



North East
Derbyshire
District Council

Tourism Strategy

for North East Derbyshire

2020 - 2023





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Our vision and priorities

This Visitor Strategy is a key part of a larger plan for the growth and regeneration of the district's economy. As such, it aligns very closely with the aims and objectives of the Council's Plan.

North East Derbyshire Council Plan 2019 - 2023

The overall vision of the Council's Plan is that North East Derbyshire is:

- Clean and attractive;
- A place where people are proud to live and work;
- A place where people will prosper;
- A place where people will feel safe, happy and healthy.

To do this, the Council Plan sets out the Council's aims, which include:

- Growing our local economy and being a business friendly district.

The Council Plan also sets out its key priorities that will help to meet this aim.

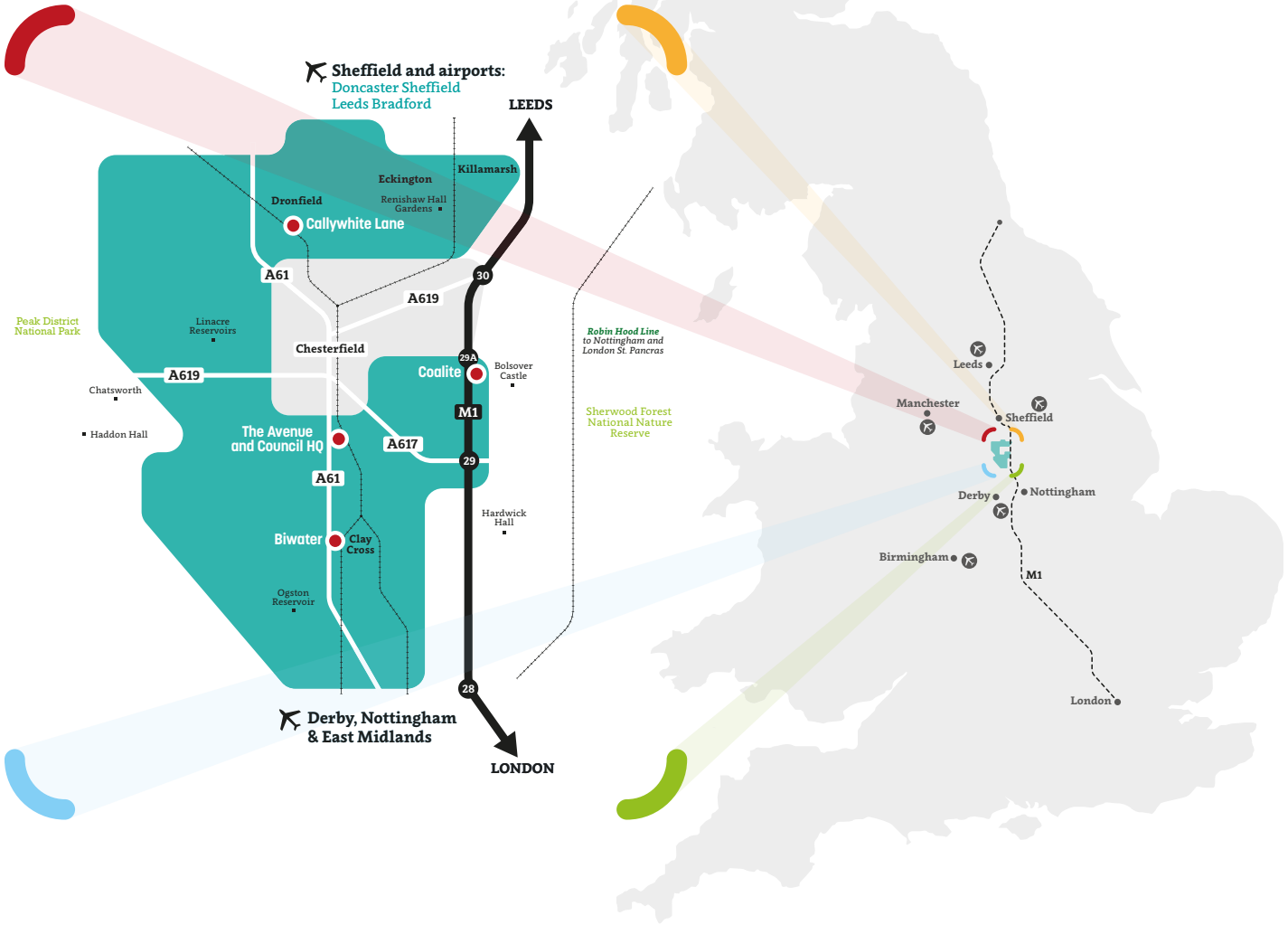
These include:

