



**North East  
Derbyshire**  
District Council

# Visitor Economy Strategy

## for North East Derbyshire

2020 - 2023





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# Visitor attractions in North East Derbyshire

## Key:




### Golf Courses

-  Hallows Golf Club, Dronfield
-  Shirland Golf Club, Shirland
-  Stanedge Golf Club, Stanedge
-  Renishaw Park, Renishaw
-  Chesterfield Golf Club, Walton
-  South Chesterfield Golf Club, Grassmoor



### Country Parks

-  Grassmoor Country Park

### Heritage and gardens

-  Renishaw Hall and Gardens
-  Troway Hall
-  Sutton Scarsdale Hall
-  Eckington Church - St Peter and St Paul's (Grade 1 listed, 12th Century)
-  St Giles Church, Killamarsh

### Attractions

-  Matlock Farm Park
-  Centre of England Tree, Morton

### Parks and lido

-  Cliffe Park, Dronfield
-  Kenning Park, Clay Cross
-  Sharley Park, Clay Cross
-  Jubilee Park, Coal Aston
-  Sindelfingen Park, Gosforth Valley
-  Wingerworth Lido, Wingerworth

### Nature Areas

-  Avenue Wetlands Nature Reserve and open space
-  Ogston Reservoir
-  Westthorpe Hills
-  Williamthorpe Nature Reserve
-  Holmewood Woodlands
-  Moss Valley Woodlands
-  Barlow Fisheries
-  Linacre Reservoir

### Walks and Trails

- Brackenfield Heritage Trail  
<https://www.brackenfield.org/brackenfield-heritage-trail/>
- Dronfield 2000 Rotary Round Walk
- Trans Peninne Trail  
<https://www.transpenninetrail.org.uk/>
- Five Pits Trail  
<https://www.derbyshire.gov.uk/leisure/countryside/access/walking/walks-and-trails/five-pits-trail.aspx#>
- Chesterfield Canal  
<https://www.chesterfield-canal-trust.org.uk/>



