

VISITOR ECONOMY STRATEGY

2019 – 2022



FOREWORD

When it comes to the tourism and visitor economy, Doncaster means business.

Whether it's creating new jobs, supporting investment or simply providing a great experience to our residents and visitors, we're serious about getting it right. This is why we're developing our first Visitor Economy Strategy that sets out our plans and commits Doncaster Council and its partners to achieve fantastic growth at a fast rate.

There has never been a more important time to lead transformational investments within the leisure and cultural sector. We live in an age where interconnectivity by road, rail and air means people have a broader range of options on how and where to spend their leisure time. As a result, the tourism industry has become an ever increasingly competitive market, one in which

Doncaster needs to have a clear plan of how we can compete with other areas by targeting and improving our offer to where the demand lies.

We are proud of Doncaster and its assets and we're here to achieve more.

Our objectives within this strategy outline a clear vision for Doncaster's visitor economy; quality destinations, a captivating mix of events and a diverse culture and heritage offer coupled with accessibility and local engagement resulting in longer stays and enhanced economic and societal benefits.

Working in partnership to deliver the exciting projects that underpin these objectives will help achieve our inclusive growth ambition to ensure all Doncaster's people and places can participate in a growing, productive economy and feel the benefit of doing so.



This Visitor Economy Strategy will have a major impact on the borough and its residents, creating and sustaining jobs and growth and improving Doncaster as a place to learn, work, live and care.

Ros Jones, Mayor of Doncaster



INTRODUCTION

During the past five years, Doncaster has developed an increasing reputation as a quality visitor destination. This has been achieved by a marked improvement in the quality of the visitor economy offer, investment in key attractions and overnight accommodation and by the co-ordination and package led marketing approach contributed by use of social media channels and video.

Doncaster has a solid base upon which to build on, covering a mix of natural and developed visitor attractions which attract a broad cross section of the local, national and international community.

The 'Doncaster Growing Together' (DGT) borough strategy identifies four inter-related themes of activity for the period 2017-2021 in which the visitor economy is closely aligned particularly in the living and working theme;

- Living in a place that is vibrant and full of opportunity here people enjoy spending time.
- Working in ways that create purpose and meaning and allow more people to pursue their ambitions.
- Learning that prepares all children and young people for a life that is fulfilling.
- Caring together for the most vulnerable in our communities.

*SOURCE: VISIT ENGLAND

DURING 2015-17
330,000
TRIPS TO DONCASTER
GENERATED AROUND
643,000
OVERNIGHT STAYS
SPENDING APPROXIMATELY
£3.6m
IN THE DONCASTER AREA*.
14,000
JOBS IN DONCASTER'S
VISITOR ECONOMY SECTOR



YORKSHIRE
WILDLIFE PARK
FEATURED IN
THE TOP 20
PAID UK VISITOR
ATTRACTIONS
(2017*)
2ND HIGHEST
IN THE YORKSHIRE
HUMBER REGION.

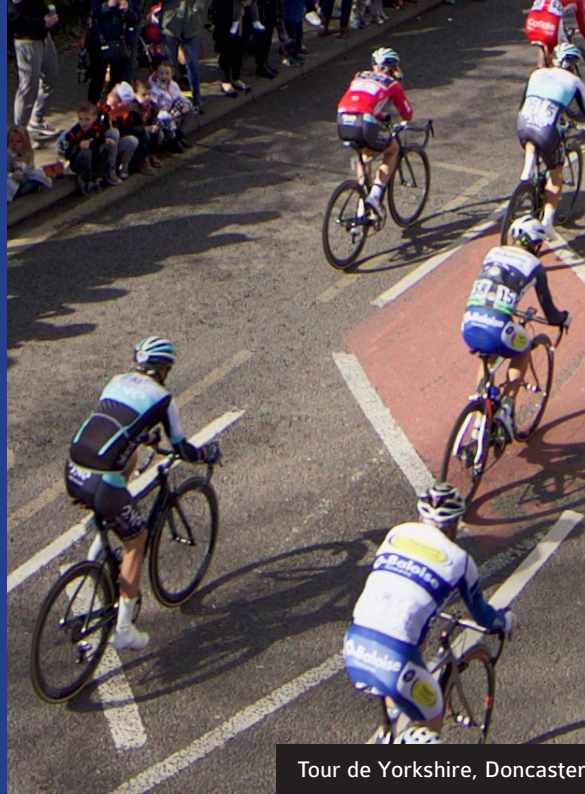


Lakeside Village, Doncaster

LOCAL CONTEXT

Doncaster already has a diverse and exciting offer for residents and visitors that we want to build upon including;

