

Tourism Marketing Plan 2022-23



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Introduction

East Staffordshire is an attractive and scenic area of more than 100,000 residents and is home to Burton upon Trent, famous for being the 'home of brewing' and the market town of Uttoxeter.

Visitors to East Staffordshire will discover some of the most beautiful countryside in the midlands, with lush fields and pretty villages, along with award winning restaurants and cosy pubs along the River Trent.

East Staffordshire is also home to major tourist attractions such as, The National Forest Adventure Farm, Barton Marina, Uttoxeter Racecourse and St Georges Park National Football Centre.

The Covid-19 pandemic has had a huge impact on tourism both nationally and here in East Staffordshire, the sector is vitally important, being worth over £197m to the local area. Tourism sustains more than 3,500 jobs and before covid-19 the borough attracted 3.2 million visitors per annum.

The Covid-19 pandemic has changed this significantly and now East Staffordshire Borough Council, with support from key partners and stakeholders is taking the opportunity to build back better.

The launch of this new tourism marketing plan is the latest development in the ongoing work by East Staffordshire Borough Council, to support businesses across the borough during the covid-19 pandemic.

This has included business grants, rates relief, and advice on funding, skills training and awareness campaigns.

The aim of this Marketing Plan, working in conjunction with key local partners and stakeholders, is to increase awareness of East Staffordshire and its attractions to potential visitors, helping to drive an increased economic impact of tourism to the Borough of East Staffordshire and its businesses.

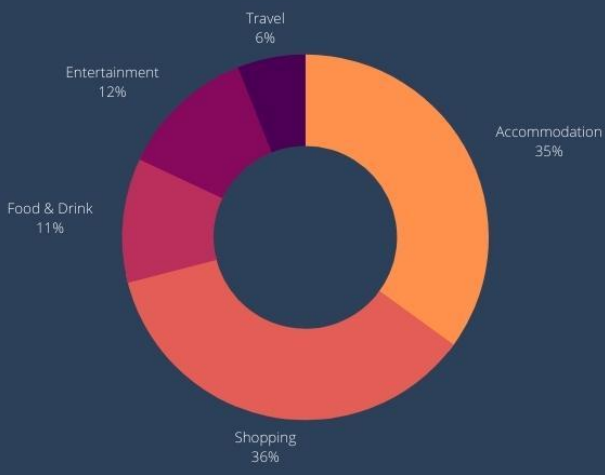
Cllr Bev Ashcroft

Deputy Leader – Tourism & Cultural Development

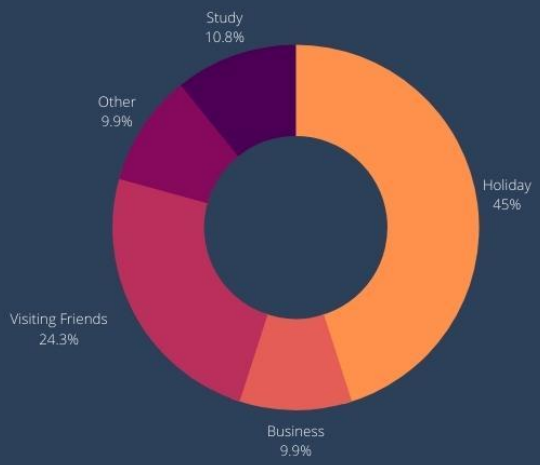
East Staffordshire's tourism industry pre covid 19



£126,414,000 spent on day trips
28,405,000 spent on stay trips



Breakdown of expenditure



Types of visit



3,057,000 day trips
178,000 stay trips



Visitors by age

0-15 16-24 25-34 35-44 45-54 55-64 65+



3,596 jobs supported by tourism

The Impact of Covid-19



Economic Impact of Tourism – Year on year comparisons

Day Trips	2019	2020	Annual variation
Day trips Volume	3,057,000	1,376,000	-55.0%
Day trips Value	£126,414,000	£56,886,000	-55.0%
Overnight trips			
Number of trips	178,700	68,700	-61.6%
Number of nights	556,000	201,000	-63.8%
Trip value	£28,405,000	£8,825,000	-68.9%
Total Value	£197,945,000	£84,629,125	-57.2%
Actual Jobs	3,596	2,445	-32.0%

	2019	2020	Variation
Average length of stay (nights x trip)	3.11	2.93	-6.0%
Spend x overnight trip	£ 158.95	£ 128.46	-19.2%
Spend x night	£ 51.09	£ 43.91	-14.1%
Spend x day trip	£ 41.35	£ 41.34	0.0%

Key Principles

East Staffordshire is a welcoming and picturesque Borough, with an offer that appeals to everyone. We will target specific audiences who are most likely to visit and return, from locations in and around Derbyshire, The Midlands and the East of England.

