



LANGPORT TOWN COUNCIL

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Tourism & Marketing – Strategic Action Plan - Updated 24 September 2019

Strategic Aim: To boost the local economy by increasing the number of visitors to Langport

Objective	Activities	Target Date	Lead person / committee	Budget / resource	Success criteria	Status	Comments
To employ a marketing professional to raise the profile of the town	Estimate and identify funding required	December 2019	F&P	None	Funding identified	Put on hold until February meeting	
	Appoint marketing professional	February 2020	Town Clerk with personnel committee and chair of T&M	To be agreed	Marketing specialist appointed		
To assess the value of leaflets and maps	Audit the publicity material Review statistics and seek feedback from LIC	February 2020	LIC with T&M	None	All publicity materials collated and reviewed		
To ensure Langport is effectively listed on district, county and regional website	Identify websites Check listings Collect data if available	February 2020		None	Websites identified and listings for Langport monitored	Put on hold until February meeting	