

Project Delivery Plan - Progress Report April 2022

Objective and Role	Action	Progress / Update Q1 and Q2 April to October 2021	Progress / Update 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>A Discover Winchester District's Market Towns guide has been produced featuring Wickham, Alresford and Bishop's Waltham. 20,000 copies of have been produced and will be distributed via Brochure Connect as well as in response to visitor enquiries to influence a visit. Copies are also available online at visitwinchester.co.uk and in the visitor information centre.</p> <p>Town maps have been produced for visitors once in destination. 10,000 copies have been produced for each of the market towns of Wickham, Alresford and Bishop's Waltham. These will be available for visitors via a range of outlets and distributed regionally via Brochure Connect.</p> <p>A Welcome Back to Winchester guide, which covers the whole of the district has been produced. 20,000 copies will be distributed via the Visitor Information Centre, Brochure Connect and mailed out in response to VIC enquiries. It is also available online at visitwinchester.co.uk</p> <p>A range of Christmas marketing and promotion activities were undertaken including:-</p> <ul style="list-style-type: none"> • Promotional activities via Christmasinwinchester.co.uk which received over 33,182 page views (1 Nov – 31 Dec 2021) during the festive period.

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			<ul style="list-style-type: none"> • Social media engagement via Twitter (80.7K impressions), Facebook and Instagram generated an audience reach of 12,973 (Facebook) and 4,754 (Instagram). • Christmas in Winchester Press Release issued and 41 click throughs from the Trav Media Platform (network and sharing platform for media professionals). Further follow up contact made from i Newspaper and the Metro requiring more info. An approach from the Times for more images and various travel blogs including Rosemary and Pork Belly. Press release also on christmasinwinchester.co.uk received 4,199 page views. • Christmas in Winchester wayfinding signage was installed on the walking route from the designated Festive Park and Ride. <p>Winchester – Lights in the City event was delivered. A short promotional film for the event was commissioned and released on Facebook and YouTube www.youtube.com/watch?v=bJTl0zmDYSA&t=9s . Digital content encouraged visitors to the event to explore the rest of the city's evening economy and come back in the day to explore attractions. The trail was available to follow digitally via visitwinchester.co.uk, attracting 3479 views and the event listing generating 3,652 page views. Two press releases were issued – one launching the event and one announcing the extension and coverage was received in the Hampshire Chronicle and About Winchester.</p>

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			<p>A promotion video entitled 'Shop, Eat, Explore' was launched during English Tourism Week (18-27 March) and received over 500 views on YouTube here: www.youtube.com/watch?v=RP8iffh4S5w (and 195 page views on the dedicated Visit Winchester website page). Also published in the Council's e-newsletter to Residents.</p>
Enable	Street cleanliness and repair for a quality public realm	<p>Scoping and costing of improvement has been undertaken</p> <p>Meeting with Town Forum member to discuss public realm management</p>	A new post of Town Manager has been appointed to.
Influence	<p>Commence work on strategic propositions for:</p> <ol style="list-style-type: none"> 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.	<p>The Retail Group were procured to produce and Street Markets study. It included a review of the street markets across the district including a survey of business, market traders and stakeholders. It considered consumer perception using studies already undertaken. Indicative Economic Modelling was produced along with a GAP analysis and recommendations for future development and growth of the markets offering across the district.</p> <p>The findings of this study will be discussed with market town colleagues and the Estates team in order to influence long term development opportunities.</p> <p>Budget approval for the appointment of a Creative: Cultural Sector Development Officer</p>

