

APPENDIX (a)



Appendix (a)

Response to point 4.2

1. Guide – Delivered in time and under budget.
2. Leaflet – completed and being delivered in time and in budget.
3. Website – new design and online DMS booking incorporated – launch January.
4. Media Campaign – launched Oct – full year media – incorporating online marketing, direct mail, placement, and national media inclusion.
5. Trade show attendance as previous years.
6. Generation of WLDTP newsletter. Publication is quarterly – business feedback and participation encouraging. Database includes over 400 businesses.
7. Direct mail – see media campaign
8. Familiarisation visits – carried out as 2005, although under review to obtain maximum output from activity following disappointing 2006 feedback and participation. New projects being looked at for 2007.
9. Residents week – see bulk of report.
10. Visitor centre – see bulk of report.
11. Business support – through local press, website, and active networking in business community, the Partnership continues to be seen as a business support service in addition to the core activities currently carried out by its employees.