

# The Ullapool Tourism and Business Association

## Business Plan 2009/10

### 1. Mission Statement :

The purpose of The Ullapool Tourism and Business Association ( UTBA ) over the next 12 months will be to promote Ullapool and District as a key Wester Ross / Highlands tourist destination and assist all members of the Association with simple and practical assistance that attracts more / better value and longer stay visits.

Also ,UTBA will foster good and meaningful Partnership arrangements with Local , Regional and National bodies; ensuring skills and resources are utilised to best effect in order to deliver it's agreed list of aims and objectives.

### 2. Planning for the future :

In February 2008 - UTBA carried out a Public Consultation attended by 31 representatives of the local tourism and business community. At that meeting the following key aims were identified

- \* UTBA should have a **focus on Tourism** in the membership area.
- \* UTBA should form **strong working Partnerships / Links** with other organisations such as Ullapool Community Council , Community Trust , Harbour Trust plus VisitScotland and Wester Ross Branding Group and Local Enterprise Agencies
- \* UTBA should **examine it's branding groupings** to ensure sound marketing representation to all areas around Ullapool
- \* UTBA should set out a **comprehensive Marketing and Promotional Plan** that can be funded and delivered along with measurable results .

This would include a **review of the Website and Visitor Information Pack** with updates and improvements plus production of a **Ullapool & District flyer** as well as some **Consumer Research to identify Needs Gaps**.

- \* UTBA should **select and visit high quality and successful Tourist Destinations within or outside Scotland and the Highlands** in order to learn and develop new initiatives that may be transferable to the well being of Ullapool and it's Tourist providers.

\* UTBA needs to **establish a plan of income generation** that focuses on underpinning its current costs and future expenditure in order to ensure strong financial focus to the priorities of the Annual Business Plan.

\* UTBA should **support and promote local Events** that help to attract visitors plus lead an annual village event that is deemed relevant and visitor friendly to ensure there is a broad range of choice to visitors over 12 months not just the Summer season.

\* UTBA needs to **attract voluntary or paid Project Leaders and Teams to deliver it's key annual aims and objectives** as well as establishing a Management Committee to oversee the sound running of the Association and providing strong representation with our Partners and other related organisations.

**Succession Planning of key UTBA Office Bearers** needs to be addressed on a year to year basis in order to keep the organisation fresh and open to new entrants which is transparent to all it's members and associate Partners.

#### **Summary :**

The Mission Statement and Plan for the Future sets out a set of simple and practical steps that UTBA should embark upon over the next 12 months.

This mission and plan can only be delivered by collective adoption and effort and not seen as a wish list by the UTBA Committee ; So we hope that more existing and new members will come on board in assisting us in their implementation.

No	Initiative	Basic description	Short term	Medium term	Long term	Comments
1.	<b>Ullapool Printing Contract</b>	Corporate printing agreement with good quality and well priced provider in order to gain purchasing power for all Ullapool Groups and Businesses wherever commercially practical	Establish interest to prepare enquiry for quotation and assessment			Feedback asap
2.	<b>Scottish Coastal Rowing Project</b>	See Ullapool News 16 <sup>th</sup> and 23 <sup>rd</sup> Oct plus information per Scottish Fishing Museum and section on Staylessskiff. Ullapool building one / two boats plus Achiltibuie	Appraise timeline with local Boat Build Groups / Teams and their plans  Support fundraising and promotion plus marketing services where applicable	Loch Broom Regatta as part of Scottish Coastal Rowing Project and Plans  Encourage other Wester Groups to participate ie Gairloch		DMP has been in contact with local Ullapool contact Adrian Morgan

3.	<b>Food Festival</b>	A Ullapool Food Festival week or weekend to promote the best in Ullapool's own products as well as restaurants / hotels / cafes and food stores or suppliers	Event & Marketing Team to carry out assessment amongst local producers and providers			Assists local producers in their branding of their products and services  Competitive force
4.	<b>Coastal Walk or Loch Broom Round Walk</b>	The development of an accredited walk that attracts walkers of all capabilities to the area	Assess technical issues of a walk along with National and Local Bodies as well as local land owners etc			

5.	<b>West Coast 9 Hole Golf Course Tour</b>	As 9 hole golf courses are the unique golf opportunity that take the golfer to some of the best views that the game can provide along with some rare hole by hole experiences	<p>Discuss outline of the concept with courses from Oban to Durness including the Isles</p> <p>St Andrews Golf Tours is already interested in globally marketing the concept</p>			
6.	<b>Ullapool Creative Arts</b>	To provide An Solais Art Centre with focus and marketing support to it's programme of exhibitions. The introduction of an Ullapool Open Photography Competition and Exhibition for professional and amateurs	Meet with An Solais Management Group to assess what can be done to capture more visitors			<p>Amateur photography attracts many to the area in order to capture the views etc</p> <p>Visitor opportunity and focus</p>

7.	<b>Books on Ullapool</b>	To provide the visitor or would be visitor to the area a high quality series of visually led books conveying the beauty and diversity of Ullapool and District has to offer	Birlinn Publishing have indicated that they would be interested in such books  DMP has already mapped out an outline but has yet to put any meat on the bone.			Ullapool Bookshop informs me that they arer often asked for such books and non exists at present
8.	<b>Branding locally produced products</b>	Assisting sole traders and businesses thro the maze of branding in order to evaluate the market - positioning of product - branding - packaging and promotion	Development of a UTBA led team of Marketing / Design / Packaging experts			Highlight the strength of the Ullapool Brand  Capture new markets and awareness
9.	<b>Stornoway Ferry</b>	The importance and significance of the Ferry Link cannot be underestimated and UTBA should identify promotional initiatives that bolster Ullapool's importance as the hub and win more overnight stays etc from it	UTBA assess marketing links with Caledonian Macbrayne and Lewis / Harris equivalent Visit Orkney / Shetland			"Ferry Boat Deals"

10.	<b>UTBA Skill Teams List</b>	In order to deliver anyone or a number of the aforementioned initiatives UTBA needs to establish Teams of Contracted or Volunteered individuals who are prepared to sign up to assisting in whatever they are interested in committing				Names to UTBA
	<b>UTBA Comments on this document</b>	This list of proposed initiatives is purely a consultation document to enable UTBA to roll forward a set of focus objectives that can be assessed as to their worth and financial viability within it's working budget . Also , it should provide a platform for a more detailed Business Plan in the event that external financing in the form of grant assistance is deemed appropriate.				
						Dated 2 <sup>nd</sup> November 2009