

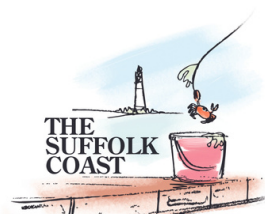


JULY - DEC
2024

Sizewell C Interim Tourism Fund Implementation Plan

This initial six month plan maps out the strategic direction, aims and goals for the Tourism Fund.

In partnership with:



Interim Tourism Implementation Plan

Executive Summary

Sizewell C (SZC) is a new 3.2 gigawatt (GW) nuclear power station being built to the north of Sizewell B. Once built, it will generate enough low-carbon electricity to supply 6 million homes for the next 60 years. Development consent (the DCO) was granted on 15 July 2022 and the project formally commenced on 15 January 2024.

Tourism and the visitor economy is important to the vitality and strength of East Suffolk (ES) and is a key element of the ES Economic Strategy. In 2022, according to the Economic Impact Study for East Suffolk, the value of the visitor economy was just under £700m and supported around, 10,500 FTE jobs. This accounts for 14% of employment in the District. Overall, there was an estimated visitor spend of £515m within the District during this time.

A Deed of Obligation (DoO) has been agreed as part of the planning (DCO) process for SZC, to mitigate potential impacts associated with the construction of the power station, whilst ensuring legacy benefits for local communities for decades to come. This includes a £12m Tourism Fund to mitigate potential impacts on the local visitor economy.

The DoO establishes a Tourism Working Group which must approve annual Tourism Fund Implementation Plans in order to enable spending under the Tourism Fund, and then review the ongoing effectiveness of the spend. The DoO also funds a Tourism Fund Programme Manager within East Suffolk Council, who will manage this process.

This initial Tourism Fund Implementation Plan sets out the strategic direction for the Tourism Fund and principles for funding allocations; it focuses on developing tools to enable effective monitoring, engagement with the industry and gathering insight to inform future plans and activities.

Strategic Priorities	
Enhance Visitor Experience	Sustainability and Responsibility
Resilience and Innovation	Growth and Development



Our Vision

‘Building on resilient and sustainable Tourism, for long-term economic benefit, through regenerative mitigating initiatives. To strengthen and develop a strong vibrant future for the East Suffolk tourism industry.’

Through the SZC Tourism Fund we aim to allocate funding in a way that ensures the long-term viability of the industry while adapting to changing market conditions, sector challenges and competing demands. This interim 6 month plan is designed to provide a solid data-led foundation, to aid and inform spending from January 2025 onwards in the 2025 Annual Tourism Fund Implementation Plan.

The Deed of Obligation requires that not less than £500,000 of each Tourism Fund payment shall be applied solely to funding promotional and marketing activities including visitor experience development, infrastructure asset investment, destination marketing, promotion and delivery of projects. Not less than £71,429 of each payment made pursuant to paragraphs 3.1 and 3.2 shall be applied solely to funding monitoring the impacts of the SZC Project (SZC power station). Full details may be found in the Deed of Obligation, Schedule 15.



Tourism Plans, Projects and Programmes:

The DoO also sets out the following principles with which any funding must comply:

- Development of tourism strategies and action plans which may reasonably be considered to be related to effects of the Project during the construction period;
- Marketing and promotion activities for East Suffolk and specific attractions and events within it;
- Supporting local projects including capital and revenue investment;
- Supporting existing tourist initiatives and activities run and/or operated by local stakeholders;
- Supporting initiatives focused on particularly sensitive attractions and/or locations within the Suffolk & Essex Coast & Heaths National Landscape;
- Supporting initiatives that enhance, complement, or promote rights of way and cycleways;
- Developing monitoring and market research for the prosperity of the tourist sector and into the tourism-related impacts of the Project, including monitoring the visitor economy and visitor behaviour, undertaking future visitor surveys, and market research
- Provision of information on issues and/or perceived effects that may be of concern to potential visitors and that may deter potential visitors from visiting East Suffolk.



