
Tourism Strategy for High Peak

2022-2027



High Peak Borough Council
working for our community



FOREWORD

The High Peak is rightly famous for its outstanding natural beauty, the Peak District National Park and the Blue John stone that's only found in the caves of the Hope Valley.

But there's so much more to enjoy – from Buxton's iconic Georgian Crescent , which boasts the only natural thermal spa in the north of the country, and Glossop's emerging creative industries and food and drink scene, to the picturesque towns and villages and the wide range of outdoor pursuits on offer. Tourism is such an important part of our local economy as our fantastic local independent leisure and hospitality businesses can testify. Attracting tourists and day visitors is also key to boosting our local shops and other businesses.

We at the Council want to shout more loudly and proudly about the High Peak, our towns and villages and its myriad attractions to both support our businesses and to make our borough a destination of choice for people looking to spend leisure time in the UK.

This Strategy sets out our plans for achieving that and extending our warm, friendly and welcoming High Peak hospitality to an ever increasing number of visitors.

So come and join us in this truly fabulous part of the world.



Councillor Damien Greenhalgh

**Deputy Leader and Executive
Councillor for Regeneration,
Tourism and Leisure**

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1. STARTING POINT



1. STARTING POINT

High Peak is a scenic landscape of hills, moorlands, woodlands, valleys and waterways, with small, characterful towns and villages.

Largely situated within the Peak District National Park, High Peak typically attracts some 5 million visitors each year ⁽¹⁾. (Although these numbers are estimated to have halved during 2020/21 due to pandemic restrictions).

Tourism is a significant economic sector employing over 3,700 people or around 13% of all jobs in High Peak ⁽²⁾. Visitors spend almost £300M, with around half of that on shopping, and food and drink - supporting facilities and services also used by residents ⁽³⁾.

Other than landscape and Buxton, with its culture and heritage offer, High Peak lacks major attractions. Its towns and villages are however distinctive and appealing, well-cared for and with a strong sense of identity.

The area has good connections, by rail to Manchester and Sheffield and road links from all directions. The majority of visitors are not travelling far, most within a 90-minute drive time, and a third coming from East Midlands.

The consultation with partners and stakeholders undertaken in the development of this Strategy reinforced the post-pandemic fragility of businesses facing rising costs, uncertainty among visitor markets and recruitment challenges. Public transport within the area is seen as a particular barrier by businesses.

Nevertheless there is a positive attitude to the future for tourism in High Peak, and a view that better collaboration and focus is the key to market growth. Consultees suggest opportunities lie in:

- ▶ A new role for towns and villages
- ▶ A focus on overnight stays among younger, active, family and cultural market segments
- ▶ Market development around walking, cycling, running, waterways, culture and events
- ▶ Greater range and improved quality of accommodation types



1. STEAM data 2019
2. Business Register & Employment Survey, ONS, 2019
3. STEAM, 2019

Policy Context

There is a rich array of strategies, plans and policies locally, regionally and nationally which directly or indirectly impact on tourism in High Peak.

The development of this Strategy has taken account of these and seeks to align approaches wherever possible. Sometimes this means influencing others to ensure the needs of the visitor are taken into account. In other cases it means picking up on priorities to achieve an integrated and coherent approach making best use of resources.

The main strategies and plans include those produced:

- ▶ Nationally by the Government and Visit Britain/VisitEngland
- ▶ Regionally by D2N2, Marketing Peak District & Derbyshire and Peak District National Park Authority

- ▶ Locally by High Peak Borough Council, and specific plans for Buxton and the Goyt Valley

The key reference points for this Strategy from these various plans are shown in the box here.



