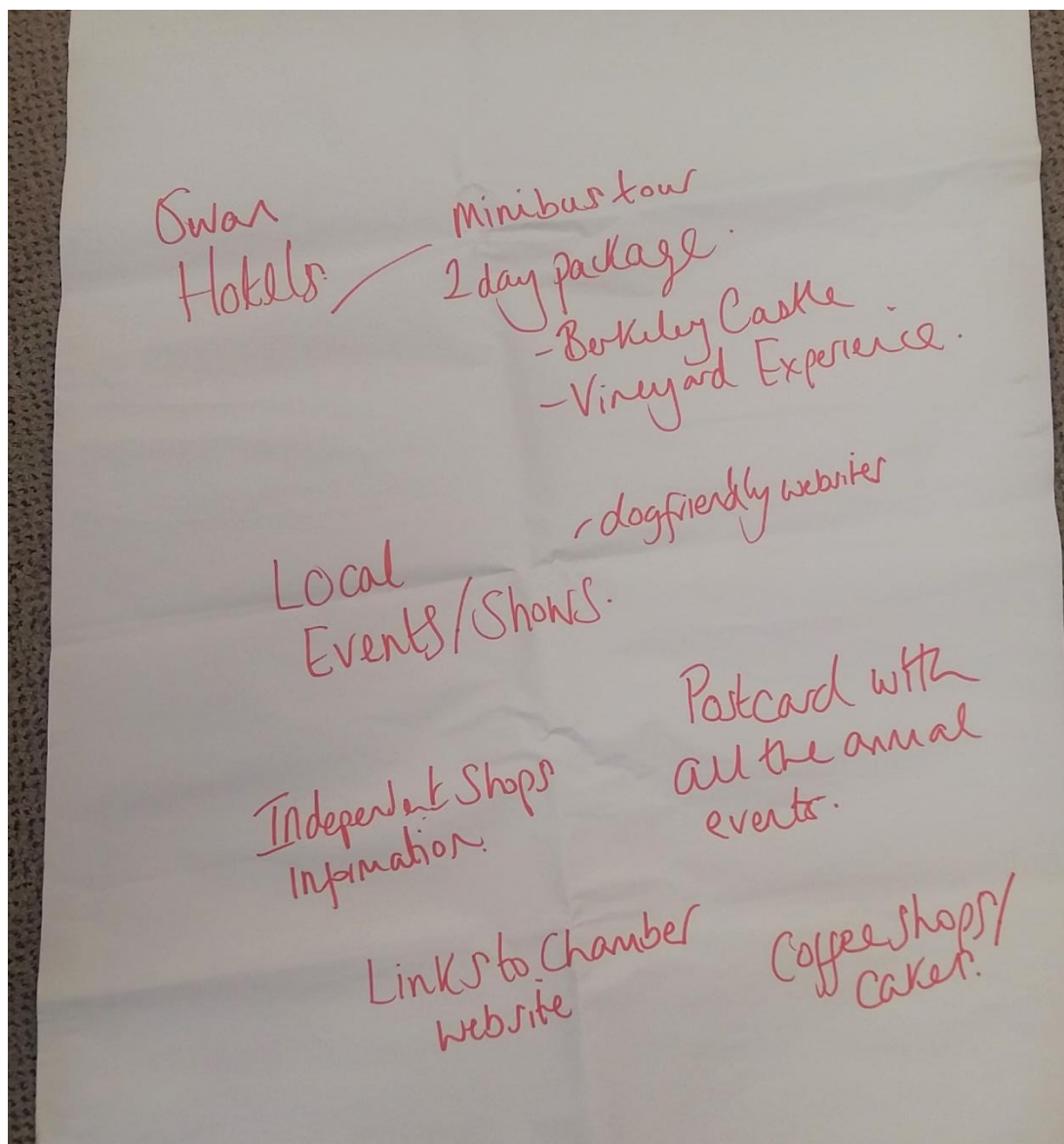
Group – Wotton -under-Edge & Woodchester