Tourism Fund Principles

The DoO also sets out the following principles with which an initiative can be funded:

- Mitigates the potential effects of the Project on the tourism economy during the construction period by supporting the maintenance, development, and enhancement of the visitor economy in East Suffolk;
- Enables effective, long-term mitigation for the visitor economy effects of the Project during the construction period by promoting a sustainable visitor economy;
- Demonstrates value for money;
- Relates to measures and activities that support existing and on-going tourism strategies for East Suffolk;
- Demonstrates a measurable economic benefit to the tourist economy in East Suffolk; and
- Does not duplicate or obviate, but complements, other mitigation secured elsewhere in the DoO.

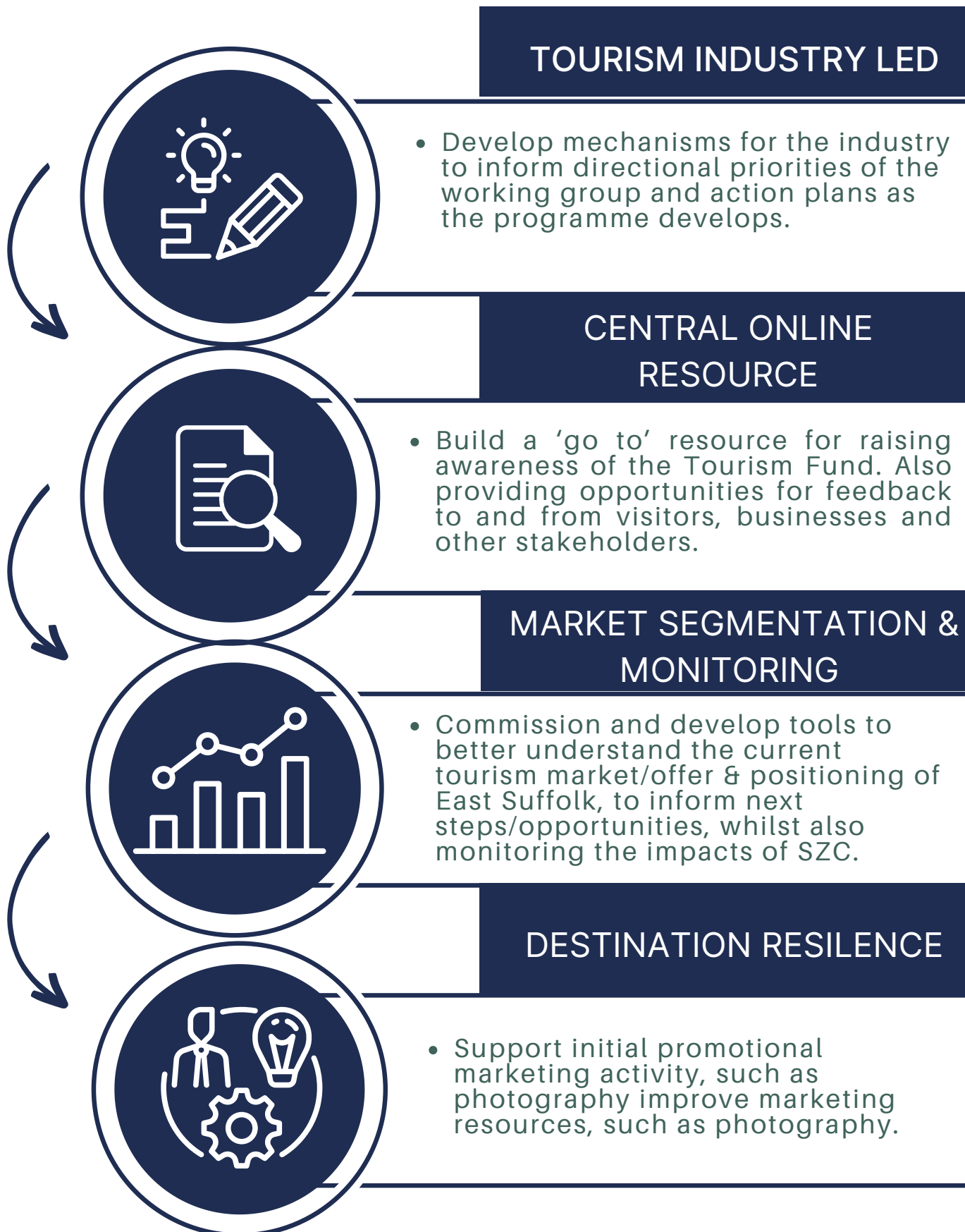


Monitoring and Tourism Programme Management

The DoO sets out requirements of monitoring information across socio-economic, environmental and transport indicators that may be relevant to potential effects on tourism; and information to be reported to the Tourism Working Group. Tourism Programme Management will be undertaken by ESC and include:

- (a) preparation and submission of the Annual Tourism Fund Implementation Plan for approval by the Tourism Working Group
- (b) in accordance with the approved Annual Tourism Implementation Plan, scoping, procurement and implementation of the Tourism Plans, Projects and Programmes by;
 - (i) promoting the Tourism Fund and Tourism Plans, Projects and Programmes; and
 - (ii) engaging businesses and organisations to encourage potential applicants to apply for funding from the Tourism Fund;
- (c) acting as an interface between regional tourism stakeholders and the Tourism Working Group
- (d) monitoring and reporting back to the Tourism Working Group

Outline Activity For 2024



Project: #1 Online Tracker

PROJECT START DATE:
JULY 2024

DURATION: 2024 - 2027

BUDGET ALLOCATED UP TO £50K*

***3 YR CONTRACT TERM
SUBJECT TO PROCUREMENT**

Description

T-Stats is an online database that helps to track and plot the visitor economy in a destination or area. An easy-to-use platform previously piloted by East Suffolk Council, that can be used to centrally track tourism data such as accommodation occupancy, visits to attractions, footfall, car parking, passenger transport, digital marketing performance, as well as the impact of events and the weather.

Datasets can be via district, regional and national sources. Data can be submitted directly by businesses, manually uploaded or via an API link for automation. Likewise data can be shared with businesses that may prove helpful with business management, forecasting or future funding applications. Data is real-time so we can look at how East Suffolk is performing at all times.

Reports can be produced to provide regular overviews of industry performance. Year on year comparison to see trends, impacts and outcomes as time goes on will be invaluable. Priority should be given to developing relationships with businesses to help populate the database, to maximise insights.

Procurement processes are required to test if there are other similar tracking tools that could provide better value for money.

Reason for Inclusion or Rationale

To provide "Tourism Monitoring Information" as required by the DoO

To support analysis, insight, and the reporting requirements of the DoO. Information collated via 'a tracker' will inform the Tourism Working Group so they can be evidence led in decision making for future Tourism Fund Implementation Plans and the effectiveness of mitigation activities.

Project: #2 Digital Territorial Analysis Tool

PROJECT START DATE:
JULY 2024

DURATION: 2024 - 2027

BUDGET ALLOCATED UP TO £40K*

***3 YR CONTRACT TERM
SUBJECT TO PROCUREMENT**

Description

An all-in-one destination marketing & management data platform. The Data Appeal Company uses its proprietary techniques to collect the digital traces of POIs, i.e. points of interest in an area, through the analysis of dozens of portals, websites, online travel agencies, & social media.

Reviews, judgements, comments, scores etc are read and analysed by proprietary artificial intelligence mechanisms.

This data-driven approach should uncover valuable insights: past experiences, pinpoint crucial challenges, and establish long-term goals for sustainable growth in the tourism industry.

Occupancy levels and pricing comparisons will provide insight on serviced accommodation across the District. Event information, and reputational analysis will give a perspective on how East Suffolk is viewed by visitors.

Data is provided from 2019 providing a good insight into the industry to enable a benchmark to be established pre and post covid. Comparative data from other areas is also included.

Procurement processes are required to test if there are other similar tracking tools that could provide better value for money.

Reason for Inclusion or Rationale

To provide "Tourism Monitoring Information" as required by the DoO

To support analysis, insight, and the reporting requirements of the DoO. Information collated via 'a tracker' will inform the Tourism Working Group so they can be evidence led in decision making for future Tourism Fund Implementation Plans and the effectiveness of mitigation activities.

Project: #3 Photography/Video Assets and Digital Asset Management System (DAM)

PROJECT START DATE:
JULY 2024

DURATION: 12 MONTHS

BUDGET ALLOCATED UP TO £40K*

(THE DAM WILL HAVE AN ONGOING ANNUAL COST FOR FUTURE CONSIDERATION)

Description

A supportive scheme for the industry, commissioning a suite of new high quality digital assets, such as photography/videos to aid with place marketing. Additional elements will look to support smaller or start up tourism businesses, unlikely to have marketing budgets.

