

**Questions Growth and Tourism Review**  
**Allison Westray Chapman**  
**AD - Economic Growth**

1.	<p>What is the scale of Tourism within North East Derbyshire</p> <ul style="list-style-type: none"> <li>• Sector balance, not sure</li> </ul>
2.	<p>What is our marketing strategy and is it effective</p> <ul style="list-style-type: none"> <li>• Peak District and Derbyshire – delivered through them</li> <li>• Do we influence – critical</li> <li>• Pay £10,000 to CBC – do get value. Looking soon at the Service Level Agreement, Destination Management partners and CBC input for us. Looking to put some targets into the SLA</li> </ul>
3.	<p>How effective do you think our branding is</p> <ul style="list-style-type: none"> <li>• Branded through Chesterfield. Have perception we are growing tourist area</li> </ul>
4.	<p>What is our offer</p> <ul style="list-style-type: none"> <li>• Adjacent to Peak District, good quality accommodation. Q Hotels in our area? Look at range across Chesterfield not just North East. CBC doing accommodation analysis. Lodge accommodation on Avenue. On edge of peak district.</li> <li>• Brand/offer developing. DNO doing more international work like from China. Historic House market. Think DNO linking long haul flights to Birmingham to Historical Houses to attract them. Wider connectivity now on agenda at higher level</li> <li>• Putting strategy to develop this.</li> </ul>
5.	<p>How do we compare with others similar to us</p> <ul style="list-style-type: none"> <li>• Regarded as an organisation that pushes boundaries, looks for partnership and sees opportunities, bold</li> </ul>
6.	<p>Is there connectivity between our attractions</p> <ul style="list-style-type: none"> <li>• Yes – DNP – historic houses/cycling growing and recognised. Attract and disperse to Chatsworth, then to Peak District.</li> <li>• Looking at A61 Corridor issue</li> </ul>

7.	<p>What are the main barriers to developing Tourism within North East Derbyshire</p> <ul style="list-style-type: none"> <li>• Offers, some not great, Gulliver's Kingdom ok but not stand out.</li> <li>• Q Rother valley visitors to visit Killamarsh? Chesterfield will put on website if you contact them. They do contact parishes and put events on site but parishes need to respond. Sent them to Alyson Barnes</li> </ul>
8.	<p>How much funding does the Council put into Tourism</p> <ul style="list-style-type: none"> <li>• Not answered</li> </ul>
9.	<p>How is Tourism within North East Derbyshire supporting the Council's Growth Agenda</p> <ul style="list-style-type: none"> <li>• New employment opportunities. Accommodation business rates support growth</li> </ul>
10.	<p>How well are we working with our partners</p> <ul style="list-style-type: none"> <li>• Works well, good relationships. Not frightened to challenge. Review SLA, they are fine with that</li> </ul>
11.	<p>What are the future development areas</p> <ul style="list-style-type: none"> <li>• Connectivity – need to get between facilities. Growing them in growth agenda. Physical corked out well including big sites.</li> <li>• Clearer to me last year that Growth Strategy needs to acknowledge connectivity both internal and external to District. A61, other ways like tram. Currently a weakness. Tram could go to Dronfield/Killamarsh. Mentioning at Sheffield City Regions A61/tram. Stopping end Killamarsh and open Northern end of District. Connectivity major feature (should be of Growth Strategy)</li> <li>• Portfolio holder? A number of different elements Pat Kerry, Michael Gordon and ultimately Graham Baxter. Think works</li> </ul>
12.	<p>Is there anything else you would like to tell us</p> <ul style="list-style-type: none"> <li>• Economic Development – spidery, crosses lots of responsibilities, Ann Weston at Bolsover</li> <li>• Could we market better to China? Yes always scope. Can put a lot in and not sure get back. Financial challenge. Need to get balance</li> </ul>

**Questions Growth and Tourism Review**  
**Neil Johnson, Development and Growth Manager**  
**Alyson Barnes, Tourism, Museum and Events Manager**  
**Chesterfield Borough Council**

