



DISCOVER
Culture

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Creativity



DISCOVER
EAST
STAFFORDSHIRE

STRATEGIC DELIVERY FRAMEWORK FOR

Tourism in East Staffordshire



DISCOVER
Flavour

DISCOVER
Leisure



DISCOVER
Excitement



DISCOVER
Outdoors



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ST GEORGE'S PARK, BURTON UPON TRENT



HOAR CROSS HALL, HOAR CROSS

FOREWORD

East Staffordshire is an attractive and scenic borough nestled in the heart of the country, with much to discover. Home to Burton upon Trent, famous for being the home of brewing and largest town in the National Forest and the historic market town of Uttoxeter with its nationally renowned racecourse, East Staffordshire is perfect base from which to discover the Midlands, including, The Peak District, Cannock Chase, Alton Towers, Drayton Manor and The National Arboretum.

Visitors to East Staffordshire will be welcomed to some of the most beautiful countryside, with lush fields and pretty villages, along with award winning restaurants and cosy pubs dotted along our stunning waterways.

As well as being home to nationally recognised attractions, such as Uttoxeter Racecourse, Hoar Cross Hall, St Georges Park National Football Centre and the National Forest, East Staffordshire boasts a plethora of exciting things to do, historic sites to visit and great outdoors to explore!

We no longer want East Staffordshire to be undiscovered, it's a special place, with special people, where attractions, culture and natural beauty come together and we want to share that with visitors. That's why we've developed this strategic delivery framework for tourism, setting out our aim of making East Staffordshire a desirable destination for day and short stay visitors.

In delivering, we'll work in conjunction with a wide range of local partners and stakeholders to increase awareness of East Staffordshire, its attractions and cultural activity, to potential visitors, helping to drive an increased economic impact of visiting, whilst making our places vibrant and thriving locations to live, working and enjoy by residents.

We hope to welcome you to East Staffordshire very soon!

Cllr Paul Walker
Cabinet Member for Tourism and Cultural Development



TUTBURY CASTLE, TUTBURY



EAST STAFFORDSHIRE TOURISM IN NUMBERS*

3.2 MILLION
TRIPS WERE UNDERTAKEN
IN THE AREA

0.2 MILLION
OVERNIGHT VISITS

£155 MILLION
SPENT BY TOURISTS
DURING THEIR VISIT
TO THE AREA

£13 MILLION
SPENT ON AVERAGE
IN THE LOCAL ECONOMY
EACH MONTH

£198 MILLION
SPENT IN THE LOCAL AREA
AS RESULT OF
TOURISM

3.1 MILLION
DAY TRIPS

£28 MILLION
GENERATED BY
OVERNIGHT VISITS

£126 MILLION
GENERATED FROM
IRREGULAR
DAY TRIPS

3596 JOBS
SUPPORTED
BOTH FOR LOCAL
RESIDENTS FROM THOSE
LIVING NEARBY.

790 JOBS
NON-TOURISM REL.
JOBS SUPPORTED LIN
MULTIPLIER SPEN
FROM TOURISM

84%
OF VISITORS ARE
DAY TRIPPERS

45%
OF VISITORS TRAVEL FROM
OTHER PARTS OF
STAFFORDSHIRE
AND 28%
FROM DERBYSHIRE.

29%
OF OVERNIGHT VISITORS
TRAVEL FROM THE
EAST MIDLANDS
AND 21% FROM EAST ENGLAND WITH
EAST STAFFORDSHIRE HAVING AN ABOVE
AVERAGE NUMBER OF VISITORS
STAYING FOR 1-2 NIGHTS.

66%
OF VISITORS TO
EAST STAFFORDSHIRE ARE
FAMILIES.
THE SECOND HIGHEST IN
STAFFORDSHIRE AND 17%
ADULT COUPLES.

95%
OF VISITORS TO
EAST STAFFORDSHIRE
TRAVEL HERE
BY CAR

89%
OF VISITORS TO
EAST STAFFORDSHIRE ARE
REPEAT VISITORS
ONE OF THE
HIGHEST IN STAFFORDSHIRE.

53%
VISITING
FOR AN
ATTRACTION
ONE OF THE HIGHEST RATES
IN STAFFORDSHIRE,
WITH JUST 5% VISITING FOR WALKING
OR OUTDOOR PURSUITS, ONE OF THE
LOWEST IN STAFFORDSHIRE.