- ▶ Greater collaboration across destination organisations and political boundaries
- ▶ Focus on sustainability and Net Zero carbon emissions is increasing and there is a need to balance economic growth with that aspiration
- ▶ Post-pandemic drive for economic recovery, growth and jobs are imperatives for the region – hence the focus on increasing overnight stays and spend
- ▶ Important role of transport in unlocking potential – but increased emphasis on sustainability and car free travel
- ▶ Development of cycling network and active travel by Derbyshire County Council
- ▶ Planning policies which are enabling while preserving the special qualities of High Peak and the national park
- ▶ Recognition of need to enhance the visitor experience and not stand still
- ▶ Attract new, younger audiences using outdoor and cultural experiences as the hook
- ▶ Integrate the destination based on gateway and hub roles for towns and villages and activities
- ▶ Engender greater collaboration across communities and organisations, and among businesses


Strengths, Weaknesses, Opportunities & Threats


From the research, consultation and analysis done for this Strategy there are, naturally, areas of strength and opportunity to capitalise on. And areas of weakness and threat to try to address.


In summary the strengths of High Peak lie in its outstanding landscape with opportunities to exploit around activities, culture and making more of its built environment.

On the downside it is constrained by the lack of sufficiently compelling reasons for visitors to stay longer. And while the infrastructure is generally good, there are elements which could be improved or utilised better. A highly competitive national and international marketplace present major challenges for the destination as a whole and the many small, independent businesses which characterise High Peak.

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- ▶ Peak District Brand
 - ▶ Landscape
 - ▶ Cycling & walking
 - ▶ Attractive small towns & villages with independent businesses & active communities
 - ▶ Buxton – reputation, culture & heritage
 - ▶ Proximity to centres of population
 - ▶ Train & road links
 - ▶ Effective DMO

- 
- ▶ Post-pandemic interest in outdoor activity
 - ▶ Cycling & walking – routes, trails, events
 - ▶ Culture & creativity in towns, especially Glossop
 - ▶ Watersports
 - ▶ Towns & villages – distinctive offer
 - ▶ New types of accommodation – e.g. Bike & Boot

- 
- ▶ Limited variety of visitor offer
 - ▶ Lack of ‘connected’ offer
 - ▶ Lack of stand-out destination(s) and attractions
 - ▶ Largely outdoor – weather impacts visitation
 - ▶ Limited accommodation offer
 - ▶ Buxton – retail, public realm
 - ▶ Complex stakeholder landscape

- 
- ▶ Recovery of outbound tourism
 - ▶ Competition from other (better known) parts of Peak District - and elsewhere in England
 - ▶ Managing over tourism/visitor pressure at key points
 - ▶ Traffic
 - ▶ Increasing costs & operational challenges for businesses severely depleted by pandemic
 - ▶ Increasing cost of living for visitors constraining trips

High Peak's Towns & Villages

The towns and villages of High Peak each have their own unique sense of place and are a major asset to tourism.

Six towns in particular stand out as having the potential to become stronger tourism hubs. A focus on supporting their intrinsic strengths should aim to bring additional benefits for residents in terms of jobs, facilities, services and vibrancy. A snapshot profile of the six towns is shown here.

Buxton

- ▶ Georgian architecture, heritage, thermal spa
- ▶ Events & festivals
- ▶ Gateway to the Peak District



Castleton

- ▶ Mam Tor & dramatic landscape
- ▶ Caverns & Blue John (unique geology)
- ▶ Quality of local accommodation



Glossop

- ▶ Creative community
- ▶ Independent businesses
- ▶ Gateway to Dark Peak



Hayfield

- ▶ Sett Valley Trail and Pennine Bridleway
- ▶ Gateway to Kinder Scout
- ▶ Quality food offer



New Mills

- ▶ Torr Mills
- ▶ Millennium Walkway & trails
- ▶ Independent shops



Whaley Bridge

- ▶ Gateway to Goyt Valley
- ▶ Canal basin, industrial heritage, walks and trails
- ▶ Quality food offer