### Events

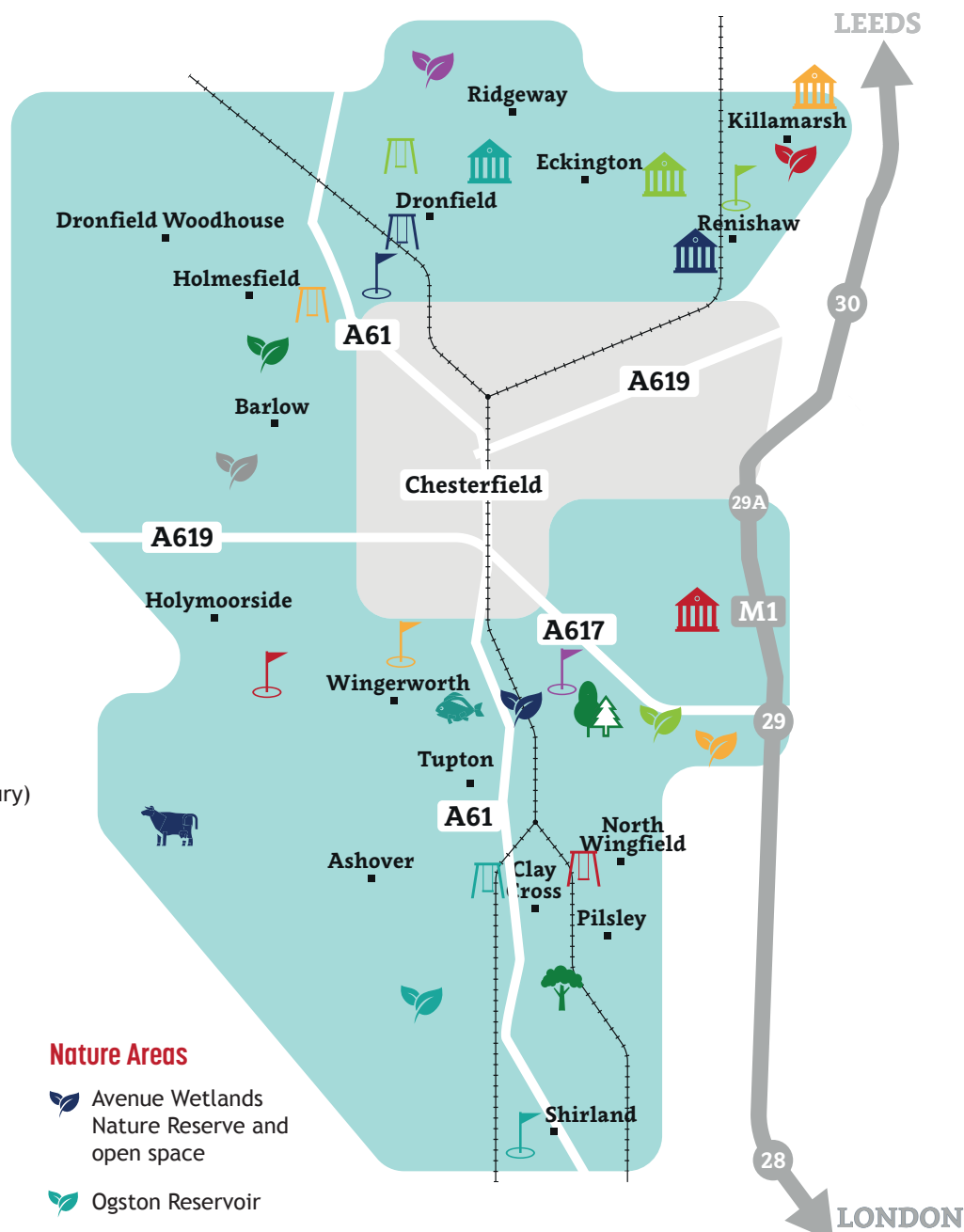
- Well Dressings
- Renishaw Hall Vintage Car Rally
- Eckington Motorcycle Meet
- Dronfield Beer Festival
- Dronfield Arts Festival
- Hardwick Road Race
- Chesterfield Walking Festival (various locations)



