



BLUE SAIL ▶

VISITORS PLACES DESTINATIONS

## VISIT. SLEEP. CYCLE. REPEAT DESTINATION PLAN

REPORT FOR  
NORTH DERBYSHIRE/ NORTH NOTTINGHAMSHIRE  
VISITOR ECONOMY CONSORTIUM

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The European Agricultural Fund  
for Rural Development:  
Europe investing in rural areas

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# 1 ABOUT THIS PLAN

This Plan is about realising the tourism potential of the *Visit. Sleep. Cycle. Repeat* geography, using what is special about the area - the outstanding heritage and the opportunities for leisure cycling – to create a stronger destination that stands out from the competition. The objective is to grow overnight stays, encourage visitors to explore further on a bike and to support the growth of tourism and cycling-related businesses. The Plan sets out the potential and what needs to be done over the next five years but looks beyond to 2027.

Cycling sits at the heart of this Plan. The long-term objective is to be able to cycle off-road from Sherwood Forest to The Peak District encouraging visitors to explore beyond the honeypots and link these two iconic destinations.

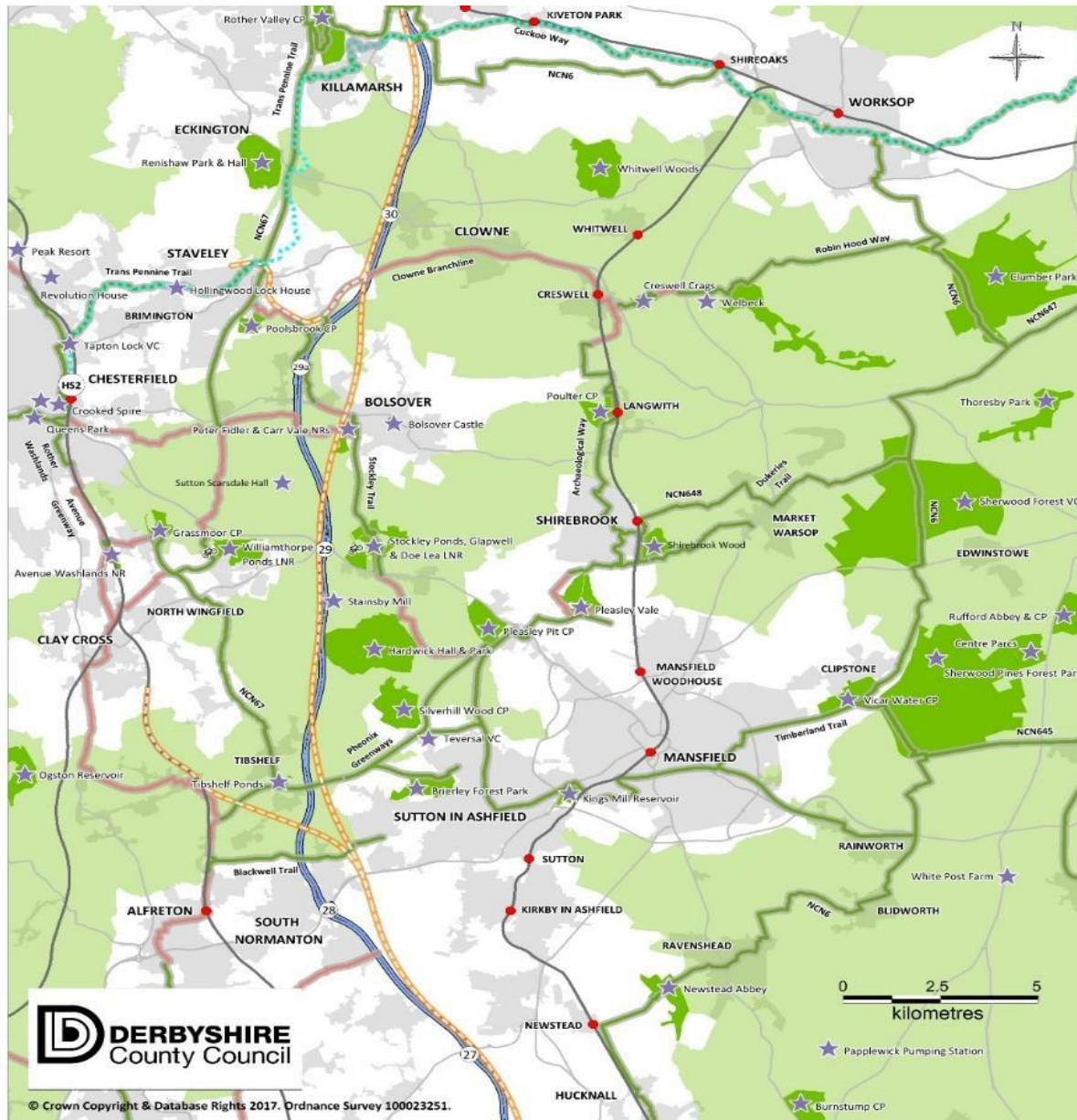
This Plan is about additionality and added value. It sets out what is required to stimulate market growth beyond what will occur naturally. It is about encouraging existing visitors to stay longer and spend more and about attracting new visitors, with a focus on short breaks, because people staying overnight have a higher per head spend than day visitors. It is about creating an environment that stimulates and supports small business to thrive and creates the visitor facilities to support tourism activity.

## THE PROJECT AREA

The project area is broadly North East Derbyshire and North West Nottinghamshire and is shown on the map on the next page. The area boundary is defined by the roads and cycle routes. It is not a defined tourism destination. It has shared history as a former colliery area. The project area is bordered by the NCN67 which runs from Killamarsh in the north of the area to Tibshelf in the south and the NCN6<sup>1</sup>, which runs from Worksop in the north to Newstead in the south. It is a largely rural area, with several historic country estates (some of which are open to the public) and several ex-mining towns, the largest of which is Mansfield. The M1 and A60 connect the area by road north to south and the A616, A617, A619 and A632 from east to west. The Robin Hood railway line also runs north to south from Nottingham to Worksop. HS2 will dissect the project area, with the nearest stations at Nottingham and Sheffield. Where it makes sense from a tourism perspective, this Plan looks outside the immediate boundaries of the project area, e.g. to Chesterfield

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<sup>1</sup> NCN – National Cycle Network is a comprehensive network of safe and attractive cycling routes throughout the UK, developed by the charity Sustrans.



## Visit. Sleep. Cycle. Repeat. Project Area and Linkages

### Legend:

- ★ Visitor Attractions
- Rail Stations
- Passenger Rail Line
- Proposed HS2 Eastern Leg
- Cycle Route - Complete
- Cycle Route - Proposed
- M1 Motorway
- DEFRA Rural Areas (2011 Census)
- Chesterfield Canal
- 🚲 Adventurous Cycle Tracks
- CP - Country Park
- VC - Visitor Centre
- LNR - Local Nature Reserve

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## THE STARTING POINT FOR THE PLAN

Here are the area's tourism strengths and challenges.

### Strengths

- ▶ An area with attractive countryside and interesting heritage properties, estates and landscapes including National Trust and English Heritage properties and sites that benefit from the Trust's and English Heritage's national profile and membership
- ▶ Easy cycling territory, ideal for leisure visitors who want to do some cycling while on a day trip or short break
- ▶ A network of cycling trails that benefit from recent and extensive investment with more investment planned. The main trails are the Archaeological Way, The Phoenix Greenways, the western end of the Dukeries Trail, parts of The Robin Hood Way, the Trans Pennine Trail & Chesterfield Spur (NCN67), NCN6, parts of the Cuckoo Way and, from 2020, the Clowne Branch Line
- ▶ Stretches of national cycling trails that pass through the area
- ▶ Good access to large population catchments
- ▶ An easy to reach short break destination for people living in cities within a one-hour drive time, looking for countryside getaway breaks on their doorstep
- ▶ An existing visitor base - mainly staying in self-catering accommodation in Nottinghamshire and who are regular repeat visitors
- ▶ Very high levels of occupancy in non-serviced accommodation with very limited capacity in the peak season, which means growth potential for more non-serviced visitor accommodation of all kinds; which works well with cycling.