- Major Events
- Heritage
- Arts and Culture
- Sport and Outdoor Activities
- Transport and Connectivity
- New Developments
(planned or under construction)



MAJOR EVENTS

Major events: Doncaster's reputation for hosting major free to attend events has increased in recent years and is responsible for attracting tens of thousands additional visitors to the town. From international events such as the Tour de Yorkshire and the annual St Leger Festival to the Delicious Doncaster Food Festival, mass participation fitness to music and entertainment there is a growing programme that will only continue to develop Doncaster's visitor economy.



HERITAGE

Brodsworth Hall and Gardens provides a glimpse of a Victorian life in a country house. The Mansion House, one of only three in the country, now proudly hosts regular open days and afternoon teas contributing to the unique selling points that Doncaster truly enjoys.

Doncaster Market dates back almost 2000 years and is still known as one of the best fresh produce markets in the UK. The Mansion House is one of only three original Georgian mansion houses in the country. Doncaster Racecourse is home to the St Leger – the world's oldest classic horse race; and the neighbouring St Leger Yearling Sales is the oldest Bloodstock Sales in the UK.

Doncaster Minster not only offers guided tours and educational visits but as an event venue, most recently providing a perfect backdrop for the Museum of the Moon Exhibition – brought to Doncaster by Right Up Our Street, attracting over 16,000 visitors.

Cusworth Hall and Museum is an 18th century house set in extensive landscaped parklands and Conisbrough Castle is a fine example of Norman Castle architecture.



Brodsworth Hall

ARTS & CULTURE

Cast theatre provides high-quality artistic experiences including drama, comedy, dance, and musical performances while more intimate venues in the form of Doncaster's Little Theatre and the Phoenix Theatre in Bawtry host regular film nights and Folk and Blues evenings.

Other cultural offerings include darts (Doncaster Community Arts) and The Point which host world class exhibitions, Delicious Doncaster Food & Drink Festival, Doncaster Pride, and the neo-Victorian science fiction Steampunk events.

Doncaster Creates is the new project dedicated to increasing and profiling the wealth of distinctive arts and cultural activity in Doncaster from 2020, enabling visitors and residents to experience world class art, produced locally and touring.



SPORT AND OUTDOOR ACTIVITIES

Doncaster has a rich and diverse offer for those wanting to take part in sport and leisure activities as a participant or spectator. Being home to Doncaster Rovers FC, Doncaster Belles, Doncaster Knights RFUC and Doncaster RLFC there is opportunity to watch high-quality professional sport at our excellent stadia.

For those who want to Get Active we have a number of existing and new facilities to tempt all. The iconic Dome, one of the region's largest leisure pools with ice rink and new cycle circuit can provide an active day out for the family. The Transpennine Trail linking the Irish and North seas provides Doncaster with a range of exciting outdoor routes for cyclists, walkers and horse riders.

Hatfield outdoor centre provides a venue for adventure with kayaking, canoeing, open water swimming, archery and climbing, as well as high quality campsite and residential facilities for overnight stays.

For golf enthusiasts we have an abundance of choice across the borough, with over seven courses providing a challenge for all.

Doncaster also provides great opportunities for more leisurely past times with vast areas of green space throughout the borough. In addition, Doncaster's Hayfield Lakes is the proud host to the annual 'Fish O Mania' which is screened live on Sky Sports and attracts a significant spectating crowd.



