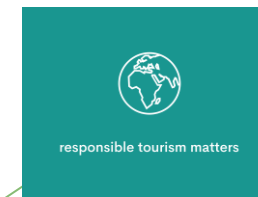


Pembroke Dock tourism feasibility study

Presentation – March 2020

Rebecca Armstrong, Responsible Tourism Matters



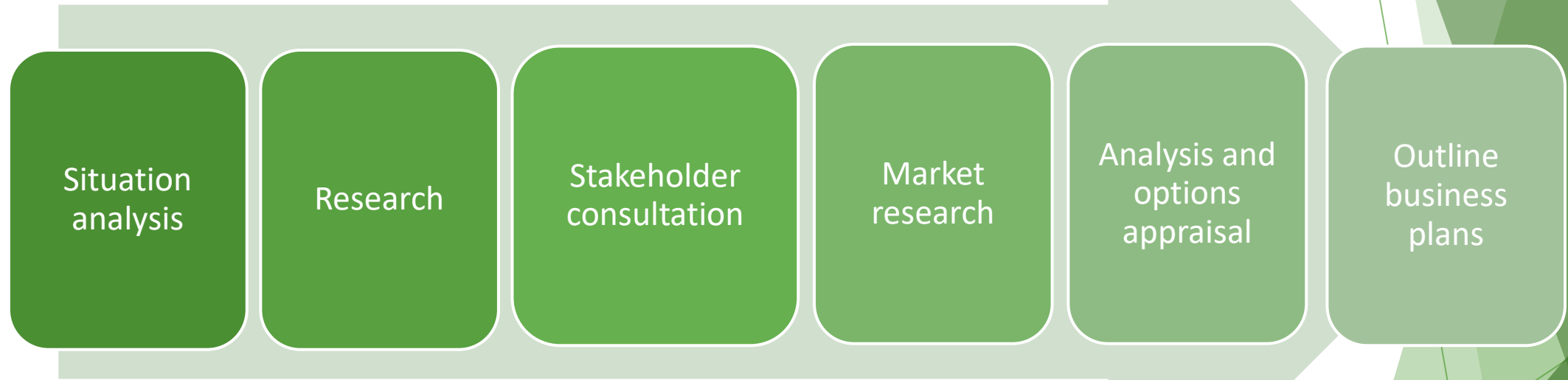
The study

Overall aim:

To research, provide information for and produce one or more business plans for social enterprise projects to encourage locals and visitors alike to spend more time and money in Pembroke Dock