- Swan Hotel – Mini bus tour

2 Day packages

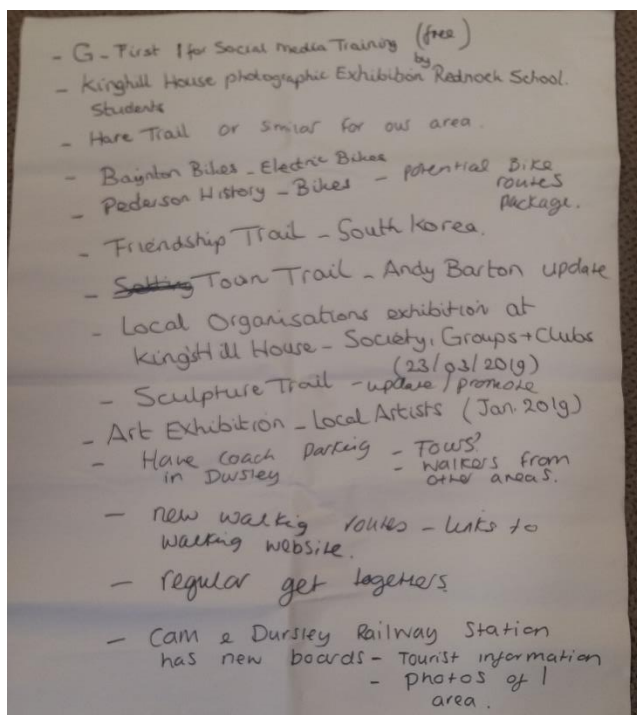
- Berkeley Castle
- Vineyard Experience

- Local events & shows
- Dog Friendly websites
- Independent shops
- Information
- Postcard with all annual events
- Links to Chamber website
- Coffee Shops & cakes



Group – Cam & Dursley

- Free training from G-First/LEP – Social Media
- Kingshill House photographic exhibition by Rednock students
- Hare Trail – could set up similar for our area?
- Bainton Bikes – electric bikes – potential bike routes/packages
- Promote link to Pedersen history (Pedersen Bicycle)
- Friendship Trail Walking Route – links to South Korea – Stinchcombe Hill
- Update Town Trail
- Local organisations exhibition at Kingshill House – societies, groups & clubs 23/3/19.
- Sculpture Trail – update & promote
- Art exhibition – Local artists, rolling programme (Jan 2019 – Kingshill House)
- Dursley has a tourist coach parking bay in Dursley bus station:
 - could link with tour operators
 - groups of walkers from other areas
- New walking routes – links to walking website
- Hold regular get togethers (talk over ideas/ packages)
- Cam & Dursley Railway Station has new boards:
 - Ensure general tourist/visitor information is available
 - Large photos of area
 - Keep relevant & up to date



Group – Berkeley & Arlingham

- Not in competition – should work together – recommend each other
- Working together = everyone benefits
- Need to increase length of stay:
 - “connect the dots”
 - marketing a larger offer – people tend to subscribe to direct marketing
 - joint tickets between Berkeley Castle & Jenner Museum – did exist, not now?
- A lot more than ‘the Cotswolds’ brand – room for additional branding opportunities
 - farming
 - nautical
 - engineering
 - festivals
- LEP now focusing on this
- LEP can support business development
- Mechanism - need to map - ‘heritage’, ‘gourmet’, ‘activities’ –the Cornwall model
- Where to eat map exists for Severn Vale
- Links –
 - River Severn (Purton Hulks, fossils, Slimbridge, Orchards)
 - Destinations linking with accommodation
 - Once been to one farm, tend to go to another
 - Vale of Berkeley Railway – a physical information centre
 - Canals – Sharpness & Gloucester
 - Stroud Water Navigation
 - Park & Ride on A38 needed + Day Pass
 - Sharpness Heritage Centre
 - Inclusion – diversity, Dementia friendly

Not in competition - should work together - recommend each other

Work together - everyone benefits

Need to increase length of stay - marketing a longer offer

People tend to subscribe to direct marketing
 'pink between- tickets create + Jemmer museum - did exist, not now?

Allot more from 'the Ashmole's brand'
 - room for additional branding apps

forming nautical engineering festivals
 - LES now focusing on this

LES can support business development

Mechanism -
 need to wrap - 'heritage', 'gourmet', 'activities' - 'canwall model'
 - Move to eat wrap exists for Seren Vale