2. VISION FOR TOURISM IN HIGH PEAK



2. VISION FOR TOURISM IN HIGH PEAK

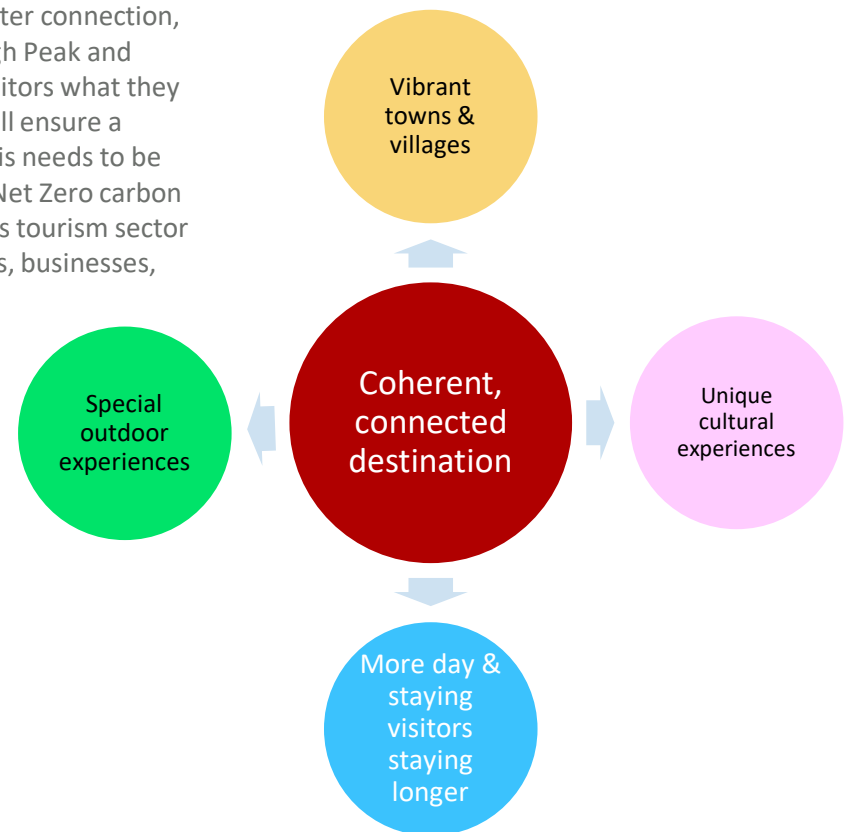
Over the next five years High Peak will establish itself as a coherent, connected destination within the iconic brand of the Peak District.

Taking full advantage of the fame and appeal of the Peak District, High Peak will build its reputation for outdoor and cultural experiences. These special experiences will be firmly rooted in the landscape and towns and villages of High Peak, each with a distinctive sense of identity.

A place with a strong character defined by its geology, its industry and its people. A place to explore and try new things. A place with an authentic story to tell. High Peak is all of these things.

Investing in new experiences will give reasons to visit to new audiences. Building up the role and contribution of High Peak's towns and villages will enable longer stays. Combined, they will result in more day and staying visitors and greater spend.

The goal is better connectivity, better connection, better working together across High Peak and beyond – with a focus on giving visitors what they are looking for. Focusing on this will ensure a successful, visitor economy, but this needs to be sustainable. The journey towards Net Zero carbon emissions will underpin High Peak's tourism sector for the benefit of residents, visitors, businesses, and future generations.



3. MARKET OVERVIEW



Our Visitors

Visitor markets have been far from typical in the past two years – and there is no hard data from national surveys.

From the most recent figures ⁽¹⁾ it is evident that day visits dominate. Of the 50 million annual visits, 90% of those are day trips – one of the consequences of proximity to big centres of population. Day visits however only account for 60% of the £286M spend, clearly indicating the value of overnight stays.

While attracting overnight stays is desirable, day visits have been growing markedly faster than staying visits. Between 2014 and 2019, the number of day visits increased by 14% in High Peak while the number of staying visits increased by just 1%.

Buxton is an important driver of High Peak's tourism sector accounting for a third of all visits and economic impact.

Domestic visitors typically stay 2.93 nights spending around £200 each trip (similar to average spend per trip elsewhere in England), while day visitors spend £15.54 (around half the English average) ⁽²⁾.

