

IBTA STRATEGY

VISION

To be recognised as the essential support for, and champion of, a resilient and prosperous business community in Ilfracombe.

MISSION

The IBTA's mission is to support the sustainable growth and prosperity of Ilfracombe and surrounding parishes by fostering collaboration among businesses, promoting the area as a premier destination for tourism and commerce, and working to improve the visitor experience. Through innovation, inclusivity, and responsible stewardship of our natural and cultural heritage, we aim to drive economic development that benefits the entire community.

ASSOCIATION AIMS

The **aims** of the IBTA are:

- To promote Ilfracombe and surrounding parishes as a tourism area.
- To promote the local economy, including tourism, retail, and all other businesses.
- To encourage networking, friendship, and communication between members.
- To support marketing efforts for Ilfracombe, including online and in-person tourism information.
- To develop and improve members' business interests.
- To collaborate with external partners in delivering these aims.
- To ensure equal access to opportunities for all businesses and individuals regardless of background, gender, race, or ability.
- To support sustainable tourism and business practices that minimise environmental impact while promoting the area's natural and cultural heritage.

Our **strategy** is to:

- Work with relevant partners to achieve these aims for our members.
- Create a five-year plan to set priorities and review it every year.

WHO WE WORK WITH AND FOR

- Businesses: All local businesses, with priority for members.
- Visitors: People visiting Ilfracombe, now and in the future, including day visitors.
- Partners: Councils, government agencies, funding bodies, local organisations, and charities.

MEASURING SUCCESS

We will:

- Increase visitor numbers, spending, and footfall in all ways possible.
- Improve the visitor experience and find ways to measure it.
- Provide clear visitor information, signage, and event details online and in person.
- Keep membership stable and aim for 5% growth each year, especially in underrepresented sectors.
- Improve communication with members and proactively promote the value of membership.
- Offer training and networking events and support community events.
- Work closely with partners to improve public spaces and make Ilfracombe cleaner, greener, and safer.
- Develop a consistent marketing and promotional strategy for Ilfracombe and the district in harmony with relevant partners.

FUNDING & RESOURCES

- Review membership fees every year.
- Look for other funding sources such as grants, advertising, and commercial activities.
- Make sure the five-year plan fits our available resources: time, money, and people.

December 2025