### Summer Galas

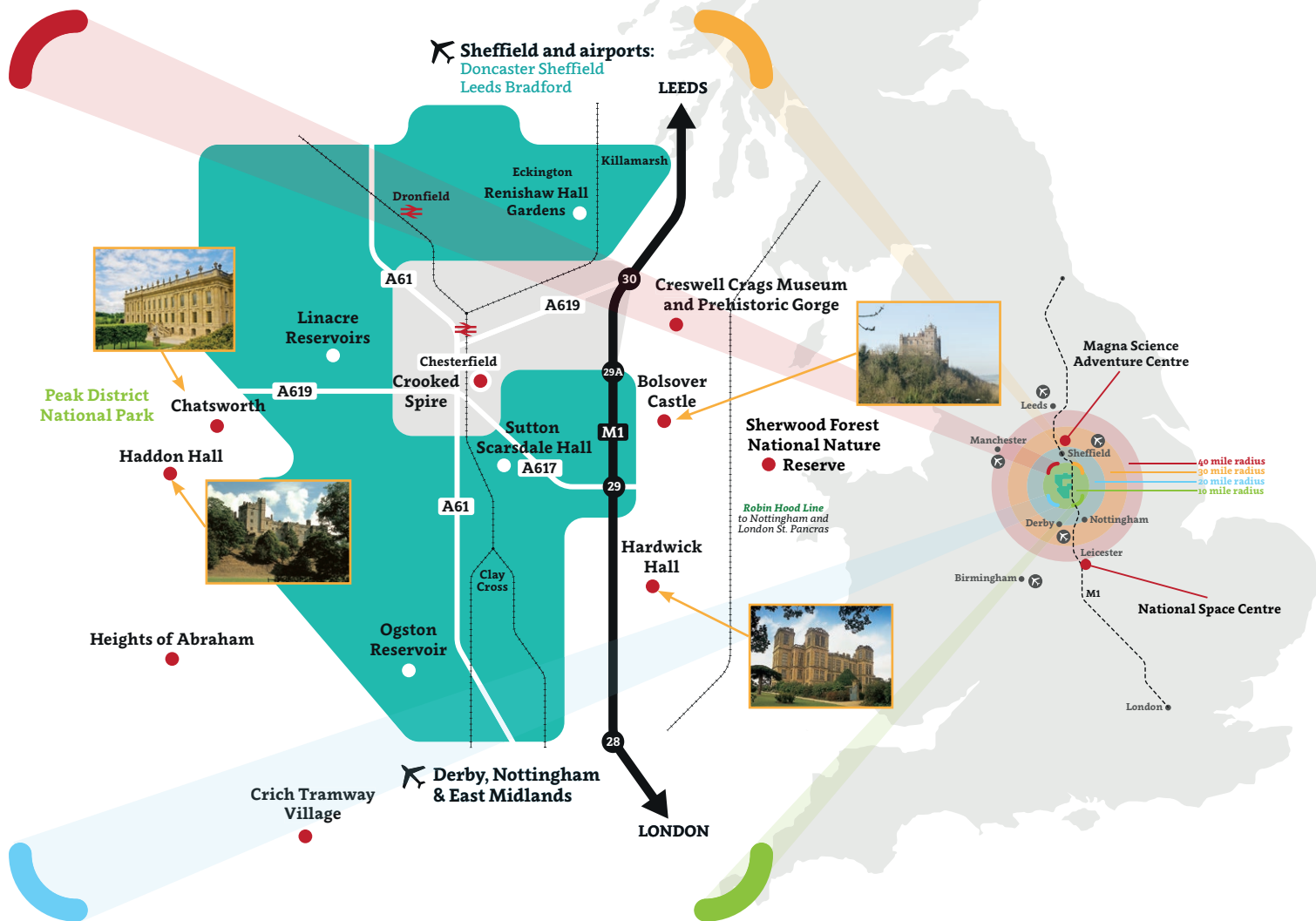
- Coal Aston Gala
- Eckington Summer Gala
- Dronfield Gala
- Clay Cross Gala
- Killamarsh Gala

For more information on events in Chesterfield visit [www.visitchesterfield.info](http://www.visitchesterfield.info)





# Map of North East Derbyshire





# Our Vision

**The Visitor Economy is a vital component to the prosperity of a place. Visitors bring additional expenditure to an area, which in turn leads to business and jobs growth. North East Derbyshire District Council recognises this, and is therefore committed to making sure the visitor economy for the district is as strong and robust as possible.**

This strategy sets out the Council's plan to encourage strong and sustainable growth within the Visitor Economy for the district.

The Council's vision is:

## Vision to be determined

In order to achieve this aspiring and attainable vision, and for the visitor economy to grow, the Council will focus its activities on several key priority areas. These are:

- Promote the district to potential visitors to encourage both day trippers and overnight stays
- Create a Year Round economy in the district
- Improve the skills of both business owners and their employees within the sector
- 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

The Council will work with key partners to develop and undertake projects within these priority areas that will bring forward growth in the visitor economy.

This document will explain the background details of North East Derbyshire's visitor economy, and will go into detail about our plans to help support it to grow.

# Key Statistics

Please note that these statistics are pre-covid 19.

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

Sheffield	-	<b>14.7 miles</b>
Birmingham	-	<b>76.1 miles</b>
Manchester	-	<b>48.3 miles</b>
London	-	<b>151 miles</b>



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)*



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

*(Source: NED STEAM report)*



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)*

# Local Policy / Strategy Picture

## 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.





# 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 as being vital to economic growth, due to the increased expenditure it can bring into the district, and the significant employment numbers it helps to generate.



# North East Derbyshire tourism facts and figures

Please note that these statistics are pre-covid 19.

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

STEAM is a bespoke tourism economic impact modelling process. It quantifies the local economic impact of tourism, from both staying and day visitors, through analysis and use of a variety of inputs including visitor attraction numbers, accommodation bedstock, event attendance etc. The STEAM model is recognised and utilised by a number of authorities and tourism organisations both locally and nationally, and therefore is a useful benchmarking tool to compare the performance of areas. 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



This figure is made up of approximately £109million of direct expenditure (i.e. expenditure by visitors) and approximately £38million of indirect expenditure.

