

The New Forest Tour – Marketing Action Plan 2008

HCC – Hampshire County Council  
NFDC – New Forest District Council  
NPA – National Park Authority  
SBL – Solent Blue Line

	Strategy Reference	Description	Detail	Lead Partner	Action	Cost	Distribution
1	7.3 Branding Strategy	Bus Livery	Livery as per 2007	SBL		£0	
2	7.3 Branding Strategy	Brand and logo	Branding as per 2007	SBL		£0	
3	7.4 Product Strategy	On board commentary	NPA Interpretation Officer (Jim Mitchell) to develop commentary for consultation with partners. SBL to arrange appropriate audio equipment on buses to ensure all customers can hear the commentary.	NPA	<b>March 08 – JM to provide draft commentary to partners.</b> <b>April 08 – test on buses</b> <b>May 08 – prepare final commentary</b> <b>May 08 – operation training for drivers</b>	£500	Buses
4	7.4 Product Strategy	Branded shelters and flags	To ensure NFT branded bus stops and flags are present along the route for 2008.	SBL	<b>Feb 08 – JS to undertake sign audit</b> <b>May 08 – New Bus Stop flags installed</b>	?	All bus stop flags and shelters
5	7.4 Product Strategy	Cycle carriage	In the absence of cycle trailers in 2008 appropriate measures are required to accommodate cycles within the buses.	SBL	<b>There will be capacity for up to 4 cycles on board each of the 2 buses.</b>	£0	Buses
6	7.6 Place Strategy	VIC ticket sales	To ensure VIC's are adequately stocked with NFT tickets and that staff are appropriately trained.	HCC NFDC	<b>May 08 – in hand</b>	?	Lyndhurst, Lymington & Ringwood VIC's
7	7.6 Place Strategy	Online ticket sales	Online ticket sales through NFDC website	SBL NFDC	<b>April 08 – agree requirements</b> <b>May 08 – NFDC to manage through e-shop</b>	£0	

8	7.7 Promotional Strategy	Website	To continue to host and develop the product website through <a href="http://www.thenewforesttour.info">www.thenewforesttour.info</a>	SBL	<b>May 08 – website up to date</b> <b>Reciprocal links to/from</b> <ul style="list-style-type: none"> <li>▪ Destination sites</li> <li>▪ Accommodation sites</li> <li>▪ Visitor attraction sites</li> <li>▪ Food &amp; Drink sites</li> <li>▪ Local Authority sites</li> </ul>	£0	<ul style="list-style-type: none"> <li>▪ Bus livery</li> <li>▪ All hard copy promotion material</li> </ul>
9	7.7 Promotional Strategy	New Forest Tour Official Guides	Large stocks remain from 2007 but some minor content changes are required. One for discussion!	HCC NPA NFDC NPA	<b>May 08 – 15000 guides printed and available to with tickets</b>	£4049	
10	7.7 Promotional Strategy	A4 (3 folded) leaflet	60 000 leaflets dedicated to promoting the NFT	SBL	<b>Feb 08 – finalise leaflet design</b> <b>March 08 – leaflets available</b> <b>April 08 – commence distribution through places to go (£660)</b>	?	Through distribution agency 'Places To Go'
11	7.7 Promotional Strategy	A3 and A4 posters	Stocks remain of 2007 A3 posters	SBL	<b>Mar 08 – finalise A4 poster design</b> <b>May 08 - distribution</b>	?	Various
12	7.7 Promotional Strategy	Portable pop-up displays	Mobile NFT branded 'pop up' display(s) for use at locations such as rail stations, campsites, VIC's and ferry terminal	NPA	<b>April 08 –agree suitable locations and distribute</b>	£800 (2007)	Agreed locations
13	7.7 Promotional Strategy	New Forest Show	1 New Forest Tour bus to be used as a static display at the New Forest Show	NPA	<b>May – identify ways in which use of the bus at the show can be maximised</b>	£2000 +	
14	7.8 Advertising Strategy	New Forest Official Guide 1 page advert, plus editorial	NFDC produce the New Forest Visitor Guide for 2008. It is a high profile publication with a print run of 150k.	NFDC	<b>Feb 08 – New Forest Tour content in Visitor Guide</b>	?	Print run of 150 000 distributed through distribution agency 'places to go' within 30 mile radius of the New Forest

15	7.8 Advertising Strategy	New Forest National Park Public Transport Map and Guide	Public Transport guide created and distributed by HCC. Contains a section on the NFT which needs to be updated for the 2007 revision	HCC	<b>Current version is valid until June 2008. HCC will update in Summer 2008.</b>	FREE HCC fund as part of core business.	HCC distribution network
16	7.8 Advertising Strategy	Forest Focus	Potential coverage or paid advertising for 2008	NPA	<b>Action not progressed</b>	FREE	Forest-wide via Forestry Commission
17	7.8 Advertising Strategy	Other publications	To evaluate and identify suitable publications for advertising in for 2007 season .	All	<b>Feb – May 08</b>	£2000	
18	7.8 Advertising Strategy	The Visitor Network	NFT to feature in the Visitor Network in 2007.	HCC	<b>Feb 08 – meet with Visitor Network, negotiate price May 08 – Action not progressing in 2008</b>	£1000?	VIC's and other subscribers to the channel
19	7.9 Public Relations Strategy	2008 Product Launch	High Profile 2008 launch designed to attract maximum press coverage.	All	<b>Launch will be covered by press release and other marketing.  No formal launch event for 2008</b>	£0	Invited guests to include Councillors, selected NFTA members.
20	7.9 Public Relations Strategy	Build relationships with influential transport and tourism correspondents	Free tickets and personal guides for transport and tourism correspondents from local and national media.	NFDC	<b>Launch and at anytime throughout the season.</b>	FREE	Via media
21	7.9 Public Relations Strategy	To maximise the value of Press Releases	To prepare partner press releases at least 4 times per season:- - Launch - Special Offers - Mid-season success story Out of season 'new business'	All	<b>May 08 – Press release sent out May 08 – NFDC e-newsletter Nov 08 – UK Bus Awards</b>	£0	Via media
22	7.9 Public Relations Strategy	To maximise opportunities for editorial in local and national media	To draft articles for publication in local and national media, and sector specific publications.	All	<b>Anytime during season</b>	£0	Via media

23	7.10 Market Research	Market Research	create a co-ordinated market research campaign to assist with product development in 2008 and beyond.	NPA HCC	<b>Customer feedback form in Official Guide</b>	FREE	Feedback form in Official Guide
24	7.10 Market Research	Ticket sales data	To develop a robust reporting mechanism in partnership with Solent Blue Line in order to obtain detailed and accurate revenue and ticket number/type information.	SBL	<b>Summer 08 – Bus operator to provide weekly passenger and ticket sales data</b>	SBL	N/A