

ACTION PLAN FOR 2015-17

REF	THEME	TOPIC	PROJECT/ACTION	DESIRED OUTCOMES	FIRST MILESTONES	LEAD	2015	2016	2017	2018-20
2017 READY										
A	2017 READY	Engaging in the development and delivery of 2017 the Year of History, Heritage & Archaeology		2017 is an exceptional focus year providing an unprecedented platform for reawakening interest and stimulating new activity in heritage tourism	HTG engaged as a strategic delivery partner for 2017 focus year	HTG & VS				
1			Engage with VS and other partners in the planning and delivery of 2017 focus year							
2			Work with VS and others to develop the focus year logo/identity as a legacy for HTG beyond 2017 (ref C3)							
3			Plan and deliver a Festival of Heritage in 2017 which coordinates existing and develops new innovative activity to disperse visitors across Scotland							
4			Develop a 'heritage welcomes' (or similar) customer care and product knowledge training programme and roll out over 2016 in readiness for 2017 (ref F7)							
CONSUMER RELATED										
B	MARKET RESEARCH & CUSTOMER EXPERIENCE	Securing better access to and application of data, research and insights and engaging with new audiences		Readily available heritage tourism research and insights being used to tailor the Scottish heritage tourism offer to the needs and desires of existing and future customers	An inventory collated of all known current heritage tourism related data and research which is readily available to all operators	VS				
1			Participate in the review of TIS and ensure an authoritative place to find data and intelligence on heritage tourism is retained/established							
2			Identify all current sources and undertake an audit of all heritage tourism related market research and intelligence currently available and then seek to make this easily accessible, engaging and relevant to operators to influence behaviour and practices							
3			Agree a five year research and intelligence strategy for the heritage tourism sector which will facilitate change in how the sector operates and secures growth							
4			Explore the use of independent online assessments to monitor customer feedback and consider further roll out of mystery shoppers and other activity							
C	HERITAGE PORTAL	Developing an umbrella heritage portal and identity for the heritage tourism sector		Free and easy access to all heritage tourism visitor resources through a centralised and easily found heritage portal with its own independent identity	Agreement secured with VS and other partners to develop the Heritage Portal on www.visitscotland.	VS				
1			Develop and expand the VS 'Scotland's Heritage' (name to be determined) portal							
2			Develop the visitscotland.org heritage tourism resources for trade / industry partners							
3			Adopt and develop the 2017 themed year identity for the heritage portal and establish a programme for HTG collaborative activity (Heritage Aisle, Heritage Pass etc)							
4			Launch the new Heritage Tourism portal and identity as a key part of the 2017 themed year activity							
D	ITINERARIES	Establishing a portfolio of content allowing themed and destination specific itineraries to encourage dispersal of tourists across Scotland		A broad range of heritage themed trails and itineraries available across the country encouraging visitors to explore more heritage attractions and to gain a much deeper understanding of Scotland's historic environment.	Existing content re-purposed for itinerary planning purposes	HS				
1			Undertake a review of content and trails already available that can readily be utilised to develop new heritage based trails and itineraries and consider how to re-purpose it							
2			Map the key heritage attractions and features across Scotland which are accessible to the public, identify appropriate management categories of interest (common associations, links to historic events, ancestry, film and TV, literature, etc) and develop itinerary planning resource packs							
3			Identify geographic themed clusters and seek to establish informal heritage tourism partnerships with local DMOs to develop itineraries and trails on different topics and for different visitor types (tour operators, self drive, cycling, walking, marine based etc)							
4			Develop a toolkit which encourages non-heritage tourism operators to collaborate and link in to heritage themed activity							
5			Create a suite of themed heritage trails and personalised itinerary planning toolkits, launched as a national initiative in 2017: the Year of History, Heritage and Archaeology							
E	PARTICIPATION & INCLUSION	Secure increased visits through close working with the OPIT Participation Group responsible for education and social inclusion activity		Increase in 'friends and family' return visits as a result of more educational and social inclusion group visits	An initial audit of all existing educational and social inclusion partnerships activity at key heritage properties	NTS				
1			Liaise with the OPIT Participation Group on mapping of key heritage attractions in Scotland which are close to schools and social inclusion partnerships and encourage much greater engagement with heritage operators in curriculum activity							
2			Seek to expand the travel subsidy scheme to additional properties to encourage more visits and develop future incentive schemes to encourage return visits							

