

MARKETING
PEAK DISTRICT
& DERBYSHIRE

THE RESCUE AND REBUILDING OF PEAK DISTRICT AND DERBYSHIRE'S VISITOR ECONOMY

A 5-year plan leading the
industry through recovery and
growth



**MARKETING PEAK DISTRICT AND DERBYSHIRE'S
5 YEAR DESTINATION MANAGEMENT PLAN**
Leading the industry through recovery and growth

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Industry

INTRODUCTION



The Peak District and Derbyshire visitor economy is facing up to its biggest challenge ever with Covid-19 affecting the entire industry. The seasonality of the visitor economy coupled with the impact of Covid-19 has been catastrophic for the sector. The timing of the first national lockdown in March 2020 significantly impacted revenue with many businesses reporting a 50% loss on their annual turnover accounting for circa. £1 billion to the Derbyshire economy.

Benefitting from our established domestic tourism market, many businesses were able to recover some of these losses during the summer and early autumn months of 2020, but capacity was constrained and overheads increased with social distancing requirements and adaptations to control the spread of the virus. International tourism has also been severely affected by travel market restrictions and recovery of inbound tourism to the Peak District and Derbyshire will take longer. Two further national lockdowns in November 2020 and January 2021 and this stop start approach have brought further uncertainty for the sector, with businesses relying heavily on government packages of financial support.

Recovery will take time, and many businesses will require significant support to restart and recover their operations. The government's continued support for the sector announced in the recent Budget provides some further short term relief, vital for the recovery of Derbyshire's visitor economy which has previously grown year on year for over a decade and employs thousands of residents, but this won't be sufficient for medium term sustainability of businesses within the visitor economy sector. Ongoing support will be required.

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Industry

INTRODUCTION



Even with the optimism and increased consumer confidence that the vaccination rollout programme brings, the visitor economy sector will be operationally constrained until June 2021 at the earliest. National forecasts indicate that it will be 2022 before domestic tourism recovers to 2019 levels, with international tourism not returning to pre Covid-19 levels until 2023/24.

Set against this context, Marketing Peak District and Derbyshire (MPDD), the area's Destination Management Organisation (DMO), has been listening to our public and private partners and developing plans to build capacity to grow the sector as restrictions are eased. At the same time, we also need to acknowledge that DMOs like MPDD are also vulnerable, representing a further risk to the businesses who benefit from our activity.

This is our Destination Management plan for The Rescue and Rebuilding of Peak District and Derbyshire's Tourism Industry, it outlines our 10 Strategic Priorities and our Roadmap for Recovery of this crucial £2.5 billion industry, with a particular focus on the next 12-24 months. This plan will be upgraded to a bid to be a Tourism Zone and will fully consult with partners beyond the immediate recovery period to advance our ambitions for the long-term prosperity of the region's visitor economy.



OUR PLACE



OUR PLACE

The Peak District & Derbyshire – comprises a number of distinct destinations, Derby city, the Peak District National Park, the rest of Derbyshire and The National Forest. What sets us apart from other areas, is our accessibility, right in the heart of England we are well connected by public transport both rail and air, and are accessible to over 16 million people within a 90-minute drive time. This is our unique selling point, and our biggest opportunity.

Derbyshire as a whole is a destination offering appeal to countless visitors. It has many stories to narrate from the Industrial Revolution and the story of Arkwright through to becoming Britain's first National Park in 1951. Our breathtaking landscapes are the perfect attraction for potential visitors looking for a place to take a holiday or short break.

Visitors can choose between top class offers ranging from the stunning outdoors and some of the best walking, cycling and rock climbing that England has to offer. A cultural heritage experience with visits to castles, stately homes, festivals and events, art galleries and museums. The cultural and heritage sector and natural landscape play a unique role in creating the 'sense of place' that makes this region a great area to live, work, learn, invest and do business.





HOME TO

The Peak District National Park.

A beautiful national park spanning 555 square miles offering off road cycling, stunning walks and an area full of beautiful landscapes peppered with pretty market towns and villages. The Peak District is without doubt the area's most significant visitor economy asset and sits at the heart of our place brand.

Historic Houses and Castles.

We have a number of unique cultural and heritage sites boasting a collection of historic houses, art galleries, museums, castles and places of huge historic interest. Iconic Chatsworth House is home to one of the finest art collections in Europe.

The Derwent Valley Mills World Heritage Site

Set amidst breath-taking countryside it offers fascinating insights into industrial and social life during the 18th and 19th centuries. Snaking 15 miles down the river valley from Matlock Bath to Derby, the World Heritage Site contains a fascinating series of historic mill complexes, including some of the world's first 'modern' factories. No less important are the watercourses that powered them, the settlements that were built for the mill workers and the remains of one of the world's earliest railways – all nestling within a stunningly beautiful landscape that has changed little over two centuries.

A National Forest.

Located right in the heart of the country, embracing 200 square miles of the Midlands. It spans across parts of Derbyshire, Leicestershire and Staffordshire and aims to link the two forests of Charnwood and Needwood. The landscape is of rolling farmland, ancient forests and new planted woodlands. Swadlincote, formerly associated with the clay and coal mining industries is one of its main towns

27 market towns.