### Challenges

- ▶ The visitor offer is fragmented with no clear identity
- ▶ Individual attractions and self-contained caravan and lodge parks are stronger draws for visitors than the area itself
- ▶ There are limited spend opportunities

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- ▶ The towns are working towns, which welcome visiting friends and relatives (VFR) and some business tourism but do offer potential as leisure destinations
  - ▶ There are gaps in the cycling network and a lack of loops and links to some of the main visitor attractions. That makes it difficult to promote short trip leisure cycling or to use cycling as an attractive way to encourage visitors to explore the area and its heritage
  - ▶ There are no hero routes ('must-do' for enthusiastic touring cyclists) or hubs with cafés and cycle hire to help raise awareness and create more of a sense that the area is a destination for cycling
  - ▶ Many of the short-break visitors are staying in lodges and caravan parks, including in Sherwood Forest that already offer cycling in attractive, self-contained rural environments with things to see and do, and places to eat and picnic. There is little incentive to explore further, especially for visitors with young children who may be concerned about cycling safety
  - ▶ Around 90% of all the accommodation base in the project area is on the Nottinghamshire side. The Center Parcs Sherwood Forest holiday village alone accounts for half of all the non-serviced accommodation supply for the whole project area
  - ▶ There is also a difficulty in attracting the private sector investment to deliver the growth where it is needed
  - ▶ The project area lies across two counties. Nottinghamshire and Derbyshire sit within a different Destination Management Organisations (DMO) and are therefore largely marketed and promoted separately. The two County Councils sometimes have different views on policies and activities that are relevant to cycling and tourism.

## THE SCALE AND VALUE OF TOURISM

There is limited data and information about the volume and value of tourism in the project area. Anecdotal evidence suggests that much of the visitor spend is contained within individual attractions and accommodation 'resorts'.

Derbyshire and Nottinghamshire both use the STEAM model to measure the wider economic performance of tourism in their Counties<sup>2</sup>. There is no STEAM data collected at a District level. To reach an estimate of what proportion of these County figures might be reasonably attributed to the project area, national data for day and overnight visitors has been examined, disaggregated to a District level and looked at alongside comparable data for other areas in the County. This analysis estimates that the project area accounts for around one eighth of the tourism in Derbyshire and Nottinghamshire. This equates to:

- ▶ c8 million day visitors
- ▶ c.900,000 overnight visitors
- ▶ Delivering £455 million economic impact into the project area
- ▶ with 6,200 jobs supported by tourism expenditure.

This creates a baseline from which to set a target for growth.

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<sup>2</sup> STEAM is based on direct visitor expenditure and multiplier effects of spending into the local economy

## 2 CREATING A DESTINATION

The project area has some excellent natural and built heritage and has invested in off-road cycling routes, but public sector and industry partners recognise that to achieve the economic potential of tourism requires further investment. There is work to be done to create a destination – a place with a coherent visitor proposition that uses its cycling and heritage assets to best effect and delivers great visitor experiences that are promoted effectively. The area is at an early stage in its tourism lifecycle. It is important to take a long-term view of the potential and to be ambitious and realistic about what can be achieved in the timescale of this Plan.

### THE PROPOSITION

The proposition is **‘The countryside on your doorstep to explore on a bike’** (this is a description of the overall offer and not the words that will be used to attract visitors) - presented as easy cycling as an affordable short break for people looking for active fun, targeting the growing population who enjoy getting around on a bike and live within 90 minutes of the area. Occasional cyclists are likely to be fair-weather cyclists too. It will be important to offer and promote things to see and do that are indoors, helping to extend the season into the Spring and Autumn shoulder months.

This positioning capitalises on the opportunity of the large and growing population in the catchment. It gives a clear reason to visit and can work with other propositions and destinations in Nottinghamshire and Derbyshire. It builds on reasons why people visit already and can work with community cycling as well.

### WHAT NEEDS TO BE DONE

- ▶ To single-mindedly focus on best prospect markets and ensure investment and marketing decisions are based on delivering excellent experiences for visitors
- ▶ To invest in tourism and cycling infrastructure that turns off-road cycling routes into visitor experiences
- ▶ To create tourism cycling hubs across the project area of a scale to have impact in the marketplace and which deliver spend



- ▶ To invest in more accommodation to meet existing demand and to create more demand that will enable growth in short breaks over time – targeting geographical locations that will distribute the benefits and enable growth across the project area
- ▶ To energise local businesses to get more involved and invest in cycling tourism to strengthen the destination offer and visitor welcome in ways that supports the success of their business
- ▶ To begin to take the area to market as a destination to go cycling, working closely with local partners and Marketing Peak District & Derbyshire and Marketing Nottingham & Nottinghamshire and to grow tourism marketing and promotional activity over time as the hubs and visitor facilities are delivered.

### PRIORITIES OVER THE NEXT 5 YEARS

Success is reliant on prioritising projects and actions which can deliver the best return on investment, that have the potential to drive more visitors to the area and encourage higher spend. This will be especially important in the first five years when partners are building the destination. The initial focus will be on rural projects that connect the heritage through cycling and deliver strong hubs. Over time towns, such as Bolsover and Chesterfield, may have potential to add to the visitor experience as part of the regeneration of their town centres. It will be important:

- ▶ To focus on cycle trails that have received investment and that connect heritage attractions to each other and with the hubs
- ▶ To put heritage at the heart of the Plan – by linking heritage attractions, through telling the heritage stories in the landscape using creative interpretation, and by repurposing heritage buildings and making good use of the heritage estates.

The Plan has three areas for action - an investment strategy, a cycling infrastructure plan, and a marketing strategy. For each area, actions are divided into three phases. Funding needs and Phase One costs are set out in the Plan. Many of the projects are complex and pre-feasibility, costs and potential return on investment is necessarily illustrative at this stage.

- ▶ Phase 1 - immediate actions – to be undertaken over the next 18 months
- ▶ Phase 2 - first 5 years – investments needed to deliver a destination and realise potential
- ▶ Phase 3 - 5 to 10 years - projects that may need a longer lead-in time or are reliant on external factors, for example, the completion of cycling infrastructure or other regeneration.

## TARGETS FOR GROWTH

This is an ambitious plan. By 2023, delivering the investment set out in the Plan has the potential to **grow the value of tourism by £85 million to £540 million and to create and support around 650 additional jobs f.t.e.**

This growth assumes the average annual growth in visitor spend will rise in the next five years to match the Visit England growth target of 5%. This is twice the growth rate that Derbyshire has achieved in the five years to 2015. This accelerated growth will be driven by investment in additional visitor facilities, the creation of hubs to create a stronger destination profile, growth in visitor accommodation and enhanced promotion with more people choosing the area as a place to stay with more places to stay and spend opportunities.

Partners will use the following indicators to measure progress.

- ▶ Higher profile of the area as a place to stay for a short break to enjoy heritage and cycling
- ▶ Numbers of jobs created and sustained
- ▶ Growth in volume and value of tourism
- ▶ Number of self-catering units and levels of occupancy.

## DELIVERING THE PLAN

Additional funding is required to stimulate the marketplace and bring forward key projects, including detailed feasibility and business planning. There will be a need for public sector support to help bridge funding gaps and help de-risk projects, giving investors the confidence to back a project. This support will be especially important for large schemes, for historic buildings or projects requiring infrastructure works. There are immediate funding opportunities in ESIF and LEADER, and local authority capital budgets and Public Works Loans. Partners should consider support in the early days of the Plan to support moving forward early tasks, e.g. matching accommodation partners to sites and developers.

The overall success of the Plan also relies on coordinating activity and partners to make things happen. Experience elsewhere shows the investment in people resources and in revenue funding, including for promotional activity, are key to success and ensure that the potential of capital investment is fully realised. The Plan needs a project coordinator to bring forward all the strands of the Plan in a timely fashion and to be the Plan champion.

### 3 OUR MARKETS

There are two target market segments for the project area. They have been selected because there is a good fit between the characteristics of these types of people and the experiences the area can offer. The project area already attracts visitors for day trips and short breaks from these segments. Some are regular repeat visitors, travelling out from urban areas to enjoy a relaxing break staying in lodges and caravans. The majority are travelling from a 90-minute catchment. There is a large and expanding population in the catchment, which offers growth potential. These people are warm prospects because they are familiar with the area and can be encouraged to come back again or to explore further. Other types of people will visit as well but it is important to have a clear target audience in mind to ensure best return on investment for product development and marketing.

Here is a summary of the characteristics of these markets, what they are looking for in a cycling experience and what is missing to encourage them to stay longer and to explore further by bike.

#### FUN FAMILIES

Fun families are a part of the existing visitor base and offer potential for new visitors. They may be on a day trip from home or on a short break. Many of the existing families are weekend escapers who are content to remain in their caravan or lodge park, which acts as a ‘resort’. There is a need to encourage existing visitors to explore further and attract more families looking for a short break and who are prepared to explore more independently. In the longer term, this segment is likely to grow to reflect growth in population in the cities around the area. Easy cycling in attractive countryside with a choice of heritage attractions is the main offer. Value for money, packaging and itineraries will be important to attract them. The project area will be competing with The Peak District and further afield with the National Forest for this market.