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CONSUMER RELATED (continued)										
E	PARTICIPATION & INCLUSION (continued)									
3			Work with OPIT Participation Group to establish a national outreach programme linking heritage and heritage tourism to community and placemaking							
4			Explore opportunities to better engage with and expand the international heritage education market							
INDUSTRY RELATED										
F	LEADERSHIP & ENGAGEMENT	Providing enhanced sectoral leadership, raising the profile of Heritage Tourism and supporting the sector		A cohesive leadership model established which is representing and engaging with all heritage tourism operators across Scotland and a clearly understood definition of heritage tourism which recognises the role/value/contribution of Heritage Tourism to Scottish Tourism and Scotland as a whole	New HTG operational model established with sustainable funding in place and HTG communications framework developed and adopted	HTG				
1			Work with specialist groups and organisations operating within the heritage tourism sector to ensure engagement and alignment with HT2020 and HTG							
2			Consider the optional leadership models identified for HTG, agree a preferred option, establish a 3 year business plan, secure strategic funding package and appoint development resource							
3			Working with OPIT, raise awareness of HT2020 through delivery of national event							
4			Undertake a HTG branding workshop to define the brand values, tone of voice and key messaging on the importance of Heritage Tourism and develop a HTG communications framework							
5			Creation of a Heritage Tourism Ambassadors programme which will appoint national and regional heritage tourism ambassadors; establish core messages and presentation material for use at events and conferences; key messages for operators to use in external communications and a review of national and regional conferences and events for HTG to take part in							
6			As part of the proposed Festival of Heritage in 2017 seek to establish a themed programme of talks, workshops and activities delivered at cross sectoral conferences and events throughout 2017							
7			Identify core heritage tourism skills requirements and devise a sectoral skills training initiative which integrates with the TS2020 tourism skills programme							
G	DIGITAL HERITAGE	Exploring digital innovation and opportunities to enhance the heritage tourism customer experience and seeking better connectivity and uptake at heritage attractions		Heritage operators are fully aware of the opportunities to significantly enhance the customer experience through digital innovation, are benefiting from the opportunities provided by digital investment and are readily able to source and implement initiatives best suited to their individual premises, resources and visitor profile	An initial audit of existing digital provision at heritage properties and geographic understanding of connectivity issues/opportunities	SE				
1			Map the planned roll out of superfast broadband and mobile coverage across Scotland in relation to the location of key heritage attractions and identify key hot spots and black holes that can then form the basis to local collaborations to address connectivity issues							
2			Encourage operators to fully engage with Digital Tourism Scotland and develop a digital heritage toolkit to enable all providers to understand and implement digital opportunities suited to their customer profile, premises/operation and digital connectivity							
3			Promote a free Wi-Fi access policy across all heritage properties and attractions (recognising the need to work within the confines of historic building constraints)							
H	DATA AND BASELINE MONITORING	Agreeing the basis for and collectively contributing to baseline monitoring, ensuring consistency in approach to measuring visitor satisfaction		All heritage tourism data is consistently collected and made freely available to operators	OPIT Measuring Success working group defines the monitoring framework for HT2020 and OPIT and measurement process established	HS/OPIT				
1			Immediate action: HS and NTS to review and coordinate current reporting to seek better alignment with TS2020 requirements							
2			Undertake a strategic review of the measurement requirements of TS2020, HT2020 and OPIT to identify current gaps in measurement activity and seek to streamline/align all requirements into an annual reporting framework suited to all three strategies							
3			Seek to enhance the extent of SHEA reporting to provide more robust information on the importance of heritage tourism and its contribution							
4			HTG to work closely with Scottish Government Tourism teams to ensure robust scrutiny of the OPIT/HT2020 monitoring framework							