We will look to include seasonal imagery, coverage of events, along with key tourist locations and attractions – making them available for use by all. A DAM would enable a safe and effective way of requesting assets for the businesses and enable reporting of take up requests.

The purpose would be to raise the quality of imagery used to promote and position the area. A consistent and quality brand is important to maintain and retain existing audiences.

A DAM will enable sharing between organisations/individuals in a safe transaction, maintaining copyright/licensing/credit requirements of images. A gap analysis of current assets will be conducted to identify needs, including for any future mitigating activities.

Reason for Inclusion or Rationale

This scheme will aid marketing and promotion for the industry as a whole - by capturing local events, locations and activities we will support existing initiatives, by providing access to high quality imagery not usually affordable to many and enable future mitigation activities.

Project: #4 Season Extension Campaign

PROJECT START DATE:
JULY 2024

DURATION: 3 MONTHS

BUDGET ALLOCATED
UP TO £80K

Description

A season extension campaign will be developed focusing on a short breaks outside of peak season. (Oct – Dec)

Suggested approach would include:

A mix of digital marketing across social media platforms, blogs, newsletters etc
National and regional PR - paid ads.

To amplify the awareness of East Suffolk. To increase volume and spend in East Suffolk over and above the normal trends for this period.

Targeting: empty nesters, over 55s, mid week stays.

Young professionals – under 45 weekend stays.

2.5hrs drive from destination.

Campaign outputs: increased web traffic, social media engagement (likes, comments, shares) National/regional PR (AVE value) Occupancy increases in comparison to 2023 – over and above expected trend. Increase in footfall to key locations.

Reason for Inclusion or Rationale

This campaign is directly aimed at attracting new or repeat visitors to come outside of the main summer season, focusing on the all year round destination opportunities.

Project: #5 Visitor Perceptions and Segmentation Research

**PROJECT START DATE:
JULY 2024**

**DURATION: 2024
TO BE REPEATED AT A LATER DATE**

**BUDGET ALLOCATED
UP TO £150K**

Description

The longitudinal survey would be designed to provide an evidence base that will help inform effective mitigation to avoid or reduce perceptions that may otherwise lead to changes in visitor behaviour. We would require a recognised standard number of panel sample size/responses. The study would look to understand visitor motivations in terms of previous trips to East Suffolk or future considerations. The aim for longitudinal studies is to repeat this process in future years (annually or biannually subject to the Tourism Working Group approval) to look for changes in perceptions of East Suffolk.

Questions will therefore stay the same when repeating the process in future years. It would gauge perceptions on the area, affordability, likeability, connectivity – key influences in choosing a destination or returning an area.

The questionnaire would normally be structured as follows:

- visitor profile. visitor perceptions and motivations, visitor behaviour
- understanding barriers to visiting
- benchmarking against other UK destinations
- understanding information sourcing and communication

The Tourism Working Group will help inform the questions included and maintain oversight of the process used. Analysis and report findings will be provided by the commissioned subject specialist.

Reason for Inclusion or Rationale

To provide “Tourism Monitoring Information” as required by the DoO

These studies are a recognised standard of gaining visitor or potential new visitor insights

Repeating the process would show trends especially as awareness or impacts heighten throughout the build process.

Project: #6 Engagement Budget

**PROJECT START DATE:
JULY 2024**

DURATION: 2024

**BUDGET ALLOCATED UP
TO £60K**

Description

A budget to be allocated to enable the promotion of the programme, stakeholder engagement including stakeholder workshops, events and associated strategic action plans, and reports to be produced post activity.

Appropriate spend could be on the assets, or activity required to support projects. For example; a contribution towards the cost of the 2024 Suffolk Coast Conference. Activity required to promote a project of programme, such as online and social media.

The aim is to ensure the industry is aware of the programme and associated supportive initiatives. The activities will provide mechanisms for the industry to be heard and to influence the direction of future funding allocations.

This funding will aid in the transparency of the programme and provide a 'go to' area online for information about the fund, active projects and contact info.

Reason for Inclusion or Rationale

To provide "Tourism Monitoring Information" as required by the DoO

Engagement activity both in person, digitally and other means will provide us with direct insight as to impacts felt by the construction of Sizewell C and the reaction to supportive activity. Over time these engagement activities will give real insight into how well the programme has landed, as well as aid future direction.