A visit to our market towns is a must. Visit Bakewell and its famous Bakewell pudding. Visit Bolsover and the fairy-tale Stuart mansion, Bolsover Castle. Visit Buxton offering natural thermal springs, and home to the recently renovated Buxton Crescent Hotel – Derbyshire's first and only 5-star hotel! We could go on and on

Annual festivals and events calendar.

Our area's vibrant arts and cultural sector boasts award-winning theatres and major international festivals, as well as being the perfect place to discover unique festivals that'll keep you entertained for hours.

Locally grown food and drink.

Trying the local produce and food is all part of the experience - and luckily, we're spoilt for choice. There are plenty of fantastic farmers' markets and farm shops, passionate producers, local breweries, cosy pubs and great restaurants in Derbyshire and within the Peak District National Park.

Derby City.

Derby is the UK's most central city, located on the banks of the River Derwent in Derbyshire. The Derby Silk Mill Museum of Making lies in the Derwent Valley. West of the river are the Derby Museum and Art Gallery, home to Joseph Wright paintings, and Gothic Derby Cathedral. Southeast along the river, Derby County Football Club plays at the Pride Park Stadium. A great place for a cultural break and a great base to explore nearby Peak District delights. Plans are also in place to develop the new Becketwell scheme in Derby City Centre, which includes a 3,500 capacity performance conference venue. This new regeneration project for the Becketwell area is expected to bring numerous benefits to the city, including a much needed repopulation of both office workers and residents to the city centre which will help boost activity outside of traditional retail hours and will create 2,000 new jobs

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Industry

OUR VISITOR ECONOMY



The rapid growth of Derbyshire's visitor economy sector and level of investment in culture and heritage assets has helped to build the reputation of the area. The Peak District and Derbyshire saw one of its most successful years ever during 2019 worth £2.5bn to the economy supporting 32,000 jobs and achieving 7.7% growth in GVA on the previous year. The destination attracted 41million day visitors and just over 4.3million staying visitors, increasing overnight stays by 25%.

The Peak District is Derbyshire's most significant visitor economy asset and sits at the heart of our place brand. Urban areas also play a key role in Derbyshire's visitor economy with assets integral to our offer, including Derby Museums, and the soon to open Silk Mill Museum of Making, which will celebrate 300 years of making.



The visitor economy sector is worth £127billion to the national economy, supporting around 3million jobs. In recent years, the sector has seen significant growth with a continued interest in domestic tourism, which accounts for approximately 78% of total tourism spend.

The Peak District and Derbyshire is accessible to a huge staycation market, being located in one of the most populous areas of the UK with 16 million people within a 90 minute drive away. At present 90% of our visitors are day trippers but it's also a great place to stay - accommodation in the Peak District and Derbyshire is as diverse as it is welcoming, with homely B&Bs, comfortable guest houses, boutique hotels and scenic campsites all offering visitors a fine choice of where to stay. Those that do stay, short breaks tend to be in serviced accommodation and longer holidays in non-serviced. This longer stay in self-catering accommodation saw the highest growth in 2019 and efforts to actively drive visitor traffic during the shoulder months has resulted in a significant flattening of the curve in that period, with total income rising from £1.468bn to £2.495bn with a more even distribution across the year.



OUR VISITOR ECONOMY



We know the visitor economy has been disproportionately affected by the effects of Covid-19 and it will take time to recover. We also know that domestic tourism will take on greater importance in the immediate term, safeguarding the visitor economy sector and supporting jobs and industry in the areas that rely on visitor trade.

We have been taking a lead role along with our partners to support the visitor economy through the current crisis.

The Visitor Economy Recovery Board which consists of Marketing Peak District and Derbyshire (MPDD), National Forest, National Trust, Peak District National Park Authority, Derby City Council, Derbyshire County Council, D2N2 Local Enterprise Partnership, University of Derby, Chatsworth, Heights of Abraham, Fischers of Baslow, Cromford Mills, DVMWHS, Active Derbyshire and East Midlands Rail have been collaborating to work up one single plan that will look at the current issues facing the industry, but also looking at how the industry can recover once lockdown has fully eased.

It is a fast-paced situation, with Government guidelines changing daily, requiring a strong and committed partnership effort to work through issues as they arise.



PANDEMIC IMPACTS

The seasonality of the visitor economy coupled with the impact of Covid-19 has been catastrophic for the sector. The timing of the first national lockdown in March 2020 significantly impacted revenue with many businesses reporting a 50% loss on their annual turnover accounting for circa. £1 billion to the Derbyshire economy.

Benefitting from our established domestic tourism market, many businesses were able to recover some of these losses during the summer and early autumn months of 2020, but capacity was constrained and overheads increased with social distancing requirements and adaptations. The Peak District National Park saw more diverse visitors and visitors in greater numbers in 2020, although this highlighted the need to promote sustainable tourism and managing visitor numbers to the 'honey pot' beauty spots so that visitors and residents can coexist safely and happily. We need to encourage responsible visitors whilst remaining a welcoming destination to explore.