Data from Marketing Peak District & Derbyshire (MPDD) suggests that visitors to the Peak District are typically aged 55+ (no data is available for High Peak specifically, although the consultation undertaken in developing the strategy endorses this).

MPDD's strategy is to broaden this base to attract new visitors actively targeting younger visitors without children and pre-school families with an outdoors proposition. A further aspiration is to increase time spent in the area and overnight stays to increase spend. Similarly reconnecting with visitor markets in Germany, Netherlands and USA is designed to tap into these high value markets through offering varied itineraries.

This Strategy supports MPDD's aspiration to grow these new audiences, while encouraging current visitors to stay longer and spend more.



1. STEAM, 2019
2. GB Tourism Survey and GB Day Visits Survey, VisitBritain 2019

Market Trends

There is uncertainty in the travel market, but discernible trends and related opportunities are emerging.

Five macro trends likely to influence travel patterns in the longer term have been identified along with their implications for High Peak as a destination.

With a core proposition around authenticity, the outdoors and wellbeing, High Peak should be well placed to respond to these trends.

TREND	IMPLICATIONS FOR TOURISM IN HIGH PEAK
<p>Trend 1: The Pursuit of Real</p> <p>Investing in experiences over material possessions looks set to be re-ignited post-pandemic.</p> <p>People want to get ‘under the skin’ of a destination and feeling almost as if they are living as a ‘local’. Many are looking for time away from home and for destinations that offer a distinctive contrast.</p> <p>The line between being at work and not is increasingly blurred with many working while on holiday. ‘Respite’ by being immersed in a destination during down-time becomes even more important.</p>	<ul style="list-style-type: none"> ▶ Emphasise unique assets (e.g. landscape, architecture, cultural customs/events, local food and drink) ▶ Quality of accommodation needs to be as good, if not better than home ▶ High speed broadband and workspaces important in accommodation ▶ Towns and villages may be more vibrant because of working from home – an opportunity to attract visitors from cities to experience the quality of life in High Peak
<p>Trend 2: Fresh Adventures</p> <p>Increased appeal of the outdoors was evident during the pandemic and looks set to continue.</p> <p>Walking, stargazing, off-road cycling, nature photography were just some of the outdoor pursuits the pandemic encouraged.</p> <p>Visitors are becoming more aware of the physical and mental wellbeing benefits of being outdoors, especially if the backdrop is a pleasing landscape.</p>	<ul style="list-style-type: none"> ▶ High Peak has fantastic natural landscapes for both ‘doing’ and simply ‘being’ ▶ Strategies to disperse visitors across towns and villages will prove advantageous; some outdoor honeypot destinations have suffered from overcrowding in the past two summers ▶ Camping and motorhome trips have grown in popularity but can burden local communities/infrastructure unless well managed

TREND	IMPLICATIONS FOR TOURISM IN HIGH PEAK
<p>Trend 3: Going Digital</p> <p>Accelerated use of digital during the pandemic, from changes in video conferencing to booking flexibly, is likely to persist and evolve. This reduces the need for human interaction.</p> <p>While technology may assist those with a disability, it can be a barrier for people who do not feel digitally ‘savvy’.</p> <p>‘Effective use’ – driven by benefits, rather than features – will be the measure of success.</p>	<ul style="list-style-type: none"> ▶ Online planning and booking will bring continued advantages, enabling visitors to discover more about a destination and build an itinerary ▶ Help/advice for businesses to collect visitor data appropriately from digital channels to gain audience insights ▶ Fast, reliable internet connectivity is expected. Locations/businesses not able to offer this may struggle to compete
<p>Trend 4: All about Value</p> <p>Whether in economically good or bad times, value for money is crucial in destination choice. With inflation at a high, disposable income is being squeezed and the cost of travel is set to increase.</p> <p>Those who saw their savings grow during lockdowns may have money to spend but be more sensitive to increased living expenses.</p>	<ul style="list-style-type: none"> ▶ Price matters, but value matters even more. Quality of service and distinctiveness of experience at all price points is crucial ▶ Increased volume of visitors may not result in increased spend ▶ Tight labour market and inflation will put upward pressure on wage costs