Project: #7 Digital Long Term Survey

**PROJECT START DATE:
JULY 2024**

DURATION: ONGOING

**BUDGET ALLOCATED UP
TO £20K**

Description

A digital survey will be developed to provide visitors with a way to provide feedback on their experience/s while in East Suffolk. The survey can be accessed via QR codes and friendly URLs placed in businesses, public spaces (back of toilet doors) etc – set questions especially around experience sentiment tracking, reason for visiting, quality of offer will provide additional insight on impacts felt. This will enable us to see if opinion or choice changes over time.

We will incorporate the survey results into the tracker systems in place (projects 1 & 2) to gauge visitor choices, feelings and experiences over time. The tracker would then indicate changes to trends and when impacts are seen positive or negative.

Reason for Inclusion or Rationale

To provide “Tourism Monitoring Information” as required by the DoO

To have ongoing feedback will help show feelings about the place. With suitable tracking info we can measure the impacts and experiences felt by visitors - we can check the impressions and quality of offer in key locations as well as any impact as a result of mitigating activity.

Project: #8

Data support

PROJECT START DATE:
JULY 2024

DURATION: 2024

BUDGET ALLOCATED UP
TO £20K

Description

This allocation of funding is to enable suitable specialist support to assist in interrogating and interpreting the various data sources. Training of staff who will have ongoing responsibilities for managing the data systems & reports.

Support may also be required in the development of bespoke reporting templates for ongoing programme performance monitoring. Also for the development of stakeholder reports to aid Parish and Town councils and other interested parties.

This fund may also be used for the development of strategies or reports to aid in future monitoring or reporting requirements - if required.

Reason for Inclusion or Rationale

To provide "Tourism Monitoring Information" as required by the DoO

This element of the fund is to enable the new data sources to be fully utilised and understood to maximise opportunities. It will also make reporting as effective and efficient as possible, with template reports developed for our specific needs eg Tourism Working Group updates.

2024 Projects list

Project name	Brief description	Budget allocated
Project #1 - Online Tracker currently TStats	Online tool to track tourism industry trends, impacts, footfall etc Used for monitoring, reporting and industry insight.	Up to £50k for life of contract Up to 3 years plus current year.
Project #2 - Digital Territorial Analysis Tool	Online sentiment tracker, including reviews, social media interactions and online accommodation bookings. Used for monitoring and reporting impact.	Up to £40k for life of the contract Up to 3 years
Project #3 - Photography/Video Assets and Digital Asset Management System (DAM)	Supportive initiative to provide high quality imagery to the industry	Up to £40k (DAM likely to have annual licence cost)
Project #4 - Season Extension Campaign	Marketing campaign to promote off peak season (Oct-Dec)	Up to £80k
Project #5 - Visitor Perceptions and Segmentation Research	Longitudinal perception survey	Up to 150k
Project #6 - Engagement Budget	Enabling budget to facilitate engagement with the industry. through events and workshops. Digital information etc.	Up to £60k
Project #7 - Digital Long Term Survey	Survey to gather feedback from visitor in situ - ie in East Suffolk, to help us monitor experiences and sentiment in real time.	Up to £20k
Project #8 - Data Support	A budget to support the technical analysis of data and feedback. Plus upskilling of staff.	up to £20k

Notes:

* The darker shade reflects projects regarded as supporting monitoring tools or activity.