Bawtry Paintball Fields

The Dome



TRANSPORT CONNECTIVITY

Doncaster Sheffield Airport (DSA) is the fastest growing international airport outside London (2017) with daily access to international hubs for worldwide connectivity. We have unrivalled access to major road networks (A1, M1, M18) and the ferry port of Hull is just an hour away. Doncaster Railway Station is situated on the London-Edinburgh east coast mainline providing over 50+ trains a day (by three operators) from London northwards and has one of the fastest connection times in the UK. This ease of access is fundamental to the success of our attractions and venues.



Doncaster Sheffield Airport

New Azuma train, Doncaster



NEW DEVELOPMENTS

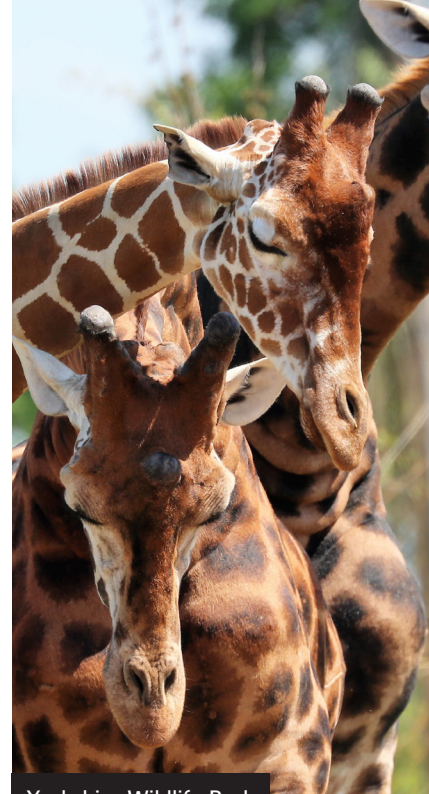
Doncaster's famous Wool Market reopened in March 2019 following an extensive £7m refurbishment. The development is a vibrant, attractive and welcoming destination providing a new and enhanced offer to retail traders and customers. As part of the re-design, the Wool Market also features a production stage allowing live music, entertainment and cookery demonstrations to attract residents and visitors alike.

Yorkshire Wildlife Park is already recognised as Doncaster and Yorkshire's headline attraction boasting visitor numbers of 750,000 per annum. A £50m expansion, delivered by 2020 aims to almost double this figure by 2022 – cementing its position in top 20 most visited attractions in England cited by Visit England.

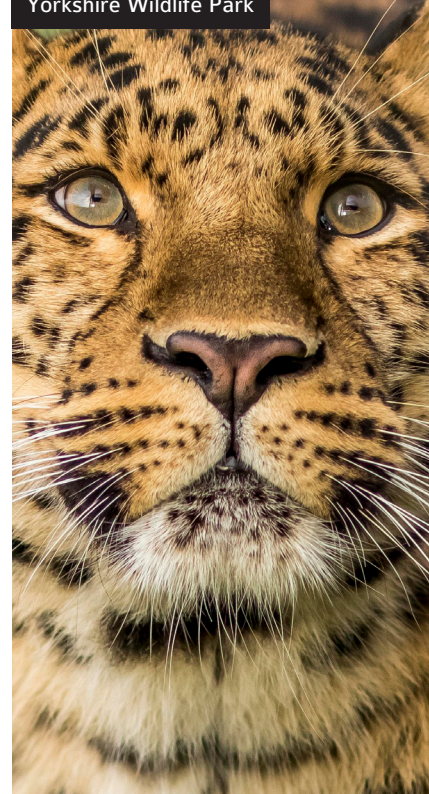
In addition, investment has been secured in hotel provision including the new Hilton Garden Inn at Doncaster Racecourse and multi-million pound refurbishment of Mount Pleasant Hotel, the Crown Hotel, Rossington Hall and Mecure Danum providing visitors with the quality associated with a desirable destination. National and international brands have also extended their portfolio in the borough including a recently extended Premier Inn at Lakeside.

Due for completion in summer 2020, a state of the art £15m Central Library and Museum project will create a new town centre attraction providing areas for quality arts and creative industries, heritage exhibitions, education and business space.