- Develop and promote a visitor economy across the District
 - Develop a tourism strategy
 - Promote heritage sites
 - Encourage day-trippers and over-night stays

This Visitor Economy Strategy for North East Derbyshire sets out how the Council aims to develop and grow the visitor economy of the district, which in turn will help to develop the local economy.



Map of North East Derbyshire



Key Statistics

North East Derbyshire is located in the centre of England, and is within driving distance of a number of key cities:

- Sheffield - 14.7 miles
- Birmingham - 76.1 miles
- Manchester - 48.3 miles
- London - 151 miles



Residents in North East Derbyshire had access to

£1542million

Gross Disposable Household income in 2016, which equates to

£15,352 per head



(Source: ONS Regional Gross Disposable Household Income by Local Authority)

Between March 2019 and March 2020, there were a total of

41 visitor events held in the district. These were mostly walking festival events and well dressing events.



(Source: Visit Chesterfield and Visit Peak District websites)

The district has significant numbers of people living within potential day visiting distance. In 2018, population figures were as follows:

North East Derbyshire = **101,100**

Derbyshire = **796,100**

East Midlands = **4,804,100**



(Source: NOMIS)

According to STEAM, in 2017 the Visitor Economy provided **1,949 FTE jobs** in North East Derbyshire

(Source: NED STEAM report)



North East Derbyshire tourism facts and figures

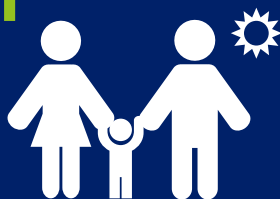
In 2019, North East Derbyshire District Council commissioned a STEAM report to provide a picture of the economic impact of the Visitor Economy sector onto the local economy. The report revealed the following:

In 2017, the total economic impact of the visitor economy in North East Derbyshire was approximately

£147million

75%

Day visitors



25%

Overnight visitors



The biggest sectors that contributed to this economic impact were:

Retail =

£43.6million



Food and Drink sectors =

£31.4million



The sector that contributed the least to the economic impact was

Accommodation =

£3.98million



However, the Accommodation sector has the highest growth of all the sectors at

31.2% since 2009

Since 2009, the trend for the total economic impact of the visitor economy has been an upward one, with an average yearly growth rate of approximately **1.9%** across the period

Also, since 2009 there has been an increase of approximately **16%** in the overall number of visitors to the district



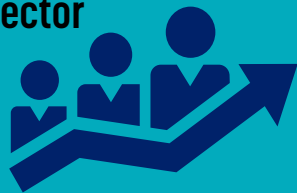
When examining the MINT online business database, the number of businesses working in the Visitor Economy is as follows:

NED Visitor Economy Businesses April 2020

Insert chart for visitor economy sectors

(Source: FAME online business database April 2020)

Since 2009 employment in the visitor economy sector has increased by **16.7%**



The report showed that in 2017, there were approximately **3.033million day visitors**

(Visitors who visit for 3 hours or more for a non-routine purpose) to the district.

