Agenda item 12. Promotion of Cullompton Town

Decisions required:

To consider a proposal to promote Cullompton HAZ regeneration efforts by creating a heritage trail

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Communication from TrailTale to Cullompton Town Council:

HAZ = Heritage Action Zone

Background:

The High Street has suffered a decline before the pandemic arrived. Covid-19 hit the High Street even harder. The Government initiative through Historic England HAZ programme will help the high streets to recover but will benefit from promoting it by creating a heritage trail encouraging people to return to the high street.

Research by VisitBritain suggests that based on 1.4 billion domestic day trips that were taken to English destinations in 2018, their spending total was £56.5 billion (check article: The value of tourism in England). This is an average spend of £40.35, per person.

TrailTale's pitch for their application:

This is where TrailTale can help. TrailTale is an expert in developing such routes, having done so for 90 places in GB. We have done so for a number of towns in GB – Alnwick, Saffron Walden, Thirsk, Spalding, Beeston, Corbridge, Dyserth and many others. Recently we created a heritage trail - a HAZ related project, for the town of Hexham.

We can do the same for you. TrailTale experts will create a new heritage walk for Cullompton, and host it on our excellent platform. We will research, write, photograph, and publish interesting and engaging routes, in a matter of 4 weeks, and all very cost-effectively. We will also promote the routes on our website. It will be much more cost-effective and quicker than setting up a dedicated team to do so, even if you use volunteers for that. Also, we offer discounts if several routes are included under one agreement. With the figures mentioned above in mind, TrailTale averages 50-100 new downloads every day (during the main tourism season), meaning that an average investment in such routes will potentially achieve ROI within 2-3 days.

TrailTale is a popular tourism app, dedicated to the regeneration of historic towns and cities, with over 80,000 downloads internationally, and raving comments. It's completely free to download and use.