Construction also commences onsite in Spring 2019 for a multiscreen cinema with associated restaurants which will complement the offer of the Civic and Cultural Quarter. Additional footfall will be created by the development of the University Technical College (UTC) also due for opening in 2020.



Yorkshire Wildlife Park



Central Library and Museum (artist's impression)



Wool Market, Doncaster (Credit: Ben Harrison)



Crown Hotel, Bawtry



Hilton Garden Inn, Doncaster



Mount Pleasant Hotel,

OUR VISION

By 2022, Doncaster will be recognised as a major visitor destination within Yorkshire and will be seen as one of the foremost emerging visitor destinations nationally. Doncaster's reputation will be one of a blend of historic heritage, family friendly attractions, a broad ranging arts & culture offer, fantastic entertainment, cuisine, sport and leisure facilities.

OBJECTIVES

1. CULTURE & HERITAGE:

Create, develop and promote new and existing artists, attractions and events to continue building our cultural and heritage offer.

2. MAJOR EVENTS:

Position Doncaster as a host of quality national and international events that have long lasting impact on the people and businesses across the borough.

3. QUALITY DESTINATIONS:

Promote Doncaster and the town centre as destinations to spend quality time.

4. ACCESSIBLE DONCASTER:

Develop and promote Doncaster as an accessible destination for all visitors regardless of faith, background or disability.

5. LOCAL ENGAGEMENT:

Encourage Doncaster residents to recognise and engage in attractions, events and culture.

6. LONGER STAYS:

Increase overnight stays to embed Doncaster as a true weekend, conference and long stay visitor destination.

5 CROSS-CUTTING WORK STREAMS

In order to achieve these objectives and ultimately our vision, five cross cutting, enabling work streams have been identified:



OBJECTIVE 1

CULTURE & HERITAGE:
DEVELOP AND
PROMOTE EXISTING
LOCAL ATTRACTIONS
AND EVENTS TO
IMPROVE OUR
CULTURAL AND
HERITAGE OFFER

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Colour of Light

WHY THIS IS IMPORTANT

Doncaster has a vast array of cultural and heritage assets that could be utilised more by both visitors and the local community. We are planning to expand and enhance the Cultural offer from 2020 with high quality experiences that contribute to the quality of life for individuals and how people experience the town.

We know that arts, culture and heritage contribute to the local economy and arts and culture have the potential to generate more per pound invested than the health, wholesale and retail, and professional and business services sectors.

As well as being a key driver in attracting more people into the borough evidence shows that cultural experiences can help the local population in terms of well-being and how they feel about the place they live.

HOW WILL WE KNOW IF WE HAVE BEEN SUCCESSFUL?

- The proportion of the local people who report they have taken part in cultural events will increase.
- Greater investment secured to host cultural events.
- Increased economic impact from cultural events held throughout the borough.
- Culture and heritage related attractions visitor numbers increase.
- Track return visitors and new post code registrations where possible.

OBJECTIVE 1

CULTURE & HERITAGE: DEVELOP AND PROMOTE EXISTING LOCAL ATTRACTIONS AND EVENTS TO IMPROVE OUR CULTURAL AND HERITAGE OFFER

WHAT WILL WE DO OVER THE NEXT THREE YEARS?

- Invest and support Doncaster Creates 2020 and promote Doncaster as a cultural destination with quality experiences that reaches all parts of the borough and attracts more people to Doncaster.
- Showcase Doncaster's rail heritage within the Central Library and Museum.
- Develop brand new town centre cultural experiences over next two years including the Wool Market, Civic Quarter and Central Library and Museum.
- Focus on increasing the quality and quantity of the food and beverage offer, particularly relating to the early evening and night time economy to help increase dwell time.
- Support development of an already established independent international food restaurant sector to attract a regional draw.
- Develop public space areas such as Quality Streets in Hallgate and Silver Street for the benefit of the night-time economy.
- Maximise the opportunity to develop Lakeside in to a water focussed tourism activity centre.
- Mayflower400 –deliver a range of events to commemorate the 400th anniversary. In 2020 the UK, USA and Holland will commemorate anniversary of the sailing of the Mayflower. The Separatist Mayflower Pilgrims, known for generations as the 'Pilgrim Fathers,' have their origins firmly established within the wider Doncaster area.
- Support Right Up Our Street and partners for the delivery of an extended programme from 2020 – 2023 inc high quality events, community engagement and cultural activity.
- Build stronger relationships with sector partners to enhance funding and promotion opportunities (e.g. Heritage Lottery Fund, Arts Council and Welcome to Yorkshire).
- Develop and build on cultural relationships with organisations such as Doncopolitan, DARTS, Right Up Our Street (RUOS) and CAST.