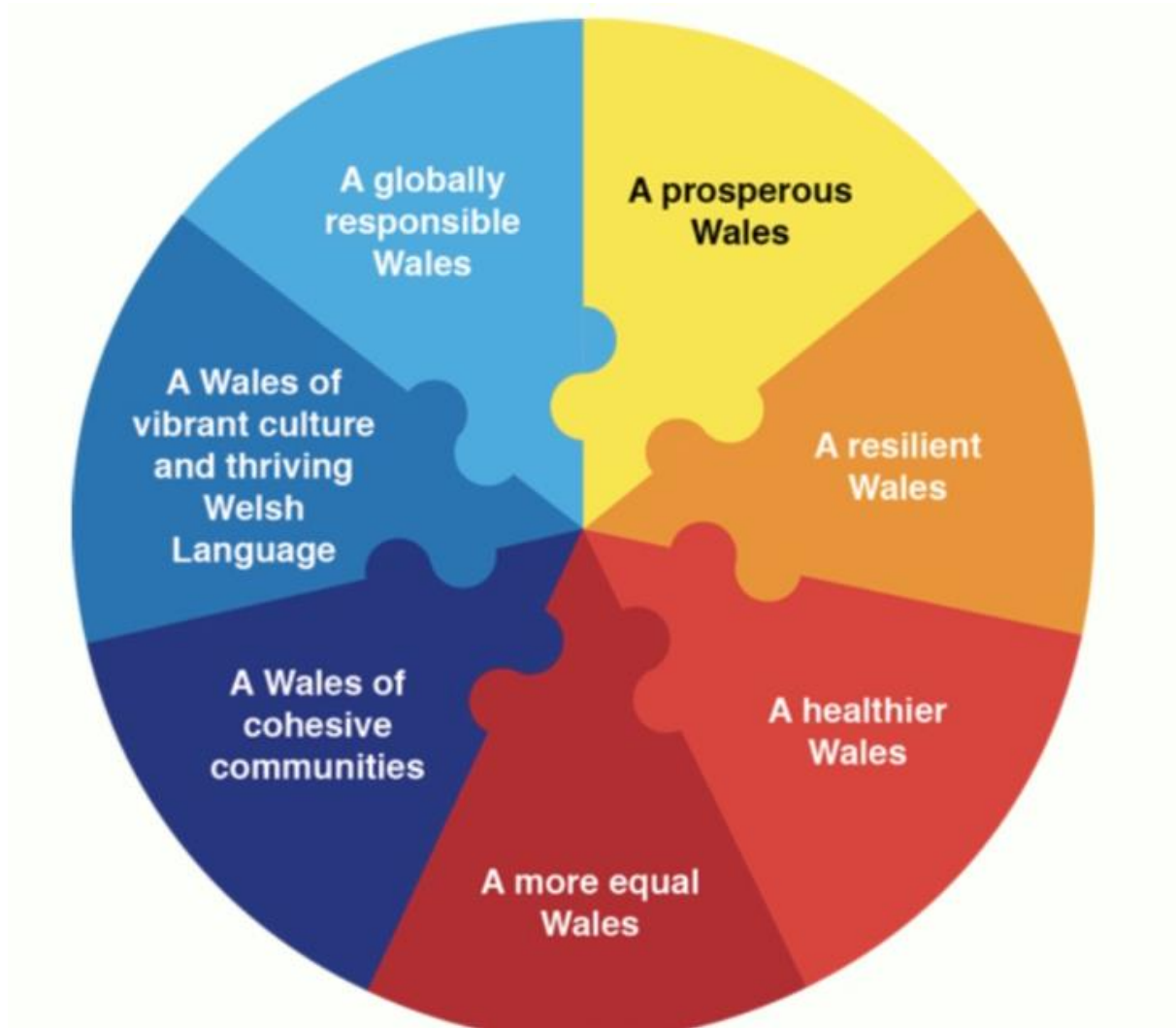


The project process



The options appraisal

- ▶ 'Long list' - potential individual projects, which, if well developed and managed, could meet objectives of this project
- ▶ Criteria:
 - ▶ Pros and Cons
 - ▶ Potential to contribute to core project objectives:
 - A. Increase visitor time and spend in the town
 - B. Stimulate year-round local employment & enterprise
 - C. Generate pride in Pembroke Dock
 - D. Protect community assets
 - E. Promote community involvement
 - ▶ Feasibility to operate as a social enterprise (L, M, H)
 - ▶ Leadership, capacity (staffing / volunteers), commercial viability, market appeal



Wellbeing of Future Generations (Wales) Act 2015

Strong individual options, for example:



Development of the iconic Front Street Gun Tower



Hancock's Yard as 'hands on' attraction

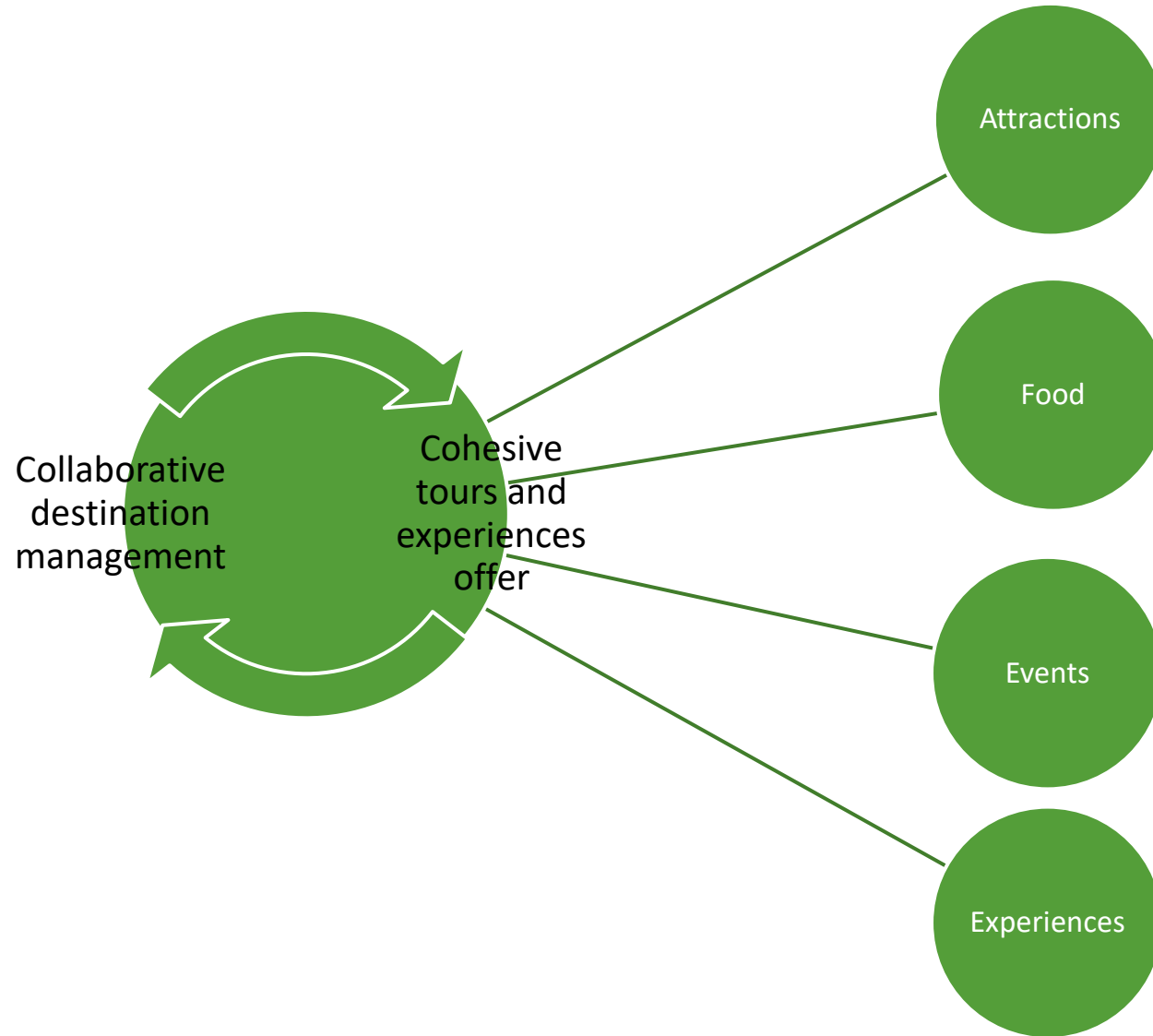


Development of the Commodore building

But two strongest options:

Priority 1: Develop a Destination Management and Marketing Organisation (DMMO)

Priority 2: Develop tours and experiences



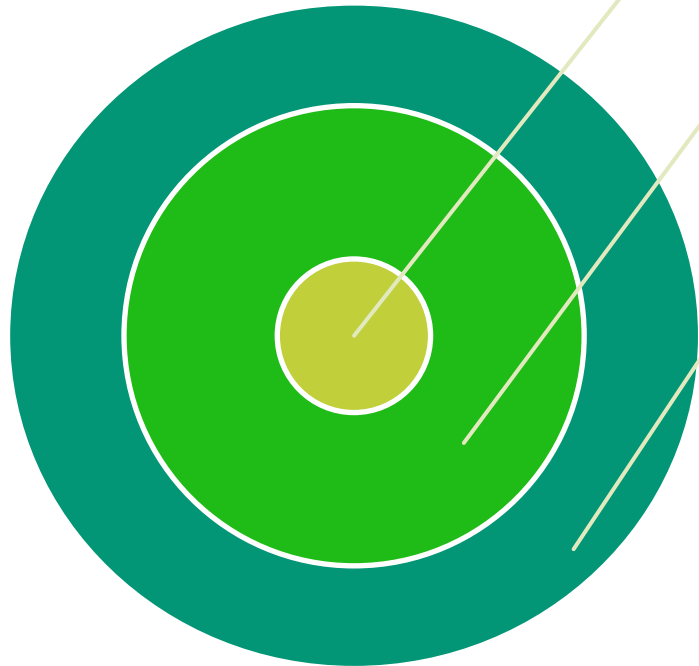
Priority 1:
Developing a
Destination
Management
and Marketing
Organisation
(DMMO)

2 phases:

- ▶ Set up the group
- ▶ Create and implement an action plan

PHASE 1 – SET UP THE GROUP

First, identify all the people who need to be involved



Core group

- Coordination
- Decision making

Wider membership

- Create sub-groups to focus on specific activities

Supporters and collaborators

- Become members of relevant organisations
- Work closely with others
- Partners and suppliers

Next ...



Agree a common vision, mission and objectives for the group



Agree on the group's structure and decision-making processes:

Who leads?

Who pays?