These visitors spend an average of **£36.50**

Since 2009, staying visitors have seen an increase of approximately

18,000

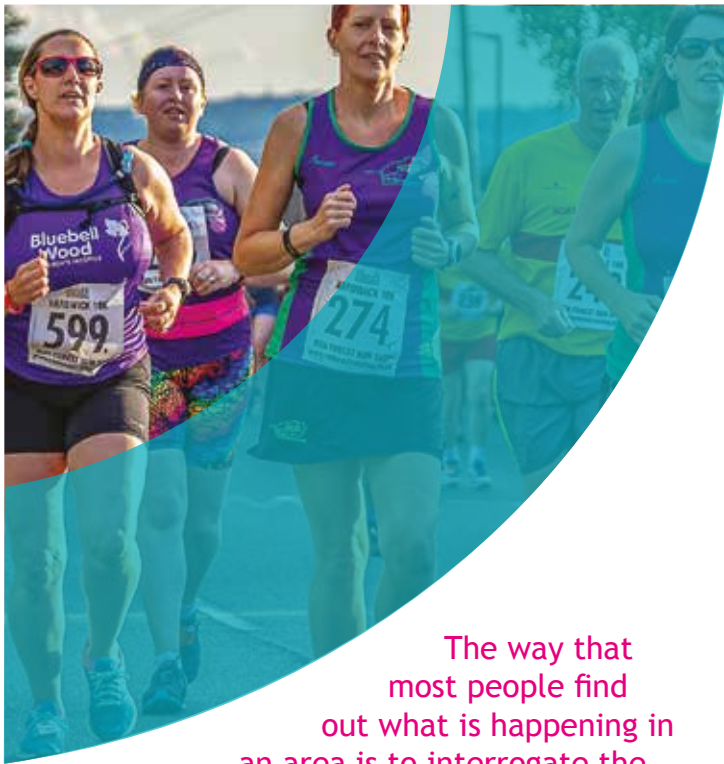
Average spend per visitor has increased to

£169 in 2017

which meant that in 2017 the total spend of staying visitors was

£36.32million





Using partnerships to grow our tourism offer

The way that most people find out what is happening in an area is to interrogate the internet to plan a visit. An examination of both the 'Visit Chesterfield' and the 'Visit Peak District' websites and their 'What's On' sections for the period 4th March 2019 to 5th March 2020, shows that there are, as of the time of this strategy, 41 visitor events being advertised within the district. The majority of these are walks being held in the district for the Chesterfield Area Walking Festival and the various Well Dressings held in the district's towns and villages. It is clear that there are a much larger number of events being held, but these are currently not being advertised on the tourism websites.

A key task is therefore to ensure that we capture the maximum number of events possible to ensure that we maximise the opportunities for people to visit our district and enjoy all it has to offer. To do this we must work with event organisers and our Parish and Town Councils making as easy as possible to publicise events.

As is shown so well by the graphic at the beginning of this strategy, North East Derbyshire is part of a wide and varied tourism offer for the region as a whole and we benefit from being partners in developing the wider tourism offer.

To this end, it is important that this strategy links closely with the strategies of our partners.

Marketing Peak District and Derbyshire

The Peak District and Derbyshire Growth Strategy for the Visitor Economy 2015 - 2020

This is the Destination Plan for Marketing Peak District and Derbyshire, the tourist board for the area.

This document has the overall vision:

"To champion the Peak District and Derbyshire as a great place to visit, live, work and play. 'A world class destination' offering rich experiences in a cherished landscape, having an unrivalled reputation for heritage, culture, the outdoors, walking and cycling, with a year round programme of events and festivals."

To meet this vision, the document sets out six strategic aims:

- Maximise the impact of the visitor economy in key destinations and hubs
- Capital investment to improve the visitor offer
- Create a leading cultural, festivals and events destination
- Maximise the potential for growth through tactical marketing campaigns
- Develop a successful thriving tourism industry
- Develop a consistent brand for the Peak District

This Visitor Economy Strategy aims to help to grow North East Derbyshire as a destination for visitors, which in turn will contribute to the 6 strategic aims of Marketing Peak District and Derbyshire.

D2N2 Strategic Economic Plan - 'Vision 2030'

The LEP's Strategic Economic Plan sets out its plan to improve the economy of the region. It has the overall vision:

"By 2030, D2N2 will have a transformed high-value economy, prosperous, healthy and inclusive, and one of the most productive in Europe. The spark in the UK's growth engine."

To implement this vision, the Plan sets out three over-arching themes. These are:

- Productive and Growing Businesses
- Skills and Knowledge for the Future
- Quality of Place

Within each of these themes, there are a number of investment priorities. Within the 'Quality of Place' theme, these include:

- Place Making and Marketing: Empower communities across D2N2 as great places to live, work, study and visit; and undertake compelling place marketing in order to attract inward investment and talent to the area, and to drive up visitor spend.