OBJECTIVE 2

MAJOR EVENTS:

POSITION DONCASTER AS A
HOST OF QUALITY NATIONAL
AND INTERNATIONAL
EVENTS THAT HAVE LONG
LASTING IMPACT ON THE
PEOPLE AND BUSINESSES
ACROSS THE BOROUGH

OBJECTIVE 2

MAJOR EVENTS:

POSITION DONCASTER AS A HOST OF QUALITY NATIONAL AND INTERNATIONAL EVENTS THAT HAVE LONG LASTING IMPACT ON THE PEOPLE AND BUSINESSES ACROSS THE BOROUGH



WHY THIS IS IMPORTANT

Doncaster has a history of quality national and international events, including the annual St. Leger Racing festival. These types of events contribute to our economy attracting larger numbers into the borough.

Major events contribute to the profile of the place and we want Doncaster's profile to match our ambition and for Doncaster to be known for hosting a series of high quality major events.

Doncaster is a vibrant place and we want to build on this vibrancy with varied major events that complement each other and the local events offer we have to create a social buzz about the place, particularly in the town centre.

HOW WILL WE KNOW IF WE HAVE BEEN SUCCESSFUL?

- The number/quality of major events across the borough increases.
- The number of international scale events increases.
- Day and overnight visitors increase.
- Economic impact of hosting events.

Doncaster Racecourse

OBJECTIVE 2

MAJOR EVENTS: POSITION DONCASTER AS A HOST OF QUALITY NATIONAL AND INTERNATIONAL EVENTS THAT HAVE LONG LASTING IMPACT ON THE PEOPLE AND BUSINESSES ACROSS THE BOROUGH

WHAT WILL WE DO OVER THE NEXT THREE YEARS

- Strategically identify and pursue key national and international scale events that are right for Doncaster.
- Develop a framework to co-ordinate and facilitate the delivery of events schedule from a local authority and partners' perspective.
- Support Doncaster Creates to deliver a quality arts and culture programme.
- Host major live music events at large and small venues, as appropriate.
- St Leger Festival (September) – expand the event to a month-long festival experience celebrating culture, comedy, music and of course sport.
- Ongoing involvement in international cycle races in forthcoming years, specifically the UCI and Tour De Yorkshire in 2019.
- Deliver Mayflower 400 events to contribute to national and international activities in 2020.
- Continued investment in cycle routes and promotion of cycle hire including developing a new 1km cycle track at Doncaster Dome.
- Host three matches for the Rugby League World cup in 2021.
- Continue to promote Doncaster's visitor economy development opportunities to new markets.
- Develop and embed a research/evidence-based decision-making process for new developments & events; and post event evaluation and improvement.
- Deliver World Host customer service training to provide visitors an experience they will remember.
- Development of a PGA tour golf course near Rossington.

MAJOR EVENTS

MAY / JUNE

Tour de Yorkshire
Delicious Doncaster Food Festival
Doncaster Spectacular Steampunk Event
Armed Forces Day

JULY / AUGUST

Dragon Boat Racing
Doncaster Pride

SEPTEMBER

St Leger Festival
UCI World Championships (2019)

NOVEMBER

Countdown to Christmas

OBJECTIVE 3

QUALITY DESTINATIONS:
PROMOTE DONCASTER
AND THE TOWN CENTRE
AS DESTINATIONS TO
SPEND QUALITY TIME

QUALITY DESTINATIONS: PROMOTE DONCASTER AND THE TOWN CENTRE AS A DESTINATIONS TO SPEND QUALITY TIME



WHY THIS IS IMPORTANT

Doncaster needs to stand out as a place that people want to come to. People will make decisions on how they spend their time on the quality of the place.

