

Project Delivery Plan - Progress Report November 2021

Objective and Role	Action	Progress / Update Q1 and Q2 April to October 2021	Forward plan activity Q3 and Q4 November 21 to March 2022
Build our brand			
Lead	<p>New campaigns and marketing promotions: trails, things to do itineraries; packages of activities.</p> <p>Target new audiences: residents; families; newly working from home</p>	<p>Approved combined market towns guide and individual map for each market town.</p> <p>Television commercial (in collaboration with Visit Hampshire) aired at The Hundred tournament across 4 matches in July/August.</p> <p>New Trail launched</p> <ul style="list-style-type: none"> • Tree Trail – launched Green Week <p>Visit Winchester progressive web app for Keats trail on OS Secret Stories app</p> <p>New audiences:</p> <ul style="list-style-type: none"> • About Winchester feature to reach residents audiences • Autumn staycations – city & market town breaks with itineraries for exploring the districts' market towns. 	<p>Publish and distribute: Discover Winchester District's Market Towns (combined guides) and Market Towns Maps</p> <p>Publish Welcome Back to Winchester Visitor Guide</p> <p>Promote Christmas activities via christmasinwinchester.co.uk.</p> <p>Reciprocal marketing with Travelodge – VW to feature in Travelodge blog and e-news and VW will feature Travelodge accommodation on VW website.</p> <p>Issue Christmas in Winchester press release</p> <p>Poster campaign across South Western Railway (SWR) station network and inclusion in SWR blog and e-newsletters.</p> <p>Promotion of Light Festival and associated activities via Light Festival campaign page and VW social media channels</p>
Enable	Street cleanliness and repair for a quality public realm	Scoping and costing of improvement has been undertaken	Town Forum City Centre Group meeting to be held to agree approach for public realm management.

Winchester District High Streets' Priorities Plan 2021-22
BHPC 0023: Appendix 2. Action Plan progress report

Objective and Role	Action	Progress / Update Q1 and Q2 April to October 2021	Forward plan activity Q3 and Q4 November 21 to March 2022
		Meeting with Town Forum member to discuss public realm management	
Influence	Commence work on strategic propositions for: 1. Night-time economy 2. Cultural Manifesto 3. Street Markets	A Request for Quote (RFQ) to procure an external agency to undertake an assessment of Street Markets is being drafted.	Undertake, complete and disseminate the findings of the Street Markets research.
Create connections			
Lead	Stay Local / Love local campaigns. Places to meet information / promotion	Launched '5 things to do this weekend' and '5 things to do this week' videos running alternate weeks since October across our social media channels and associated blog on Visit Winchester website. Made in Winchester campaign launched	Continue with '5 things to do' Collate information on eco-friendly breaks in Winchester – highlighting local food, sustainable restaurants and hotels. Develop DW PR campaign on 3G (3 generational meet ups)
Enable	Mobilise the delivery of the Vision for Winchester actions. 15 minute city: Culture and Communities	The approach to implementing the Winchester Town Vision considered at Town Forum meeting on 16 September 2021 Application to the Community Renewal Fund was submitted to support Cultural and Communities outcomes. This was unsuccessful, however it can act as a pipe line project ready for any other opportunities to apply for funding.	Procure consultants to deliver staff and member planning sessions. Report back to Town Form with draft implementation framework March 2022
Influence	Flexible co-working spaces in local high streets.	See section at the end of the table on – Make Winchester Work for You – launches in with Hampshire County Council;	

Winchester District High Streets' Priorities Plan 2021-22
BHPC 0023: Appendix 2. Action Plan progress report

Objective and Role	Action	Progress / Update Q1 and Q2 April to October 2021	Forward plan activity Q3 and Q4 November 21 to March 2022
Businesses and events to create a whole town experience			
Lead	Promote a holistic and curated programme of festivals and events	<p>WCC update given at Festivals in Winchester meeting on 14 Oct (9 attendees)</p> <p>RFQ for Lights Festival issued; event to be held in February 2022</p> <p>Cultural Network Meeting held at Inn the Park 16 September attracted approx. 14 guests</p> <p>Arts News continues to be issued monthly.</p>	<p>Request for Quote for Festivals research issued – deadline 19 Nov.</p> <p>Undertake, complete and disseminate the findings of the Festivals research.</p> <p>Planning for next Cultural Network Meeting – February date TBC</p>
Enable	<p>Support businesses to engage with festivals and events so they are whole town experiences.</p> <p>Hospitality trade to link to local producers / events to offer weekend packages.</p>	<p>The Monthly Business Bulletin now includes a monthly update in the Business Bulletin of upcoming Festivals and Events in the District.</p> <p>A 2022 Festivals/Events summary is being prepared to be shared in the January 2022 Business Bulletin.</p> <p>Links to identify hospitality trade identified to work with Festivals/Events to promote alongside their events to create a whole City experience with the bigger Festivals.</p> <p>Meeting with The Hat Fair to discuss past business engagement and will continue to work with them to encourage further business engagement for 2022.</p>	<p>The Light Festival includes measures to involve local businesses and residents in the design and delivery of the event.</p> <p>It is supported by a partnership of local organisation, Winchester Cathedral, Hampshire Cultural Trust, Play to the Crowd, Winchester BID.</p> <p>Engagement with Winchester's Festivals to investigate current business engagement. Also completing a poll in December 2021 Business Bulletin to gain more understanding on how the Businesses of the District rate their level of engagement with the Festivals/Events.</p> <p>Proactively encourage businesses to take part in festivals programme via business groups and direct contact.</p>