Who does what?



Identify funding sources and establish financial plan

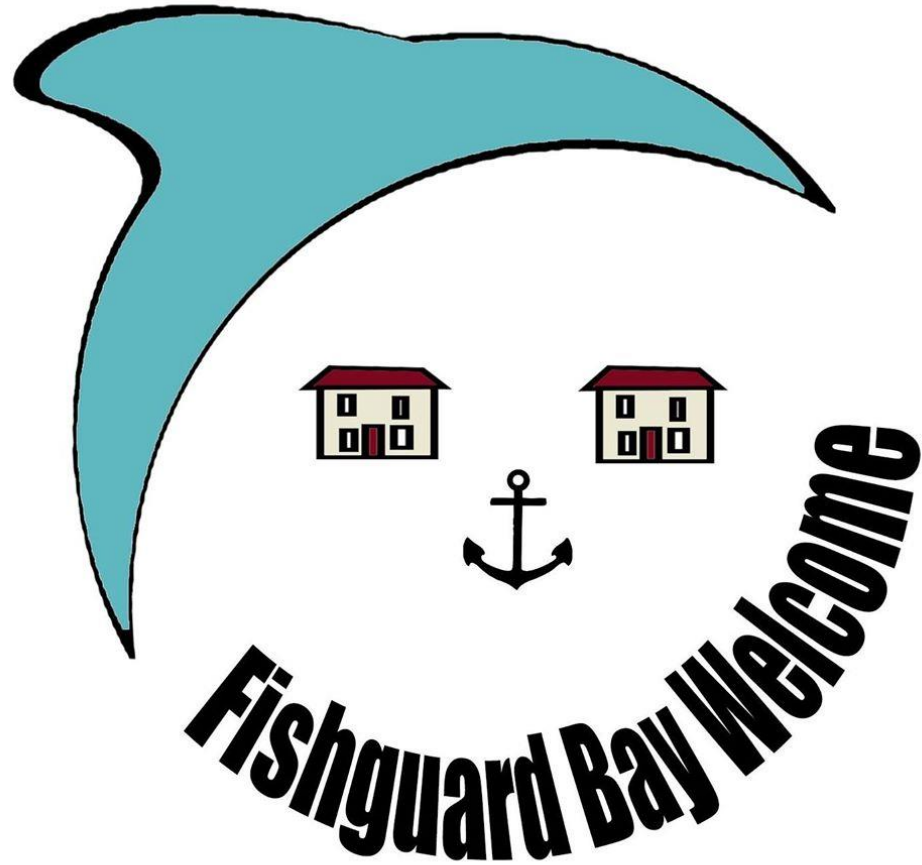


Set up a system to track progress, make changes and celebrate success

PHASE 2: ACTION PLAN - Suggested activities:

- ▶ Commission development of Pembroke Dock Story, place making plan and group
- ▶ Commission Destination Management Plan (DMP)
- ▶ Commission visual language & identity toolkit
- ▶ Develop and coordinate tours
- ▶ Establish single heritage organisation for Pembroke Dock
- ▶ Develop and maintain Discover Pembroke Dock website (building on outcomes of place making exercise and DMP)
- ▶ Visitor information, signage and interpretation
- ▶ Events strategy and management
- ▶ Town centre regeneration
- ▶ Arts projects
- ▶ Sustainability

An example:
Fishguard and
Goodwick
Chamber of
Trade and
Tourism



- ▶ Integral part of Fishguard & Goodwick Town Team
- ▶ Representative voice for businesses in the area
- ▶ Membership fee: entry on www.gofishguard.co.uk and “Fishguard Bay Guide” App
- ▶ Business networking and support, advice on marketing, premises, training, funding
- ▶ Newsletter for “Friends of Fishguard” signed up through website
- ▶ Member of Pembrokeshire Tourism, reduced fee for individual members
- ▶ Funding for recent projects:
 - ▶ Refreshing North Pembrokeshire - enabled major investment in the meet and greet for visiting Cruise Ships at the port: Fishguard Bay Welcome
 - ▶ Boutique tours across North Pembrokeshire for cruise and other visitors
 - ▶ The Fishguard Friendly Scheme
 - ▶ Home hosting for cruise visitors
 - ▶ Publication of Last Invasion Country booklet

Priority 2: Developing tours and experiences

- ▶ Enable local people to create and market tours based on their individual interests, passions and particular stories they would like to share with visitors;
- ▶ Offer a range of tours to encourage visitors and local people to discover more about Pembroke Dock and spend more time and money in the town;
- ▶ Respond to market demand for authentic and immersive experiences that benefit local people and places;
- ▶ Coordinate existing resources to create and market current and new tours;
- ▶ Train and employ local guides;
- ▶ Create a sense of local ownership and pride in Pembroke Dock and its story.