Two further national lockdowns in November 2020 and January 2021 have brought further uncertainty for the sector, with businesses relying heavily on government packages of financial support. Surveys have been undertaken throughout 2020 to gain feedback from businesses about how the pandemic has impacted them and to understand what support is needed now and in the future to aid the recovery of the visitor economy. A strong message from the sector is that Government financial packages have been welcomed, but that financial support packages need to be flexible to help **all** businesses within the sector.

During September to December 2020 ...

- **All businesses have suffered a loss of revenue, with 77% of businesses reporting a loss of more than 50%.**
- **Only 9% of businesses have continued to trade throughout the whole of lockdown.**
- **59% of businesses have accessed the Covid-19 business support grant**
- **76% of businesses say cash grants will help going forward**
- **86% of all businesses re-arranged bookings during that period and on average 40% of bookings were cancelled**





BUSINESS RESILIENCE & INNOVATION

Covid-19 and the impacts of the pandemic are likely to transform the visitor economy in many different ways; business models and ways of working have had to change in order to survive and adapt in what will become a new normal world. What we have seen over the past 12 months is that many of our businesses have demonstrated innovation and resilience and have adapted to new ways of working under different and changing restrictions.



Consumer confidence is key to the re-opening and growth of the sector in the short to medium term, and technology plays a critical role. The adoption of digital has accelerated behaviours, and habits have changed in ways that would have taken decades. Older age groups have been forced to catch up with younger consumers who have led the way in terms of digital habits and consumption through the pandemic.

Some old habits may die hard in certain groups, but there is no doubt that digitalisation has been hastened by the pandemic and experts are predicting long term changes. Increasingly, the use of digital tools is blurring the lines between work, lifestyle and social interaction and this is likely to drive future strategy of marketing communications.

We have seen our local businesses using technological innovations to transform the way they operate. The crisis has presented opportunities for transformational change, driven innovation and improved productivity, and will ultimately boost our region's profile as a world class destination of choice

Facing a critical threat from lockdown, owners of Losehill House Hotel and Spa on the outskirts of Hope, enhanced their digital offer by introducing world leading cutting edge technology. New electronic door locks with blue tooth capability were installed allowing access via mobile phones. Guests are able to check-in online, select their room, gain keyless access, review their bill online via their phones and check-out. All dramatically improving guests' safety, enhancing the customer experience and once the threat of Covid-19 passes, the new system will also enable returning international visitors to have a better experience as potential language barriers at check in/out are removed.



BUSINESS RESILIENCE & INNOVATION



Owners of the Treak Cliff Cavern used digital technology and online booking to transform their visitor experience. Identifying that their 'normal' guided tours would be difficult to deliver within Covid-19 regulations, a new self-guided audio tour was created using an App that visitors downloaded onto their own smartphones, and blue tooth beacons throughout the cave which automatically deliver the audio as visitors move through the cavern. Treak Cliff are now able to operate with lower numbers, easing the impact of reduced visitor numbers and improving the sustainability of the business through reduced overheads.

Changes in consumer behaviour have seen a dramatic increase in the proportion of visitors who access information about venues via a mobile phone, with visitors often attempting to access information whilst already out and about in the destination. So much so, that the Heights of Abraham, a 60 acre estate that includes exhibitions, galleries, playgrounds and wildlife walk, guided tours through illuminated caverns and live events, have undergone extensive redesign of their website to provide an inspirational customer journey with smart phones considered as the primary interface. An animated map and QR codes allow visitors to navigate the attraction without the need for maps and the move away from printed materials provides greater flexibility to communicate with visitors and prospective visitors about unexpected changes in operating times and procedures.

Fischer's Baslow Hall, Derbyshire's award winning restaurant, diversified their offer to ensure long-term viability of the business, launching a premium range of pre-cooked meals. Such has been the success that in March 2021 plans are in place to open a deli and butchers in Calver, and 'Fischer's at Home', initially available for Christmas and New Year's day, has achieved nationwide success with over 500 meals being shipped all over the UK for Valentine's day. This new venture spreads the name and brand of Fischer's, building a new customer base and attracting people to visit, stay and dine when restrictions are lifted.

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Industry

DOMESTIC TOURISM



Credit Destination Chesterfield

Domestic tourism looks to have a post-pandemic positive future

Respondents to our consumer surveys suggest that the majority of our customers (55+ core audience) have not been financially impacted during the pandemic as indeed others have been. In fact, many have managed to save money during this time and expect their spend on UK holidays to increase in 2021. We will grasp this opportunity to bounce back quickly, harnessing the results of our research which show that the most popular UK break between July and October 2020 was a countryside or village location.

Confidence in taking a trip within the UK increases dramatically towards the summer period of 2021 and consumers are anticipating a dramatic shift towards spending on leisure activities and holidays from the early summer of 2021; Intentions to visit the Peak District and Derbyshire were high prior to the second and third lockdowns with 64% of respondents stating that they would be likely or very likely to visit between December 2020 and March 2021.