Who they are	What they are looking for	What’s missing
<ul style="list-style-type: none"> <li>▶ Urban living about 60-90 mins max drive away</li> <li>▶ Kids up to early teens</li> <li>▶ Family first - enjoy the outdoors</li> </ul>	<ul style="list-style-type: none"> <li>▶ Lots of choice and family friendly facilities</li> <li>▶ To encourage cycling - easy/safe relatively flat cycle routes with good information, clear signing, bike hire</li> </ul>	<ul style="list-style-type: none"> <li>▶ Short loops</li> <li>▶ Cycling infrastructure e.g. bike hire, clear signing, interpretation</li> <li>▶ Itineraries – cycling +attractions + café</li> </ul>

<ul style="list-style-type: none"> <li>▶ Price conscious</li> <li>▶ May already visit Sherwood Forest</li> <li>▶ Day trips</li> <li>▶ May consider short break if experience is appealing and priced competitively</li> </ul>	<ul style="list-style-type: none"> <li>▶ Attractions/places to stop and explore with activities for children</li> <li>▶ Affordable family accommodation</li> <li>▶ Ease of choice/pick and mix options</li> </ul>	<ul style="list-style-type: none"> <li>▶ Family-focused accommodation in North Derbyshire and increased accommodation capacity in North Nottinghamshire</li> </ul>
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**ACTIVE ADULTS**

This segment is also drawn from growing city populations and will include students as well as young professionals. Their lifestyle is all about healthy living and keeping active. Essential to attracting them will be providing a range of things to see and do that includes cycling along with a contemporary range of accommodation. e.g. glamping.

Who they are	What they are looking for	What's missing
<ul style="list-style-type: none"> <li>▶ 21-34, no children</li> <li>▶ Travel as couple or with group of friends</li> <li>▶ Study/work-focused - busy, stressed lives</li> <li>▶ On look out for great experiences and good deals</li> <li>▶ Take weekend day trips</li> <li>▶ Looking for a nearby (2hr drive) short breaks to re-charge and have fun and keep healthy</li> </ul>	<ul style="list-style-type: none"> <li>▶ Appealing cycle/walking proposition – accessible to all levels</li> <li>▶ Interesting half-day/day cycle routes with pub/café stops</li> <li>▶ Interesting attraction(s) either on route or as a destination for their cycle/walk trip</li> <li>▶ Bike hire/bike repair</li> <li>▶ Range of cycle friendly accommodation – self- catering, camping/camping pods, bunkhouses, hostels, glamping</li> </ul>	<ul style="list-style-type: none"> <li>▶ Choice of long enough and circular suitable routes</li> <li>▶ Itineraries demonstrating variety and themes</li> <li>▶ Cycle infrastructure</li> <li>▶ Range of cycle friendly accommodation close to routes</li> </ul>

**EVENT CYCLING**

In addition to the two main markets the Plan has also considered the contribution of event cycling. Events provide an opportunity to raise the profile of the area as a place to visit and as a place to cycle. Cycling events largely take place on public roads, not on cycling trails. It is primarily a marketing and promotional opportunity for the project area, especially when major events are passing through. While the Plan does not recommend event cyclists as a main target market, it is important to understand the characteristics of this segment.

Who they are	What they are looking for
<ul style="list-style-type: none"> <li>▶ Frequent cyclists and often male, but increasing number of females, 25-55</li> <li>▶ A good number will be members of cycling clubs</li> <li>▶ Confident cycling on roads</li> <li>▶ Like a challenge, and often use events to keep fit, sometimes undertaking several events in a year</li> <li>▶ Prepared to come the night before if the event is good enough (or event registration is the night before), otherwise travel up to 90 mins by car</li> <li>▶ May practice event route</li> <li>▶ On average participants bring 1-2 friends/family<sup>3</sup> with them - potential for additional spend</li> </ul>	<ul style="list-style-type: none"> <li>▶ Well organised events with a variety of distances to appeal to differing levels of ability – some will progress up through the distances</li> <li>▶ Regular event cyclists can get bored of doing the same event year in year out so are often looking for something new</li> <li>▶ Bike friendly accommodation (serviced) for overnight stops on/near to event</li> <li>▶ Accompanying friends and relatives will want things to see and do, while the event is taking place and may need accommodation the night before or to create a short break around the event</li> </ul>

<sup>3</sup>The Value of Cycle Tourism 2013 published by Transform Scotland

## 4 INVESTMENT STRATEGY

The priorities for the investment strategy over the next 5 to 10 years are:

- ▶ **To create three tourism cycling hubs** - that deliver heritage and cycling experiences and cycling friendly overnight accommodation. Cycling will be part of the offer but there will be a wide range of other attractions and facilities for visitors to enjoy, including things to do and see that are less weather dependent to support a longer visitor season. Each hub is a destination in its own right but encourages wider exploration of the area, in particular by bike
- ▶ **To increase the volume and range of new non-serviced accommodation** – this accommodation will meet existing and future demand and be located across the project area to spread the benefit of tourism more widely, ensuring a mix of accommodation locations close to cycling routes, that enables more visitors to stay overnight
- ▶ **To develop the cycle trails network** – to provide a well-connected user focused network of routes throughout the project area that enables and encourages visitors to explore and which will help deliver economic benefit across a wider area. This extended network will also enhance local leisure and recreational amenities
- ▶ **To develop a programme of small business support to generate new tourism and cycling initiatives** – projects that create more economic activity in rural areas, in particular at the hubs and in small towns/villages, which also present a consistent and stronger cycling offer across the project area.

### HUBS

Cycling-led hubs make the cycling opportunities more visible to visitors, create a stronger visitor destination and encourage visitors to go cycling. The hubs will also be attractive to non-cycling visitors, creating a concentration of visitor facilities and places to stay in one location. Hubs are an important focus for investment because they:

- ▶ Deliver a critical mass of product in one compact location, which should include places to stay overnight, comprehensive cycling facilities that enable and encourage visitors to go for a cycle ride, things to see and do, a café and shop and visitor information – all within a stroll of each other, creating stronger and new mini-destinations that can be taken to market as a single destination

- ▶ Deliver a concentration of complementary business activity that increases footfall and therefore strengthens commercial sustainability for small businesses
- ▶ Capitalise on the investment that has been made and is planned for the area's cycling infrastructure
- ▶ Create locations for additional cycle-friendly visitor accommodation and for other investment e.g. leisure facilities. Accommodation in the hubs creates more visitors on site enabling the hub to leverage higher spend and longer trips benefiting the attractions and facilities located at the hub and those which are located a cycle ride away
- ▶ Showcase the landscape and the heritage – Countryside Service managed sites already provide opportunities for nature watching
- ▶ Encourage business investment and create the conditions to bring forward new business start-ups, including pop-ups, allowing businesses to test out new ideas at low risk, Derbyshire County Council Countryside Services for example, are actively seeking to pilot schemes to test markets through pop-ups.

Hubs have been chosen because of their location on a main off-road cycling route or close by, and because they have the potential to accommodate a range of facilities including the elements that are essential to encourage cycling, namely cycle hire/repair, café, bike storage and cycling friendly visitor accommodation. The objective is to have three main cycling hubs geographically across the project area. Visitors would be based at the hub and cycle out from it or cycle between hubs. There will be opportunity to create secondary smaller hubs overtime, either led by accommodation or by cycling e.g. at venues such as Teversal Trails and Kings Mill Reservoir.

Each hub is likely to contain elements run by different businesses but coordinated visitor communication and consistent quality and visitor service is essential. There should be a shared way of describing the hub, a single presentation of the hub offer, cross-selling of services and joint promotion. Developments such as [Forest Holidays](#) provide examples of good practice and demonstrate visitor expectations.

Each of the identified hubs responds to the unique opportunities of the site and its location. The first two hubs have the potential to move forward and be delivered over the next five years, with project testing and planning, and some physical investment happening now. The third hub relies on external factors and other regeneration plans moving forward, though some early accommodation development can be delivered in Phase One. Capital funding is required to realise them. To enable these developments initial feasibility work is needed.

Here is more about each of the hubs. (Further detail is provided in the Hub Investment Appendix, a separate document).

## HUB 1 - PLEASLEY

Pleasley located on the Nottinghamshire-Derbyshire border. The tourism opportunities are at Pleasley Vale and Pleasley Pit with opportunities for the pub and shops in Pleasley village to benefit from increased visitor activity and spend.