We will work in collaboration, locally, regionally and nationally, with organisations, partners and stakeholders to build awareness of East Staffordshire as a visitor destination.

We will work in harmony with other organisations and council departments to promote a well-rounded offer, within and outside of East Staffordshire.

Our Approach

Our approach will be to focus on supporting attractions, hospitality venues, hotels and event organisers to recover from the effects of Covid-19 and to showcase what East Staffordshire has to offer, sharing stories from across the borough, building awareness of both our well known and lesser known attractions.

We aim to consolidate activities, events, promotions and news from across the borough and share messaging that connects the quality of experience to appeal to a broad demographic, whilst targeting those audiences who already enjoy East Staffordshire and whom are most likely to return, whilst showcasing the wider offer for different age groups.

We will take a phased marketing approach to welcoming people to East Staffordshire following Covid 19. Initially, we will encourage residents in our local market and as people reconnect with friends and family we will go on to build awareness with those target markets further afield.

Our marketing activities will be built around key themes and events throughout the year, encouraging repeat visitors to engage in the East Staffordshire experience.

Marketing Strategy

- Promote and support local experiences and local businesses in a coordinated approach that raises the profile of East Staffordshire as a visitor destination.
- We will encourage people to buy from and to support local businesses. Promoting a programme of initiatives, events and campaigns throughout the year to encourage footfall.
- Promote East Staffordshire as a safe and welcoming place to visit to attract a loyal and ever-increasing visitor base that are higher value and/or repeat visitors.
- Support attractions, hospitality venues, hotels and event organisers with a programme of research and intelligence.

The Target Market

Using a mix of research data provided by 'The Research Solution' we aim to increase visits to East Staffordshire from day trip and short stay visitors, from Staffordshire, Derbyshire, the West and East Midlands and the East of England.

These visitors have been broken down into three distinctive groups, of whom we will communicate, through advertising in various media.

OUTDOOR ENTHUSIASTS

This group enjoys East Staffordshire's and surrounding area's stunning walks and countryside, including the National Forest, Dimmingsdale and the Peak District. They're boaters, walkers, bird watchers and bikers. The audience is made up mainly of couples, either on a day trip or short break.

ENTERTAINMENT LOVERS

This is primarily a day tripper audience that wants to experience the best in music, theatre and history. They enjoy art and culture, reading books, films, fine food and wines. The National Brewery Centre, The Brewhouse Arts Centre, Barton Marina and Uttoxeter Racecourse will be key attractions that will draw this audience, along seasonal events in Burton and Uttoxeter.

FAMILY TRIPS

East Staffordshire has a whole host of family attractions, where grown-ups and little ones can enjoy the great outdoors, get active and get creative. This group will often be day trippers only, unlikely to stay overnight. Key attractions for this group will be The National Adventure Farm, National Forest and Meadowside Leisure Centre.



Targets for 2022/23

- Formulate a tourism working group, consisting of key partners and stakeholders.
- Develop a new brand identity for East Staffordshire as a visitor destination, including a new dedicated website.
- Produce a package of promotional material for the digital and traditional media.
- Undertake a schedule of bespoke research into East Staffordshire visitor insight.

Monitoring & Evaluation

To help us to understand how effective our marketing is and to allow us to further understand visitor characteristics, we will commence a programme of visitor research through 2022.

We will conduct research in conjunction with a professional research agency at a series of East Staffordshire events, before presenting the results in our 2nd year tourism strategy review in the Autumn of 2022.

