Action Plan – Coach Scrutiny

Recommendation	Proposed Activity	Time Frame	Responsibility
Confirm the needs of coach companies for when the new coach park opens	At the next Coach & Lorry Park Meeting information will be sought and complied accordingly	December 2006	Annie Wills
Rewrite the group travel website	The new group travel website will be written based on the findings of this report, once completed the website will be promoted and advertised where possible.	January 2007	Katie Brooks
Include itinerary based breaks on the DMS	The new DMS has an itinerary building package, where customers can search by interest and the DMS will list day by day suggested activities	January 2007	Katie Brooks
Prepare and present a summary of the coach research to EHA	At the next EHA Executive Committee it will be requested that a presentation is given to the next appropriate general meeting where hotels that rely on coach tourism will be invited to attend	March 2007	Annie Wills
Prepare and develop a marketing strategy which maintains current offer whilst promoting to new audiences.	A strategy will be written outlining proposed marketing activity, the coach tourism research will be factored into this proposal	December 2006	Annie Wills/Jacqui Lowden
Summarise the coach scrutiny report and share with stakeholders that have taken part	A written report will be completed summarising the questionnaires completed.	December 2006	Annie Wills/Jenny Horridge
Request additional resources through the service and financial planning for further Tourism Research	A development proposal has been included requesting £5,000 for visitor research	December 2006	Annie Wills/Sarah Lamy
Liaise with the planning team to monitor any change of use applications	A current dialogue exists between the planning development team and tourism	Ongoing	Annie Wills

	where memos are sent if any change of use applications are requested		
Monitor the number of coaches using the new coach park to establish any new trends in visitor numbers	A formalised process will be set up with Eastbourne Buses next year, when the new coach park opens. Weekly occupancy figures will be requested	February 2007	Annie Wills/Jenny Horridge
Liaise through the Coach & Lorry Park Working Group the plans for host family parking when collecting students	At the next Coach & Lorry Park meeting information will be sought clarifying the forward plan for this provision	December 2006	Annie Wills
Monitor progress of the National Park plan.	Obtain regular updates from the Amenities Division with regard to progress.	Ongoing	Annie Wills/Mike Smith
Live availability is listed on the DMS – Coach companies will be emailed and encouraged to contact us if they are looking for additional accommodation	The system will be set up to allow for matching vacancies with coach companies, on occasion both the coach companies and the hoteliers have had cancellations.	Ongoing	Katie Brooks