An example: Ironbridge

A group of attractions – each with a distinct identity but part of a wider cohesive story

EXPLORE THE IRONBRIDGE ATTRACTIONS

Explore our award-winning attractions in the beautiful Ironbridge Gorge World Heritage Site. Where will your visit take you?



BLISTS HILL VICTORIAN TOWN

Rocket yourself back to the age of steam and see life more than 100 years ago!

[Discover more >](#)



ENGINUITY

Would you crumble in an earthquake? Can you really get electricity from a pond? It's time to find out...

[Discover more >](#)



COALBROOKDALE MUSEUM OF IRON

Coalbrookdale changed the world forever... discover how with family trails, galleries and interactives.

[Discover more >](#)



MUSEUM OF THE GORGE

Get lost in the detail of a huge model of the Ironbridge Gorge and see it became the workshop of the world.

[Discover more >](#)



JACKFIELD TILE MUSEUM

Be inspired by the rich beauty and artistry of the best British ceramic art & design.

[Discover more >](#)



COALPORT CHINA MUSEUM

See some of the best examples of Coalport & Caughley China in the world.

[Discover more >](#)



DARBY HOUSES

Explore how 'the other half' lived during the 18th & 19th centuries at the Darby Family homes.

[Discover more >](#)



TAR TUNNEL

Tar still oozes through the brickwork of this bitumen spring, accidentally struck by 18th century miners.

[Discover more >](#)

Phase 1: Work with existing resources to develop a 'quick win' tour offer



Identify partners and collaborators



Collate existing resources for itinerary development



Identify passionate residents of the town to share their skills, local knowledge and be trained as town guides / ambassadors



Create one 'pilot' tour itinerary based on what already exists

Phase 2: Work on bringing the tours to market and developing community experiences

► **Tours:**

- Identify and prioritise potential markets
- Identify themes for tours
- Develop new itineraries
- Develop booking and financial model
- Work through legal and operational requirements
- Create coordinator role
- Train guides / ambassadors
- Start tours programme
- Identify and prioritise marketing channels for short to medium term
- Work with individual sites

► **Experiences:**

- Identify group / individual to lead this activity
- Identify 'quick win' community-based / local experiences to develop
- Create content
- Pricing
- Identify marketing channel(s)

Wales Tours, Tickets & Activities

97 Tours and Tickets Sort

Free Cancellation: Get a full refund up to 24 hours in advance on most experiences. See details



Cultural Tours

The Wandering Bard Tour of South Wales

★★★★★ 13

🕒 8 to 10 hours

✓ Free Cancellation

from **£60.00**



Movie & TV Tours

Gavin and Stacey TV Locations Tour of Barry Island

★★★★★ 22

🕒 3 hours

✓ Free Cancellation

from **£30.00**



Cultural Tours

Cardiff 1-day tour

★★★★★ 10

🕒 8 hours

✓ Free Cancellation

from **£45.00**

Show Map 



PEMBROKESHIRE

Estuary Canoe Tour

4.92★ (24)



PEMBROKESHIRE

Glassblowing (lampwork) for beginners

4.95★ (20)



NEW QUAY, CEREDIGION

A Private Audience With Owls

5.0★ (11)



ILFRACOMBE

Coasteering for the adventurous

5.0★ (24)



TENBY

Make your own Stained Glass Window

5.0★ (8)



BRAUNTON

Go with the flow - Sea Kayaking

5.0★ (5)



FRESHWATER EAST

Arty Farty Design Your Own T-Shirt

4.9★ (10)



SAINT DAVIDS

Surf in Pembrokeshire's National park



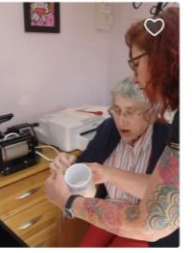
FRESHWATER EAST

Arty Farty Sew a Skirt Workshop



CLYNDERWEN

Pembrokeshire Llamas



FRESHWATER EAST

Arty Farty Design Your Own Mug



TAVERNSPITE

Archery at Aim CountrySports



MACHYNLLETH

Wild Basketry Workshops

5.0★ (3)



CARMARTHENSHIRE

Wild Basketry Workshops

Terms, Privacy, Currency &...