Winchester District High Streets' Priorities Plan 2021-22
BHPC 0023: Appendix 2. Action Plan progress report

Objective and Role	Action	Progress / Update Q1 and Q2 April to October 2021	Forward plan activity Q3 and Q4 November 21 to March 2022
Influence	Food and drink - Hampshire Fare – work with the providers and producers across the district.	Meeting with Hampshire Fare, who champion local food producers with a view to work on joint projects such as promoting local food and drink suppliers in the District.	Hampshire Fare have submitted a proposal for Hampshire Food Festival 2022 to take place in Winchester. Research underway for potential Food & Drink trails within the City and the Market Towns.
Places as social and community hubs			
Lead	<p>Build the role of the VIC as a community hub.</p> <p>Winchester Sport & Leisure Park opens.</p> <p>Organise outdoors social activities e.g.</p> <ul style="list-style-type: none"> • a summer “stage” in Abbey Gardens or Busket Yard • outdoor cinemas, • outdoor beach. <p>More social spaces / places to sit and meet.</p>	<p>New centre opened on 29 May 2021.</p> <p>No opportunity to progress this type of event at an appropriate location or time, but investigations and discussions on options have been taking place:</p> <p>Meeting with Play to the Crowd to gain scope on their capacity to programme an outdoor theatre in Busket Yard, if Winchester City Council were to fund the temporary outdoor stage.</p> <p>Further research has been completed on other options, such as an outdoor Cinema.</p>	<p>Further research to be completed and request to quotes to be undertaken.</p> <p>Work towards Spring 2022 to have an outdoor stage event in Buskett Yard.</p>
Enable	<p>Kings Walk and Friarsgate as new outdoor community spaces.</p> <p>Vacant Shop – pop-up and temporary</p>	<p>Buskett Yard public realm improvements completed.</p> <p>Rediscover campaign across RPLC and</p>	

Winchester District High Streets' Priorities Plan 2021-22
BHPC 0023: Appendix 2. Action Plan progress report

Objective and Role	Action	Progress / Update Q1 and Q2 April to October 2021	Forward plan activity Q3 and Q4 November 21 to March 2022
	<p>uses. Liaise with planning and business rates, estates teams to identify and resolve barriers to reusing space.</p> <p>Sports based events – e.g. outdoor table tennis, to coincide with and link to national sporting events / celebrations</p>	<p>157/158 High Street installed. Encouraging people to support district's high streets, independent shopping/food and drink/days out.</p> <p>No opportunity to progress this type of event at an appropriate location – e.g. vacant shop.</p> <p>Cross council meeting to collate information and guide on how communities can hold Jubilee celebrations</p>	<p>Issue guide to community groups on how to hold a Jubilee event, including street parties.</p>
Influence	<p>Undertake conversations with landlord and letting agents to establish what would enable pop up and temporary uses.</p> <p>One off creative / light trail and show and VR experience.</p> <p>Education style event supported by kid's entertainments – soft play area.</p>	<p>Vacant post has delayed this engagement</p> <p>Light Festival in February 2022 has been scoped and quotations are currently being invited.</p> <p>Research completed that indicates there is a gap for this in the Winchester District. But no opportunity to progress this type of event at an appropriate location – e.g. vacant shop.</p>	<p>Further lookout for appropriate location for this event.</p>
Celebrate what we have and achieved			
Lead	<p>Deliver a programme of campaigns:</p> <ul style="list-style-type: none"> • Dream Now, Travel later, • Shop local / love local, • King Alf trail, • Wellbeing campaign – connect with others; be active; keep learning, 	<p>Discover Winchester members committed to renewals.</p> <p>Digital summer campaigns: Launch of Tree Trail Win a hamper of local produce vouchers</p>	<p>Procurement of PR agency to Discover Winchester and press release issued announcing partnership (printed in Chronicle 11/11/21)</p> <p>Launch Eat, Shop, Explore Winchester promotional film (RFQ issued 12/11/21) for delivery 1 March 2022</p>

