

SUMMARY



Starting Point

Largely situated within the Peak District National Park, High Peak typically attracts some 5 million visitors each year. Tourism is a significant economic sector employing over 3,700 people or around 13% of all jobs in High Peak. Visitors spend almost £300M, with around half of that on shopping, and food and drink-supporting facilities and services also used by residents.

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

Vision

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

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.

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.



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Priorities for Growth

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.

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 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



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The Aims & Approach to these areas of opportunity

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

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

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

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

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

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

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Overall Progress on Outcomes

Monitoring and evaluating progress of the Strategy will be on the achievements within each of the Action Areas detailed above and the overall progress on outcomes as detailed in the five key performance indicators as shown in the table.

WHAT	HOW	WHY
Sector Growth (% annual increase in visitor spend)	Economic Impact Study e.g. STEAM, Cambridge	Once the national surveys recommence a target annual growth rate will be set to monitor progress and benchmark against other areas.
Proportion of visits that are 'staying' visits (overnight)	Visitor survey	Staying visits currently account for 10% of visits and 40% of spend. Growing staying visits will have a larger overall benefit to local communities.
Average length of stay and spend per visit (holiday visits)	Visitor survey	Longer stays and 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.