


# TOURISM ACTION

## PLANNING FOR HPC

ROBERT DOWNES



# WHEN IS HPC...

## REALLY GOING TO START?

**itv NEWS** 24 February 2016 at 12:00pm  
Hinkley Point decision faces further delays

**Hinkley Point C construction 'should be delayed until 2019'**

© 14 April 2016 - Business



**FT** 18 February 2016 at 12:00pm  
EDF board split as £1.8bn Hinkley Point reactor faces fresh delay

**More delays on the horizon for Hinkley Point as design gets labelled a dinosaur**

© 18 February 2016 - Business

**Daily Press**



**The Economist**

Nuclear energy 24 Feb 2016  
**What's the (Hinkley) point?**

It would be best if Britain's French nuclear partner threw in the towel



**Burnham-On-Sea.com**

Final decision on Hinkley Point C 'will be made this year' says EDF

© 18 February 2016

HPC Energy Insights: Thinking about your future? Find out about the opportunities at Hinkley Point C here: [bit.ly/1QK00Vz](http://bit.ly/1QK00Vz)

HPC Energy Insights: In a letter to the FinancialTimes, @NEAUK Chairman Lord Hutton explains why the UK needs Hinkley Point C [bit.ly/1Q5v08s](http://bit.ly/1Q5v08s)

HPC Energy Insights: In 2015 we moved 1.8 million cubic meters of soil on site at Hinkley Point C

# SO WHAT IS... THE (HINKLEY) POINT?

## 'SITE PREP' SECTION 106

£720k

- Two £170k budgets: marketing, visitor travel, monitoring
- TIC support
- Officer resource



## HINKLEY TOURISM ACTION PARTNERSHIP

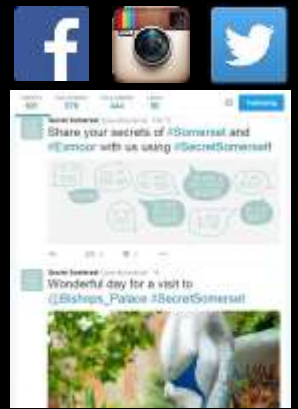


# WHAT IS BEING DONE... TO BENEFIT THE INDUSTRY?

## PR £20K

Interest from BBC, Sun, Mirror, Independent, Star, family bloggers

[@secretsomerset](https://twitter.com/secretsomerset)  
[/secretsomerset](https://www.facebook.com/secretsomerset)  
[#secretsomerset](https://www.instagram.com/secretsomerset)



## TRAVEL PLANNING

- Mapping key dates
- Travel advice
- Suggested itineraries
- FAQ fact sheets
- PR to influence media
- Regular E-news updates
- Road signs



### Myth Busting

"It's all EDF's roadworks"

"No one has thought about it"

"It will put visitors off"

Hinkley Tourism Strategy page on [www.westsomersetonline.gov.uk](http://www.westsomersetonline.gov.uk)

## MONITORING £30K

WHAT IS IMPORTANT AND HOW IS THE EXPERIENCE RATED

Quality of accommodation	Beautiful scenery / unspoilt countryside	Mobile phone coverage	General welcome & friendliness	Quality of food and drink
97%	96%	69%	92%	89%
88%	99%	48%	97%	93%

## MARKETING £70K

- Cultural Greys
- R&R Professionals
- Families for Fun
- Grey Escapes
- Actives
- Discovery Families



iBooks

Google play

[www.getbusinessgetdigital.co.uk](http://www.getbusinessgetdigital.co.uk) GET BUSINESS GET DIGITAL

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## TRAINING £20K + £30K

56 workshops  
16 Clinics

## INDUSTRY £30k



## GOING FORWARD 2016-17

- Another £170k budget
- Local ambassador scheme
- Open Wifi
- Coach friendly status
- Business survey
- Accommodation review
- Marketing to Workers
- Coast Festival



**Questions  
& Contact**

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**THANK YOU**