The Pleasley Vale site is in a narrow-wooded valley, and comprises three large mill buildings that once formed the Viyella factory. Bolsover District Council has an interest in Pleasley Vale, both as a landowner and an operator of a business park and an outdoor activity centre. Over the last few years there have been several attempts to secure the long-term future of the mills complex. Developing Pleasley as a hub as part of a wider tourism vision for the project area will help bring to fruition ambitions for the site. Short cycling routes that link the hub to the Archaeological Way and the Phoenix Greenways encourages visitors to explore further and increases the appeal of the hub as a base for a short break. Pleasley Pit can expand the footprint of the hub, creating a satellite hub with cycling loops linking it to the Mills and potentially provide camping in the Country Park.

The Outdoor Activity Centre run by Bolsover District Council is located at Pleasley Vale but currently operates as a split site. The Council has recently looked at developing a new, standalone outdoor activity centre with some accommodation, a café and cycle hire. This option has been submitted for consideration as part of Bolsover District Council's Transformation Programme. An expanded Outdoor Centre could include a wider range of facilities with the potential to attract leisure and corporate visitor markets. In principle, the Council is keen to support this option.

The site is sufficiently large to have a tourism cycling function alongside other leisure and business activity. This will help with the viability of different elements. A mixed-use site helps with site security that is essential for camping and caravanning, glamping and other non-serviced accommodation. This is an exciting opportunity but there is further detailed feasibility, market testing and full business planning to be done to determine the optimum mix of facilities and where they should be located within the mill building and across the hub. This includes refreshing earlier feasibility work and looking at longer term commercial sustainability.

*Cromford Mill, Derbyshire - £6.8m public sector cost delivered an estimated £15.0m- £23.8m cumulative GVA and created 72-113 jobs*

*On average £1 investment in the historic environment generates £1.60 of additional economic activity in the local economy over a ten-year period.*

The Impact of Historic Environment Regeneration, Amion Consulting, 2010 for English Heritage (now Historic England)



The tourism development proposals for the hub are:

- ▶ A visitor centre with a visitor attraction telling the story of the Mills, Viyella or the archaeological story of the landscape – further work is needed on the business model for the attraction and how this might work with the wider business model for the hub and the site more widely. There may be opportunities for elements in public sector ownership to cross fund revenue costs of the visitor centre, for example
- ▶ A café, cycle hire, cycle cleaning & repair facilities, cycle lock up – which might be managed by the District Council or by private businesses
- ▶ Short to medium cycling loops (More details in Section 5)
- ▶ A relocated and expanded Pleasley Vale Outdoor Activity Centre that realises its potential as an education centre and expands into tourism activity. This could be a new build somewhere close to Mill 1 or within the Mill itself, depending on the final mix of agreed facilities. Relocating and expanding the Centre into the mill building would help attract commercial tenants. Conversely, a new build makes it easier to incorporate overnight accommodation and create state of the art facilities, this could help make the centre commercially competitive. See [Mount Cook Adventure Centre](#)
- ▶ Camping pods/a camp site as an adjunct to a 24/7 supervised Outdoor Activity Centre or on another flat area close to Mill 1
- ▶ Improved facilities at Pleasley Pit including a visitor centre, an enhanced cafe offer and the development of camping pods within the Country Park.

Action	Timescales	Estimated Cost/£	Partners
Visitor Attraction Feasibility Study	Phase 1	£25,000	Bolsover District Council, Derbyshire County Council
Technical Feasibility for Pleasley Vale Outdoor Activity Centre	Phase 1	£25,000	Bolsover District Council
Technical Feasibility Mill 1 building for tourism related uses	Phase 1	£30,000	Bolsover District Council, Derbyshire County Council
Development of new Pleasley Vale Outdoor Activity Centre with accommodation	Phase 2	To be determined	Bolsover District Council, YHA
Development of camping pods at Pleasley Pit	Phase 2-3	To be determined	Land Trust, Pleasley Pit Trust, Derbyshire County Council
Development and delivery of loops/routes	Phase 1-2 – see Section 5		

## Hub 2 - Creswell Crags-Welbeck-Clumber

This hub brings together three high profile sites to create a stronger tourism cycling hub. Individually these sites have impressive heritage credentials and together, linked by cycling trails and with additional accommodation and good promotion, have the potential to deliver a strong hub, which can be bought forward in Phase 1 of the Plan.

It creates an opportunity to encourage current visitors to explore further and spend more now, with further growth potential over time as the area attracts more visitors. There is potential to deliver more accommodation too. The hub creates opportunities to manage visitor numbers across the sites. This hub presents good opportunities for developing out of season activity. The main tourism development proposals are:

- ▶ To create cycle trails that link the key hub sites and shorter routes (see Section 5)
- ▶ To create more cycle facilities – Welbeck Estate is looking into developing cycle hire and lock up at Lady Margaret’s Hall as part of a leisure centre development plus an easy cycle loop with waymarking around the Welbeck Estate, that is likely to appeal to Active Adults
- ▶ To develop more accommodation in the hub area, realising several schemes already in discussion
- ▶ To provide visitor accommodation on Welbeck Estate – a medium term opportunity and subject to the estate owners interest. A strong option that fits with the estate market positioning is quality glamping, eco-pods and eco-lodges located in the grounds, maybe in peripheral locations, amongst woods and down by the lake. They are temporary structures so can be moved. Examples of similar developments include [Natural Retreats](#) and [Featherdown](#)
- ▶ To develop collaborative marketing between the three hub sites to strengthen the collective offer and establish the hub identity.

*The proposals for 24 holiday lodges at Seaham Hall in County Durham, were developed in response to increased demand for the luxury accommodation in the area.*

### **Tourism benefits**

*The development is estimated to bring 26,600 additional overnight guests into the area and generate up to £2 million additional visitor spend per annum.*

### **Construction benefits**

*The construction of the lodges and the preparation of the land will generate up to 190 direct, indirect and induced jobs over the 9 month build period and £4.9m estimated temporary uplift in GVA.*

Seaham Hall, Development Proposal, by Lichfields, southerngreen, E3 Ecology Ltd, On Site Archaeology, 2016

Action	Timescales	Estimated Cost/£	Partners
Signing and Interpretation and support materials for Welbeck Estate loop	Phase 1	£30,000	Welbeck Estate, Bolsover District Council
Development of cycling hire and storage at Welbeck Estate	Phase 1-2	To be confirmed	Welbeck Estate
Development and delivery of loops/routes	Phase 1-2 – see Section 5 for more detail		
Clumber Park Caravan & Motorhome Club site – facilitating lease negotiations/ planning	Phase 1-2	n/a	National Trust Caravan & Motorhome Club Bassetlaw District Council
Welbeck Estate visitor accommodation opportunities – presenting the opportunity and exploring with potential partners	Phase 1	n/a	Featherdown Natural Retreats
Development of further accommodation	Phase 2-3	To be determined and will include private sector investment	Welbeck Estate, Bassetlaw District Council, National Trust, Caravan & Motorhome Club, private sector

### Hub 3 - Grassmoor-Chesterfield

The opportunity is to create a hub at the north of the project area to complement the existing concentration of activity close to Sherwood Forest in the south. Chesterfield will act as The Peak District gateway. There are also opportunities to increase visitors to Grassmoor with its views across to The Peaks. The hub will stretch the project area out to Chesterfield, a town that will benefit from significant regeneration over the next decade including at the Avenue site on the edge of the town, allocated for new housing and community facilities with a small leisure component.

The hub has also been chosen because:

- ▶ There are funding opportunities created by the regeneration of Chesterfield and HS2 to help support the development of new visitor facilities and extend the leisure cycle network – these investments will enable the cycling routes needed to make this a viable tourism cycling hub
- ▶ New cycle routes will link Chesterfield more strongly with the project area and in particular with Hardwick, strengthening the destination offer
- ▶ There is local interest and commitment to developing the visitor economy, including an emerging Friends of Group for the Grassmoor Country Park, and an active Big Local project based in Grassmoor and Hasland. These community groups could present an opportunity for funding small scale improvements to Grassmoor, with scope to potentially grow this involvement.