1.	<p>What is the scale of Tourism within North East Derbyshire</p> <ul style="list-style-type: none"> <li>No Tourism Officer now. CBC looks after the money. Authorities contribute £4,000 each. Difficult to get NED figures. Steam figures CBC buys theirs at a cost of £1500. Useful compiling year on year</li> </ul>
2.	<p>What is our marketing strategy and is it effective</p> <ul style="list-style-type: none"> <li>Have local one, quite loose. Destination Management/Derbyshire and Peak district markets as a whole and TIC provides information to visitors when they arrive. Produce a Chesterfield mini guide. Was a North East mini guide but no longer as not funded. We market North East on Visit Chesterfield web page. Do market NE on the website. Pick up highlights like Renishaw and Ashover show. Would welcome any ideas or events from parishes</li> </ul>
3.	<p>How effective do you think our branding is</p> <ul style="list-style-type: none"> <li>Difficult one. Did a branding exercises a few years ago – Peak District Border Country. Long title and does not say where we are. Changed it and now use Chesterfield Area. North East no defined.</li> </ul>
4.	<p>What is our offer</p> <ul style="list-style-type: none"> <li>Promote Renishaw hall and the country side and villages that sit in that. Do a walking festival which supports and touches this. Start and finish near a pub so added benefit. Surveys show increasing people who stop in the area. Wider areas sell the whole area. Bolsover Council showing events and things you can see. Produce a map of the area which is fairly complete. Also offer how well connected you are with M1, connection to the Peak District and the City (Sheffield).</li> </ul>
5.	<p>How do we compare with others similar to us</p> <ul style="list-style-type: none"> <li>Rural offer. Visit England doing work to try and increase economic impact. Equally as important as the town.</li> </ul>
6.	<p>Is there connectivity between our attractions</p> <ul style="list-style-type: none"> <li>Visitor economy group. Cannot find a venue to meet although we have offered. Lisa Fox, Bolsover, promote where attractions meet. Joint promotion activity, information sharing, transport connectivity issues. A61 awful to get to train station. Need to look at general transport connectivity</li> </ul>
7.	<p>What are the main barriers to developing Tourism within North East Derbyshire</p> <ul style="list-style-type: none"> <li>No barriers we try to promote the area. Don't see so many in the Visitor Information Centre. Tourists don't care about borders.</li> <li>Transport is a barrier, Resources. Businesses/people not taking advantage of Tourism</li> </ul>
8.	<p>How much funding does the Council put into Tourism</p>

	<ul style="list-style-type: none"> <li>£4,000 – been at this level for a while. Pay £4,00 to VIC to promote NEDD plus £4,000</li> </ul>
9.	<p>How is Tourism within North East Derbyshire supporting the Council's Growth Agenda</p> <ul style="list-style-type: none"> <li>Peak Resort opened our eyes to the visitor economy. One of our opportunities for Growth. CBC trying to attract money to the Town Centre. Exercise with Sheffield Hallam to promote entrepreneurial skills/courses. Should be the same for NE. DCC link on transport missing, could involve our local DCC councillors.</li> <li>Need to make attractive to younger people</li> <li>Packaging of various offers needed so people see various things to do and book</li> </ul>
10.	<p>How well are we working with our partners</p> <ul style="list-style-type: none"> <li>Not enough dialogue around the visitor economy. CBC thinking of producing a strategy.</li> </ul>
11.	<p>What are the future development areas</p> <ul style="list-style-type: none"> <li>Food and Food/Beer festivals but needs resource</li> <li>HS2 needs to be factored in brings us closer to London and Birmingham.</li> <li>We target Gold Card holders, offered to do for NED but not taken up</li> </ul>
12.	<p>Is there anything else you would like to tell us</p> <ul style="list-style-type: none"> <li>Website not responsive</li> <li>New visit chesterfield website. Resources and issue with project</li> <li>DMS hold dynamic records so input once and publish across many</li> <li>Don't get engagement from bed survey so don't have resource to chase which is concerning</li> <li>Work with Parishes</li> <li>Be part of Strategy discussions</li> <li>Need dialogue and regular communication</li> </ul> <p><b>Question - If money no object what would you do?</b></p> <ul style="list-style-type: none"> <li>Promote the area more further afield</li> <li>Produce more guides as only can do a few currently so distributed locally not further afield</li> <li>More regular communication. Could do more integration and packaging</li> <li>Travel guide and work more with parishes</li> </ul>