Phase 3: Take stock, consolidate tours and develop new offers and markets



REVIEW PROGRESS



IDENTIFY AND
DEVELOP NEW
EXPERIENCES



IDENTIFY AND
DEVELOP NEW TOURS



WORK WITH
POTENTIAL SITES AND
ATTRACTIONS



INCORPORATE OTHER
ELEMENTS INTO
TOURS

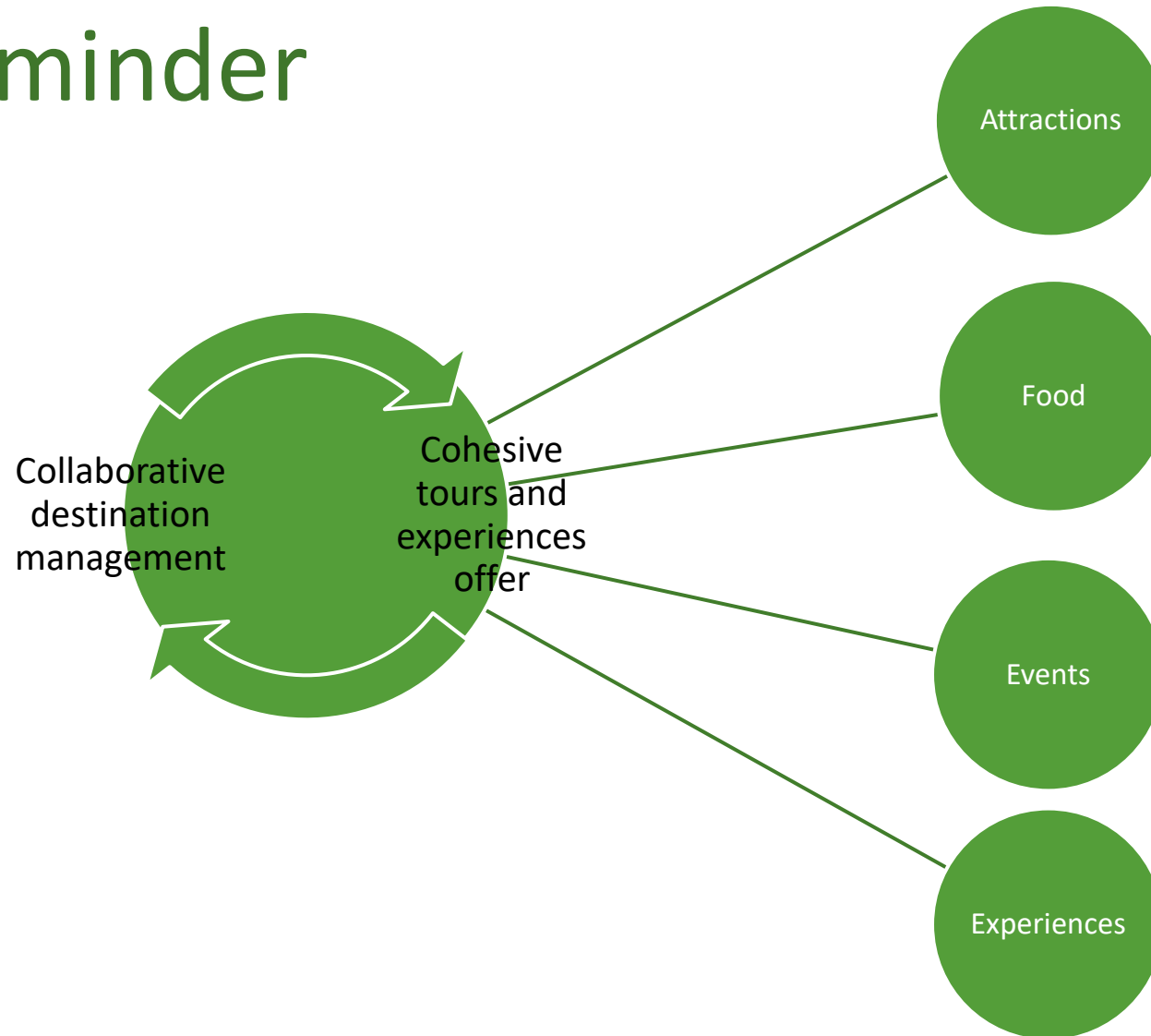


NEW MARKETS



NEW MARKETING
CHANNELS

A reminder



Diolch Thank you