The biggest sectors that contributed to this economic impact were:

Shopping =  
**£43.6million**



Food and Drink sectors =  
**£31.4million**



The sector that contributed the least directly to the economic impact was

Accommodation =  
**£3.98million**

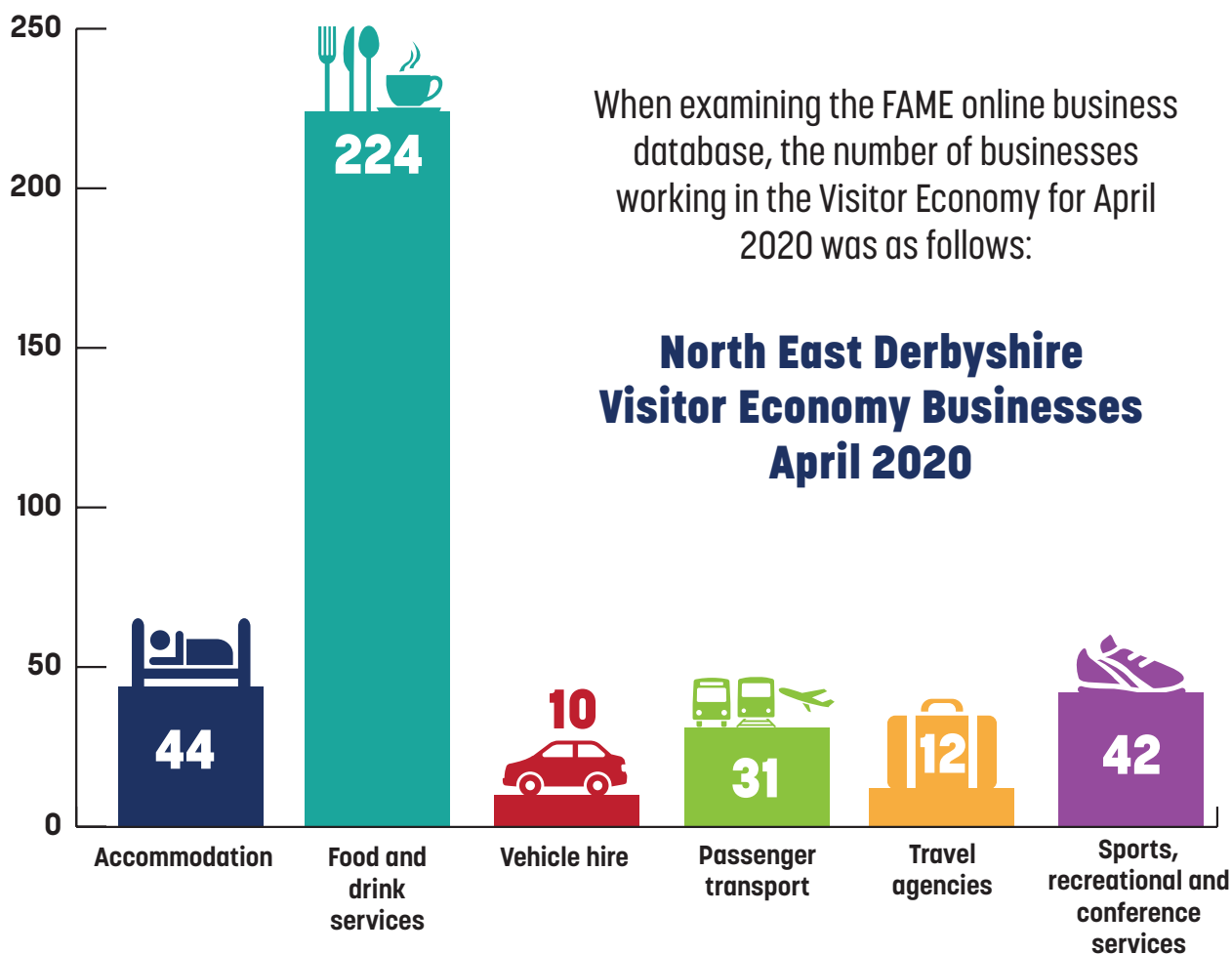


However, the Accommodation sector has the highest growth of all the sectors at **31.2%** since 2009

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.





