

Destination Ullapool Newsletter

Destination Ullapool Newsletter — Edition 1 2011

Ullapool Tourism & Business Association

What is happening at UTBA and Destination Ullapool ?

- A communication newsletter from the Committee of UTBA to the local business community
- Your feedback is welcome and essential

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Since the Ullapool Business Conference in February this year, UTBA has evolved a new name—Destination Ullapool with a new logo as shown alongside.

With the support of HIE , we have introduced a business help programme by the name of Joined Up Ullapool, delivered by Melanie Newdick of Lean & Green Events. The detail of this programme along with it's aims and objectives are covered separately.

We have been supported by HIE with some Seed Capital to start a Food Tourism Initiative which is in it's infancy but called Taste of Ullapool. Again greater detail is shown separately.

In order to assist UTBA thro the various strategic and tactical hoops we need to move thro in order to raise new and sustainable funding , we have brought in Marion Walker of Walker Marketing Solutions. She has prepared a Marketing Review and this will form the foundation for funding applications with VisitScotland

and other bodies.

The UTBA Website is pivotal to our income and promotional effort and whilst Shona Osborne has done a sterling job in supporting and managing the site over the last 10 years , a new Webmaster will be announced shortly who will take over the reins and take the site to it's next stage and ensure it becomes the first site visitors will visit when considering coming to Ullapool.

UTBA needs to become a business led organization that truly represents the local business community with a strong and well funded dedicated professional



team behind it if it is to deliver any worthwhile results and support the local economy. Tourism in Ullapool represents some

£16m of local GDP and employs at the height of the season 60% of the local and migrant workers. Therefore, it becomes essential that a "fit for purpose team" are carrying and waving the Ullapool flag and providing a list of strong and relevant support services to local tourism and other local businesses.

The current office bearers of UTBA have all done their share of volunteering for UTBA and stand down at the AGM in November. It is hoped that a new team will be in place to carry on the work and develop a vibrant organization that will stand the test of the next 10 years and ensure Ullapool wins it's share of the hugely and ever competitive visitor market.

Those interested in becoming involved should contact the Chair—David Parker to discuss interest and possible participation.

Vision and Challenges of Destination Ullapool

Vision :

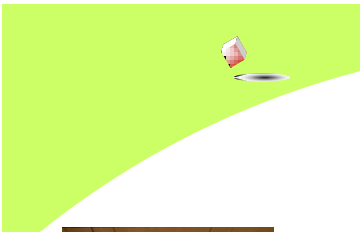
By 2015 , Destination Ullapool , as well as being as the "NW Highland travel epicenter" with it's world class landscapes , will have an unrivalled reputation for live music , visual and performing arts , festivals and active adventure. It's high standard accommodation , food , civic pride , and customer service will underline it's reputation as a quality rural destination in the Scottish Highlands.

Key Challenges :

7 key challenges

1. Continually promoting Ullapool and the surrounding area.
2. Make holidays to the area accessible to all
3. Improve the quality and opportunity of jobs
4. Maintain and enhance community prosperity and quality of life

5. Reduce the seasonality of demand
6. Minimise the environmental impact of tourism
7. Provide a dedicated and professional structure for delivery of initiatives and services that is sustainable .



HIE BUSINESS SUPPORT AND VISITSCOTLAND GROWTH FUND & VIC

HIE has provided UTBA with three core areas of business support following our Ullapool Business Survey of 2010 and the Business Conference of 2011.

The support is based on funding whole or part cost of Joined Up Ullapool Programme, Taste of Ullapool and Feedback Ullapool.

Joined Up Ullapool and Taste of Ullapool are part funded by HIE with UTBA financing up to 50%.

Use of Feedback Scotland Ltd's DOVE Programme and PDAs has been 100% funded by HIE and up to 12 local businesses will be able to access this facility when it launched in November this year.

HIE Business Support provides Destination Management Tools to local businesses, especially Tourism to access best practices.

VisitScotland offers Marketing Assistance to business associations and the like to help them promote their area.

Growth Funding Applications are based on Strategic Marketing Submissions along with a wish list of tactical solutions to the plan either over one year or up to three years.

VisitScotland expect you to front finance all expenditure to any successful Growth Fund bid and this would be required to be guaranteed before the final was made.

