

TOURISM SUPPORT STRATEGY – APRIL 2023 ONWARDS (POST RIP CLOSURE)

Key focus areas:

Signage – Visitor Map – Business Engagement

SIGNAGE

- Fix erroneous fingerposts. Remove all references to visitor information (VI) and ensure all fingers are pointing in the correct direction.
- Change and enhance carpark board graphics and remove ref to VI at the Town Hall.
- Check brown tourist road signs and review.
- Renew graphics on Station Approach notice board (belongs to 1066 Country?)
- Information boards for Gun Gardens, Hilders' Cliff lookout and Strand (HC wall mounted?)



Obtain quotes for this type of thing, possibly with a mounted leaflet dispenser.

(Greenbarnes; Fitzpatrick Woolmer)

- Consider mounted leaflet dispensers for free town maps on existing car park signs and info boards.

VISITOR INFORMATION MAP

- Town map supplied free via distribution points and businesses in town.
- Important features to cover (based on common questions from visitors):
 - Toilets
 - Car parks
 - Points of historical interest
 - Key facilities such as petrol station, supermarket, sports centre etc.
 - Attractions: Church Tower, Museum, Heritage Centre, Lamb House, Rye Harbour & Camber
 - Walking and cycling routes (start of routes to Camber, Rye Harbour etc)
 - Include basic info about Rye Harbour, the Discovery Centre, Camber and Winchelsea
 - List further information resources such as websites/app/audio tours
- A3, printed double sided, folded to DL – batch of 10k possible for £1k approx.
- Undated – info updated where required at any reprint.

BUSINESS ENGAGEMENT

- Scheme for businesses to sign up to – ‘happy to help’ ‘ask us a question’ with an ‘i’ sticker for shop windows to indicate businesses that are involved.
- Crib sheets for shops with answers to most commonly asked VI questions such as nearest toilets, directions to Rye Harbour, popular walking and cycle routes.
- Supply businesses with map leaflets and dispensers.
- Locations for broader range of leaflets, covering wider area – Heritage Centre, Jempsons, Railway Station? Include note of this on map and crib sheet.
- Get ryesussex.uk and A Rye Good Time on board and promote the resources they offer.

Considerations:

- *Rye Guide* hasn’t been produced since 2020.
- 1066 Country future is uncertain.
- New Rye map already underway as it was commissioned earlier in the year as a resource for sale via the Information Point.
- Resources currently available don’t fulfil significant aspects of visitor need.
- £4K budget for ‘visitor experience enhancement’ allocated in RTC 2023-24 budget.
- Demonstrates a commitment to provision of visitor information resources despite withdrawal of face-to-face VI.
- Would be helpful to engage appropriate stakeholders - RHC, Chamber of commerce, visitor resource providers (ryesussex.uk; ARG; Rye Bay Marketing and any others?) for feedback on the proposed strategy.
- Consider a phased approach (phases could run concurrently), due to financial constraints -
 1. Replace carpark signs, fix fingerpost signs, remove other refs to RIP
 2. Free map resource and dispensers
 3. Station Approach sign
 4. Business engagement scheme
 5. Additional info boards
- Utilise councillors and Chamber of Commerce to engage with businesses to sign them up.
- Use Town Steward team to monitor leaflet dispensers and refill.
- In the event of 1066 Country ceasing, ensure retention of the visitrye.co.uk domain and consider creation of a Rye visitor website owned and run in the public interest, ie not for profit.