POST PANDEMIC FUTURE



In 2021 domestic travel is likely to drive demand in the UK with two-thirds of respondents to our surveys looking forward to taking a holiday in the UK, in contrast to only 30% who were looking forward to taking a holiday abroad. 64% of respondents were also looking forward to taking a mini break in the UK, in contrast to only 12% who were looking forward to taking a mini break abroad.

Respondents are looking forward to resuming leisure activities after the restrictions are lifted with 59% stating that they are looking forward to walking and hiking, 59% looking forward to dining out and 51% looking forward to visiting attractions.

- **54% expect their spend on UK holidays to increase in 2021.**
- **58% expect their spend on short breaks in the UK to increase in 2021.**
- **79% would be likely to visit the Peak District and Derbyshire,**
- **60% said self-catering was their most preferred accommodation**
- **74% will book a trip where social distancing can be easily maintained**

The top indexing audiences show that price conscious, older, family and essential travel audiences index on both sides of intent and research. Older audiences indexing (our core audiences) highlight Retirees showing high research behaviour while the grandparent profile is showing strong intent signals. Boomers may be more confident in the travel outlook than younger audiences.

Without doubt, the vaccine rollout has generated big surges for both holiday research and intent, which is encouraging as it reflects a high rate of optimism and consumer confidence. This coupled with pent up savings in many consumers' pockets should help to support recovery in the visitor economy sector later in the year as restrictions begin to be eased.

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Industry

ROADMAP TO RECOVERY

Over the past 12 months, we have been working together with our local partners to provide expert and trusted advice to businesses. We provided immediate Covid-19 crisis support for businesses via online webinars, industry newsletters and one-to-one support, helping over 750 businesses develop their business resilience and prepare for a successful recovery.

We have guided the sector through risk assessment planning to safely offer a destination that is a Covid-19 compliant, with 760 businesses signing up to the 'We're Good to Go' industry standard. This was backed up with our 'Time to ...' staycation campaign to give consumers confidence when the sector started to re-open in July 2020. This has been further boosted by the announcement in March 2021 that all businesses registered to the 'We're Good to Go' industry standard can automatically apply for the World Travel and Tourism Council's 'Safe Travels' stamp. This internationally-recognised seal of approval demonstrates that businesses have the necessary public health measures in place.

We have continued to distribute timely and relevant communications, collecting insights and data from our businesses and consumers and used that to respond in a timely and co-ordinated way, creating trust and improving confidence across the sector.

Unprecedented numbers of businesses have responded to calls for intelligence, giving us a strong voice with Government to ensure the scale of the challenge is understood.

Whilst the pandemic has posed huge challenges to our visitor economy, the past 12 months have been a strong driver for partnership working, collaboration, innovation and creativity. Recovery of the sector will take time and what emerges is likely to be a different landscape characterised by new business models, products, markets and behaviours. We will grasp this opportunity to shape our visitor economy for the future and sustainable tourism will be core to this as we look to rebuild a successful tourism industry which allows locals and visitors to coexist and ensure a 'Derbyshire wide welcome' is at the heart of the visitor experience.

This plan is intended to complement strategies being developed at national, regional, county and district levels, such as Derbyshire Economic Partnership's Economic and Skills Recovery Strategy 2021-2025. By working in collaboration with our key partners, this plan sets out our Roadmap to Recovery for the visitor economy, with 10 Strategic Priorities and a set of actions underpinning those priorities in the short and medium term.





STRATEGIC PRIORITIES

PRIORITIES

- SP1 We will boost domestic tourism to the Peak District and Derbyshire
- SP2 We will position the Peak District and Derbyshire as a destination for the corporate sector
- SP3 We will support businesses to bounce-back, rebuild and grow
- SP4 We will rebuild international connectivity and grow inbound tourism
- SP5 We will become a destination for active travel and transport connectivity
- SP6 We will lead the way with sustainable tourism
- SP7 We will bid to become a Tourism Zone
- SP8 We will promote the sector as a place to be proud to work within
- SP9 We will work with partners to revitalise market towns
- SP10 We will support our local authority partners to deliver their Tourism Strategies

TARGETS

- SP1i Achieve 70% 2019 visitor numbers in 2021 (STEAM data)
- SP1ii Increase the stay to day share from 10% to 15% by 2025
- SP1iii Increase domestic staying visitor spending in 2021 by 2% on 2019 data (STEAM data)
- SP1iv Deliver strategic marketing campaigns in 2021 and 2022 to identify the DVMWHS as a distinct tourism destination
- SP1v Reaching and attracting more visitors from BAME and other diverse communities
- SP2i Launch meetpeakdistrict.com in readiness for the re-opening of corporate events
- SP3i Extend MPDD's business support programme to 2023
- SP3ii Secure additional funding to continue providing business support post ERDF
- SP4i Increase in international visitors to domestic share from 10% to 15% by 2025
- SP5i Support product development initiatives as identified by partners including the creation of cycle hubs at major rail stations and completion of the White Peak Loop
- SP5ii Support the reduction of carbon emissions through 'no car required' campaigns
- SP6i Create bookable experiences to extend the season and increase visitor numbers during the shoulder season of October to March
- SP6ii Continue to support the development of the National Park Management Plan from 2023
- SP7i Become a Tourism Zone
- SP8i Work with visitor economy businesses to retain and recruit talent to the sector through targeted marketing campaigns
- SP8ii Increase the number of jobs created by the visitor economy by 3% each year between 2023 and 2025
- SP9i Position market towns as special places to visit through targeted campaigns
- SP9ii Support the enablement of broadband infrastructure and wifi connectivity especially in rural Derbyshire
- SP10i Align Service Level Agreements with local area Tourism Strategies and recovery plans