It should be noted that UTBA has attempted to work closer with VisitScotland Regional HQ and the local VIC in an attempt to build a better frontline service for visitors here in Ullapool.

We have managed to negotiate

some extended opening hours during the high season and an agreement not to shut at lunchtime as well as opening of the office during the New Year week.

VisitScotland have shown a preparedness to consider selling local products over the counter and some three local businesses have been put into their purchase review programme but it may take a few months before any material progress is made.

The question of bedspace representation for non quality assured businesses continues with no satisfactory resolution.

What is going to happen to the network of VICs remains a mystery and UTBA would dearly like to take over the running of a local Tourist Bureau if funding and business

"A successful Ullapool that residents, businesses and visitors are proud to be associated with"

The essence to providing of a strong and Joined Up Marketing Plan for Ullapool

DESTINATION ULLAPOOL'S STRATEGIC MARKETING REVIEW

The Destination Ullapool Marketing Strategy as developed by UTBA's Marketing Sub Group and facilitated by Marion Walker of Walker Marketing Solutions will provide the framework for a planned, co-ordinated marketing programme aimed at supporting and realizing the Vision and Key Challenges as shown in on page one of the newsletter.

The document sets out the aims of the strategy, objectives, the current situation including a SWOT analysis, key target markets, the offering, promotion, the competition, the way forward, measuring success.

The next stage is the Marketing Action Plan which includes:

1. Product development
2. People, business and local Partnerships
3. Customer relationship including use of feedback as an area and individual businesses
4. Brand development and use of key deliverable brand values in promotion
5. Photography
6. Literature—new brochure
7. Display panels

8. Advertising
9. Public relations
10. Events
11. Familiarisation visits
12. Website and social media
13. Local relationship marketing
14. VisitScotland activity
15. Evaluate and monitor effectiveness
16. Budget for 2-3 years
Sight of this document can be made on application via Lesley Macdonald

FEEDBACK ULLAPOOL

You might think that you know what people think about the area or your business but have you the feedback and data to support it.

Do you want to know how visitors rate your business product, offering or service and do you want to improve?

Your next investment—is it based on genuine customer feedback and market information or is it a feeling in your water.

Does the visitor like the area, the amenities, transport links, information, website, signage. These are important feedback issues that Ullapool needs to recognize.

HIE along with UTBA are now able to provide local businesses with the facilities and software to enable you to record and store customer feedback—use it for assessment and benchmarking alongside other similar Scottish businesses via DOVE (Delivering Outstanding Visitor Experience)

Also, UTBA can assist businesses set up their own surveys with the use of online systems that are bespoke to your business.

UTBA hopes to conduct market research in and around Ullapool so we know what visitors think about our area, offerings and service

levels so we can improve year on year.

Joined Up Ullapool will be providing a session on Feedback Ullapool in November supported by the directors and management of Feedback Scotland Ltd who have developed the DOVE System.

For more information contact: David Parker direct



DELIVERING OUTSTANDING
CUSTOMER EXPERIENCES

DOVE

Joined Up Ullapool Programme — What's it all about ?

The aims and objectives of Joined Up Ullapool are to provide practical workshops or 1:1` sessions for Ullapool & District businesses over a 8 month period delivered by Melanie Newdick of Lean & Green Events.

To bring local businesses closer together to explore low cost and mutual best promotional practices

Areas of assistance are :

1. Better linked communication
2. Promotional activity
3. Websites
4. Local events
5. Business and networking support
6. Better business engagement

7. Social networking
8. Website links
9. Feedback Ullapool inc DOVE and Tripadvisor
10. Social media inc pictures , video , email signatures
11. Round up of Joined Up Ullapool—successes and failures
12. Review of feedback

Note : Examination of your existing promotional activity , the impact of events and review of UTBA Website and what more subscribers would like to see it provide sessions were delivered in April , May and June.

However, there is provision in the programme to carry out refresher

work on a group or 1:1 basis thro till March 2012.

Joined Up Ullapool is a chance for businesses to tap into an expert in promotional and event management.

If you are interested to know and find our more . Then go to blog site on

The site sets out a diary of sessions and a online booking service.

This programme is open to all local businesses and is free of charge .



Joined Up Ullapool is a initiative to provide advice and support at little time and cost but ensuring working together we become stronger !