(Source: FAME online business database April 2020)

Since 2009 employment in the visitor economy sector has increased by **16.7%** from **1,670 FTE jobs** in 2009 to **1,949 FTE** in 2017.



The report showed that in 2017, there were approximately **3 million 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**

That increase is relatively small and the average economic impact per visitor has increased to

**£169 per person, in 2017**

which meant that in 2017 the total economic impact of staying visitors was

**£36.32million**





# The Impact of the Covid-19 Global Pandemic

The Covid-19 pandemic has had, and will continue to have for some time, a huge impact not only on the day-to-day lives of people, but also on the economy - from a worldwide, all the way down to a local level.

This is particularly true for the Visitor Economy sector, as the lockdown has meant that people have been unable and/or unwilling to travel and visit places and attractions. Due to the fact that at the time of this report, we are still in the middle of the pandemic, it is difficult to fully understand what the impacts of the crisis are, or will be. However, it can be expected that the following impacts are likely to occur. It is therefore important that the Council and its partners begin to prepare to mitigate as much as possible the negative impacts of the crisis, whilst at the same time building on the developments of the positive impacts.

## Negative:

- **Increase in unemployment** -unfortunately it is a fact that with months of lockdown forcing some businesses to stop operation, it is highly likely that unemployment will spike to almost unprecedented levels in the coming months. Research has shown that this is going to affect young people, older people and those in unskilled positions significantly more.
- **Decrease in employment opportunities** - due to the loss of income that many businesses have faced, many have been forced to either close or to significantly reduces their overheads, such as reducing their number of employees. This means that the number of employment opportunities will be significantly less, with competition for jobs being fierce.
- **Closure of businesses** - due to the lockdown forcing businesses to stop operating for a number of months, many will unfortunately eventually be forced to permanently close. This will then lead to job losses and to also empty premises.
- **Impact on town centres** - High streets were struggling before this crisis, due to changes in the lifestyles of 21st century people. This has been exacerbated exponentially by the crisis. The lockdown has meant months without any customers, and so will inevitably lead to those already struggling businesses in closing permanently. This will lead to empty premises on the high streets, which will lead to them becoming less attractive to visit.



## Positive:

- **A Rise in the Use of Local Services and Retail** - the lockdown meant people began to use local services and shops more, particularly local food and convenience stores. Also, the lockdown has meant that large numbers of people, particularly office based workers, have been forced to work from home. This means that rather than having their lunch breaks etc in a town or city centre, they are at home, and are therefore much more likely to visit local shopping centres. Homeworking is also continuing as a long term trend, as businesses are dealing with having to implement social distancing in their premises. Many businesses have also seen the benefits to homeworking, so are looking to continue it regardless. This means that local centres will continue to be more important in the future.
- **A Rise in Sustainable Transport Usage and Infrastructure** - the pandemic and the resulting lockdown resulted in a lot of people having more free time, and choosing to spend it walking and cycling around their local areas. Although the lockdown has ended, many people have seen the health and environmental benefits of these modes of transport, and so will continue and adapt their lifestyle permanently into the future.
- **A Rise in Tourism Due to Inability/ Unwillingness to Travel Abroad** - the pandemic has meant that foreign travel has been curtailed. The easing of lockdown



restrictions during the summer meant that many people were able to undertake last minute holidays and trips, often within the UK. Constant changes to list of countries in lockdown, has meant that people are less willing to travel abroad for holidays.

- So in the future, it is likely that more people will choose to remain in the UK for their holidays. As a district that borders on to the Peak District, North East Derbyshire is in place to potentially benefit from this rise.





# Using partnerships to grow our tourism offer

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.