People's experience while they are in the Borough will impact how long they stay, their perception and likelihood to return.

HOW WILL WE KNOW IF WE HAVE BEEN SUCCESSFUL?

- The perception of Doncaster as a place will improve both locally and from visitors.
- Increase in civic pride and positive feedback from residents and visitors.
- Increase in footfall within the town centre.
- Reduce number of empty properties within town centres.

Frenchgate Shopping Centre, Doncaster

OBJECTIVE 3

QUALITY DESTINATIONS: PROMOTE DONCASTER AND THE TOWN CENTRE AS A DESTINATIONS TO SPEND QUALITY TIME

WHAT WILL WE DO OVER THE NEXT THREE YEARS?

- Improve the borough's arrival point at the railway station including the redevelopment of public green space.
- Continue to implement the Town centre masterplan by creating a mix of independent and brand retailers.
- Work with retailers and leisure operators to promote the distinct destinations as places to spend quality time.
- Maximise the opportunity to develop Lakeside in to a water focussed tourism activity centre.
- Work with investors and business owners to enhance the image of the town including shop front improvement schemes.
- Development of a University offer generating a new audience for visiting friends and family.
- Delivery of the proposed 360 Media Studios at High Melton, creating a new destination profile for the film industry and its followers and create a higher skills offer.
- Capitalise on the opportunity created through available space (including retailer closures) to attract leisure based industries.
- Ensure that the physical shape of the town acts as a catalyst between developments and current attractions and that event space and future growth is always considered.
- Investigate regional TV advertising as a new source of promotion with maximum reach.
- Support the Ambassador Programme with relevant messages to support live, work, play concept.
- Develop our award winning Tourist Information Centre, capitalising on its reputation to ensure Doncaster continues to contribute to the visitor offer on the high street.
- Support the development of an east coast mainline station at the airport.
- Support the development of a new course, hotel and leisure complex at Bawtry Golf Club.
- Ensure promotion of new developments such as the Wool Market reach local, regional and national audiences.

OBJECTIVE 4

ACCESSIBLE DONCASTER:
DEVELOP AND PROMOTE
DONCASTER AS AN
ACCESSIBLE DESTINATION
FOR ALL VISITORS
REGARDLESS OF
FAITH, BACKGROUND
OR DISABILITY

OBJECTIVE 4

ACCESSIBLE DONCASTER: DEVELOP AND PROMOTE DONCASTER AS AN ACCESSIBLE DESTINATION FOR ALL VISITORS REGARDLESS OF FAITH, BACKGROUND OR DISABILITY



WHY THIS IS IMPORTANT

Doncaster is a vibrant and welcoming place to people of all backgrounds and we want to celebrate and champion the wider range of cultures, faiths, ethnicity and disabilities.

Offering an enhanced amount of diverse cultural events will expose Doncaster, to out of town visitors that may otherwise have disregarded Doncaster as a cultural destination.

Consulting with communities in Doncaster will broaden the cultural calendar of events, along with engaging parts of the community that to date have remained untapped.

HOW WILL WE KNOW IF WE HAVE BEEN SUCCESSFUL?

- Greater number of options created, opening Doncaster up to an untapped market, resulting in a larger footfall and community engagement.
- Adding Doncaster to the list of towns that host meaningful cultural events, more cohesive town, removing barriers.

The Point, Doncaster



OBJECTIVE 4

ACCESSIBLE DONCASTER: DEVELOP AND PROMOTE DONCASTER AS AN ACCESSIBLE DESTINATION FOR ALL VISITORS REGARDLESS OF FAITH, BACKGROUND OR DISABILITY

WHAT WILL WE DO OVER THE NEXT THREE YEARS?