The tourism development proposals which can be moved forward now are:

- ▶ A touring caravan site at Grassmoor Country Park with a minimum 50-60 pitches with a warden providing 24/7 security, but potentially 100 pitches with 30 glamping/camping pods
- ▶ More visitor facilities including a café – visitors in the caravan site will support commercial viability
- ▶ Cycle hire facilities in the Country Park, ideally located on the camping site and run by the operator to deliver a commercial proposition

*A caravan park generates*

*£6,900 GVA per annum per static let*

*£1,340 GVA per annum per touring pitch*

*One f.t.e job is created for every 15 static pitches*

*One f.t.e job is created for every 36 touring pitches.*

*GVA takes into account park owner and visitor spend. Creating new units and parks generates additional GVA and jobs through construction.*

*Economic contribution: holiday and touring park across the UK, 2012, British Holiday & Home Parks Association (BHHPA)*

- ▶ A cycle link from the end of the Trans Pennine Trail at Chesterfield to the Phoenix Greenways starting at Grassmoor to encourage cycling and encourage long distance cyclists to use Grassmoor accommodation/Chesterfield as a stopover.

Longer term, there may be potential to create additional accommodation elsewhere in the Chesterfield area. This might be at The Avenue site or within the town centre.

Action	Timescales	Estimated Cost/£	Partners
Investment & Delivery Model Study for the Grassmoor Caravan Site	Phase 1	£15,000	North East Derbyshire District Council, Derbyshire County Council, Caravan & Motorhome Club
Technical study and soft market testing for non-serviced accommodation on a selection of sites	Phase 1	£25,000	Derbyshire County Council, Chesterfield Borough Council, North East District Council
Development of Grassmoor Caravan Site	Phase 2	Cost c. £2-2.5m, generating c. £1m spend. Could be extraordinary costs associated with previously contaminated site, servicing, terracing, enlarging that might require public sector input	North East Derbyshire District Council, Derbyshire County Council

## ACCOMMODATION

Visitor accommodation plays an important part in growing short break capacity and creating cycling-led overnight packages that encourage longer stays. Currently, the existing supply of visitor accommodation is predominantly in the Nottinghamshire part of the project area and several further accommodation schemes are likely to move forward in Nottinghamshire. The Derbyshire part of the area lacks the Sherwood Forest association and has some challenging environments. There is clear market failure in terms of getting visitor accommodation development projects off the ground or to come forward.

The best fit accommodation for Fun Families and Active Adults is non-serviced – camping, caravanning, camping pods, glamping, self-catering units, holiday lodges, hostels and bunkhouses. Some families and Active Adults might stay in budget or other hotels, pub accommodation and B&Bs if the location, price and quality is right. Independent accommodation businesses should be encouraged to invest in facilities for cyclists, especially properties that are well-connected to cycle trails. The key factors that impact on deliverability of new accommodation are:

- ▶ **Security and management arrangements** – this may be important in more vulnerable locations. There must also be a mechanism for paying, giving access and troubleshooting and any accommodation venture needs to factor in staff and related costs to deliver this, which may impact on the viability, depending on the site
- ▶ **Scale and critical mass** – a standalone site needs a critical mass of units to be viable and to support operational costs. That means 50-60 pitches for a caravan and camping site, and 50-70 units for a holiday lodge park. Where there are existing facilities scale is less important and can be as little as five glamping units
- ▶ **Delivery models** – there are examples across the UK of public sector partners intervening in visitor accommodation schemes to ensure their delivery and on-going sustainability
- ▶ **Operating models** – there are innovative examples of how to get visitor accommodation development schemes up and running and to secure their on-going management. Examples include:

### KEY FILTERS FOR ACCOMMODATION PROJECTS FOR THE PLAN

- ▶ Evidence on the failure of the market to deliver
- ▶ Proximity of sites and links to cycle networks
- ▶ The need for local authorities to identify opportunities to generate an income stream on country park sites to support viability and maintenance costs.

- Charities, trusts and community groups - [Portsoy Community Enterprise](#) (caravan site & bunkhouse accommodation) and [The Friends of Woodlands and Coachwood Green](#) (country park, proposed visitor centre, caravan site and glamping, Shireoaks)
- Local authority funded or part funded visitor accommodation schemes run by a bought in operator e.g. Rosliston [Forest Lodges](#), developed by South Derbyshire District Council/Forestry Commission/National Forest Company, owned by SDDC, leased to Aurora Country Developments Ltd.
- Local authority landowners sites leased to visitor accommodation developers/operators, producing a rental income e.g. Caravan & Motorhome Club site at [Poolsbrook Country Park](#) (Chesterfield Borough Council).

In addition to accommodation within the main hubs there is potential to bring forward a small number of accommodation-led hubs and increase capacity across the project area. See the separate Accommodation Appendix which sets out all identified visitor accommodation schemes.

Both existing and new accommodation should be encouraged to participate in the Cyclists Welcome Scheme. Uptake in the project area is currently low.

Project	Market Opportunity	Timescale	Need for Public Sector Intervention/Key Partners
Poulter Country Park	Large scale lodge or pod park plus camping (access poor for caravans) that can support on-site infrastructure and full-time warden plus cycle hire	Phase 2	Technical and planning feasibility, soft market testing, investment appraisal and investigating delivery models Derbyshire County Council, Bolsover District Council, plus identified private sector partners e.g. Pinelodge, Featherdown, Natural Retreats
Thoresby Colliery	10-year project to deliver 450-acre country park with cycle routes, zip wire course, extreme segway, mountain bike trail, cycle hire, abseiling, cafés, viewing platform. Scope for bunkhouse accommodation in historic buildings plus camping	Phase 3	Awareness building of cycle tourism market opportunity/connectivity to cycle routes. Advice on visitor accommodation development opportunities Haworth, Nottinghamshire County Council
Woodlands Country Park	Touring caravan park (57 pitches), campsite and wigwams (planning 2015) plus training/ education/ visitor centre next to Shireoaks Marina on Chesterfield Canal. A community based project	Phase 2	Funding, sourcing an operator Nottinghamshire County Council, Bassetlaw District Council Independent caravan site/ glamping operator Friends of Woodlands, Coachwood Green, Nottinghamshire Wildlife Trust

## CYCLING TRAILS NETWORK

The *Derbyshire Cycling Plan 2016-2030* captures the ambition of the area to put cycling at the heart of the social and economic priorities of the area, when it says “by 2030 Derbyshire will be the most connected and integrated county for cycling in England, recognised as a world class cycling destination for all. More people of all ages and abilities will be cycling regularly for leisure, active travel, commuting and sport”. Similarly, the *Nottinghamshire Cycling Strategy Delivery Plan 2016* sets out its strategy “To create a safe and convenient cycling network in Nottinghamshire that meets the needs of cycling commuters and leisure riders alike and makes the achievement of the current cycling levels of countries like the Netherlands and Denmark a realistic aspiration....”

The main network requirements for the project area are mapped and much of that network is completed but there is more work to do. Tourism creates the opportunity to capitalise on the cycling assets and cycling infrastructure investment by delivering a stronger visitor economy.

Currently, the main network of trails comprises the Phoenix Greenways, the Archaeological Way, the western end of the Dukeries Trail, The Cuckoo Way, the Trans-Pennine Trail (including the Chesterfield Spur), NCN6 (from Rother Valley Country Park to Newstead Abbey) and the Robin Hood Way. The routes pass close to heritage attractions, villages and visitor accommodation and connect Chesterfield, Mansfield and Worksop to Hardwick Hall, Creswell Crags, Chesterfield Canal, Rother Valley Country Park, Welbeck, Clumber and Sherwood. There has already been significant investment in the trails network but more is needed to complete it.

To increase tourism activity on the cycle network means creating waymarked loops and short routes that strengthen the offer and encourage informal cycling. These loops will radiate from the hubs and the routes will be selected to include interesting things to see and do with a focus on heritage and opportunities for visitor spend. Section 5 sets out the priorities for cycling infrastructure in more detail.



## CREATING CYCLE FRIENDLY PLACES

Strong hubs and cycling infrastructure need to be complemented by cycle friendly businesses across the project area that make cycling more visible to visitors, deliver the facilities cyclists need and create a stronger destination.

Cyclist welcome schemes boost the visitor economy and the competitiveness of SMEs by making businesses more aware of the commercial opportunities and encouraging business investment.

The Cyclist Welcome Scheme for the *Visit. Sleep. Cycle. Repeat* area will be developed as an extension to the Pedal Peak Scheme<sup>4</sup>, and be aligned with the national Cyclist Quality Assessment Scheme<sup>5</sup>. It will be designed to meet the needs of visitors but will benefit local cyclists as well.