## Marketing Peak District and Derbyshire

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

(Please note that Marketing Peak District & Derbyshire are currently developing a new Strategy document. However, at the time of writing this Strategy, a version of this was not available to view.)

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.

The Government has recently set out its Tourism Sector Deal, as part of the Industrial Strategy. As part of this, a proposal is set forward to create 'Tourism Zones', with an ambition on addressing local market failures in the visitor economy.



The Government is looking to pilot five areas as Tourism Zones, with places being chosen via bidding process. Marketing Peak District and Derbyshire are very keen on the area being put forward as one of the pilot areas. The Council will work closely with Marketing Peak District and Derbyshire to support them in their application, and will lobby with them to ensure that North East Derbyshire is a prominent partner in any potential Tourism Zone for the area.





## D2N2 Strategic Economic Plan - 'Vision 2030'

The LEP's Strategic Economic Plan sets out its plan to improve the economy of the region.

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; 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.



# How good are we currently?

## Our Strengths

- Central location of the district within the country
- Excellent national connectivity - M1, nearby airports, Chesterfield and Dronfield Train Stations
- Ease of access from North East Derbyshire to regional attractions such as Crich Tramway Village, Buxton, the National Space Centre, the Heights of Abraham, Sherwood Forest etc.
- 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, Hardwick Hall, Chesterfield's Crooked Spire, Creswell Crags Rother Valley Country Park, Gulliver's Kingdom theme parks etc.

## 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
- Not promoting the businesses and attractions we already have
- Lack of support to businesses
- 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.
- Create a Year Round economy in the district.
- Improve the skills of both business owners and their employees within the sector.
- 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 in 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.

This strategy will seek to ensure that the district has a good number of attractions and accommodation for visitors, and 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 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 visitors to the area.

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

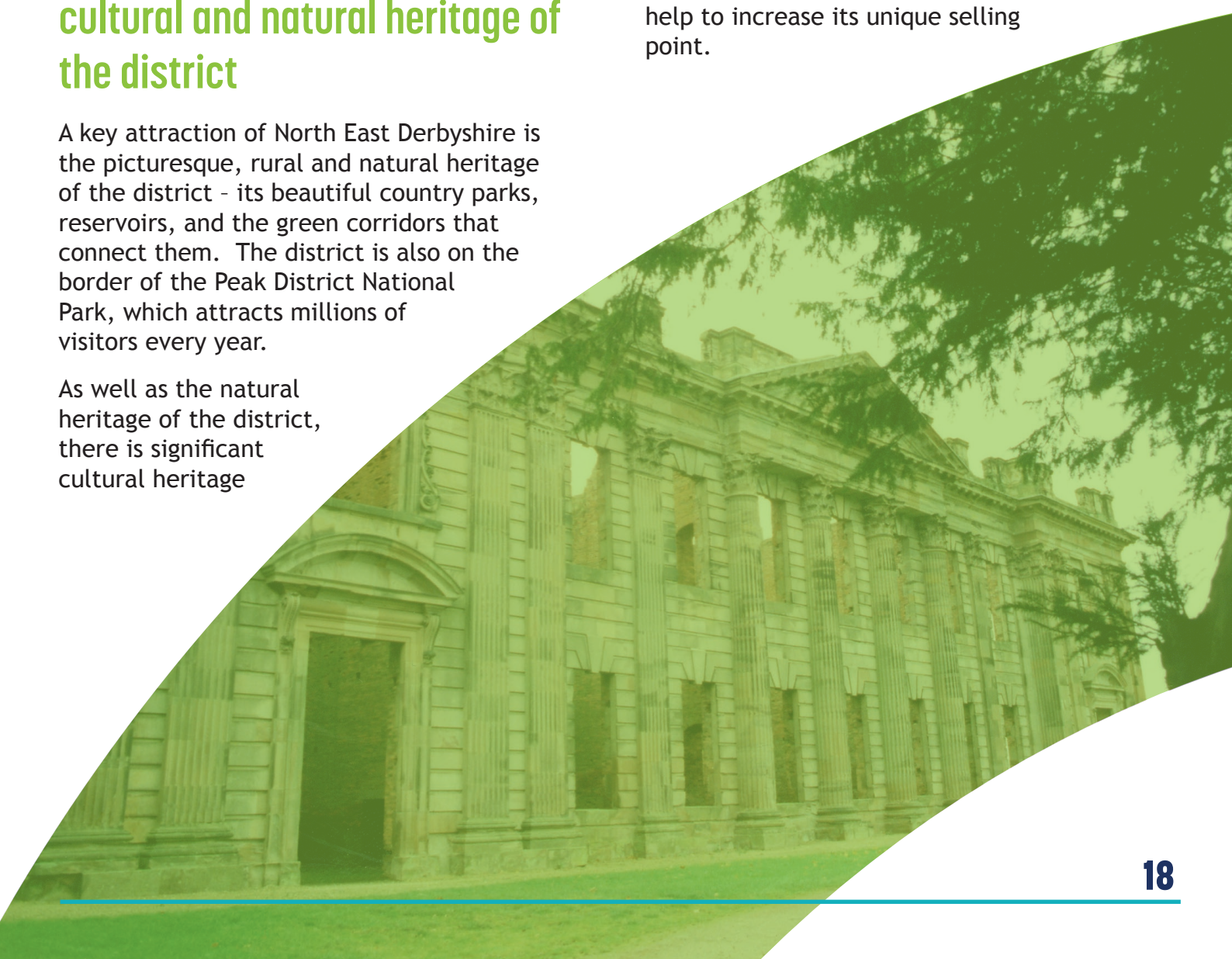
A key attraction of North East Derbyshire is the picturesque, rural and natural heritage of the district - its beautiful country parks, reservoirs, and the green corridors that connect them. The district is also on the border of the Peak District National Park, which attracts millions of visitors every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