All projects must meet the Tourism Fund Principles as outlined on page 6

Indicative allocated spend: £460k*

***where indicated annual costs are across multiple years**

Tourism Fund Plans Projects and Programme Categories

Project Name and Number	Tourism Fund Plans Projects and Programme Categories	✓
Project #1 Online Tracker currently TStats	(a) Development of tourism strategies and action plans which may reasonably be considered to be related to effects of the Project during the construction period;	
	(b) Marketing and promotion activities for East Suffolk and specific attractions and events within it;	
	(c) Supporting local projects including capital and revenue investment;	
	(d) Supporting existing tourist initiatives and activities run and/or operated by local stakeholders;	
	(e) Supporting initiatives focused on particularly sensitive attractions and/or locations within the Suffolk & Essex Coast & Heaths National Landscape (SCHAONB);	
	(f) Supporting initiatives that enhance, complement, or promote rights of way and cycleways;	
	(g) Developing monitoring and market research for the prosperity of the tourist sector and into the tourism-related impacts of the Project, including monitoring the visitor economy and visitor behaviour, undertaking future visitor surveys, and market research	✓
	(h) Provision of information on issues and/or perceived effects that may be of concern to potential visitors and that may deter potential visitors from visiting East Suffolk.	✓
Project #2 Digital Territorial Analysis Tool	(a) Development of tourism strategies and action plans which may reasonably be considered to be related to effects of the Project during the construction period;	
	(b) Marketing and promotion activities for East Suffolk and specific attractions and events within it;	
	(c) Supporting local projects including capital and revenue investment;	
	(d) Supporting existing tourist initiatives and activities run and/or operated by local stakeholders;	
	(e) Supporting initiatives focused on particularly sensitive attractions and/or locations within the Suffolk & Essex Coast & Heaths National Landscape (SCHAONB);	
	(f) Supporting initiatives that enhance, complement, or promote rights of way and cycleways;	
	(g) Developing monitoring and market research for the prosperity of the tourist sector and into the tourism-related impacts of the Project, including monitoring the visitor economy and visitor behaviour, undertaking future visitor surveys, and market research	✓
	(h) Provision of information on issues and/or perceived effects that may be of concern to potential visitors and that may deter potential visitors from visiting East Suffolk.	✓

Tourism Fund Plans Projects and Programme Categories

Project Name and Number	Tourism Fund Plans Projects and Programme Categories	✓
<p>Project #3</p> <p>Photography/Video Assets and Digital Asset Management System (DAM)</p>	(a) Development of tourism strategies and action plans which may reasonably be considered to be related to effects of the Project during the construction period;	
	(b) Marketing and promotion activities for East Suffolk and specific attractions and events within it;	✓
	(c) Supporting local projects including capital and revenue investment;	
	(d) Supporting existing tourist initiatives and activities run and/or operated by local stakeholders;	✓
	(e) Supporting initiatives focused on particularly sensitive attractions and/or locations within the Suffolk & Essex Coast & Heaths National Landscape (SCHAONB);	
	(f) Supporting initiatives that enhance, complement, or promote rights of way and cycleways;	
	(g) Developing monitoring and market research for the prosperity of the tourist sector and into the tourism-related impacts of the Project, including monitoring the visitor economy and visitor behaviour, undertaking future visitor surveys, and market research	
	(h) Provision of information on issues and/or perceived effects that may be of concern to potential visitors and that may deter potential visitors from visiting East Suffolk.	
<p>Project #4</p> <p>Season Extension Campaign</p>	(a) Development of tourism strategies and action plans which may reasonably be considered to be related to effects of the Project during the construction period;	
	(b) Marketing and promotion activities for East Suffolk and specific attractions and events within it;	✓
	(c) Supporting local projects including capital and revenue investment;	
	(d) Supporting existing tourist initiatives and activities run and/or operated by local stakeholders;	✓
	(e) Supporting initiatives focused on particularly sensitive attractions and/or locations within the Suffolk & Essex Coast & Heaths National Landscape (SCHAONB);	
	(f) Supporting initiatives that enhance, complement, or promote rights of way and cycleways;	
	(g) Developing monitoring and market research for the prosperity of the tourist sector and into the tourism-related impacts of the Project, including monitoring the visitor economy and visitor behaviour, undertaking future visitor surveys, and market research	
	(h) Provision of information on issues and/or perceived effects that may be of concern to potential visitors and that may deter potential visitors from visiting East Suffolk.	