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Industry

SP1

BOOST DOMESTIC TOURISM TO THE PEAK DISTRICT & DERBYSHIRE

Domestic tourism will take on greater importance in the immediate term, safeguarding the visitor economy sector and supporting jobs and industry in the areas that rely on visit trade. Research shows that there is consistent desire from potential visitors for country escapes and short breaks that enable holiday makers to embrace the great outdoors. Research also shows that marketing campaigns aimed at welcoming visitors to return when restrictions are lifted are needed most to help businesses recover, and we know that our core audience of 55+ haven't been financially impacted by the pandemic so we will harness this opportunity to bounce back with this group and restore consumer and business confidence quickly. Over the past 10 years we have developed a strong year round compelling product for our visitors; it is this investment that will ensure we can rebuild demand quickly.

Our cultural and heritage assets provide the opportunity to fuel growth and really drive the staycation demand so we will work closely with our partners to help promote the wealth of cultural activities that will lead the community back to places on their doorstep. The visitor economy offers more than just employment; the cultural roots and association with our green spaces help bind our community's together, supporting health and well-being and quality of life.





WE WILL



- Provide encouragement for travellers to holiday at home with a major marketing campaign focused on domestic travel.
- Attract staying visitors to our area by delivering campaigns that raise awareness of the range of experiences available in the Peak District and Derbyshire, including a 'Welcome Back' marketing campaign to highlight the breadth and diversity of creativity and culture within the Peak District and Derbyshire
- Deliver a marketing campaign as part of 'Shine a Light on Derbyshire'. An annual programme of Son et Lumiere events, that will shine a light on Derbyshire's rich built heritage, which will be piloted in 2021 to help build the visitor offer in the shoulder period between October and December. It is hoped that this will build up to a rolling programme of up to 12 large scale events at key sites throughout the county, with a wraparound programme of building illuminations and community engagement activities.
- Create a dedicated webpage for the Escape the Everyday campaign with a wide range of bookable experiences
- Deliver strategic marketing campaigns in 2021 and 2022 to identify the DVMWHS as a distinct tourism destination, recognised for the significance of its industrial and cultural heritage, and unique landscape and natural features
- Run marketing campaigns supporting people's desire for nostalgia, supporting local and a healthier lifestyle. The offering in the Peak District and Derbyshire can fulfil these consumer needs with our rich heritage, outdoor and cultural experiences, including the planned Wellness @ Peak based in Chesterfield.
- Target pre-nesters and pre-school families to immerse themselves in the great outdoors, support well-being and lift spirits as hope emerges of an end to the pandemic
- Broaden our appeal to a younger age group who traditionally would have taken short city break at home or overseas. Target millennials through campaigns that promote experiences such as camping, festivals, and night life in local towns across the county
- Utilise our digital assets in the promotion of campaigns, backed up with PR through the attraction of travel writers, influencers, bloggers and journalists
- Increase the number of overnight stays by converting traditional day visitors from our core audience 55+ by implementing tactical marketing campaigns with calls to action to book and 'stay with us'
- Ensure that national activity by VisitEngland/VisitBritain promotes the Peak District and Derbyshire '

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Industry

SP2

POSITION AS A DESTINATION FOR THE CORPORATE SECTOR

In early 2022, we are excited to launch 'MEET Peak District and Derbyshire' – our corporate sector product targeting domestic and European small and medium sized enterprises looking for a unique meeting venue that combines a traditional planning meeting with team building and corporate wellness opportunities.

Having spent over 12 months working away from the traditional office environment and without personal contact with colleagues, many corporates will be keen to reconnect and reinvigorate their business.

In the Peak District and Derbyshire, we have some of the best natural landscapes that the UK has to offer and an abundance of activities within the National Park. What better way than to spend a couple of days in the inspiring surroundings of the UK's oldest National Park in some of the most striking venues in the UK.

WE WILL

- Establish the Peak District and Derbyshire as a destination of choice for corporate event organisers through the launch of 'MEET' in the 1st quarter of 2022, driving web traffic to our new website www.meetpeakdistrict.com
- Work with transport providers, business networks and iconic venues to package corporate wellness offerings within the Peak District and Derbyshire, making the most of our USPs – the great outdoors, accessibility and unique venues with historical connections
- Sign up venue providers for a commercial partnership and raise awareness of the Meetings, Incentive travel, Conferencing and Events (MICE) facilities and experiences available within our breath-taking region

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Industry

SP3

SUPPORT BUSINESSES TO BOUNCE BACK, REBUILD & GROW



The visitor economy has endured an undeniable crisis since March 2020; the impact has been both rapid and significant. Our sector brings much needed revenue to the region, ordinarily delivering 45 million visitors a year, contributing £2.49m in GVA as well as supporting 31,932 jobs seeing a 7.7% growth in 2019. These jobs are now at risk.

