



**Notes from the Online Wiltshire Association of Visitor Attractions Meeting
Thursday 5 June**

Recording [WAVA Meeting-20250605_140247-Meeting Recording.mp4](#)

1. Introductions & Apologies

Chair Rick Henderson welcomed everyone to the meeting, offered apologies on behalf of those who couldn't make it and outlined how the meeting will be structured.

2. Guest Speaker – Nick Hunt, Cotswold lakes

Nick gave a presentation on Rebranding the Cotswolds Water Park:

“A name that fits from Cotswold Water Park to Cotswold Lakes”

Learnings and moving on

Please see slides attached.

3. Impact of National Insurance Changes and Staffing on Your Business

A discussion was had around how has the impact of NI changes and general cost of living has had on each business. Businesses are finding that supplier prices are increasing regularly, many businesses are finding that spend is down across retail and some businesses within their cafes too.

Admissions are still good so businesses are trying to increase admissions to offset the decline in spend or diversify what they are selling within their retail side.

4. Update from Businesses

Key points.

- May Half term generally was not as good as expected, many businesses found it quiet, especially when they didn't have events or activities on
- Retail spend is down
- One business reported fewer groups and coaches not as full
- Overall most businesses reported admission figures are approx. the same as last year but spend is down

5. Update on VisitWiltshire/Great West Way Activity

We are now an accredited LVEP – Local Visitor Economy Partnership.

- Developed and administered by VisitEngland, the national portfolio of strategic and high-performing LVEPs support collaborative working locally and nationally on shared priorities and targets to grow the local visitor economy. The creation of LVEPs was part of the UK Government's response to the recommendations of 'The de Bois Review: an independent review of DMOs in England,' to reshape destination management across England, reducing fragmentation and bringing coherence to its DMO landscape.

Training

Currently working on the **autumn / winter Training programme**, please do let us know if there are any topics you would be keen to see included.

Partner Networking

We are looking to hold a partner networking event in the autumn. Please do let us know if you would be interested in holding this event.

Digital and Website Opportunities

Accessibility Platform

Visit England is rolling out a new consistent way that accessibility information is being presented to customers. This is particularly important for online information which 95% of people with disabilities rely on to check access provision before they book/travel. We have sent out forms to complete and it will also be in our next newsletter - deadline to complete them is July 11th.

VisitWiltshire Insta Meets

Our most recent VisitWiltshire Insta Meet at Lacock was a huge success. We welcomed 13 content creators and photographers to the National Trust grounds, where everyone enjoyed exploring inside and around the historic Abbey, as well as taking a look at the brand new photography exhibition located in the Fox Talbot Museum! If you are interested in hosting an Insta Meet please contact [Katie](#).

Digital Publications – lots of information in these, please share these with your customers <https://www.visitwiltshire.co.uk/plan-your-visit/maps-and-guides>

Spotlight on Blogs – if anyone would like to do one, please speak to [Katie](#)

Competition prizes - we're always looking for prizes if you would like to feature in one of our competitions – you will get additional exposure via our social channels, website and be featured in the newsletter. **We also have new opportunities with national magazines prices from £200**

Summer Digital Bundles £365 newsletter spotlight, 8 dedicated social posts, one month of banner ads, inclusion in our "what's on" monthly blog post and homepage feature.

Newsletter features from £125 a month. Useful for anything specific you want to promote – an event, or special tickets etc.

Social Media

A great opportunity to reach our audience is by doing an Instagram takeover. If anyone is interested, please contact [Katie](#) and we can schedule you in.

Book Direct Buttons for tickets on website

- Book Direct – if you would like a BOOK Direct button from your product page, please contact Fiona with your direct booking URL.

Consultancy Work – If you need any help with content, leaflets, advertising, exhibitions we can help you with this on a bespoke consultancy basis please email

fionaerrington@visitwiltshire.co.uk

Travel Trade and Great West Way

- The latest edition of the [Great West way travel magazine](#) was launched in March at our press event, please do share this on your platforms
- There is a Wiltshire trade meeting taking place on 19th June If you haven't already registered and are interested please contact [Flo](#).
- Currently working on the Great West Way travel trade directory please contact [Flo](#) if you're interested in advertising.
- Wiltshire will be represented at the Group leisure Show at Milton Keynes October 2nd. If anyone is interested in stand sharing or literature representation, please contact [Flo](#).
- Great West Way Marketplace event is being planned as a virtual one-to-one event, plus networking day. Further details and date will be distributed in due course.