

## **Report from the Tourism Working Group**

### **Meeting Held on Wednesday, 12th March 2025**

The Tourism Working Group of Cllrs Andrews, Franklin, Lloyd, Magson, and Davies convened on 12th March 2025 to discuss strategies for enhancing visitor numbers to the town. The following key recommendations were proposed:

### **Recommendations 1- 3**

#### **1. To Engage with Tourist Outlets**

It was agreed that engagement with local tourist outlets, including holiday accommodation providers, local attractions, and hospitality businesses, is essential. Their insights would help identify effective measures to increase visitor numbers.

#### **2. To develop the Riverside Walk and Town Green**

The group discussed the potential of the Riverside Walk as an attraction, suggesting the addition of a picnic area, an events and music venue, and a welcoming space for both residents and visitors. Additionally, the Town Green could be further developed as an area for picnics and smaller events.

#### **3. To introduce a Bromyard Day**

A proposal was made to establish a weekly or monthly Bromyard Day featuring various events. If held on a Thursday, this could align with the Community Market. Councillor Davies will liaise with market organiser Shirley Breese to explore the possibility of extending the market into the afternoon. Councillor Andrews will engage with tour operators to facilitate regular coach trips to Bromyard, incorporating visits to the market, shops, and local attractions.

### **Promotion and Event Coordination**

The group also suggested bringing the promotion of Bromyard in-house by employing an Events Co-ordinator. This role would replace the current services provided by Nifty Communications, taking over responsibilities such as updating the Destination Bromyard website and managing related social media. The Events Co-ordinator would also work with local organisations, including the festivals committee, and assist in organising events on the Town Green and, in time, the Riverside Walk.