**Questions Growth and Tourism Review**  
**Scott Chambers**  
**Communications Manager**

1.	<p>What is the scale of Tourism within North East Derbyshire</p> <ul style="list-style-type: none"> <li>• Hard to gauge. Unique characteristics – countryside, Peak District in part of our district, quaint market towns and independent shops. Need to promote more. Don't sell our selves enough to attract people. Q –Parishes? Yes across the board work, business and shopkeepers. Need to analyse and promote as a package</li> </ul>
2.	<p>What is our marketing strategy and is it effective</p> <ul style="list-style-type: none"> <li>• Don't have. At Bolsover had a specific Cabinet Member. Made a bit for £25,000 funding to create marketing videos. Leisure video. Can put it down to parish level</li> <li>• Like to mirror here. Don't know Cabinet member for NED as believe it is a shared portfolio, not specific here.</li> <li>• Do events, leaflets and specific leaflets for each market town. Funding from transformation reserve for Bolsover. Could do same here. The video company would do for free. They will update ours free to 2022. Could to report to Executive. Destination marketing. Digital means wanted but leaflets for some</li> </ul>
3.	<p>How effective do you think our branding is</p> <ul style="list-style-type: none"> <li>• Council's own brand recognised. The sub brand to entice people to district North East needed with strapline like gateway to the Peak District</li> <li>• A forum would be good. (Member – we have a developer forum but not for tourism specific. Chair mentioned did attend a Peak District forum when last reviewed Tourism)</li> </ul>
4.	<p>What is our offer</p> <ul style="list-style-type: none"> <li>• As above. Need organisations to get together to promote tourism in general. Other organisations including parishes and businesses</li> </ul>
5.	<p>How do we compare with others similar to us</p> <ul style="list-style-type: none"> <li>• No major attractions. Member our interaction with Sheffield? Countryside and City</li> </ul>
6.	<p>Is there connectivity between our attractions</p> <ul style="list-style-type: none"> <li>• Not sure don't know what the public transport like</li> </ul>

7.	<p>What are the main barriers to developing Tourism within North East Derbyshire</p> <ul style="list-style-type: none"> <li>• Transport a major one.</li> <li>• Amount of accommodation, not enough.</li> <li>• Do have the five pits trail which supports cycling</li> </ul>
8.	<p>How much funding does the Council put into Tourism</p> <ul style="list-style-type: none"> <li>• £25,00 at Bolsover</li> <li>• No dedicated tourism officer so may impact on attracting tourist. My team could do a lot to help</li> </ul>
9.	<p>How is Tourism within North East Derbyshire supporting the Council's Growth Agenda</p> <ul style="list-style-type: none"> <li>• Tourism key. Lot of things connecting this to Growth. Spend in shops, bed and breakfast. More people come may get relocation of business as a knock on effects</li> </ul>
10.	<p>How well are we working with our partners</p> <ul style="list-style-type: none"> <li>• Not aware work that well with them. CBC don't speak to them a lot. Don't think get money's worth. Need better liaison but have no officer</li> </ul>
11.	<p>What are the future development areas</p> <ul style="list-style-type: none"> <li>• As above. Promotion work, videos, events. Liaise with parishes they are grass roots. Can develop better in local towns and villages</li> </ul>
12.	<p>Is there anything else you would like to tell us</p> <ul style="list-style-type: none"> <li>• People won't visit on Sunday if our shops are shut in town. Need to get into Town Teams</li> <li>• Tourism key, not my direct responsibility but have an interest in it</li> </ul>