TREND	IMPLICATIONS FOR TOURISM IN HIGH PEAK
<p>Trend 5: Journey to Net Zero</p> <p>The UK Government has set targets to achieve Net Zero carbon emissions by 2050.</p> <p>Tourism is a contributor to human-made climate change (carbon impact of transportation) and will need to reduce its impacts.</p> <p>Despite widespread acceptance, this is yet to translate into sustained and consistent changes in business practice or consumer choices.</p>	<ul style="list-style-type: none"> ▶ Nationally, new strategies, policies, funding and practices are being developed to guide and support a coherent approach ▶ Responses will be required by the destination (target markets, transport infrastructure), businesses (waste and energy reduction) and visitors (car-free travel, ‘responsible’ choices such as locally-produced food & drink)



Lessons from Elsewhere

There is no need to start from scratch, there are lots of insights and tools from elsewhere that can quickly and easily be adopted to progress actions.

Six areas of particular focus formed the basis of the best practice examples which inform this Strategy:

- ▶ Active outdoors culture
- ▶ Strategic events
- ▶ Town centre development
- ▶ Transport and cycling infrastructure
- ▶ Alternative accommodation
- ▶ Sustainable destination development

Detailed case studies on each of these from multi-disciplinary active outdoor events in the south of Scotland to sustainable town centre development in Frome, Somerset, to a green tourism toolkit for Thanet businesses, were undertaken and are available separately.

A summary of some general principles around approach are shown here.

- ▶ Take opportunities to work in partnerships with and through other organisations and across political boundaries to support tourism
- ▶ A clear policy environment guides actions. Time thinking about what is important from a tourism perspective helps influence and inform priorities and actions across all policy agendas – from transport to events
- ▶ Successful interventions bring positive value to local businesses and communities, as well as visitors, and should always be integral to the decision-making and implementation process
- ▶ Use interventions to connect-up the offer across towns and villages: make it easier for visitors to experience more of the destination and stay for longer
- ▶ Engage businesses in the planning and development of actions so they buy into what you want to achieve
- ▶ Events – particularly those that centre around outdoors and activities – are powerful destination animators and attract new visitors, integrating local culture, food and drink wherever possible
- ▶ Alternative accommodation – glamping, yurts, ecopods – tell a new a story about a destination and help to attract new audiences

4. PRIORITIES FOR GROWTH



4. PRIORITIES FOR GROWTH

Focusing on a small number of priorities is much more likely to lead to positive outcomes. Four areas of opportunity will provide that focus for High Peak.

These four areas are based on the strengths of High Peak's tourism offer, the analysis of market prospects and activity most likely to bring benefits to the residents, communities and businesses within High Peak. They are not everything that can or will happen, rather they provide a focus for investment and development.

The four areas of opportunity are:

1. **Towns & Villages** – creating destination hubs and reasons to linger
2. **Cycling & Walking** – developing routes, trails, packages and events
3. **Creators & Makers** – supporting events, workshops, courses and opportunities to buy
4. **Accommodation** – extending the range and type

The following pages provide more detail on each of these four areas of opportunity, outlining the priority interventions. Mini case studies from other destinations provide examples, ideas and inspiration.

It is fully recognised that no one organisation can deliver this Strategy. Tourism is indeed the business and concern of many. So, following the detail on the four areas of opportunity the approach which will be taken to working in partnership is set out in a fifth action area on page 21.