The scheme should deliver business support to encourage the development of excellent facilities that enhance the main infrastructure investment, for example, cycle lock ups, drying rooms and pop-ups, e.g. cafés and cycle repair. Pop-ups are a good way for small businesses to soft-market test new business ideas, locations or services. These facilities are essential to create a critical mass of facilities and products for visitors. Developing more cafés to satisfy the need of growing numbers of cycling visitors will help meet a general demand in the project area for more places to eat and drink. There is currently a limited supply of places to eat and drink in the project area, outside main accommodation resorts and visitor attractions. A grant scheme should comprise part

### PEDAL PEAK CYCLE FRIENDLY PLACES FUND

*The Fund delivered 29 projects with a value of around £700,000 with approximately 46% of the value being provided through match funding.*

Pedal Peak Phase II Final Project Report, August 2013 – March 2016

### CYCLIST WELCOME SCHEME – KEY ELEMENTS

- ▶ Industry standard cyclist welcome criteria
- ▶ Accredited logo
- ▶ Awareness raising and business engagement through existing networks and customised workshop programme
- ▶ A cycling toolkit for businesses

<sup>4</sup> The current Pedal Peak Scheme runs until March 2019 and has £450,000 of ERDF funding.

<sup>5</sup> The AA took over the running of the Quality Assessment for VisitEngland on 1 April 2017 and are still in a transition phase. The scheme is still operating and details of it will be included on a new website.

of the Cyclists Welcome Scheme to stimulate investment and to support SME start-ups, for example offering cycle hire or e-bikes. The fund will need to be managed and administered by a single organisation and the costs of that incorporated into a bid for funding the scheme.

The Cyclist Welcome Scheme will be linked to cycling tourism marketing and promotional activity. The geographical focus for the scheme will be towns and villages across the project area, starting with those which are on main trails or close by. LEADER programmes provide a locally based delivery mechanism. A good example of how a comprehensive scheme can support SMEs is the [COOL Project in Norfolk](#), which encourages businesses to capitalise on the business opportunity of the network of walking trails.

Project	Timescale	Estimated Cost/£	Partners
Cyclist Welcome Scheme (business support element)	Phase 1 and ongoing for business networking and repeat workshops	£10,000 (Phase One), annual budget for additional £3,000	Local authorities, LEADER
Grant scheme for cycling tourism	Phase 1 and ongoing for 3-5 years	£300,000 (including management and administrative costs)	County and District Councils, DMOs (possibly one DMO administering and managing the fund)

## 5 CYCLING INFRASTRUCTURE

This is a Plan for visitors. Therefore, the focus is on completing stretches of the cycling network that will enable visitors to explore the project area extensively by bike and which link up attractions and destinations where the visitor spend opportunities are located. Encouraging more visitors to particular towns and villages, can encourage further investment in visitor facilities, e.g. new places to eat, overnight accommodation, which also benefits the local community and contributes to inward investment.

The Key Cycle Network (KCN) is core to the delivery of the *Derbyshire Cycling Plan 2016-2030*. The KCN will be made up of new and existing routes and will comprise the main routes needed to help people cycle around the county. The network routes are currently out to public consultation. Many of the routes and trails identified within this Network are essential to develop the tourism potential of the area. The trails which need completing on the KCN from the perspective of tourism are:

- ▶ **The Clowne Branch Line (and onward link to Poolsbrook to connect with Trans-Pennine Trail)** – this is a significant link in the network and, at January 2018, a £1.7m project is being pulled together which has recently been granted planning permission and is currently in the 2nd stage of an ERDF bid. The aim is to complete the route by 2020
- ▶ **The Archaeological Way** – there is around £400k of projects still to deliver to complete the trail, though much is in place with opportunities to develop new short routes from the proposed tourism hubs (see below)
- ▶ **The Bolsover Loop** – this would create cycling links between Bolsover Castle, Hardwick Hall and Stainsby Mill – this is a longer-term ambition, in relation to the timeframe of this Plan, but has the potential to create a significant trail linking three visitor attractions
- ▶ Upgrading the Rowthorne Trail to promote as part of the Key Cycle Network
- ▶ Providing a link between the Archaeological Way and the Clowne Branch Line
- ▶ Upgrading sections of the Cuckoo Way to promote it for cycling.

There is other cycling infrastructure needed to enable effective visitor cycling hubs. The main needs are:

- ▶ Creating a safe cycling link between Creswell Crags and Welbeck – currently cyclists need to cross the busy A60 road

- ▶ Completing and formalising the link from Grassmoor to Chesterfield - making use of the new greenways
- ▶ Improving a short stretch in Pleasley Pit Country Park to complete an important cycling loop (circular route) for the Pleasley hub.

The cycling infrastructure priorities over the next five years for tourism are completing the Archaeological Way and the Clowne Branch Line and creating a safe cycling link between Creswell Crags and Welbeck. Together these projects will go a significant way to enabling a more vibrant visitor economy.

To increase the visitor use of the main cycling infrastructure requires creating waymarked loops (circular routes) and short routes (one way out and same way back) that strengthen the offer and encourage informal cycling by target markets. That means the length of the routes need to be suitable for occasional cyclists including short routes suitable for families with young children. Routes will radiate from the hubs and be selected to include interesting things to see and do with a focus on heritage and opportunities for visitor spend, for example taking people into villages with shops and places to eat or creating opportunities for new businesses to develop visitor facilities and services. Here is the suite of routes that has been identified so far. Cycling infrastructure needs are identified in red. (See Cycling Infrastructure Appendix, a separate paper, the length of routes and information about the attractions these link with and visitor spend opportunities). This is not a definitive list of loops and short routes. For example, Fun Family routes have only been identified from the Pleasley hub. An early action is to undertake a comprehensive audit to create a fuller list and cost what investment is needed to make these routes visitor-ready.

PROPOSED CYCLE ROUTES	
FUN FAMILY	ACTIVE ADULTS
<p><b>Route 1 - From Pleasley Vale to Pleasley Park</b>                      Pleasley Vale, Forge Lane (would benefit from upgrading)                      Gap to link with Wood Lane, Return through Pleasley Park</p>	<p><b>Route 1</b>                      Pleasley Vale, Gap to link with Wood Lane, Shirebrook, Dukeries Trail, Church Warsop, Clumber Via Robin Hood Way (re-designation required/A60 overcome), Welbeck, Creswell Crags, Gap to link with Archaeological Way, Poulter, Shirebrook, Gap to link from Wood Lane, Pleasley Vale</p>
<p><b>Route 2 – From Pleasley Vale to Brook Park</b>                      Forge Lane - as above, Gap to link with Wood Lane as above, Brook Park                      Littlewood Lane &amp; return</p>	<p><b>Route 2</b>                      Pleasley Vale, Gap to link with Wood Lane, Shirebrook, Poulter, Gap to link with Archaeological Way, Creswell Crags, Clowne Branch Line (when fully open) Staveley/Poolbrook, Trans Pennine Trail to Chesterfield, Gap between Chesterfield and Grassmoor, Tibshelf, Teversal, Option to visit Hardwick, Pleasley Pit, Pleasley Vale</p>

<p><b>Route 3 – From Pleasley Vale to Oxclose Wood</b> Pleasley Vale, Meden Trail, Outgang Lane (v. quiet road), Oxclose Wood &amp; return</p>	<p><b>Route 3 – Pleasley Vale to Welbeck</b> Pleasley Vale, <b>Gap to link with Wood Lane</b>, Shirebrook, Poulter, <b>Gap to link with Archaeological Way</b>, Creswell Crags, Welbeck, Retrace route to Pleasley Vale</p>
<p><b>Route 4 – From Pleasley Vale to Pleasley Pit</b> Pleasley Vale, Meden Trail to Pleasley Village, Road section &amp; short hill climb through Village to Pit Lane, Pleasley Pit Car Park &amp; return</p>	<p><b>Route 4</b> Clumber, Worksop/Chesterfield Canal, <b>Once route along Canal is fully accessible</b>, Rother Valley Country Park, Trans Pennine Trail, Staveley/ Poolsbrook, <b>Clowne Branch Line (when fully open)</b>, Creswell Crags, Welbeck, Clumber, <b>Via Robin Hood Way (re-alignment required/A60 overcome)</b></p>
<p><b>Route 5 – Pleasley Vale to Silverhill Wood</b> Pleasley Vale, Meden Trail to Pleasley Village, Road section &amp; short hill climb through Village to Pit Lane, Pleasley Pit Car Park, Teversal Trail, Silverhill Wood &amp; return</p>	<p><b>Route 5</b> Clumber, Worksop/Chesterfield Canal, <b>Once route along canal is fully accessible</b>, Rother Valley Country Park, Trans Pennine Trail, Staveley/ Poolsbrook, Trans Pennine Trail to Chesterfield, <b>Gap between Chesterfield and Grassmoor</b>, Tibshelf, Teversal, Option to visit Hardwick, Pleasley Pit, Pleasley Vale, <b>Gap to link with Wood Lane</b>, Shirebrook, Dukeries Trail, Church Warsop, Clumber</p>
<p><b>Route 6 – Pleasley Vale to Shirebrook Wood</b> Pleasley Vale, Forge Lane – <b>as above</b>, Gap to link with Wood Lane – <b>as above</b>, Shirebrook Wood &amp; return</p>	<p><b>Route 6 – Welbeck Estate (but can start at a number of points)</b> Lady Margaret’s Hall, Norton, Hazel Gap, Clumber Park Hotel, Hardwick Village, Clumber, Robin Hood Way, South Lodge, Creswell Crags, Lady Margaret’s Hall, <b>route requires overcoming Robin Hood Way/A60 crossing</b></p>
<p><b>Route 7 – Pleasley Trails Network</b> Pleasley Vale, Meden Trail to Pleasley Village, Road section &amp; short hill climb through Village to Pit Lane, Pleasley Pit car park, Teversal Trail Link track, Skegby Trail &amp; return</p>	
<p><b>Route 8 – Pleasley Vale to Hardwick Hall</b> Pleasley Vale, Pleasley Pit, Via Teversal Trail <b>(or Rowthorne Trail is re-designated)</b>, Hardwick &amp; return</p>	