**Questions Growth and Tourism Review**  
**Julian Cosgrove**  
**Economic Development and Growth Manager**

1.	<p>What is the scale of Tourism within North East Derbyshire</p> <ul style="list-style-type: none"> <li>• Housing economic strategy (page 38. Summary of Tourism sector, expenditure. 43% increase</li> <li>• 2014 identified plans actions for our tourism sector. Done lot of work</li> <li>• Primarily would define tourism in NED as food and accommodation. Class scale of tourism as 8% (handed out a pie chart sheet showing this) 81% food, 19% accommodation (of whole 8 %?).</li> <li>• Two LEPs – need to evidence why they should invest in our area</li> <li>• What effort should we put into our tourism offer?</li> </ul>
2.	<p>What is our marketing strategy and is it effective</p> <ul style="list-style-type: none"> <li>• Developer's forum twice yearly – investment cycle facilities. Opportunities around large developments sits such as Avenue</li> <li>• Peak District and Derbyshire have own strategy and plan</li> <li>• Some work with CBC, pay money to them</li> <li>• Q Are you getting VFM – Hard to attribute work CBC doing to increase. Member comment – don't participate in meetings. – Had officer but she left, replaced by non-tourism expert. Now on maternity so representative not there and only Bolsover, not us</li> </ul>
3.	<p>How effective do you think our branding is</p> <ul style="list-style-type: none"> <li>• Linked to Derbyshire marketing. Yes it is. Have strong growth in accommodation sector. 30% of businesses increased their growth by 20% last three years</li> </ul>
4.	<p>What is our offer</p> <ul style="list-style-type: none"> <li>• CBC, sites of Bolsover, Peak District, ours. Accommodation on offer</li> </ul>
5.	<p>How do we compare with others similar to us</p> <ul style="list-style-type: none"> <li>• Investment in sector very favourable. £10,500 marketing. Peak District in Derbyshire £8,000. CBC was £4,000 when we had officer post, although not now</li> <li>• Doing other ways to support. Industrial strategy mentions Tourism four times. Support but through business. Great emphasis on productivity. Member quote – considers that support for businesses and productivity supports tourism by increasing accessibility. Switch from tourism officer to investment in partnership</li> </ul>

6.	<p>Is there connectivity between our attractions</p> <ul style="list-style-type: none"> <li>• A61 – buses, cycle ways key part of wider strategy. Working on, working with DCC. Not working on buses provision but flow of traffic</li> </ul>
7.	<p>What are the main barriers to developing Tourism within North East Derbyshire</p> <ul style="list-style-type: none"> <li>• Seeing growth in sector. Need consultation with people who visit and what is missing</li> </ul>
8.	<p>How much funding does the Council put into Tourism</p> <ul style="list-style-type: none"> <li>• See above</li> </ul>
9.	<p>How is Tourism within North East Derbyshire supporting the Council's Growth Agenda</p> <ul style="list-style-type: none"> <li>• Provides jobs, skills, apprenticeships. Think we are being proactive</li> </ul>
10.	<p>How well are we working with our partners</p> <ul style="list-style-type: none"> <li>• Could do more. Like to sit round table with them</li> </ul>
11.	<p>What are the future development areas</p> <ul style="list-style-type: none"> <li>• Strategy coming to end, need to renew and discuss what we want to do.</li> <li>• Mega sites – need to have attractions bolted on</li> </ul>
12.	<p>Is there anything else you would like to tell us</p> <ul style="list-style-type: none"> <li>• Working with parishes on what have to offer</li> <li>• Could do more, rely on CBC promotional</li> <li>• Cash giving equates to full time officer on Tourism</li> <li>• 8% but about a fifth of our time. Money better spent than having an officer.</li> </ul>