

**MARKETING PLAN
HONITON TOWN COUNCIL**

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This plan has been developed by Honiton Town Council, Honiton Chamber of Commerce, Honiton Information Centre and local business, supported by East Devon District Council. Honiton Town Council plays the leading role in the town's marketing strategy, working closely with its partners.

1. Vision Statement

Through a process of continuous enhancement, Honiton Town Council and its partners will work towards improving the quality of life for everyone in the area. We will promote Honiton as the Town in the Country with all its long established advantages – a secure, healthy, sustainable and vibrant community to visit, live and work in.

2. Our Vision for the Future

This plan supports the Council's vision of Honiton as :

- a) A caring, environmentally-friendly, socially cohesive and inclusive community, harnessing the energy and creativity of all, and confident in meeting challenges and managing change.
- b) A town and hinterland well served by sports and leisure opportunities, including open spaces and paths, and other community facilities – all encouraging fitness, friendliness, confidence and inclusiveness.
- c) A vibrant local economy drawing on the strengths of a niche market town with historic character surrounded by areas of outstanding natural beauty, with further sustainable business opportunities generated by progressive thinking.
- d) A town and hinterland with a well integrated public and community transport network, and reflecting a healthy balance between the needs of motorists, pedestrians and cyclists.
- e) A good town to live and work in, to spend time and money in, and to get involved in.

3. Our Customers

- Residents of Honiton
- Businesses in Honiton
- Residents of Parishes surrounding Honiton
- Visitors within a 40 minute radius
- Partners in our Twinning towns

In line with the Honiton Town Council Equalities Policy, all our customers will be treated fairly and equally irrespective of age, race, faith, gender, health, language, social and economic background or sexual orientation.

4. Products and Services

The current situation in the town in the summer of 2009 is

- A continuing range of unique independent shops
- A High Street that is valued for its aesthetic value
- A downturn in the economic climate
- The loss of a major retailer
- Good geographical location in the centre of a large rural area including two AONBs
- A range of green spaces including The Glen, Millennium Green, Roundball Wood, Battishorne Nature Reserve and local footpaths.
- Excellent communication links including good public transport

- A strong history and culture
- A traditional street market
- A high quality range of food and drink, including local ale
- A strong programme of community events and activities

5. Priority Objectives, Resources and their Measurement

Priority objectives are

a. The appointment of a Development Officer/Town Manager

Identification of needs, role and responsibilities 2009
Discussion with East Devon District Council re financial support for 3 years 2009
Application to AONB Making It Local Funding for resources 2010
Number of empty shops at any one time to be kept below 2.5%
10% of independent shops to access training programmes by 2011; 20% by 2015

b. Improvements to parking in the Town

Discussions with East Devon District Council 2009 with recommendations

c. Improvements to the street market

Market returned to Town Council management – January 2009
Improved marketing for coach companies, visitors and residents – by December 2009
Improved variety of market stalls – by December 2009
Improved market scene – by December 2009

d. A community complex including theatre and cinema

Public display of proposals February 2010
Town Council approval of plans and business plan February 2010
Funding in place March 2010
Build start June 2010
Operational 2011
In profit 2013

e. Expansion of sports potential

Support Honiton Development Trust in its plans for new sports pitches (ongoing)
Discuss with local schools and other providers further expansion of facilities (by March 2010)
Financial support for local sports organisations by annual grant making (ongoing)

f. Better marketing materials, including a directory of shops

Improvements to the town's marketing strategies, liaising with surrounding parishes
New town maps July 2009
General leaflet September 2009
Accommodation guide December 2009
Promotional posters August 2009 onwards
Range of postcards November 2009 onwards
Town guide including Eating out guide March 2010
Website development through partners working together, ensuring links and maximising use.

g. An expansion to the Thelma Hulbert Gallery

Lottery funding acquired by East Devon District Council 2009
Build start 2009/2010
Increased visitors 2009-10 : 5,000; 2010-11 : 8,000; 2011-12 : 11,000

h. Better liaison between groups organising community events and activities

Application to the AONB Making It Local funding to support the introduction of a food festival and youth music festival

i. Development as the centre for local food, including the introduction of a Food Festival

Application to AONB Keeping it Local 2009
Introduction of beer and food festival 2010
Introduction of youth music festival 2010
Emphasis on local food in marketing materials from 2009
Close liaison with Blackdown Hills Business Association from 2009

j. Improved accommodation within the town without unduly affecting surrounding villages

k. Improvements to the look of the town centre and its street furniture

Improvements to High Street by Devon County Council 2009/10

l. Improvements to the entrances to the Town

Discussions with Devon County Council and Highways Agency 2009

m. Better development of both ends of the High Street

n. Positive planning to the development of Cranbrook, a new Town

o. The introduction of a loyalty card scheme

Chamber of Commerce pilot 2009

6. Brand, Image and Impression of the Town

The town is perceived as friendly and relaxing with a variety of attractions.

The strapline for the town, to be used on all marketing materials and official headed paper is

HONITON – THE TOWN IN THE COUNTRY

This strapline is seen to imply both the geographical country and also the town's rural situation and facilitates the use of sub-texts to enhance particular messages.

All official marketing materials will be developed with a common colour theme and font.

7. Communication Strategy

Honiton Town Council has adopted a Community Engagement Strategy that aims to meet the needs of stakeholders:

- a. Residents of Honiton
- b. Businesses in Honiton
- c. Residents of Parishes surrounding Honiton
- d. Visitors within a 40 minute radius
- e. Partners in our Twinning towns

In addition there is a need for a communication strategy to promote Honiton as a destination.

Methods of communication will include

Local Media

We will engage with the local press by

- Regular press releases
- Attendance of press representatives at Town Council meetings
- Regular meetings with members of the press

Local media includes

- Newspapers
- Radio
- Television
- Parish magazines
- Internet sites

A media pack will be produced.

Newsletters

We will aim to co-ordinate the individual newsletters produced by Honiton Town Council and its main partners (Chamber of Commerce and TIC). In line with the Town Council's Quality Status the minimum production of newsletters will be quarterly.

Notice Boards

We will review our provision of notice boards in the town and ensure that coverage is sufficient to meet the needs of residents and businesses in the town.

Marketing Posters

We will produce a series of bold, eye catching posters promoting the town and ensure that these are widely displayed.

Web-based Links

The Town Council and its partners will continuously review the effectiveness and relevance of their websites and ensure that links between websites are established and simple to use.

The Town Council and its partners will continue to pursue alternative web-based links such as Facebook

School Links

We will build on the links established by the Town Council and its partners with local schools, building towards the goal of the establishment of a Youth Council.

Links with Local Organisations

The Town Council annually reviews its representation on local organisations and will remain open to requests for Town Council engagement.

The TIC Network

Honiton TIC works closely with its networked partners across the country and overseas, using a range of promotional materials.

Marketing Materials

The Town Council and its partners will work co-operatively to develop a range of marketing materials that are relevant and easily accessible. These may include

- Leaflets and brochures
- Small gifts
- Cotton/jute bags

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8. Financial/Resource Implications

The partners to this marketing plan will work together to maximise time, resources and funding.

9. Review

This plan will be reviewed and evaluated at least annually by the Marketing Working Group who will report back to the main partners and ensure feedback to their stakeholders.

Signed:..... Chairman of the Council

Signed:..... Town Clerk

Dated:.....