The role of High Peak Borough Council will be one of commissioning, enabling and coordination rather than direct delivery:

- ▶ Focusing on strategic growth actions
- ▶ Leaving marketing to the experts
- ▶ Bringing together businesses, stakeholders and partners
- ▶ Advocating for visitors and tourism businesses
- ▶ Monitoring and measuring success



Action Area 1: Towns & Villages

Aim - High Peak's towns & villages grow as destinations, attracting longer stays and more spend

Approach – creating destinations & hubs, telling unique stories, providing a distinctive offer and giving reasons to linger

Actions:

- ▶ Focus on Buxton as gateway to the Peak District and Castleton, Glossop (gateway to Dark Peak), New Mills/Hayfield (gateway to Kinder Scout), Whaley Bridge (gateway to Goyt Valley) as priority tourism hubs; and support the development of tourism-focused services in Chapel-en-le-Frith
- ▶ Work with PDNPA on Gateway Programme to agree designated urban hubs and develop a joint action plan
- ▶ Work with MPDD and individual towns on producing distinctive destination narratives for each place for use in marketing
- ▶ Work with towns to develop collaboration and cross-selling
- ▶ Encourage and enable accommodation development – small scale, quality, catered & self-catered in the six key gateway/hub towns & villages
- ▶ Deploy and influence funding streams and programmes for public realm improvement – especially in Buxton
- ▶ Support programmes for independent businesses– hospitality, retail, food & drink – to retain the unique character of High Peak

Exemplar 1: Frome, Somerset

Traditional market town that has created a strong reputation by actively supporting quality, local, distinctive businesses

- ▶ Community decision making and public/private/voluntary partnerships
- ▶ Council owned land and buildings given over to community to use
- ▶ Welcoming place to set up business
- ▶ Happiness and well-being is focus of Neighbourhood Plan

Exemplar 2: Clonakilty, Ireland

Small market town in decline regenerated through innovative urban renewal

- ▶ Long-term development plan led by Town Architect resulting in a coherent aesthetic and distinctive sense of place
- ▶ Locals involved in decisions especially around look and feel of place
- ▶ Investment in high quality public realm and repurposing historic buildings
- ▶ Winner of Academy of Urbanism Award

Action Area 2: Cycling & Walking

Aim – develop car free visits through cycling and walking to attract younger audiences and encourage longer stays and more spend

Approach – develop routes and trails to form loops and links which can support packages and itineraries, and create a signature event

Actions:

- ▶ Develop routes and trails from gateway towns & villages which link up current routes to create loops and connections – such as the 86km ‘White Peak Loop’ being developed by Derbyshire County Council
- ▶ Encourage support services and infrastructure in gateway & hubs, such as accommodation welcoming walkers & cyclists, cycle hire & servicing, tour operators etc
- ▶ Brand small number of the ‘best’ routes to assist promotion – e.g. the White Peak Loop
- ▶ Commission annual signature walking & cycling event and include opportunities to showcase local culture and food & drink
- ▶ Commission/support regular walking, running, cycling events to create a reputation for great activities

Exemplar 1: Love Trails Festival, Gower Peninsula, Wales

4 days trail running and outdoor adventures event with live music and entertainment

- ▶ Attracts a young, adventurous audience
- ▶ Brings best of landscape, culture and cuisine together
- ▶ Provides opportunities for local suppliers – outdoor activity providers, accommodation etc

Exemplar 2: Great Western Greenway, Co. Mayo, Ireland

42km former railway line linking towns and attractions, costing €6.7m to develop and bringing €40m annual economic impact

- ▶ Attracts 125M visitors a year – 25% from overseas
- ▶ Used by walkers and cyclists
- ▶ Branded route part of Ireland’s greenways initiative

Action Area 3: Creators & Makers

Aim – build on the talents of creators and makers to extend and diversify High Peak’s visitor offer as well as supporting the cultural vibrancy of the towns & villages

Approach – support the creation, programming and promotion of events, workshops, courses as well as extend opportunities to sell local products

Actions:

- ▶ Work with the creative sector to develop opportunities for local showcases e.g. connect makers with accommodation and other tourism businesses
- ▶ Secure opportunities for creators and makers to sell their products in towns & villages through pop-ups, showcases etc and at events
- ▶ Work with the existing creative cluster in Glossop to support their ambitions particularly around Market Hall and Victoria Hall
- ▶ Work with MPDD on business development programmes with the sector to create workshops and courses and find ways of packaging experiences



