

VISITOR ECONOMY - DIGITAL

Improvement and Innovation Advisory Committee – 26 September 2023

Report of: Detlev Munster - Strategic Head Commercial & Property

Status: For information

Also considered by: N/A

Key Decision: No

Portfolio Holder: Cllr. Thornton

Contact Officer: Emma West, Ext. 7205

Recommendation to Improvement and Innovation Advisory Committee:

That this report be noted.

Reason for recommendation: This report is for information only.

Introduction and Background

- 1 The council's visitor website, visitsevenoaks.co.uk was launched during August 2021. The purpose of the website is to engage with inbound visitors by showcasing the districts offer which is presented in both static content and a rolling calendar of events. Supplementary content includes suggested itineraries, walking trails and [links](#) to the Darent Valley Community Rail Partnership (DVCRP) of which Sevenoaks District Council is the Accountable Body.
- 2 A council managed Instagram account complements the visitor website and is used as a platform to engage with customers on a local, regional, and national level. This method of communication allows us to communicate with audiences quickly using targeted comms and tailored content to increase engagement and awareness of the district. Earlier this month, the account reached 1,000 followers.
- 3 More recently, moresevenoaks.co.uk was launched (June 2022) to actively promote Sevenoaks as a place to Live, Work, Invest, and Visit. The website is used intuitively to promote the district under the preceding four pillars. In terms of promoting the visit element, users are signposted to visitsevenoaks.co.uk.

Under the More Sevenoaks brand sit three social media accounts, specifically, Facebook, Instagram, Twitter and professional networking site, LinkedIn. These platforms are used to communicate with users under all four pillars and I will touch on some examples during the presentation.

- 4 Furthermore, our ongoing partnership with Visit Kent includes digital marketing activity which extends to designated content on [visitkent.co.uk](https://www.visitkent.co.uk), blogs and social media. This activity forms part of our Service Level of Agreement (SLA) with Visit Kent.
- 5 The importance of digital tourism activity is a key method of communication, allowing us to actively engage with customers in a curated way with instant impact.
- 6 Monitoring of these channels is effectively carried out by accessing Google Analytics and the insights tool on the respective social media channels. This allows us and our partners to react to trends and understand user demographics including country of origin. The attached presentation provides a summary overview to demonstrate our results to date.

Key Implications

Resource (non-financial)

Officer time to ensure websites and social media channels remain current and relevant.

Financial

The More Sevenoaks website and social media accounts are maintained by Pillory Barn through our ongoing partnership.

Legal Implications and Risk Assessment Statement

There are no legal implications for the Council associated with this report.

Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Net Zero Implications

The decisions recommended through this paper have a remote or low relevance to the council's ambition to be Net Zero by 2030. There is no perceived impact regarding either an increase or decrease in carbon emissions in the district, or supporting the resilience of the natural environment.

Conclusions

This report is for information only and Members are requested to note the report.

Appendices

Appendix A – Digital media report

Background Papers

None

Detlev Munster

Strategic Head – Commercial & Property