Taste of Ullapool — A new local food initiative — Provenance on a plate !

Taste of Ullapool is an HIE part funded Food Tourism Initiative to help Ullapool promote a strong authentic food and drink experience for visitors . At the same time helping local producers open up more local customers and reach out to a wider geographical market that gives them stronger year round sales and sustainability.

Key objectives are :

1. Provide authentic food offerings
2. Promoting and informing visitors what is best in the area
3. Promoting Ullapool and

4. Providing greater business opportunities for local food and drink producers and purveyors
5. Ensure there is a strong mutual dependence between producers and purveyors
6. Ensure a high quality product and service is consistently maintained

A producers group has already been formed which includes Achiltibuie Gardens , Leckmelm Farm , Summer Isles foods , Ulla-

pool Bakery , Ullapool Smokehouse , Wester Ross Fisheries , WH Organics

Hotels and restaurants that have shown interest as they already make local sourcing a centre piece of their menu are Kylesku Hotel , Summer Isles Hotel , Inver Lodge Hotel.

Albert Roux of La Gravoche and other restaurants and hotels has joined the Group

Taste of Ullapool will be exhibiting at the Living Food Exhibition at Cawdor Castle on 24th September

Those wishing to know more should contact David Parker—Project Mgr

“ In today's competitive market good food is a really powerful means to attract and entertain visitors, and they will spend more on all areas of your business if you have a quality food offering ”
Quote : Food & Drink Guide

Website — www.ullapool.com - Review and next stage developments

www.ullapool.com is the official website of UTBA and now badged Destination Ullapool.

It has been in existence some 10 years and provided a much needed link for local businesses and particularly bedspace providers to advertise their facilities and services.

Currently , we have some 120 website subscribers who annually renew their space . This subscription income accounts for 70% od UTBA's income.

The Committee recognize the importance of this site and it continues to attract some 30,000 google hits in the season and pro-

vides much needed direct links and enquiries to many bedspace providers. However , we are mindful of the competitive nature of destination websites offering free introductory spaces and we need to ensure www.ullapool.com provides the best and most comprehensive information on Ullapool and surrounding area to capture their interest and bookings.

Our plan is carry out a full review of the existing site as well assess what additional features and benefits need to be introduced over the nest 3 to 4 months. This will inevitably involve additional expense which will need to raised by local

appeal as well as incorporation into our VisitScotland Growth Fund application.

If you have any particular queries or suggestions— please contact Lesley Macdonald who is handling this review.



Homepage for current UTBA website



Contributions to :
The Chair—UTBA
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Destination Ullapool bi-monthly newsletter is aimed at providing local businesses a snapshot of what is happening in UTBA , communication events , initiatives and issues .

Hub of the NW Highlands

It is vital to the successful ongoing input of subjects and developments that local businesses see this newsletter as a platform to themselves and PR to the wider audience that the newsletter is circulated.



www.ullapool.com

DIARY OF UTBA EVENTS, AGM AND SOCIALS



SOCIALS
AGM
OTHERS

Joined Up Ullapool Programme:

7th Sept—Website links
Engaging with businesses - visits

20th Sept—Website Links
Examine best practice
@ Seaforth

17th Oct—Social Media Pictures ,
video and email signatures
@ Arch Inn

2nd Nov—Social Media workshops
to set up media platforms
@ Ceilidh Place

9th Nov—Feedback Ullapool
Researching methods
@ Macphail Centre

19th Nov—Social Media—Visits and
examine what's best

23rd Nov—Feedback Ullapool
DOVE implementation
@ Macphail Centre

24th Nov—Feedback Ullapool Nuts
and Bolts session—visits

14th Dec—Round Up and Xmas
Party Review of successes and
outcomes—local champion

Jan to March 2012—1:1 sessions
and follow up

31st March—Review with UTBA
Committee

Living Food @ Cawdor Castle
24th September — Taste of
Ullapool stand

EGM—Thursday 20th October to
review UTBA's plans and funding
appeals plus possible re-structure
@ Village Hall — 7pm

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AGM — Thursday 24th Nov 2011
@ Village Hall—7pm

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31st December—Village Hall
Hogmanay Bash

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Taste of Ullapool pre-match
Calcutta Cup luncheon @ Royal
Scots Club , Edinburgh Saturday
4th February