90%
OF VISITORS TO
EAST STAFFORDSHIRE
RATED THE ENJOYMENT
OF THEIR VISIT AS
VERY HIGH OR HIGH
AND 87% WOULD
VISIT AGAIN.

*2019 PRE CORONAVIRUS FIGURES
HAVE BEEN USED TO GENERATE
THESE HEADLINES



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OUR APPROACH

Our approach to tourism is to create places where people are proud to live, work and spend time. Building our visitor economy from the inside out, with people at its heart, creating places and destinations that will be attractive and welcoming for visitors, helping ensure they have a positive experience and want to return again and again.

East Staffordshire has a stunning natural and unspoilt landscape of open countryside, nestled between charming small towns and villages, and picturesque waterways. Located in the heart of the UK, within close proximity to the Midlands and Derbyshire, East Staffordshire attracts around 3.2 million visits per year, although this figure reduced dramatically to less than half that figure as a result of the Coronavirus pandemic and the cost of living crisis.

Tourism is a significant economic sector which supports over 3,500 local jobs and generates spending of nearly £200m from visitors, with 84% of these visitors being on day trips from the wider Staffordshire area (45%) and Derbyshire (28%). 66% of visitors to East Staffordshire are families, the second highest amongst Staffordshire districts and 17% adult couples. 89% of visitors to East Staffordshire are repeat

visitors, one of the highest in Staffordshire. East Staffordshire is perhaps best known for being home to St Georges Park, the state of the art training base for England's elite men's and women's football teams, but there's lots of attractions and cultural activity distributed across the borough for visitors of all interests.

The borough is located close to major cities, including, Derby, Birmingham and Stoke on Trent, with excellent road connections and as such, 93% of visitors to the borough travel here by car.

Partners and stakeholders have highlighted the post-pandemic fragility of businesses facing rising costs and uncertainty among visitor markets who themselves face spending challenges, particularly on leisure time.

In developing this delivery strategy, we're seeking to attract more visitors to East Staffordshire, giving them a memorable experience, encourage them to stay for longer and return again and again. In doing this, we'll also better package and promote the health and wellbeing benefits to both visitors and residents of spending time in our nature sites.

A COHERENT STRATEGY

We've taken an 'eyes out' approach to developing this strategic delivery framework, recognising that many organisations have similar aspirations, both locally and regionally which impact of the visitor economy here in East Staffordshire.

The development of this strategic delivery framework has taken account of these and seeks to align approaches wherever possible. Sometimes this means influencing others to ensure the needs to the borough, its residents and visitors. In other cases it means picking up on shared priorities to achieve an integrated and coherent approach making best use of resources for maximum impact.

The other strategies and plans to which we will align includes,



Staffordshire & Stoke on Trent Local Visitor Economy Partnership Strategic Growth Plan



East Staffordshire Borough Council Corporate Plan



National Forest Strategy



THE BREWHOUSE ARTS CENTRE, BURTON UPON TRENT

SWOT ANALYSIS

East Staffordshire has many key attributes to be able to grow its visitor economy, we will seek to exploit the opportunities which exist to us to better champion our borough, whilst recognising there is a collective effort which still needs to be made to improve some areas of our wider visitor experience.

We will work with partners locally and regionally to overcome the complexity of different layers of tourism and place making across the county, to encourage and be a part of a more joined up and collective effort to promote East Staffordshire and the wider Staffordshire county to prospective visitors.



STRENGTHS

- Central location close to major cities.
- Good roads links to and from major cities
- Wide range of visitor attractions
- Strong visitor retention rate
- Strong number of visitors for attractions
- Major contribution to the local economy
- Green spaces and waterways
- Strong in attracting the family market

OPPORTUNITIES

- Major regeneration of Burton upon Trent
- Local authority investment in tourism
- Coordinated marketing approach with partners
- Burton upon Trent place brand project
- Proximity to the National Forest
- Home of The National Football Centre
- Increased interest in outdoor activities since Covid
- Close to other major national attractions
- Brewing heritage of Burton upon Trent
- New tourism team

WEAKNESSES

- Lack of cohesive promotion, identity & narrative
- No previous tourism department
- Lack of digital and online promotion
- Low number of overnight visitors
- Limited visitor data
- No sense of place
- Lack of accommodation and quality offerings
- Lack of historical or cultural scene
- Poor rail and bus links

THREATS

- Cost of living crisis
- Major cities outside the borough are also investing in regeneration schemes



OUR VISION FOR EAST STAFFORDSHIRE

Over the coming years East Staffordshire will become a destination with a clear identity and stronger visitor offer, which will support the continued economic develop of the borough through the incremental growth in the amount of people visiting and retaining those visitors.