There will be three tiers of investment:

- ▶ Completion of missing sections to enable the short routes – these are also priorities for cycling infrastructure investment, in particular for the Pleasley and Creswell-Welbeck-Clumber hubs that are likely to move forward first
- ▶ Signing and Interpretation – it will be important not to clutter existing routes with unnecessary additional waymarking, while ensuring visitors feel confident about using them. Many of the loops are making use of existing trails that already have interpretation but there may be gaps that need customising e.g. interactive features on Fun Family trails
- ▶ Promotional materials that encourage visitors to use the trails and provide information about the length of the loop, relative level of difficulty and what there is to see and do.

Project	Timescale	Estimated Cost/£	Partners
Creation of 40 km of network trails	Phase 1-3	c. £6m (including identified funding currently being sought for the Archaeological Way and the Clowne Branch Line. Therefore, additional funding is c. £3m)	County and District Councils as appropriate
Audit of loops and routes	Phase 1	£25,000	County and District Councils, Sustrans, Canal & River Trust
Delivery of a suite of loops and short routes	Phases 2-3	To be determined from the audit	As above

## 6 MARKETING STRATEGY

The area needs to be taken to market in a clear and consistent way by all the partners. Promotional activity needs to be built up over time in step with investment in the destination offer to ensure partners can deliver on the promise. The focus is on a cycling led proposition that presents a distinctive offer to clearly defined markets.

The proposition is **'The countryside on your doorstep to explore on a bike'** and promotional messages need to communicate easy cycling in an affordable short break area for people looking for active fun, targeting the growing population who enjoy getting around on a bike and live within 90 minutes of the area and focusing on Fun Families and Active Adults.

### WHAT TARGETING FUN FAMILIES AND ACTIVE ADULTS WILL MEAN

Targeting these markets means 'joining-up' what's on offer across the area to present a critical mass of experiences that suggest somewhere with enough to do for an active fun short break.

The target markets may be familiar with the area and some will have visited already. It will be important to use messaging that encourages repeat trips and to present inspiring ideas for what to see and do in a day or two days at different times of the year, supported by deals and offers. Deals will be particularly important for budget-conscious families and active adults who are students. For those who've not been before, it will also be important to promote it as a quick escape for 'a breath of fresh air'.

Cycling is not the primary motivation for the trip, it should be promoted as a new way to experience the area, easy to do, fun and healthy and backed up by easy to access itineraries online and in the destination, that encourage visitors to go for a bike ride to explore new places. This is particularly important for existing visitors looking for something new to do or encouraging those who spend most of their holiday on their caravan site, to explore the surrounding countryside.

## FIRST STEPS

The priorities are to raise awareness of the area and its tourism cycling and heritage offer and to put in place baseline marketing activity that can be built up as the destination develops and more product is in place.

There is currently no coordinated presentation of the area as a place to visit and cycling information is inconsistent and available across various websites. Marketing messages, cycling images, routes, maps and visitor information about cycling need coordinating and strengthening. Visit Peak District & Derbyshire and Visit Nottinghamshire (the two Destination Management Organisations that are responsible for destination marketing), the local authorities and the Visitor Economy Consortium should work together to create consistent cycling information and agree a social media and PR plan. The Visitor Economy Consortium for the area needs to develop promotional materials for cycling that all businesses can use.

Messages and content should be designed to complement and align with the marketing undertaken by Marketing Peak District & Derbyshire and Marketing Nottingham & Nottinghamshire. The objective is to create a stronger tourism market presence for the area around cycling and heritage. Marketing Peak District & Derbyshire and Marketing Nottingham & Nottinghamshire provide an opportunity to take the area to market more strongly but to do that these organisations need good, relevant and timely content to feed into their websites and campaigns. The Visitor Economy Consortium needs to work closely with Marketing Peak District & Derbyshire and Marketing Nottingham & Nottinghamshire on PR.

Here are the main actions for partners to work together over the next 18 months:

### Consistent Information about Cycling Routes

Currently information about cycling in the area is available on the Marketing Peak District & Derbyshire and Marketing Nottingham & Nottinghamshire and County Council websites. This information needs streamlining with links to simple consistent maps, so that visitors can make informed decisions on

### INFORMATION ABOUT CYCLING ROUTES – WHAT'S NEEDED

- ▶ List all routes in each County – including NCN routes
- ▶ Show a map where the routes are
- ▶ Have a downloadable route map, and if possible, or over time, also offer downloadable GPX data
- ▶ Detail about the terrain i.e. what type of bike you need
- ▶ Detail the route distance and the degree of difficulty, e.g. easy/ intermediate/ difficult/ challenge
- ▶ If routes link to other routes – mention this in the copy and link accordingly.



where to cycle, type of routes available, distance and degree of difficulty. This creates a baseline of cycling information to build on as new routes are completed.

### Cycling Promotional Toolkit for businesses – Cyclists Welcome Scheme

The Toolkit will create a clear consistent positioning for the area - engaging words and phrases, stunning images and straightforward information that everyone can use as a resource when developing their own cycling tourism marketing materials. The Toolkit will be designed for use online and in print. Attractions and local businesses will be encouraged to use it to create a consistent look, feel and quality to marketing, while allowing different organisations and businesses to continue to personalise their own promotion. For small businesses a bank of quality images, sample narratives and other marketing materials will be a valuable free resource. The toolkit will be adopted and re-written from the established Peak District Cycle Tourism Toolkit.

### Social Media Plan

Social media means it is possible to reach your target visitors quickly and cost-effectively with tightly targeted and timely messages and to build up loyalty bringing visitors live updates with rich visual and audio content and linking with web content. Working with those responsible for social media channels for both the DMOs and Councils, the Visitor Economy Consortium will develop a social media plan to promote the cycling experience including the routes and attractions to raise awareness and start a conversation about cycling and tourism. This can be reviewed and expanded as the cycling offer is further developed.

### Cycling Itineraries

Currently, it is difficult for visitors to understand where they can cycle, where routes will take them and what facilities are available. The hub loops and routes will create visitor-friendly short cycle trips linked to things to do and see but some itineraries with suggested routes can be created now, containing useful information on the cycle route – what to see, type of route, bike hire – and promoted through social media, PR and existing websites.

#### SOCIAL MEDIA PLAN

Create a monthly calendar of activity to include:

- ▶ Route of the month
- ▶ Suggestions for days out
- ▶ Bike hire locations
- ▶ Interesting facts about attractions along the routes
- ▶ Suggestions for lunch/cake stops
- ▶ Cycling events in the area
- ▶ Cycle event inspired content
- ▶ Feature on places to stay

### PR Plan

Initially a modest PR plan should be developed to raise awareness of the network of trails with suggested ideas for days out and things to do with family or friends. The activity should appeal to Fun Families and Active Adults. Activity should focus on travel features and be themed and timed for the audience, e.g. 'what do during the school holiday' features. Details should include length of route, time it will take and what there is to see along the way and where to stop for refreshments. The social media and PR plans should work together. This activity can be built up over time once more of the product is established and include suggestions for bike friendly accommodation. Specialist bloggers and vloggers can promote the area for you, creating third party endorsement. The opening of new trails, loops and facilities create opportunities for press fam trips.