This Visitor Economy Strategy for North East Derbyshire aims to help to both develop the district as a place for people to visit, and also to increase and expand the promotion of the district as a place to visit.



Planning and tourism in North East Derbyshire

The North East Derbyshire Emerging Local Plan, 2014-35 sets out the Council's planning agenda for the period 2014 to 2035.

The document is in draft stage and is subject to change.

The document discusses tourism and the visitor economy, and how the planning system and the Local Plan can help the sector to grow and provide a benefit to the local economy, whilst at the same time respecting the rural and tranquil nature of the district. To this end, the Plan has two policies relating to tourism and the visitor economy. 'Policy WC6: Visitor Economy and Tourism Development in the Countryside' and 'Policy WC7 - Tourist Accommodation in the Countryside'. These policies are both aimed at bringing forward tourism related development within the district, as long as it does not have an overly negative impact upon the countryside.

As well as these two main policies, the Local Plan has numerous other references to the visitor economy in North East Derbyshire and helping it to grow.

This means that the development of the visitor economy is recognised within the Local Plan is vital to economic growth, due to the increased expenditure it can bring into the district, and the significant employment numbers it helps to generate.



How good are we currently?

Our Strengths

- Central location of the district, with approximately 4.8million people living nearby
- Excellent national connectivity - M1, nearby airports, Chesterfield and Dronfield Train Stations
- Ease of access from North East Derbyshire to regional attractions
- Proximity of nearby large cities and towns - Sheffield, Nottingham, Derby, Chesterfield
- Large areas of public open space, country parks etc
- Chesterfield Canal running through parts of district
- Proximity of Peak District National Park
- Good quality attractions nearby including Chatsworth Hall and Gardens, Bolsover Castle, add others here

Our Weaknesses

- Poor district level connectivity - reduced public transport links, disjointed cycling/walking network
- No district 'capital' city or town to act as a draw
- Lack of visitor attractions (e.g. castles, houses, museums etc) in the district
- Lack of local branding for visitor economy - no identity
- Lack of public sector resource availability
- Lack of evening economy in 4 district town centres





Our Priorities

What are our Priorities?

- Promote the district to potential visitors to encourage both day trippers and overnight stays
- Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased
- Develop and promote both the cultural and natural heritage of the area



Promote the district to potential visitors to encourage both day trippers and overnight stays

A key element to encouraging the visitor economy within North East Derbyshire, is to ensure that as many people as possible are aware of the district of North East Derbyshire, the attractions, accommodation and events within it and its proximity to other attractions. The district could have a large number of excellent attractions and accommodation, but without making visitors aware, those attractions would still struggle to draw people in.

Therefore, it is imperative that the Council and its partners work to implement a proactive marketing strategy for the district's visitor economy.

Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased

As well as promoting the district to potential new visitors, it is also vitally important that there are a number of high quality attractions and accommodation within the district.

Without this viable visitor offer, it will be difficult to not only attract visitors, but to also encourage repeat visitors.

To ensure that the district has a good number of attractions and accommodation for visitors, but also to ensure that the attractions and accommodation provided is of sufficiently high quality to attract visitors, to encourage visitors to return and also to encourage their friends and family to also visit.

To do this, the Council and its partners need to work with the businesses to help them to grow, providing guidance and support and access to finance etc. We are already talking to potential partners about the business opportunities there are to locate in North East Derbyshire.



The availability of good quality accommodation within the district is essential to the success of the strategy. There is currently no North East Derbyshire directory of accommodation. We need to make it as easy as possible for hotels, bed and breakfast establishments and holiday homes to advertise their presence in a way which encourages more overnight visitor to the area.





Develop and promote both the cultural and natural heritage of the district

A key attraction of North East Derbyshire is the picturesque, rural and natural heritage of the district - its beautiful country parks, reservoirs, and the green corridors that connect them. The district is also on the border of the Peak District National Park, which attracts millions of visitors every year.

As well as the natural heritage of the district, there is significant cultural heritage too. This includes a deep connection throughout the district to the mining industry, and links in Clay Cross to George Stephenson, amongst many others.

