



Supporting businesses				
	Existing growth/ new start-ups	Support 6 new business starts in tourism, creating 6-10 FTE jobs	03/2017	BG
		Agree/ support growth plans with 5 tourism businesses, creating/ retaining 6-12 FTE jobs and increasing turnover	03/2017	HIE
		Carry out digital health checks with 20 tourism businesses	03/2017	HIE
Tourism infrastructure				
	Capitalise on area's natural/ cultural assets	Work with companies/social enterprises/ organisations to support at least 2 Festival growth plans	03/2017	HIE
		Work with social enterprises/ businesses to develop at least three growth plans for visitor attractions	03/2017	HIE
		Agree priorities for key tourism infrastructure investments	03/2015	HIE
	Place-making	Agree town centre tourism planning strategies for Wick and Thurso via C&S Area Development Plan.	03/2015	THC Dev Plans Team
		Agree implementation plan(s) for Wick & Thurso.	07/2015	THC Development & Infrastructure
		Support growth plans at John O' Groats complex to achieve greater footfall.	03/2016	HIE
		Review of tourist information services	03/2015	VS
Inward				

Investment				
	Accommodation and visitor attraction	Develop strategy for further investment in accommodation and possible visitor attraction taking into account linkages with food and drink and the creative industries.	03/2015	HIE
Leadership/ collaboration				
	Encourage effective industry leadership	Work with key local and national industry bodies (NHI, Venture North, CASVAG, Caithness Chamber, Scottish Tourism Alliance) to agree common goals and establish forward strategy	11/2014	HIE
		Establish client relationships with likely delivery bodies to agree priorities for investment	11/2014	HIE
Skills development				
	Support effective workforce development	Support leadership groups to develop and implement a skills action plan for the north	12/2014	SDS
		Support delivery of World Host status for Caithness	03/2017	CCoC
	Support future workforce development	Support companies to deliver 5 Modern Apprenticeships in tourism disciplines	03/2017	SDS
		Support companies to recruit appropriate staff via specific measures such as sector-based work academies	03/2017	Job Centre Plus