We will combine this data, along with data and intelligence from the attractions to understand the profile of visitors responding to the marketing. The combined data will be shared with members of the Tourism Working Group to help best understand the impact of the marketing plan and make any necessary changes to ensure we attract the right visitor profile who can best support the economy during this crucial period.



		Expected Start:	Component Lead:
1. Formulate a Tourism Working Group (TWG), of key partners and stakeholders.		April 2022	Corporate Marketing & Tourism Officer
Metrics & Actions:		Timescales:	
<ul style="list-style-type: none"> • Invite key partners and stakeholders from a wide range of sectors to form a strategic who will help to shape and direct the approach in conjunction with members and officers from East Staffordshire Borough Council. • Host the first TWG meeting, setting out the vision, aims and objectives and invite feedback. • Agree format and schedule of TWG meetings throughout the year. 		<p>April 2022</p> <p>April 2022</p> <p>April 2022</p>	
Performance Review Qtr 1:		Performance Review Qtr 2:	
A group of key partners and stakeholders has been developed and this group met for the first time in June. This meeting included an initial discussion around the aims and objectives of the group going forward.		The tourism working group have been consulted in this quarter to seek their views of the local area, which will be used to help inform the tourism branding and website project.	
Performance Review Qtr 3:		Performance Review Qtr 4:	

		Expected Start:	Component Lead:
2. Develop a new brand identity for East Staffordshire as a visitor destination, including a new dedicated website.		April 2022	Corporate Marketing & Tourism Officer
Metrics & Actions:		Timescales:	
<ul style="list-style-type: none"> Develop procurement specification and briefing with East Staffordshire Borough Council officers and members, prior to inviting interest from the market. Develop and define key features requirements in conjunction with the TWG and build these into the procurement specifications. Develop new visual identity options to be presented to ESBC officers, members and the TWG. Selection of chosen identity and commence website build Test website ready for viewing by ESBC officers, members and the TWG Launch branding and website 		April 2022 April 2022 June 2022 July 2022 December 2022 March 2023	
Performance Review Qtr 1:		Performance Review Qtr 2:	
The procurement specification was published to prospective suppliers, with a total of four organisations submitting quotations.		Big Wave Marketing were appointed to help the council deliver this project. A detailed schedule of works has been agreed between the council and Big Wave Marketing for the brand and website development, which will commencing in quarter 2 and be concluded in quarter four.	
Performance Review Qtr 3:		Performance Review Qtr 4:	

		Expected Start:	Component Lead:
3. Produce a package of promotional material for digital & traditional media		April 2022	Corporate Marketing & Tourism Officer
Metrics & Actions:		Timescales:	
<ul style="list-style-type: none"> • Complete East Staffordshire identity branding exercise • Write a brand style guide to ensure consistency of messaging and imagery when communicating • Develop a range of promotional material in conjunction with TWG representatives 		July 2022 July 2022 September 2022	
Performance Review Qtr 1:		Performance Review Qtr 2:	
No review required		Big Wave Marketing were appointed to help the council deliver this project. The branding exercise will include the creation of a new identity, along with brand assets (e.g. logo, images) and a dedicated brand guideline	
Performance Review Qtr 3:		Performance Review Qtr 4:	

		Expected Start:	Component Lead:
4. Undertake a schedule of bespoke research into East Staffordshire visitor insight		April 2022	Corporate Marketing & Tourism Officer
Metrics & Actions:		Timescales:	
<ul style="list-style-type: none"> Commission research agency to undertake intelligence gathering and reporting Undertake visitor research by survey visitors to 4 events in East Staffordshire during the summer of 2022 Present research and intelligence to members of the council, senior officers and TWG representatives Use this intelligence to inform marketing and decision making in the future 		April 2022 May-September 2022 October-November 2022 Ongoing	
Performance Review Qtr 1:		Performance Review Qtr 2:	
The procurement specification was published to prospective suppliers, with a total of three organisations submitting quotations.		The Research Solution Ltd were appointed to help the council deliver this project. Visitor research was initially scheduled to conclude in September, but due to the cancellation of one of the collect events, The Roundabout, this will now conclude in December, with a report due in quarter four.	
Performance Review Qtr 3:		Performance Review Qtr 4:	