Both the cultural and natural heritage of North East Derbyshire is, by definition, unique to it. Therefore, by working to develop and improve both, the Council and its partners will help to increase its unique selling point.



What are the actions we plan to take?

Undertake a review of the visitor economy				
Task	Owner	Resources required	Measure(s) of success	Linked priority
Undertake a review of all accommodation in the district and create a baseline.	MH	<ul style="list-style-type: none"> Staff time Online Business Database. 	Accurate list of accommodation created.	Develop the visitor offer within the district to ensure the amount and variety of both attractions and accommodation is increased.
Undertake a review of all attractions in the district and create a baseline.	MH	<ul style="list-style-type: none"> Staff time Online Business Database. 	Accurate list of attractions created.	Develop the visitor offer within the district to ensure the amount and variety of both attractions and accommodation is increased.
Undertake a review of all events in the district and create a baseline.	MH	<ul style="list-style-type: none"> Staff time Online Business Database. 	Accurate list of events created.	Develop the visitor offer within the district to ensure the amount and variety of both attractions and accommodation is increased.
Update all 3 lists (accommodation, attractions, events) annually to ensure they are up-to-date and accurate.	MH	<ul style="list-style-type: none"> Staff time Online Business Database. 	Accurate lists created.	Develop the visitor offer within the district to ensure the amount and variety of both attractions and accommodation is increased.

Undertake a review of the visitor economy

Task	Owner	Resources required	Measure(s) of success	Linked priority
Regularly purchase STEAM reports for district.	MH	Budget allocation.	Accurate visitor economy impact data received.	Develop the visitor offer within the district to ensure the amount and variety of both attractions and accommodation is increased.

Employ a FTE Economic Development officer focussed upon the visitor economy

Task	Owner	Resources required	Measure(s) of success	Linked priority
Obtain Cabinet approval for post.	KA	Staff time to write report. Budget allocation for salary and on costs.	Approval obtained. Budget allocated.	All priorities.
Post advertised.	KA	HR support. Advertising costs.	Post successfully advertised. Applications received.	All priorities.
Officer appointed.	KA	Office workspace and equipment. Salary and on costs. Management of post.	Officer appointed and work begun.	All priorities.

Work with key strategic partners to promote the area to visitors, both day visitors and overnight stays

Task	Owner	Resources required	Measure(s) of success	Linked priority
Determine which organisations are key partners.	EDU Visitor Economy Officer.	Staff time.	List of key partners created. Key contact at each partner obtained.	Promote the district to potential visitors to encourage both day trippers and overnight stays.
Develop relationships with each partner.	EDU Visitor Economy Officer.	Staff time.	Closer working relationship and understanding developed.	Promote the district to potential visitors to encourage both day trippers and overnight stays.
Develop NED Visitor Economy Working Group.	EDU Visitor Economy Officer.	Staff time.	Development of partnership promotion activities.	Promote the district to potential visitors to encourage both day trippers and overnight stays.
Promotion materials for district produced.	EDU Visitor Economy Officer.	Staff time. Design Costs. Promotion material costs.	Promotion material created. Visitor numbers increased.	Promote the district to potential visitors to encourage both day trippers and overnight stays.

Work with key strategic partners and businesses to determine key areas of potential growth and removing barriers to growth

Task	Owner	Resources required	Measure(s) of success	Linked priority
Undertake visitor economy business survey to determine barriers to growth.	EDU Visitor Economy Officer.	Staff time.	Survey undertaken. Understanding gained of business needs.	Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.
Work with key partners to identify potential growth areas.	EDU Visitor Economy Officer.	Staff time.	Growth areas identified.	Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.
Work with partners to develop a suite of targeted interventions to promote growth.	EDU Visitor Economy Officer.	Staff time. Budget allocation.	Schemes put in place. Business Growth initiated.	Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.
Work to promote existing support to businesses.	EDU Visitor Economy Officer.	Staff time	Increased NED take up of partner schemes.	Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.