- Promote facilities such as Changing Places within venues to improve the experience of families requiring support.
- Encourage venues to promote special measures being implemented to ensure experience can be enjoyed by all the family, including autism friendly shows, breast-feeding welcome venues, signed performances.
- Continue to support the annual PRIDE event in Doncaster and host the national PRIDE conference in 2019.
- Champion local events that are inclusive and celebrate the wide range of cultures and diversity that we have in Doncaster.
- Support the development across the public transport network to enable easy access for inbound visitors.
- Promote arts and cultural activations within venues such as Faces of Frenchgate, a collaboration between Doncopolitan and Frenchgate shopping centre.
- Consider dates of significance to host /support festivals relating to ethnicity/faith/gender/age/sexuality ie Womens International Day, Black History Month, LGBT history month.
- Survey the school community and community at-large, to ascertain what topics would make relevant cultural events within education; removing barriers (NCS).
- Make valuable connections with other councils to look at their diverse calendar of events. These will in turn, give Doncaster Council a base to create its own mixed events calendar.
- Hold community led focus groups, allowing the community some input into events that would benefit the wider demographic.

OBJECTIVE 5

LOCAL ENGAGEMENT:
ENCOURAGE DONCASTER
RESIDENTS TO RECOGNISE
AND ENGAGE IN
ATTRACTIONS, EVENTS
AND CULTURE

OBJECTIVE 5

LOCAL ENGAGEMENT: ENCOURAGE DONCASTER RESIDENTS TO RECOGNISE AND ENGAGE IN ATTRACTIONS, EVENTS AND CULTURE



WHY THIS IS IMPORTANT

Increasing the number of local people who access our retail, leisure and events offer is key not only economically but also to improve civic pride and local perception of place.

We want people to feel ownership of what happens in their borough and that will increase the numbers of people who engage in local events and feel pride about what is happening in their borough.

HOW WILL WE KNOW IF WE HAVE BEEN SUCCESSFUL?

- Number of local volunteers engaged.
- The proportion of the local people who report they have taken part in cultural events will increase.
- Increase in engagement of social media and blogs / vlogs.
- Positive Visitor Economy Group / stakeholder feedback.

CAST / Sir Nigel Gresley Square, Doncaster



OBJECTIVE 5

LOCAL ENGAGEMENT: ENCOURAGE DONCASTER RESIDENTS TO RECOGNISE AND ENGAGE IN ATTRACTIONS, EVENTS AND CULTURE

WHAT WILL WE DO OVER THE NEXT THREE YEARS?

- Continually use dynamic and interesting ways to promote key messages through social media to engage communities and visitors including Visit Doncaster and MyDoncaster platforms – including blogs and vlogs.
- Champion local and diverse events across the borough.
- Create a local volunteer programme to support the core workforce in events across the borough.
- Support and encourage pre-planned attendance of events.
- Develop 'Visit Doncaster' so it becomes the go to place for attraction and event information for residents.
- Promote local attractions to increase the number of visitors year on year.
- Work collaboratively with the retail sector including Frenchgate, Lakeside Village, Doncaster Markets, Bawtry and Mexborough Retail Forums to support marketing and promotion initiatives and enhance the visitor experience.
- Support Doncaster Creates to engage with local communities to develop new artists and encourage attendance at arts and culture events.
- Work with specific groups, cultures and communities to encourage participation.
- Consider implementation of a specific residents weekend promotion to encourage engagement and participation.

OBJECTIVE 6

LONGER STAYS:
INCREASE OVERNIGHT
STAYS TO EMBED
DONCASTER AS A TRUE
WEEKEND, CONFERENCE
AND LONG STAY VISITOR
DESTINATION

OBJECTIVE 6

LONGER STAYS: INCREASE OVERNIGHT STAYS TO EMBED DONCASTER AS A TRUE WEEKEND, CONFERENCE AND LONG STAY VISITOR DESTINATION



WHY THIS IS IMPORTANT

Increasing the number of people that see and use Doncaster as a place to stay will bring economic benefits and jobs within the sector especially during mid-week periods.