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			was secured. An appointment will be made during the summer. A key focus of this role will be to produce a Sustainable Cultural Strategy which will embody a cultural manifesto.
Create connections			
Lead	<p>Stay Local / Love local campaigns.</p> <p>Places to meet information / promotion</p>	<p>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.</p> <p>Made in Winchester campaign launched</p>	<p>Two Visit Winchester adverts were placed in BRITAIN magazine – the official magazine of VisitBritain, attracting a readership of 155,000 and is a respected voice on UK travel, heritage, culture and style. A full page advert placed on the inside back cover sat alongside four pages of editorial coverage on Winchester in the March/April 2022 issue. . Its readers are an affluent mix of high-earning nationals and anglophiles, with a high number in North America. 80,000 copies are printed and sold in high profile outlets including WH Smiths, Waitrose, Marks & Spencer's and Barnes & Noble in the U.S.</p> <p>Three B2C e-news were issued with an average open rate of 36% and click rate of 2.8%, including key features and themes on new for 2022, Spring in Winchester, discounts, Licoricia unveiling, English Tourism Week in Winchester plus a feature on a market town in each and one B2B (40% open rate and 5% click rate). The B2B e-news provided updates on Visit Winchester activity and campaigns for 2022 plus news from partners.</p> <p>Eleven themed blogs have been published on visitwinchester.co.uk during quarter 4 including</p>

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			<p>content to support our attractions with their school half- term holiday activities and events, Valentine's Day – supporting local independent eateries and shops, International Women's Day (discover Winchester's famous women), Licoricia statue unveiling, Tourism Week and Bishop's Waltham Henry VIII anniversary events – also supporting the market town businesses. February half-term holiday ideas and Tourism Week received the highest page views at 450 and 334 page views respectively.</p> <p>Six '5 things to do in Winchester district this week/weekend...' blogs and associated social posts published this quarter, content included attractions' exhibitions/events/shows etc., market town and themed historical trails, Lights in the City, hire an e-bike and discover the district and the Pancake Day Race.</p> <p>An advert was placed in the Saturday Times Travel Checklist on Saturday 19 March which put Winchester district in front of over 1.1 million readers with 488,000 copies printed. The Times readership aligns well with our visitor demographic and the advert promoted our heritage city, vibrant market towns, countryside and visitor attractions.</p> <p>Discover Winchester PR consultant has worked with journalists from the New Zealand Herald and the Daily Mail to arrange press trips to the district in March. Also issued 'affordable Easter' press</p>

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			<p>release at the end of March in response to enquiries supported by associated blog content on social media via Visit Winchester channels.</p> <p>For quarter 4, visitwinchester.co.uk website sessions were up 139% compared with the same period for 2021 (up by 35% compared with the same period in 2020 – pre pandemic) in 2020) and number of users increased by 127% compared with the same period for 2021 (up 31% compared with quarter 4 in 2020 - pre-pandemic . This equates to an average of 25,789 users per month for this period in 2022 versus 11,376 in 2021 (19,744 in 2020).</p> <p>Visit Winchester Facebook audience reach for quarter 4 was up 98% on previous 3 months. A slight drop on reach in Instagram compared with quarter 3 was expected due to increased activity in December as a result of the 12 days of Christmas competition. Twitter 89k impressions slightly down on last period/last year. However, engagement is up by 13% across all social media channels.</p>
Enable	Mobilise the delivery of the Vision for Winchester actions. 15 minute city: Culture and Communities	<p>The approach to implementing the Winchester Town Vision considered at Town Forum meeting on 16 September 2021</p> <p>Application to the Community Renewal Fund was submitted to support Cultural and Communities outcomes. This was</p>	Progress report was given to the March Winchester Town Forum meeting.

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		unsuccessful, however it can act as a pipe line project ready for any other opportunities to apply for funding.	
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;	
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>	Tourism South East was commissioned to conduct a review study of festivals across the Winchester district. As part of the study, festival organisers were asked to complete a short survey at the beginning of January. The final report produced by Tourism South East was received at the end of March and the findings are currently under review.
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</p>	<p>lcthus was procured to deliver Winchester – Lights in the City event themed around Winter to Spring at key locations across the city. The event initially ran from 29 January 2022 to 6 February 2022 but due to popular demand this was extended to 13 February 2022. The objective of the event was to bring footfall to the city at a typically quiet period.</p> <p>The event was supported by a partnership of local organisations including Winchester Cathedral,</p>

