



TOURISM AND MARKETING STRATEGY

This strategy was agreed by the Tourism & Marketing Committee at its meeting on 19 November 2014 and adopted by Council on 6 January 2015 (Minute #6177). The action plan was revised by the Tourism & Marketing Committee at its meeting on 5 August 2015 (#41) and on 9 March 2016 (#51).

Our vision

1. Our vision is that Langport will become a destination where visitors have a good experience, businesses thrive, the environment is enhanced, and the community benefits.

Our strategy

2. Our strategy is to help Langport to make the most of its assets. We define its assets as:
 - a. Its riverside setting, with its open spaces and footpaths
 - b. Its heritage, expressed in its historic buildings and the history of the local community
 - c. Its independent shops, with an emphasis on the creative arts
 - d. Its reputation for being 'quirky'
3. The aim of our strategy is to help the local economy to thrive by increasing the number of visitors to the Langport area.
4. To achieve this, our objectives are to:-
 - a. Increase the amount and quality of information about the area
 - b. Encourage the development of visitor attractions
 - c. Improve the facilities/amenities available to visitors
 - d. Be as 'green' as we can be

Our action plan

1. To develop a wider Visitor Centre incorporating the LIC, the SSDC local office and an exhibition about the history of the town (Objective 4b)
2. To support Langport events (Objective 4b)
3. To support the development of activities on the river (Objective 4b)
4. To improve the lighting of the town (Objective 4c)
5. To develop a 'blue plaque' heritage scheme for the town (Objective 4c)
6. To deliver cycle hire facilities to the town (Objectives 4c & 4d)
7. To find ways to enhance the use of the island in Parrett Close (Objective 4c)
8. To have 'brown' tourist signs installed on the A303 and the M5 ((Objective 4a)
9. To seek improvements to public transport access to the town (Objective 4d)
10. To reinstate a 'walking carnival' and promote other 'quirky' events (Objective 4b)