Clear actions are needed to support our businesses to re-open in line with the government's roadmap out of lockdown and restore consumer confidence. We will continue to build resilience and innovation and work collaboratively with partners to help businesses access tools to adapt and digitise. We will harness anticipated demand for staycations when restrictions are eased, and promote opportunities for people to connect with friends and family. A multi-partner approach will help lay the foundations for the actions and interventions that are needed to lead us out of these challenging times and deliver a brighter future for the Peak District, Derbyshire and Derby City.



WE WILL



- Maintain our dialogue with Government and partners to articulate our asks for the sector and ensure the needs and challenges of the visitor economy are understood; lobbying where we need to for additional support and giving Derbyshire a strong co-ordinated voice at a regional and national level
- Seek an extension to our European Regional Development Funding (ERDF) Visitor Economy Support Programme project until March 2023 so that we can continue to provide responsive and bespoke webinars to help businesses restart and reshape their business plans
- Redesign our business support programme and provide finance and resilience advice, peer to peer support, digitalisation, organisational change and domestic and international marketing development
- Upskill businesses through a comprehensive programme of digital skills workshops to ensure local SMEs are well placed to be responsive to changing consumer behaviours
- Encourage businesses to adapt their business offer, becoming online bookable, and creating simple guides to solutions such as TXGB
- Continue our progress with extending the season by working with businesses to create strong calls to action, developing itineraries and experiences which provide inspirational content to attract bookings and create year round offers
- Increase overnight stays in the area by bringing businesses together and encouraging cross promotional activity across accommodation, food and drink, attractions, activity/experience providers and public transport
- Attract funding to support businesses to adapt their offer, particularly around digital technologies as the need to reach consumers digitally increases
- Work with the D2N2 Growth Hub linking businesses to business support, grant aid, planning and economic development.
- Seek longer term funding so that sector specific business support is embedded as part of MPDD's core offer
- Work with national trade partners and bodies including Tourism Alliance and UKinbound and continue to collaborate with DMO partners across the North and the Midlands

SP4

REBUILD INTERNATIONAL CONNECTIVITY AND GROW INBOUND TOURISM

Pre Covid-19, the Peak District & Derbyshire had significant potential for growth through inbound tourism and we were involved in a number of initiatives that promoted the region in overseas markets including the USA, Canada/North America, Germany, Netherlands, China and Australia. We have seen international inbound travel fall dramatically as a result of Covid-19, and inbound tourism is unlikely to return to the UK until late 2021 with an anticipated slow recovery of visitor numbers. When travel restrictions start to ease and confidence to travel to the UK from other countries improves, we intend to be well placed to welcome international visitors to our region.

WE WILL

- Maintain relationships with travel trade and overseas operators, ready for an anticipated recovery from autumn 2021
- Promote the Peak District and Derbyshire to overseas markets through attendance at MeetEngland and ExploreGB virtual trade events during 2021
- Continue working with our travel trade partners in Germany, Netherlands and the USA and provide inspirational content for sharing across digital platforms to keep the market warm until travel corridors reopen
- Develop tactical marketing campaigns working with other destinations to create 'England experiences' combining the best that we have to offer
- Target the less risk averse millennial market building on our core proposition of the great outdoors and wellness
- Link with prominent events such as the Commonwealth Games in July/August 2022 to incentivise extended stays
- Maintain strategic relationships with gateway airports - Manchester, Birmingham, East Midlands and Leeds/Bradford and the recently approved East Midlands Freeport

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Economy

SP5

BECOME A DESTINATION FOR ACTIVE TRAVEL & TRANSPORT CONNECTIVITY



Our ambition is for the Peak District and Derbyshire to be a world class destination with a USP for active travel and transport connectivity, making visitor journeys accessible and sustainable. Our incredible array of walking and cycling routes offer opportunities across our destination to link visitors up to key attractions and market towns.

True collaboration and partnership working with private partners and public transport providers will strengthen transport connectivity between iconic attractions to provide active travel solutions and entice more visitors to our destination.

Connecting more domestic and international visitors to more places, helps to stimulate growth of the economy and contributes to the government's 10-Point Plan for a Green Industrial Revolution so it is imperative that tourism is a key consideration when partners are developing transport plans.



