

# IQM Action Plan for Wrexham County Borough

The Three Year Action Plan  
2006-2008

A Partnership between ~  
Wrexham County Borough Council and Wrexham Tourism Forum







<b>Theme 4 Act on Results</b>							
	ACTION	Lead	Priority	Budget	Resource	Timescale	Progress
4.1	In partnership with stakeholders, develop appropriate methods to protect, interpret, enhance, manage and better promote those features identified as being truly distinctive.	WCBC	3				
4.2	Assess what can be sustainably developed to profitably cater for identified market demand.	Forum	2				
4.3	Review all monitoring information regularly and act on the results, i.e. modify plans accordingly	Forum/ WCBC	1				
4.4	Identify gaps in quality provision, plan and effectively implement ways and means of filling these gaps via the development of the appropriate skills, facilities and/or services in order to exceed visitors' expectations.	Forum	2				
4.5	Establish stakeholder "task and finish" groups to carry through identified programmes to agreed timescales meeting fixed pre-defined objectives.	Forum	2				
4.6	Wherever appropriate, plan the transfer of appropriate skills and responsibilities from external sources to the locality itself.	Forum	3				
4.7	Once you are sure that you have a marketable proposition, identify existing marketing opportunities across all appropriate media e.g. via promotional campaigns using new media, traditional media advertising etc. and involving existing partnerships or frameworks wherever possible or appropriate.	Forum	3				
4.8	Use existing visitor research & ongoing monitoring to understand visitor trends in order to monitor changing market requirements and need to realign or refine products, services or their presentation within marketing activity. This research should also monitor tourism impacts. Supplement existing research wherever the methodology does not provide the necessary information.	Forum	2				
4.9	Ensure that full consideration – across all stakeholders and sectors - is consistently given to the quality of the experience for all members of groups visiting the destination.	Forum	1				
4.10	Relate the above actions to the Tourism Value Chain	WCBC/ Forum	1				