Tourism Fund Plans Projects and Programme Categories

Project Name and Number	Tourism Fund Plans Projects and Programme Categories	✓
Project #5 Visitor Perceptions and Segmentation Research	(a) Development of tourism strategies and action plans which may reasonably be considered to be related to effects of the Project during the construction period;	
	(b) Marketing and promotion activities for East Suffolk and specific attractions and events within it;	
	(c) Supporting local projects including capital and revenue investment;	
	(d) Supporting existing tourist initiatives and activities run and/or operated by local stakeholders;	
	(e) Supporting initiatives focused on particularly sensitive attractions and/or locations within the Suffolk & Essex Coast & Heaths National Landscape (SCHAONB);	
	(f) Supporting initiatives that enhance, complement, or promote rights of way and cycleways;	
	(g) Developing monitoring and market research for the prosperity of the tourist sector and into the tourism-related impacts of the Project, including monitoring the visitor economy and visitor behaviour, undertaking future visitor surveys, and market research	✓
	(h) Provision of information on issues and/or perceived effects that may be of concern to potential visitors and that may deter potential visitors from visiting East Suffolk.	✓
Project #6 Engagement Budget	(a) Development of tourism strategies and action plans which may reasonably be considered to be related to effects of the Project during the construction period;	✓
	(b) Marketing and promotion activities for East Suffolk and specific attractions and events within it;	
	(c) Supporting local projects including capital and revenue investment;	
	(d) Supporting existing tourist initiatives and activities run and/or operated by local stakeholders;	
	(e) Supporting initiatives focused on particularly sensitive attractions and/or locations within the Suffolk & Essex Coast & Heaths National Landscape (SCHAONB);	
	(f) Supporting initiatives that enhance, complement, or promote rights of way and cycleways;	
	(g) Developing monitoring and market research for the prosperity of the tourist sector and into the tourism-related impacts of the Project, including monitoring the visitor economy and visitor behaviour, undertaking future visitor surveys, and market research	✓
	(h) Provision of information on issues and/or perceived effects that may be of concern to potential visitors and that may deter potential visitors from visiting East Suffolk.	✓

Tourism Fund Plans Projects and Programme Categories

Project Name and Number	Tourism Fund Plans Projects and Programme Categories	✓
Project #7 Digital Long Term Survey	(a) Development of tourism strategies and action plans which may reasonably be considered to be related to effects of the Project during the construction period;	
	(b) Marketing and promotion activities for East Suffolk and specific attractions and events within it;	
	(c) Supporting local projects including capital and revenue investment;	
	(d) Supporting existing tourist initiatives and activities run and/or operated by local stakeholders;	
	(e) Supporting initiatives focused on particularly sensitive attractions and/or locations within the Suffolk & Essex Coast & Heaths National Landscape (SCHAONB);	
	(f) Supporting initiatives that enhance, complement, or promote rights of way and cycleways;	
	(g) Developing monitoring and market research for the prosperity of the tourist sector and into the tourism-related impacts of the Project, including monitoring the visitor economy and visitor behaviour, undertaking future visitor surveys, and market research	✓
	(h) Provision of information on issues and/or perceived effects that may be of concern to potential visitors and that may deter potential visitors from visiting East Suffolk.	✓
Project #8 Data Support	(a) Development of tourism strategies and action plans which may reasonably be considered to be related to effects of the Project during the construction period;	
	(b) Marketing and promotion activities for East Suffolk and specific attractions and events within it;	
	(c) Supporting local projects including capital and revenue investment;	
	(d) Supporting existing tourist initiatives and activities run and/or operated by local stakeholders;	
	(e) Supporting initiatives focused on particularly sensitive attractions and/or locations within the Suffolk & Essex Coast & Heaths National Landscape (SCHAONB);	
	(f) Supporting initiatives that enhance, complement, or promote rights of way and cycleways;	
	(g) Developing monitoring and market research for the prosperity of the tourist sector and into the tourism-related impacts of the Project, including monitoring the visitor economy and visitor behaviour, undertaking future visitor surveys, and market research	✓
	(h) Provision of information on issues and/or perceived effects that may be of concern to potential visitors and that may deter potential visitors from visiting East Suffolk.	✓

Implementation

As set out in the DoO, once approved, the SZC Programme Manager will start the implementation of the 2024 plan, which also includes:

- Monitoring and reporting back to the Tourism Working Group on project progress, tourism impacts and effectiveness of the fund,
- Other fund activities,
- Budget updates on expenditure of the fund and
- The development of the next annual implementation plan.

A draft 2025 Implementation Plan will be written no later than the end of January 2025.

Any under spend from the initial 6 month plan from the 2024 annual allocation of funding will roll over to 2025.

All projects are subject to Local Government procurement processes and will follow associated frameworks.

Photography used in this plan has been kindly provided by
The Suffolk Coast, DMO