Action Area 4: Accommodation

Aim – extend the range and choice of quality accommodation to attract new audiences to stay overnight

Approach – encourage distinctive, boutique, alternative forms of accommodation across High Peak

Actions:

- ▶ Encourage and enable small scale, independent catered, self-catered accommodation within and around gateway hubs, towns & villages
- ▶ Ensure planning within the Council is supportive and enabling with access to pre-application advice and support
- ▶ Identify potential camping and glamping sites
- ▶ Work with PDNPA on permissive planning for quality, small scale accommodation of all types supporting ‘special qualities’ of the national park
- ▶ Work with MPDD on business programmes for accommodation providers to help them invest, improve quality and diversify

Exemplar 1: The Gathering, Edale

Peak District’s very own exemplar glamping site with a 5* rating on TripAdvisor and featured in The Guardian

- ▶ Unique proposition – luxury safari lodges
- ▶ Appeals to a broad audience
- ▶ Celebrates local area and local activities
- ▶ Collaborates with other local businesses and showcases local places to eat and drink



Action Area 5: Underpinning

Aim – ensure the right kind of support is in place to deliver the Strategy and grow tourism sustainably

Approach – work in partnership with other organisations to influence, ensure alignment, efficiency and effective delivery of the Strategy and support for tourism sector

Actions:

- ▶ **Marketing** - ensure marketing is delivered primarily via MPDD rather than at town level avoiding ad hoc support for local leaflets, promotion etc - and ensure via the funding service level agreement that Strategy aspirations are delivered
- ▶ **Partnership** - establish a Tourism Partnership Forum involving High Peak Borough Council, Staffordshire Moorlands District Council, Derbyshire County Council, Marketing Peak District & Derbyshire, Peak District National Park, Destination Staffordshire – to meet quarterly to plan, coordinate, align Strategy and activity, address problems
- ▶ **Partnership** - work with MPDD to convene an Annual Tourism Event bringing together businesses and providers across High Peak to update, inform and listen as well as providing opportunities for networking and collaboration; involve different departments of the Council as appropriate
- ▶ **Sustainability** - support businesses in reducing carbon emissions through waste and energy management and retrofitting; ensure new builds meet the highest standards of environmental impact
- ▶ **Advocacy** – ensure the voice for tourism is represented across all Council policies and strategies, and with other regional partner organisations such as the Local Enterprise Partnership and the County Council links to the emerging Combined Authority and other new governance structures

Tourism Partnership Forum

It is worth saying a little more about the proposed new Tourism Partnership Forum.

The aim of the Tourism Partnership Forum is to ensure that the key organisations involved in High Peak’s visitor economy work together. It will aim to align priorities, programmes and activities, identify and take opportunities to enhance and build on what each organisation is doing, work to avoid duplication, and potentially establish new collaborations or projects which cut across geographical or organisational boundaries.

Areas of focus could include:

- ▶ Marketing
- ▶ Visitor management – including transport, dispersal, pressure points etc
- ▶ New capital or infrastructure developments
- ▶ Business support and engagement
- ▶ New funding streams, bids and opportunities for larger scale initiatives and projects

As well as being desirable in its own right, the proposed Forum reflects the direction of tourism and destination support and development at a national level. A new national approach arising from the de Bois review is being implemented by Visit England via early pilots – and could form the basis of future policy and funding support.

Forum meetings should aim to be short – quarterly in the first instance, potentially moving to half-yearly. They should be attended by senior officers. How these are convened should be decided by the group – one possibility is for each organisation to take the lead for one year i.e. 2/4 meetings.

Initial meetings should focus on the sharing of plans and identification of opportunities for collaboration based around the tourism strategies produced for High Peak and Staffordshire Moorlands during 2022.