WE WILL

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- Support Derby City and Derbyshire County's ambitious bids for the Zero Emission Bus Regional Area scheme (ZEBRA) to enable more sustainable journeys within the area.
 - Collaborate with public and private transport providers to implement active travel solutions that connect rail with public transport, walking and cycling trails offering active travel and 'no car required' experiences.
 - Work with rail companies to improve infrastructure through the introduction of cycling hubs at key stations
 - Promote through ticketing solutions that resolve 'last mile' challenges, by combining rail tickets with various transport modes to key destinations, for example, taxi's, bikes and car hire companies – removing any barriers that may prevent or deter visitors to our destination and promote Mobility as a Service (MaaS)
 - Support businesses to promote active travel solutions and transport connectivity, for example, 'how to get here' maps, a greater range of itineraries on rail websites, businesses displaying travel information on their websites – all with the end goal of making it easier for visitors without their own transport, particularly millennials, to move around our destination seamlessly and effortlessly
 - Build on the success of the Pedal Peak project creating and promoting cycling holidays and experiences
 - Support surface transport planning and the alignment of bus and rail routes to popular destinations through the development of travel apps and sharing of technology to provide a co-ordinated response and achieve MaaS aims
 - Work with PEAK destination partners to develop sustainable transport solutions that will move visitors to, from and around the National Park. PEAK will feature 2,500 car parking spaces on site presenting major opportunities to work with key partners such as Toyota to look at sustainable modes of transport including hydrogen powered buses
 - Work with Active Derbyshire to continue the increase take-up of active travel through behavioural changes. The pandemic has significantly increased the numbers of people exercising, walking and cycling – we will use this opportunity to continue this trend, reaching communities and educating people on the value of healthier lifestyles through our domestic marketing campaigns – supporting people to continue being active and supporting inactive people to be active in their everyday lives.
 - Provide strategic support for the development of the White Peak Loop (WPL), a visionary circular route of 86km around the Derbyshire Peak District to provide where feasible a predominantly traffic-free cycling, horse riding and walking trail with links to stations at Matlock and Buxton. The WPL connects three of the area's most popular multi-user trails: Monsal, Tissington and High Peak.
 - Continue to support the Visit Sleep, Cycle, Repeat (VSCR) initiative to develop an alternative short-stay destination, where it's easy to cycle on the extensive network of local trails between local heritage attractions such as Hardwick Hall, Creswell Crags and Clumber Country Park. Both the WPL and VSCR are part of the longer term vision to develop the commercial infrastructure of the cycling trails through, for example, the creation of new businesses such as cycle hire, food and drink or accommodation providers to give visitors an all-round experience. Both are key components of the Council's long term strategic vision to develop its Key Cycle Network which sits at the heart of both the Derbyshire Cycle Plan (the ambition to be the most connected county in the UK for cycling) and the regional Local Cycling and Walking Infrastructure Plan
 - Support partnership working with local communities to develop and deliver active and sustainable travel projects e.g. Buxton On The Move and the Travelling Light initiative in the Hope Valley.

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Industry

SP6

LEAD THE WAY WITH SUSTAINABLE TOURISM

2020 has seen a massive shift in the perception of responsibility for the environment and our popular green spaces. This change must be seen as an opportunity for the Peak District and Derbyshire to lead the way with green sustainable tourism.

WE WILL

- Manage the number of visitors to our 'honey pot' beauty spots by promoting lesser known areas within our destination, dispersing visitors to our 'hidden gems'
- Create experiences that extend the season, attracting and dispersing visitors 365 days a year, stretching the shoulder months and removing pressures during the high peak weeks of the year and minimising impact on local residents
- Attract responsible visitors by encouraging businesses to introduce guests and consumers to enjoy genuine experiences, in the outdoors and those that include arts and craft-making
- Contribute to minimising environmental impacts by educating businesses and visitors to operate in an environmentally friendly manner, for example helping to conserve the local area and its economy, supporting ethically produced, seasonably grown food and drink
- Encourage greater pride and understanding of the benefits of sustainable tourism for both businesses and visitors
- Work in partnership with the Peak District National Park Authority and the National Forest, joining up marketing messages and communications to create a prosperous visitor economy where environmental responsibility is intrinsically linked with business success
- Support strategic objectives and actions with the Peak District National Park's Management Plan 2018-23 'encouraging enjoyment with understanding' and 'supporting thriving and sustainable communities and economy'. We will promote consistent messages about the importance of the Countryside code and develop awareness and understanding of the benefits of maintaining green spaces for people to enjoy for years to come. The 'Inspired by the Peak District' brand reflects provenance and quality.

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Industry

SP7

BID TO BECOME A DERBYSHIRE TOURISM ZONE

The Peak District and Derbyshire becoming a Tourism Zone represents the major prize for the sector and draws together our ambitions for the long-term prosperity of the region's visitor economy. Achieving Tourism Zone status would give us the resources and credibility to realise the long-term growth of the visitor economy with locally enhanced powers over business rates, planning, transport and support to help businesses digitise. Becoming a Tourism Action Zone will help address the long-term strategic factors which have previously constrained growth of Derbyshire's visitor economy; it will allow us to do more work to:

WE WILL

- Strengthen our infrastructure through reinvesting business rates growth in local product development and marketing to incentivise business retention and to encourage start-ups to grow the visitor economy even more
- Understand our visitors through improved methods of data collection and build quality tourism product that meets visitors' needs and expectations
- Help make the destination better connected by both transport and digital investments
- Develop localised digital plans to help SMEs become better connected and more resilient
- Extend the tourism season through the attraction of new cultural and business events
- Fix localised transport issues to improve the visitor experience
- Build world class tourism experiences using regional products encouraging businesses to work together showcasing a vast array of tourism offers and hidden gems across international markets
- Promote tourism jobs in local schools and colleges to help support local job markets

Collaboration and a strong partnership is vital to making this game changing intervention a reality and the collective work that has taken place with our public and private sector partners during the pandemic brings us one step closer.

