# Attractions sector group meeting

We are currently working to refresh our **Destination Management Plan** and there are three areas that locally and nationally are going to be increasingly important: the move to digital; sustainability; and accessibility.

## Accessibility & inclusivity

The **Tourism Recovery Plan** published in June 2021 renewed the government commitment to the UK becoming the most accessible tourism destination in Europe by 2025. Expect plenty more on this topic...

**Purple Tuesday** -
- https://www.visitbritain.org/business-advice/purple-tuesday
- https://purpletuesday.org.uk/

National campaign asking businesses to commit to at least one activity or initiative to improve visitor experience for disabled visitors

## Campaigns

**National Lottery Days Out** campaign: hundreds of thousands of £25 vouchers for National Lottery players redeemable against days out backed by multi-million pound promotion - need to be bookable online via TXGB and signed up to 'We're Good to Go'. Launches this weekend (9 October) need to get expressions of interest to VB as soon as possible (daysoutcampaign@visitbritain.org)
- https://www.visitbritain.org/join-days-out-campaign

**DMO Recovery Fund**

Thank you to those that participated. Plenty of successes and a lot of useful learning - not everything worked! Some great new products that we've helped to develop and promote and opportunities that we would normally have struggled to afford. One of our primary aims was to further grow our social media following - currently for the main channels:
- Facebook - 45,542
- Instagram - 57,860
- Twitter - 25,382

Use Google Analytics to see what works for your business - for us Facebook generates by far the greatest amount of traffic. Useful online courses at www.cotswolds.com/training

**#MyCotswoldSmile**

Ongoing digital campaign - get involved by using the hashtag. More information at www.cotswolds.com/mycotswoldsmile

**Dog Friendly Cotswolds**

Launching in Spring - watch this space but it will be prominently featuring Archie, Susie's beloved canine! Dogs are a seriously important motivator for holidaymakers in the Cotswolds especially in the shoulder seasons and out of season. If you do anything 'dog friendly' make sure you let us know and if you've got some images even better.

**Christmas events**

Serious lack of information on the website at the moment and we'd love everyone to get their events on the website - www.cotswolds.com/submit

**Legislation change re labelling**
The law changed on October 1st - https://www.visitbritain.org/business-advice/food-labelling - basically you need to make sure that packaged food done on site has allergen advice.

## Funding
**Art Fund (UK) Reimagine Grants**
To help the museum and gallery sector recover from the Coronavirus pandemic. Small grants (£5-15k) and large grants (£15-50k) to help 'reimagine activities'. Need to address at least one of the Art Fund's four priority areas for support: collections; digital; engagement; and workforce. Deadline 11 October
https://www.artfund.org/supporting-museums/programmes/reimagine-grants

**Arts Council (England): Capital Investment Programme**
To support cultural organisations to adjust buildings and equipment so that they can operate safely post-pandemic and improve access, seize on technological opportunities, and reduce environmental impact. Grants of between £100k and £750k. EOIs opened yesterday (5 October) and close at 12pm on 26 October. Full applications between 10 November and 13 December.
https://www.artscouncil.org.uk/funding/capital-investment-programme#section-1

**Visit England attractions survey**
Keen for more businesses to sign up
https://www.visitbritain.org/annual-survey-visits-visitor-attractions-latest-results

**De Bois review of DMOs**
Full report published in September. Essentially there are 12 recommendations and main thrust is for a paring down of the number of DMOs and for a tier system with core government funding for the top tier. Initial intention is certainly to apply for Tier 1 status with a Destination Development Partnership for the Cotswolds.