## Create a year round economy in the District

The visitor economy sector is generally traditionally much more reliant upon seasonal business than other sector. However, this business model is more affected by fluctuations and unexpected circumstances, such as poor weather in the summer etc.

Therefore, there is a need to work with partner organisations such as Marketing Peak District and Derbyshire to move away from this model and into providing events, attractions and accommodation all year round. This will ensure that businesses are much more robust and able to cope with issues.

To do this, the Council will need to work with both businesses and partner organisations to not only promote the benefits of opening during 'out of season' periods to businesses, but also to promote and encourage residents and visitors to

come to the district and its accommodation and attractions during these periods as well.

## Improve the skills of both business owners and their employees within the sector

In order to ensure that businesses within the sector are able to adapt and thrive in 21st century life, it is important that they are given the tools to do so.

Part of this includes ensuring that the owners and employees of businesses in the sector have the skills and training they require to run and manage the business as efficiently as possible. This will mean that they will be able to take advantage of the most up-to-date technology, and can provide the best service possible, whilst at the same time cutting down on costs and improving productivity.

The Council will work with partner organisations, such as the LEP, the Universities and colleges to develop sector specific programmes as well as the funding to deliver them. The Council will also work to promote any such schemes to businesses, to encourage them to benefit from them.





# North East Derbyshire Visitor Economy Strategy Action Plan

2020/21 - Plan	2021/23 - Develop	2022/23 onwards - Grow
<b>Understanding the sector</b>		
<b>Create a baseline picture of the Visitor Economy sector</b>		
<ul style="list-style-type: none"> <li>Review the businesses and create a comprehensive list.</li> <li>Review the economic impact of the sector.</li> </ul>		
<b>Promoting the District</b>		
<b>Develop Relationships with Partner Organisations</b>	<b>Promote Year Round Tourism in the District</b>	<b>Grow Year Round Tourism in the District</b>
<ul style="list-style-type: none"> <li>Marketing Peak District &amp; Derbyshire.</li> <li>D2N2.</li> <li>Derbyshire County Council.</li> </ul>	<ul style="list-style-type: none"> <li>Work with Marketing Peak District &amp; Derbyshire to understand and promote.</li> </ul>	<ul style="list-style-type: none"> <li>Develop events and attractions open in traditional 'off-peak' periods.</li> </ul>
	<b>Develop a Visitor Economy Marketing Strategy for the district</b>	<b>Develop New Visitor Economy Promotion Techniques</b>
	<ul style="list-style-type: none"> <li>Work with partners to develop a promotion/marketing strategy</li> </ul>	<ul style="list-style-type: none"> <li>Invest in new software/technology, such as interactive online maps etc.</li> </ul>
<b>Developing Businesses</b>		
<b>Develop Business Engagement</b>	<b>Develop Sector Skills of both Employees and Business Owners</b>	<b>Develop an Annual NED Visitor Economy Conference</b>