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Industry

SP8

PROMOTE THE SECTOR AS A
PLACE TO BE PROUD TO WORK
WITHIN



Visitor economy businesses within the Peak District and Derbyshire employs 32,000 people, offering a wide range of employment opportunities from hotels, restaurants, cafes, bars and visitor attractions and through to more diverse opportunities such as working in travel agencies, art galleries and museums.

The current workforce across the visitor economy has been furloughed for as many as 39 weeks or longer and this is set to continue for many until 21st June 2021 when the full Covid-19 restrictions are due to be eased. The impact of this length of time away from the work place has in some cases resulted in a move into other jobs leaving skills gaps across many businesses.

The importance of the sector underpins the need to do what we can to help make sure it can thrive and grow in the longer term and support the Tourism Deal's ambition that by 2030, hospitality and tourism are regarded as an industry of choice.



WE WILL

- Promote the sector as a place to be proud to work within, with opportunities to develop rewarding careers
- Work with the D2N2 LEP on their new website aimed at getting young people back into work, recognising that the visitor economy plays a key role in this aspiration
- Work with businesses to understand current gaps as a result of the pandemic and support the sector to recruit and retain a passionate and committed workforce;
- Encourage businesses to access programmes such as Kickstart and offer opportunities for young people often constrained by rurality issues which can impact on their ability to travel
- Work with businesses to help address longstanding challenges relating to the image of the sector, which have been further compounded by the impact of Covid-19 and long periods of furlough for so many members of staff
- Represent the sector and raise the profile of specific needs and challenges to ensure policies, funding, government support and skills requirements are adequately reflected in skills plans
- Celebrate people that work within the sector at the annual tourism awards event – celebrating not only businesses, but inspirational individuals within the sector
- Explore the possibilities of a Peak District and Derbyshire visitor economy apprenticeship scheme by working with Colleges and local training providers
- Link with VisitEngland to increase buy-in from indigenous businesses to offer local training opportunities
- Promote tourism jobs across schools and colleges



SP9

WORK WITH PARTNERS TO REVITALISE MARKET TOWNS

Market towns play a crucial role in developing and maintaining sustainable rural communities. Improvements over the years in personal mobility and communication have developed the role of market towns to become visitor attractions for urban residents and desirable locations for those seeking attractive places from which to commute to. We recognise the importance of our urban centres and market towns and the need to enhance their resilience and diversity. Improving their digital connectivity is critical to their competitiveness.

WE WILL

- Work with partners to support Wi-Fi enablement across Derbyshire prioritising market towns and rural villages to be connected to broadband
- Work with our Local Authority partners to support the achievement of their tourism plans and improve the quality of life and vitality of economies
- Use dispersal strategies to encourage visitors away from the 'honey pot' areas during the peak seasons, promoting the special mix of convenience, community, retail, services, leisure and entertainment, history and heritage all packed up within the offer
- Help revitalise and create 'functional market towns' by driving visitor footfall through the promotion of local events, festivals and food/drink markets, creating peaks of activity from Easter, through to the summer and up to an autumn/winter peak with added opportunities offered by Christmas markets
- Position market towns as special places to stay through targeted campaigns that also offer a great sense of place and civic pride for communities to come together
- Support strategic partners to make market towns easily accessible for all, young and old, through good transport including rail, bus, walking and cycle routes

The Rescue & Rebuilding of Peak District & Derbyshire's Tourism Industry

SP10

WORK COLLABORATIVELY TO DELIVER OUR LOCAL AUTHORITY TOURISM STRATEGIES

We will work collaboratively with our local authority partners to help the visitor economy return to the economic and social powerhouse it once was. This is our collective opportunity to work in partnership, showcase our unique assets, attract visitors to our region and boost local economies.

WE WILL

- Build closer working relationship with our region's Tourism Officers to help complement local strategies and the achievement of tourism plans by aligning our Service Level Agreements and agreeing Key Performance Indicators (KPIs) in relation to recovery by the end of April 2021
- Drive footfall to local areas by working with Tourism Officers to update content on our website and showcase hidden gems and other attractions
- Identify opportunities to pool resources from across our region, for example, through the Welcome Back Fund, to deliver joined up campaigns to drive visitors through the shoulder season
- Deliver campaigns promoting outdoor eating, food and drink clusters within our region
- Create more experiences and bookable experiences
- Encourage local areas to signpost visitor economy businesses to our business support workshops and webinars
- Help develop the cultural and heritage offer by working in partnership with areas accessing the Levelling Up Fund, and support local bids to the Community Renewal Fund that seek to increase skills and jobs within the visitor economy sector.

MARKETING PEAK DISTRICT & DERBYSHIRE

*Marketing Peak District & Derbyshire, East Midlands Chamber,
Commerce House, Millennium Way,
Dunston Road, Chesterfield,
Derbyshire S41 8ND*

visitpeakdistrict.com/industry