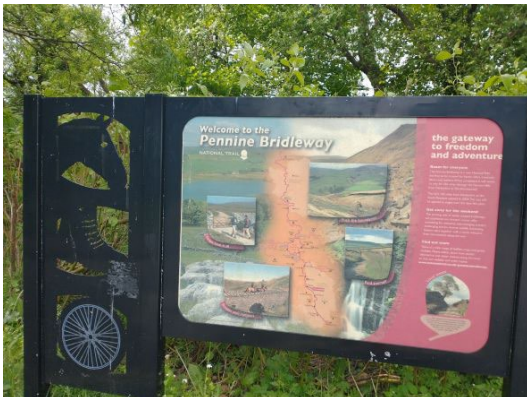
5. EVALUATING PROGRESS



Progress in the Action Areas

Monitoring and evaluating progress of this Strategy falls into two types. The first is on outputs i.e. the achievements within each of the Action Areas of the Strategy. These can be quantitative or qualitative and are shown in the table here.

The second type of evaluation looks at outcomes and is more concerned with the bigger picture and overall impact of the Strategy. These measures are shown on the next page.



ACTION AREA	OUTPUTS
Towns & Villages	<ol style="list-style-type: none"> 1. Joint working with PDNPA on hubs/gateways 2. Distinctive destination narratives for each town/village being used 3. Evidence of partnership and collaboration across towns/villages
Cycling & Walking	<ol style="list-style-type: none"> 1. New and improved routes linking hubs/gateways 2. New branded routes developed and promoted 3. Support infrastructure improved 4. New events
Creators & Makers	<ol style="list-style-type: none"> 1. New opportunities to showcase and sell 2. New interactive experiences developed and promoted
Accommodation	<ol style="list-style-type: none"> 1. Increased range, diversity and types of accommodation
Underpinning	<ol style="list-style-type: none"> 1. Tourism Partnership Forum established and working well 2. Annual Tourism Event established and working well 3. Businesses supported in reducing carbon emissions

Overall Progress on Outcomes

It makes sense to have a few key indicators which are relatively easy to collect data on. Indicators which are relevant to the overall vision for the Strategy.

Five key performance indicators are shown in the table here, along with how they will be measured and why they are worth measuring.

Baselines for each should be established in 2023.



WHAT	HOW	WHY
Sector Growth (% annual increase in visitor numbers & spend)	STEAM	Provides big picture of visitor economy performance.
Average length of stay (holiday visits)	Visitor survey	Longer stays will result in greater spend, spread across the area.
Average spend per visit (holiday visits)	Visitor survey	Increasing spend during a visit will contribute economic impact, business profitability and sustaining jobs.
Business Growth (% annual increase in turnover)	Local business survey	Monitors how businesses are doing overall as well as gathering intelligence on investment plans, challenges etc to inform policy.
Visitor Satisfaction (from a visit)	Sentiment research	Measures and tracks actual experience of visitors measuring satisfaction, likelihood of repeat visits and recommendations.

Consultation & Engagement

Sincere thanks to those who took time to input information, thoughts and comments which informed the development of this Strategy.

Individual conversations took place with the people listed here. In addition 22 businesses operating within High Peak responded to an online survey.

Clare Brookes, High Peak Borough Council
Jo Dilley, Marketing Peak District & Derbyshire
Alison Foote, Derbyshire County Council
Simon Fussell, Buxton Civic Association, Poole's Cavern
Ben Green, Buxton Opera House
Cllr. Damien Greenhalgh, High Peak Borough Council
Lisa Hoyland, High Peak Borough Council
Helen Illingworth, Yorkshire Bridge Inn
Roddie MacLean, Visit Buxton
Stephen Owen, Buxton Crescent Trust
Sarah Porru, High Peak Borough Council
Sally Potter, Marketing Buxton
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Mark & Jackie Sweeney, Live for the Hills guided tours
Sarah Wilks, Peak District National Park Authority
Joss Winter, Sustrans
Duncan Wright, Glossop Creative Trust



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