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		<p>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>Hampshire Cultural Trust, Play to the Crowd, Winchester BID.</p>
Influence	<p>Food and drink - Hampshire Fare – work with the providers and producers across the district.</p>	<p>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.</p>	<p>A draft Food & Drink trail to incorporate the city and the market towns has been produced and will be launched during the summer.</p>
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>Following this fund’s investment in public realm improvements at Busket Yard this location was chosen to host an outdoor cinema. Events Gear were procured to deliver four screenings, including matinees and early evening performances across the weekends of 16/17 and 23/24 April. The event was very popular with 200 tickets being allocated for each performance. All performances sold out within 72 hours of release.</p> <p>Given the success of this event discussions will be undertaken to explore a longer term model of delivery.</p>

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Enable	<p>Kings Walk and Friarsgate as new outdoor community spaces.</p> <p>Vacant Shop – pop-up and temporary 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>Buskett Yard public realm improvements completed.</p> <p>Rediscover campaign across RPLC and 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>A comprehensive guide for community groups on how to hold a Jubilee events, including street parties was published in March.</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>	

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Celebrate what we have and achieved			
Lead	Deliver a programme of campaigns: <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, • Digital trails. 	Discover Winchester members committed to renewals. Digital summer campaigns: Launch of Tree Trail Win a hamper of local produce vouchers Top ten green spaces to explore in Winchester this summer Summer holidays in Winchester Time for a staycation Heritage Open Days Made in Winchester 5 B2C e-newsletters issued 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 Winchester Feature in British Travel Journal	Eat, Shop, Explore Winchester promotional film delivered. New guides delivered: -Welcome back to Winchester Destination guide -Discover Winchester District's Market Towns -Market Towns Maps (See p.4 – Create Connections/Lead for reporting stats).
Enable	VIC to showcase local independents. Displays – shop windows and pop-ups that can be used by local creative /arts businesses.	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.	The Debenhams building has been wrapped to improve the impact and look of this currently vacant unit. Providing a sense of place, the imagery included heritage attractions across the city. Some of these windows were also back lit as part of the Lights in the City event.

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	Offer space to showcase independent businesses in a shared market place / students start-up businesses product testing.	The VIC also acts as a collection point for Zedify, who are delivering ShopAppy orders via their electric bike service. The VIC have significantly extended their range of locally produced retail range.	Development work continued around a Made in Winchester brand concept to further support local independent creatives
Influence	Find ways to get online customer to come to the store so digital online and high-street experience is linked. Supporting businesses to adapt to provide a special experience / up-selling.	ShopAppy has held a number of webinars to support the businesses gaining footfall in store from their online reach.	
Foster business resilience			
Lead	COVID-19 Business Support and Information – Digital Islands. E-commerce platform for local online and delivery collaboration. COVID-19 Marshals and Ambassador patrols.	Digital Islands Business support programme delivered Over 150 businesses signed up across Alresford, Bishop's Waltham and Wickham. VIC to be aggregated click and collect location and also signed up. COVID Marshals undertook patrol weekly (Thursday to Sunday) across the district high streets to July 2021. VIC Information Officers undertake periodic street patrols to meet and greet high street users	Shopappy e-commerce platform was delivered. Over 175 businesses engaged on the platform, offering over 3669 products and services for purchase and generating over 24,000 views. Businesses have been kept informed of the latest support, advice and information available via regular updates to dedicated business pages on Winchester.gov.uk and business bulletins. The business bulletins continue to serve as one of the "go to" places for latest information with three being dispatched in the last quarter

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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 to 18 organisations</p> <p>Crowd funding green business fund lunched 6 September 2021</p>	<p>The Winter Support Payment Grant Programme was developed and delivered supporting 651 businesses or organisations were paid a total of £1,351,560.</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>