<ul style="list-style-type: none"> <li>Ascertain business needs.</li> <li>Develop a programme of support.</li> </ul>	<ul style="list-style-type: none"> <li>Work with partners to provide a number of programmes.</li> <li>Promote schemes.</li> </ul>	<ul style="list-style-type: none"> <li>Work with partners and businesses to create an annual event.</li> </ul>

2020/21 - Plan	2021/23 - Develop	2022/23 onwards - Grow
<b>Developing Businesses</b>		
	<b>Develop Business Digital/Social Media Usage</b>	<b>Develop NED Visitor Economy Awards</b>
	<ul style="list-style-type: none"> <li>Promote methods.</li> <li>Provide support.</li> </ul>	<ul style="list-style-type: none"> <li>Develop a scheme to award best practice.</li> </ul>
	<b>Develop a Sector Based Business Network</b>	<b>Grow Year Round Tourism in the District Develop NED Visitor Economy Business Champions</b>
	<ul style="list-style-type: none"> <li>Create a programme.</li> <li>Develop attendees.</li> </ul>	<ul style="list-style-type: none"> <li>Generate capacity.</li> <li>Develop volunteers.</li> </ul>
<b>Events and Festivals</b>		
<b>Understand and Promote Existing Events/Activities/Festivals</b>	<b>Develop New Cultural Events/Festivals</b>	<b>Grow New Cultural Events and Festivals</b>
<ul style="list-style-type: none"> <li>Create a baseline of existing events and festivals.</li> <li>Promote them through existing channels.</li> </ul>	<ul style="list-style-type: none"> <li>Work with partners.</li> <li>Create Project Plans.</li> <li>Submit Funding Applications.</li> </ul>	<ul style="list-style-type: none"> <li>Work with partners to organise and operate the new events.</li> <li>Promote them widely.</li> </ul>
<b>Our Town Centres</b>		
<b>Town Centres as Destinations</b>	<b>Town Centres as Destinations</b>	<b>Town Centres as Destinations</b>
<ul style="list-style-type: none"> <li>Promote existing town centre retail businesses through digital/social media.</li> </ul>	<ul style="list-style-type: none"> <li>Obtain funding to bring forward town centre development projects.</li> <li>Develop and promote the evening economy.</li> </ul>	<ul style="list-style-type: none"> <li>Begin to undertake development projects.</li> </ul>

2020/21 - Plan	2021/23 - Develop	2022/23 onwards - Grow
Connectivity		
<b>Blue and Green Infrastructure</b> <ul style="list-style-type: none"> <li>• Avenue - work with the Sustainable Transport Workstream to plan and develop improvement projects</li> <li>• Chesterfield Canal Partnership - develop our relationship</li> <li>• Work with DCC to develop projects from the 'Eat, Sleep, Cycle, Repeat' report in the district</li> </ul>	<b>Blue and Green Infrastructure</b> <ul style="list-style-type: none"> <li>• Avenue - Deliver connectivity improvement projects to Avenue site connections</li> <li>• Chesterfield Canal - Work with CCP to develop projects, particularly in Killamarsh</li> </ul>	<b>Blue and Green Infrastructure</b> <ul style="list-style-type: none"> <li>• Avenue - promote the routes through the site and maintain them</li> <li>• Chesterfield Canal - assist CCP to undertake regeneration projects in Killamarsh</li> <li>• Work with DCC to bring forward other cycle infrastructure projects in the district</li> </ul>





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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