Work with partners to develop large-scale cultural activities within the district

Task	Owner	Resources required	Measure(s) of success	Linked priority
Determine potential sites for events.	EDU Visitor Economy Officer.	Staff time.	Suitable Sites Found.	Develop and promote both the cultural and natural heritage of the area.
Work with partners to develop events.	EDU Visitor Economy Officer.	Staff time.	New events developed and planned out.	Develop and promote both the cultural and natural heritage of the area.
Attractions/ Organisations booked to attend event.	EDU Visitor Economy Officer.	Staff time.	Number of attractions/ stalls at event.	Develop and promote both the cultural and natural heritage of the area.
Promote the event through key partners.	EDU Visitor Economy Officer.	Staff time.	Number of visitors attending event.	Develop and promote both the cultural and natural heritage of the area.

Encourage the development of the four town centres as visitor destinations, including developing their evening economies

Task	Owner	Resources required	Measure(s) of success	Linked priority
Review the current visitor offer within each town centre.	EDU Visitor Economy Officer.	Staff time.	Accurate knowledge of town centre.	Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.

Encourage the development of the four town centres as visitor destinations, including developing their evening economies

Task	Owner	Resources required	Measure(s) of success	Linked priority
Work with other projects, such as One Public Estate and the Clay Cross Town Deal to deliver improvements to the visitor offer in each town centre.	EDU Visitor Economy Officer.	Staff time. Budget allocation.	Town centre projects initiated.	Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.
Work with partner to develop support programmes for town centre businesses.	EDU Visitor Economy Officer.	Staff time. Budget allocation.	Number of businesses supported.	Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.
Promote the town centres as evening economy destinations.	EDU Visitor Economy Officer.	Staff time. Publicity costs.	Number of evening visitors increased.	Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.

Develop a visitor economy business network

Task	Owner	Resources required	Measure(s) of success	Linked priority
Create a list of potential invitees.	EDU Visitor Economy Officer.	Staff time.	Accurate list generated.	Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.

Develop a visitor economy business network

Task	Owner	Resources required	Measure(s) of success	Linked priority
Source potential venues for the network meetings.	EDU Visitor Economy Officer.	Staff time. Room hire costs.	Suitable venues located and booked.	Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.
Promote the networks to businesses to encourage attendance.	EDU Visitor Economy Officer.	Staff time. Publicity material costs.	Attendance figures of networks.	Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.
Develop an annual NED Visitor Economy Conference.	EDU Visitor Economy Officer.	Staff time Publicity costs Event costs (room hire etc)	Increased NED business take up of support.	Develop the visitor offer within the district to ensure that the amount and variety of both attractions and accommodation is increased.

Work with key partners to develop the Chesterfield Canal through the district

Task	Owner	Resources Required	Measure(s) of Success	Linked Priority
Make contact with Chesterfield Canal Partnership.	EDU Visitor Economy Officer.	Staff time.	Relationship developed.	Develop and promote both the cultural and natural heritage of the area.

Work with key partners to develop the Chesterfield Canal through the district

Task	Owner	Resources Required	Measure(s) of Success	Linked Priority
Determine key development projects.	EDU Visitor Economy Officer.	Staff time.	List of key projects and actions developed.	Develop and promote both the cultural and natural heritage of the area.
Obtain external funding for projects.	EDU Visitor Economy Officer.	Staff time. Match Funding.	External funding obtained.	Develop and promote both the cultural and natural heritage of the area.

Work with key partners to develop green infrastructure, such as footpaths and cycleways within the district

Task	Owner	Resources Required	Measure(s) of Success	Linked Priority
Determine upgrade needs of key footpaths and cycleways.	EDU Visitor Economy Officer.	Staff time.	Action plan of upgrade work created.	Develop and promote both the cultural and natural heritage of the area.
Obtain external funding for projects.	EDU Visitor Economy Officer.	Staff time. Match funding.	External funding obtained.	Develop and promote both the cultural and natural heritage of the area.
Promote footpaths and cycleways as visitor destinations and also ways to get to places.	EDU Visitor Economy Officer.	Staff time. Publicity costs.	Increase in number of visitors.	Develop and promote both the cultural and natural heritage of the area.



North East
Derbyshire
District Council

We speak your language

Polish

Mówimy Twoim językiem

French

Nous parlons votre langue

Spanish

Hablamos su idioma

Slovak

Rozprávame Vaším jazykom

Chinese

我们会说你的语言

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