We have an international asset in Doncaster Racecourse and its exhibition centre and we want to encourage more multi-day conference activity to support more midweek overnight visitors to this and other venues.

We think there is a lot on offer and encouraging people to spend more time in the Doncaster area will not only bring economic benefits but also improve the reputation of Doncaster as a place.

HOW WILL WE KNOW IF WE HAVE BEEN SUCCESSFUL?

- The number of day and overnight stays will increase.
- Hotel occupancy rates will increase.
- Attraction of more national and international multi-day conference events.
- Number of passengers using Doncaster Sheffield Airport (DSA) for business travel will increase.
- Number of passengers using Doncaster Railway Station for business travel will increase.

Mount Pleasant Hotel



OBJECTIVE 6

LONGER STAYS: INCREASE OVERNIGHT STAYS TO EMBED DONCASTER AS A TRUE WEEKEND, CONFERENCE AND LONG STAY VISITOR DESTINATION

WHAT WILL WE DO OVER THE NEXT THREE YEARS?

- Promote package trips to group tour operators engaging new markets and include assets such as Doncaster Minster, Cusworth Hall, Brodsworth Hall, Doncaster Museum and Art Gallery and Conisbrough Castle.
- Develop 24/48+ hour itineraries that benefit the whole visitor economy including attractions, accommodation and retail providers.
- Support and promote the £50m expansion of Yorkshire Wildlife Park.
- Investigate working with overseas destinations serving DSA to look at increasing the promotion of Doncaster and targeting visitors, particularly when major events are being held.
- Strengthen partnership with Welcome to Yorkshire to better promote Doncaster events to a broader audience – e.g. Yorkshire Show.
- Consider development of a town centre multi-purpose venue – to attract higher-spend visitors and overnight stays capitalising on the transport links.
- Promote new and emerging conference venues attracting new markets.
- Develop our military and aviation heritage offer through the continued investment in attractions such as South Yorkshire Aircraft Museum, Vulcan and Kings Own Yorkshire Light Infantry (KOYLI).
- Support the promotional initiatives of a wider South Yorkshire marketing campaign.
- Continue to produce an annual destination guide to effectively promote the broad range of activities on offer.
- Develop a voucher scheme with Doncaster based Purple Vouchers to offer discounts to tourists via the Tourist Information Centre.
- Populate T Stats technology to share growing visitor numbers, event attendance and showcase economic benefits to result in new developments.
- Collaborate with partners to increase the hosting of additional events.

STAKEHOLDERS

Accommodation Providers

Arts and Culture Board

Attractions

Business Doncaster team

Communities

Community Engagement Core Group

Inclusive Growth Board

Major Events

Events Safety Advisory Group (ESAG)

Retailers

Sheffield City Region (SCR)

SCR Tourism Group

Town Centre Advisory Board

Visit Doncaster team
including Tourist Information Centre

Visit England

Visitor Economy Group

Welcome to Yorkshire



Holiday Inn Express



Cusworth Hall, Museum and Park



South Yorkshire Aircraft Museum



Potteric Carr Nature Reserve



Doncaster Minster

GOVERNANCE

We will ensure the actions as set out in this strategy will be delivered over the 2019-22 period. The arrangements to oversee this will be a partnership approach to maximise the chances to achieve our objectives.

See separate detailed Action Plan.

To this aim a quarterly review of the actions contained within this strategy will be considered by the **Visitor Economy Group** from which ownership of many of the actions will lie. There will also be an annual report on progress made to the **DGT Working Theme Board** who will be assigned the role to oversee progress and the measures by which we judge our success are achieved.

The Council will also initiate a new set of internal arrangements to ensure the contribution to this strategy by the Local Authority is robust, and an improved mechanism for clear strategic planning and delivery of major events is put in place.

We will work closely with the existing partnership structure to ensure we maximise the reach of this strategy and where appropriate agree activity that other parts of the partnership can oversee and take responsibility for.

This strategy is due for review by March 2022.



Mansion House, Doncaster

FURTHER INFORMATION:

www.visitdoncaster.com www.creativedoncaster.com www.doncaster.gov.uk