

Project Name	Ilfracombe Coach Friendly Accreditation	Theme	Economy and Tourism
Period	July 2026 onward with an initial six month delivery programme. Last update 22/09/2026		
Overview	A partnership project to secure Coach Friendly accreditation from the Confederation of Passenger Transport UK. The work will improve coach access, parking, information and the group visitor experience, helping Ilfracombe attract more coach tours and increase visitor spend.		
Update	• Current readiness is estimated at 65–70%. Ilfracombe already has a strong tourism offer, events programme, harbour, heritage and hospitality businesses; the main gaps are operational arrangements for coaches. • Strong areas: group welcome and tourism marketing assets. • Partial provision: coach drop-off and pick-up, coach parking, driver facilities, accessibility information and stakeholder engagement. a. 22/9/26 – investigating possibility of water tap/supply for coachdrivers with Brookdale Church • Key gaps: a. coach-specific directional signage – 22/9/26 in discussions with NDC/DCC to update signage b. a dedicated information pack for operators c. named coach tourism coordinator. • The CPT criteria review and initial gap analysis are complete, and improvement priorities have been identified.		

Next Steps	1. Create a working group through the One Ilfracombe Town Team, with OI, ITC and IBTA leading and DCC and NDC represented. Timescale: Month 1. Outcome: Completed - Main body for delivery One Ilfracombe Town Team. 2. Audit coach drop-off, parking, signage, toilets and driver facilities. Lead: OI, ITC and IBTA. Timescale: Months 1–2. Outcome: infrastructure assessment completed. 3. Engage hotels, attractions, cafés and retailers to create a coach welcome network and Coach Friendly Charter. Lead: IBTA. Timescale: Months 2–3. Outcome: participating businesses committed. 4. Develop a Coach Welcome Pack containing maps, itineraries, contacts, accessibility details and parking information. Lead: IBTA. Timescale: Months 2–3. Outcome: information ready for operators. 5. Agree and implement priority improvements: signed drop-off close to attractions, dedicated long-stay parking, wayfinding from main approaches, promoted driver facilities and discounts, and published accessibility information. Leads: OI, ITC, DCC, IBTA and NDC as appropriate. Timescale: Months 3–6. 6. Invite coach operators for familiarisation visits and gather feedback. Lead: IBTA. Timescale: Months 4–6. Outcome: evidence of operator support. 7. Nominate a Coach Tourism Coordinator or Liaison Officer as the single point of contact. 8. Complete and submit the CPT Coach Friendly application. Lead: OI and ITC. Timescale: Month 6. 9. After accreditation, promote Ilfracombe through tourism and marketing channels. Lead: all partners. Timescale: ongoing.
Risks	• No permanent coach drop-off, pick-up or long-stay parking arrangement has yet been confirmed. • Capacity, access routes and coach-specific signage require audit and agreement with the relevant authorities. • Ilfracombe's gradients may affect accessibility for some groups, so clear pre-arrival information is essential. • Progress depends on coordinated ownership across several councils, tourism bodies and businesses. • CPT accreditation cannot be submitted until the required evidence and priority improvements are in place.
Finances	• No project budget is identified in the current action plan. • Potential costs requiring assessment include the access and parking audit, signage and wayfinding, parking or drop-off works, driver facilities, the welcome pack, familiarisation visits and the accreditation application. • A costed delivery plan and funding responsibilities should be agreed by the working group.

Completion	• Current overall readiness: estimated 65–70%. • Completed: review of CPT Coach Friendly criteria and initial gap analysis. • In progress / to commence: working group, site audit, partner engagement, welcome pack and appointment of a coordinator. • Target: submit the application at Month 6, followed by ongoing promotion.
Impact / Outcomes	• Coach Friendly accreditation achieved. • More coach tour visits and increased visitor spend across local businesses. • A clearer, more accessible and better coordinated welcome for coach operators, drivers and passengers. • Stronger collaboration between One Ilfracombe, Ilfracombe Town Council, IBTA and tourism stakeholders. • Positive feedback from coach operators and visitors.
Organisations Involved	• One Ilfracombe (OI) • Ilfracombe Town Council (ITC) • Ilfracombe and District Business and Tourism Association (IBTA) • North Devon Council (NDC) • Devon County Council (DCC) • Local hotels, attractions, cafés, retailers and coach operators
Would this happen if we were not involved	Unlikely to progress in a coordinated way or at the same pace. One Ilfracombe and its Town Team provide the forum needed to bring together the councils, business and tourism partners, agree ownership and monitor the six month programme.
Crossover to other themes	• Town centre regeneration and business support through increased footfall and visitor spend. • Transport, parking, public realm, signage and seafront connectivity. • Accessibility and an inclusive visitor experience. • Events, heritage, hospitality and destination marketing.
Links to Town of Culture	• Potentially supports Coastal Identity and Uncovering Our History by making the harbour, heritage and local stories easier for organised groups to experience. • Supports Culture in Unexpected Places by improving access to cultural activity around the harbour, waterfront, town centre and event spaces. • A Coach Welcome Pack could promote cultural itineraries, local events and group visits linked to the Town of Culture programme.