### Cycling Events

Major cycling events and most races take place on public roads and not on cycle trails. Cycling events create a high profile opportunity to showcase the best of the area and promote it for tourism cycling. When hosting key races such as the Tour of Britain and the Women's Tour strategic partners should develop a joint promotional plan and ensure the cycling routes are featured. Research shows that races attract a wider audience, generate more overnight stays and increased visitor spend. Events e.g. sportives or Audax events, are more likely to attract participants plus family and friends. Family and friends will want to watch the start and finish of the event but will need things to do in between. Developing itineraries and special promotions close to the route and work with the timing of the race, create an opportunity to showcase the best of the area to a captive audience.

The area has several established cycling clubs that run their own events such as the popular Hardwick Hill Climb. There is scope to work with these cycling clubs to further develop these races to attract more participants and encourage spectators.

### Delivery

Partners need to create an annual marketing budget to support the delivery of this initial marketing activity. One approach is to employ a freelancer to work on PR and social media, reporting to the Visitor Economy Consortium.

## NEXT STEPS MARKETING ACTIVITY

Once the hubs have been developed and there are more loops and routes, developing a cycling tourism microsite will enable the area to present a stronger presence in the marketplace. Visitors will access the microsite directly, principally through a link on social media posts, and click through from Visit Peak District & Derbyshire and Visit Nottinghamshire websites, the County Council and other appropriate host sites. This approach will give the site a much wider reach and embed the area within strong brands. The microsite will provide information on routes, loops, what to see and do on route and itineraries. Visitors will be able to click through to attraction and accommodation websites for further information. There should be downloadable maps and itineraries. It will create a one-stop-shop to cycling for visitors in the area. The content will need to be developed and then regularly managed and updated.

A microsite will need a clear identity for the routes and for the area. This identity should be led by the cycling and heritage experience rather than the geographical location. The name should be appealing and use words and associations with the area, for example Limestone Journeys (previously used for the Limestone Journeys initiative), or a reference to the cycle trails on old railway lines, e.g. The Branch Line. The word 'cycle' or 'bike' should appear in the name or work with it, e.g. 'Cycle The Branch Lines' or 'Limestone Journeys on a Bike'.

## TOURISM CYCLE TRAIL IDENTITIES

- ▶ 7stanes - a single marketing entity used to describe a series of mountain bike centres in forests across the south of Scotland. Five of the 7stanes are located in Dumfries and Galloway, with the remaining two in the Scottish Borders. Each centre has an individual name e.g. Glentress, Kirroughtree. ('Stane' is the Scots word for stone, and at each of the 7stanes locations, there is a unique stone sculpture - a stane - reflecting a local myth or legend.)
- ▶ The Helix - was borne from an idea in 2003 to build an ecopark as part of ambitious plans to create an outdoor greenspace corridor, transforming 350 hectares of land between Falkirk and Grangemouth. Today, the Helix connects 16 communities. It includes cycle/walk trails, play areas, canals, a lagoon and wildlife habitats. It is home to the magnificent equine sculptures, the Kelpies. The name 'Helix' come from the distinctive shape of the project.

Project	Timescale	Estimated Cost/£	Partners
Development of Toolkit including commissioning photography	Phase 1	£3,000	Visitor Economy Consortium, Visit Peak District & Derbyshire and Visit Nottinghamshire.
Development of cycling micro-site	Phase 3	£20,000 plus ongoing budget for maintenance	As above

## 7 ACTION PLAN

This table brings together all the actions in one place.

Action	Timescales	Estimated Cost/£	Partners
<b>HUBS</b>			
<b>Pleasley</b>			
Visitor Attraction Feasibility Study	Phase 1	£25,000	Bolsover District Council, Derbyshire County Council
Technical and market feasibility (including delivery models) for Pleasley Vale Outdoor Activity Centre	Phase 1	£25,000	Bolsover District Council, YHA
Technical Feasibility Mill 1 building for tourism related uses	Phase 1	£30,000	Bolsover District Council, Derbyshire County Council
Development of new Pleasley Vale Outdoor Activity Centre with accommodation	Phase 2	To be determined	Bolsover District Council, YHA
Pleasley Pit planning and delivery model investigations including community trusts/delivery models	Phase 1	£8,000	Land Trust, Pleasley Pit Trust, Derbyshire County Council
Development of camping pods at Pleasley Pit	Phase 1-2	To be determined	Land Trust, Pleasley Pit Trust, Derbyshire County Council
Development and delivery of loops	Phase 1-2 – see below		

Action	Timescales	Estimated Cost/£	Partners
<b>Creswell Crags-Welbeck-Clumber</b>			
Signing and Interpretation and support materials for Welbeck Estate loop	Phase 1	£30,000	Welbeck Estate, Bolsover District Council
Development of cycling hire and storage at Welbeck Estate	Phase 1-2	To be determined	Welbeck Estate
Development and delivery of loops	Phase 1-2 – see below		
Clumber Park Caravan & Motorhome Club site – facilitating lease negotiations/ planning	Phase 1-2	n/a	National Trust Caravan & Motorhome Club Bassetlaw District Council
Welbeck Estate visitor accommodation opportunities – presenting the opportunity and exploring with potential partners	Phase 1	n/a	Featherdown Natural Retreats
Development of further accommodation	Phase 2-3	To be determined and will include private sector investment	Welbeck Estate, Bassetlaw District Council, National Trust, Caravan & Motorhome Club, private sector
<b>Grassmoor-Chesterfield</b>			
Investment & Delivery Model Study for the Grassmoor Caravan Site	Phase 1	£15,000	Chesterfield Council, Derbyshire County Council, Caravan & Motorhome Club
Technical study and soft market testing for non-serviced accommodation on a selection of sites	Phase 1	£25,000	Derbyshire County Council, Chesterfield Council
Development of Grassmoor Caravan Site NB Could be extraordinary costs associated with previously contaminated site, servicing, terracing, enlarging that might require public sector input	Phase 2	Cost c. £2-2.5m, generating c. £1m spend	Chesterfield Council, Derbyshire County Council, Caravan & Motorhome Club

Action	Timescales	Estimated Cost/£	Partners
<b>ACCOMMODATION</b>			
Poulter Country Park soft market testing and investment/delivery model study	Phase 1-2	£15,000	Derbyshire County Council, Bolsover District Council, plus identified private sector partners e.g. Pinelodge, Featherdown, Natural Retreats
Poulter Country Park technical, market and planning feasibility	Phase 1-2	£25,000	As above
Thoresby Colliery	Phase 2-3	n/a	Haworth, Nottinghamshire County Council
Woodlands Country Park Support with operator sourcing/delivery model and funding the development	Phase 2	£1500 (consultancy) plus unknown for development support	Nottinghamshire County Council, Bassetlaw District Council Independent caravan site/ glamping operator Friends of Woodlands, Coachwood Green, Nottinghamshire Wildlife Trust
<b>CREATING CYCLE FRIENDLY PLACES</b>			
Cyclist Welcome Scheme (business support element)	Phase 1 and ongoing for business networking and repeat workshops	£10,000 (Phase One), annual budget - £3,000	Local authorities, LEADER
Grant scheme for cycling tourism	Phase 1 and ongoing for 3-5 years	£300,000 (including management and administrative costs)	County and District Councils, DMOs (possibly one DMO administering and managing the fund)
Delivery of a suite of loops and short routes	Phases 2-3	To be determined from the audit	As above

Action	Timescales	Estimated Cost/£	Partners
<b>CYCLING INFRASTRUCTURE</b>			
Creation of 40 km of network trails	Phase 1-3	c. £6m (including identified funding currently being sought for the Archaeological Way and the Clowne Branch Line. Therefore, additional funding is c. £4m)	County and District Councils as appropriate
Audit of loops and routes	Phase 1	£25,000	County and District Councils, Sustrans, Canal & River Trust
Delivery of a suite of loops and short routes	Phases 2-3	To be determined from the audit	As above
<b>MARKETING</b>			
Development of Toolkit including commissioning photography	Phase 1	£3,000	Visitor Economy Consortium, Visit Peak District & Derbyshire and Visit Nottinghamshire.
Development of cycling micro-site	Phase 3	£20,000 plus ongoing budget for maintenance	As above

**Disclaimer:** All information and analysis supplied by Blue Sail Consulting Ltd and our sub-contractors is delivered in good faith and represents our professional judgement based on the information obtained from the client and elsewhere. The achievement of recommendations, forecasts and valuations depend on factors beyond our control. Any projections, financial or otherwise, in this report are only intended to illustrate particular points of argument and do not constitute forecasts of actual performance