Winchester District High Streets' Priorities Plan 2021-22
BHPC 0023: Appendix 2. Action Plan progress report

Objective and Role	Action	Progress / Update Q1 and Q2 April to October 2021	Forward plan activity Q3 and Q4 November 21 to March 2022
	<ul style="list-style-type: none"> Digital trails. 	<p>Top ten green spaces to explore in Winchester this summer Summer holidays in Winchester Time for a staycation Heritage Open Days Made in Winchester</p> <p>5 B2C e-newsletters issued</p> <p>Autumn Festivals – Heritage Open Days, Family fun – Halloween Half Term – 5 things to do this weekend (23-24 Oct) Flower Festival Christmas offer via christmasinwinchester.co.uk</p> <p>Winchester Feature in British Travel Journal</p>	<p>Launch new guides: -Welcome back to Winchester Destination guide -Discover Winchester District's Market Towns -Market Towns Maps</p>
Enable	<p>VIC to showcase local independents.</p> <p>Displays – shop windows and pop-ups that can be used by local creative /arts businesses.</p> <p>Offer space to showcase independent businesses in a shared market place / students start-up businesses product testing.</p>	<p>No1 Independent street shop front displayed in VIC with associated PR to support Independents week. Shop front retained and acts as a focal point to promote the ShopAppy aggregated Click & Collect service hosted by the VIC.</p> <p>The VIC also acts as a collection point for Zedify, who are delivering ShopAppy orders via their electric bike service.</p> <p>The VIC have significantly extended their range of locally produced retail range.</p>	<p>Request for Quote to be issued for the dressing of the Debenhams vacant shop windows.</p> <p>Development work around a Made in Winchester brand concept to further support local independent creatives</p>

Winchester District High Streets' Priorities Plan 2021-22
BHPC 0023: Appendix 2. Action Plan progress report

Objective and Role	Action	Progress / Update Q1 and Q2 April to October 2021	Forward plan activity Q3 and Q4 November 21 to March 2022
Influence	<p>Find ways to get online customer to come to the store so digital online and high-street experience is linked.</p> <p>Supporting businesses to adapt to provide a special experience / up-selling.</p>	<p>ShopAppy has held a number of webinars to support the businesses gaining footfall in store from their online reach.</p>	<p>Explore possibility for interactive trail and a training programme for businesses to have the tools to transform their digital followers into footfall.</p>
Foster business resilience			
Lead	<p>COVID-19 Business Support and Information – Digital Islands.</p> <p>E-commerce platform for local online and delivery collaboration.</p> <p>COVID-19 Marshals and Ambassador patrols.</p>	<p>Digital Islands Business support programme delivered</p> <p>Over 150 businesses signed up across Alresford, Bishop's Waltham and Wickham. VIC to be aggregated click and collect location and also signed up.</p> <p>COVID Marshals undertook patrol weekly (Thursday to Sunday) across the district high streets to July 2021.</p> <p>VIC Information Officers undertake periodic street patrols to meet and greet high street users</p>	<p>Continue to promote the ShopAppy platform to gain further business sign ups.</p>
Enable	<p>Business diversification and innovation funds.</p> <p>Business challenges grant</p>	<p>Additional Restrictions Grants (ARG) programme TAD Round two 16 September 2021 £289,336.97 to 32 organisations</p> <p>COVID Business Challengers Fund £65,000</p>	<p>Development of a policy for final ARG grant award to organisations still impacted by COVID-19 in the retail, hospitality and leisure sector and its supply chain.</p>

Winchester District High Streets' Priorities Plan 2021-22
BHPC 0023: Appendix 2. Action Plan progress report

Objective and Role	Action	Progress / Update Q1 and Q2 April to October 2021	Forward plan activity Q3 and Q4 November 21 to March 2022
		<p>to 18 organisations</p> <p>Crowd funding green business fund lunched 6 September 2021</p>	
Influence	<p>Make Winchester Work for You – launches in with Hampshire County Council.</p>	<p>Phase one Completed July 2021</p> <p>Marketing campaign to promote Winchester to London based companies that have a high number of employees that commute from Winchester:</p> <ul style="list-style-type: none"> • A bespoke Winchester location web page created • A mailshot to over 5,000 targeted London business recipients • 320,289 impressions received overall • 3,031 total clicks to Satellite Office webpages • Winchester LinkedIn posts received 13,802 impressions with a reach of 6,596 views • Four satellite office business space enquiries for the Winchester District 	<p>Phase two Autumn 2021</p> <p>The Guardian Ad Campaign – Making Hampshire Work for you – Phase 2 will aim to reach a new audience through targeting the London based readers of a national broadsheet newspaper.</p> <p>Follow up the HCC for a progress report on inward investment enquiries.</p>