Working with the wealth of visitor attractions, operators, businesses and partners, we'll work to raise awareness and improve the perception of East Staffordshire as a year round destination, building on the exciting regeneration of Burton upon Trent and Uttoxeter to create vibrant and exciting experiences for visitors.

Given its green and blue spaces, with close proximity to the National Forest, The Washlands, The River Trent and Canal network there is a great opportunity to make even more of these fantastic features and for it to become a more central part of the place, expanding their appeal as an integrated network for a more joined and appealing visitor experience, encouraging people to stay for longer.

Through regeneration and by activating more place initiatives, cultural activity, improving the quality of life for residents, the principle towns and villages in the borough towns will become stronger, coherent and vibrant visitor locations, with a plethora of award winning eateries and cosy country pubs.

East Staffordshire will leverage the support of partners, attractions and tourism businesses to develop its products and services which will ultimately determine it success.

Being clear about our target markets with whom we want to raise our profile with, along with the production of an annual marketing plan will help give our working focus towards this vision.



NATIONAL FOREST ADVENTURE FARM, BURTON UPON TRENT



DENSTONE HALL FARM SHOP, DENSTONE



DALTON'S DAIRY, WOTTON

AIMS AND ASPIRATIONS

Our overarching aim is to grow the East Staffordshire visitor economy through attracting more visitors, encouraging them to stay for longer and giving them an experience whereby they return again and again. To do this we'll focus on a selected number of targeted actions and measurable goals, leading to strong and positive outcomes.



Our strategic delivery framework priorities will help contribute to the following areas,



MAKE AN INCREASINGLY STRONG CONTRIBUTION TO THE EAST STAFFORDSHIRE ECONOMY THROUGH VISITING

We will work with and support tourism businesses, as well as the wider local business sector and partners through a collaborative approach to attracting visitors.

We will also work to develop and improve the East Staffordshire products and the way we market the Borough.



IMPROVE THE QUALITY OF LIFE FOR EAST STAFFORDSHIRE RESIDENTS

We will embrace and celebrate the diversity of our communities, activating activity and events to increase a sense of local pride, whilst using this to welcome visitors.

We will also help contribute to increasing opportunities for local employment.



CONTRIBUTE TO EAST STAFFORDSHIRE ACHIEVING CLIMATE AND SUSTAINABILITY ASPIRATIONS

We will work with and support organisations and local businesses to champion sustainability and to make the transition to a low carbon economy.

We will also pursue the development of our products with sustainability as a priority.



TARGET MARKETS

East Staffordshire already has a well-defined audience, we aim to build on this and increase visits from day trip and short stay visitors, from across the region, including, Staffordshire, Derbyshire, along with the West and East Midlands.

Visitor data shows that **day visitors account for 84% of the total number of visitors to East Staffordshire**, a total of 3.1 million visits spending in excess of £155m per annum. Overnight visits account for a very small number of all visitors, however total spending from this group is over £28m demonstrating the importance of encourage more overnight stays.

45% of visitors travel from other parts of Staffordshire and **28% from Derbyshire**, with **66% of visitors to East Staffordshire being families**, the second highest in Staffordshire and **17% adult couples**. Over half, **53% of visiting is for an attraction**, one of the highest rates in Staffordshire, with just **5% visiting for walking or outdoor pursuits**, one of the lowest in Staffordshire and an obvious area of development.

These visitors have been broken down into distinctive target groups, of whom we will communicate our distinct message and offer.



COUNTRY-LOVING TRADITIONALISTS

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



FREE AND EASY MINI-BREAKERS

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.



ASPIRATIONAL FAMILY FUN

East Staffordshire has a host of family attractions, where families can enjoy the great outdoors, getting active and exploring cultural activities and events.

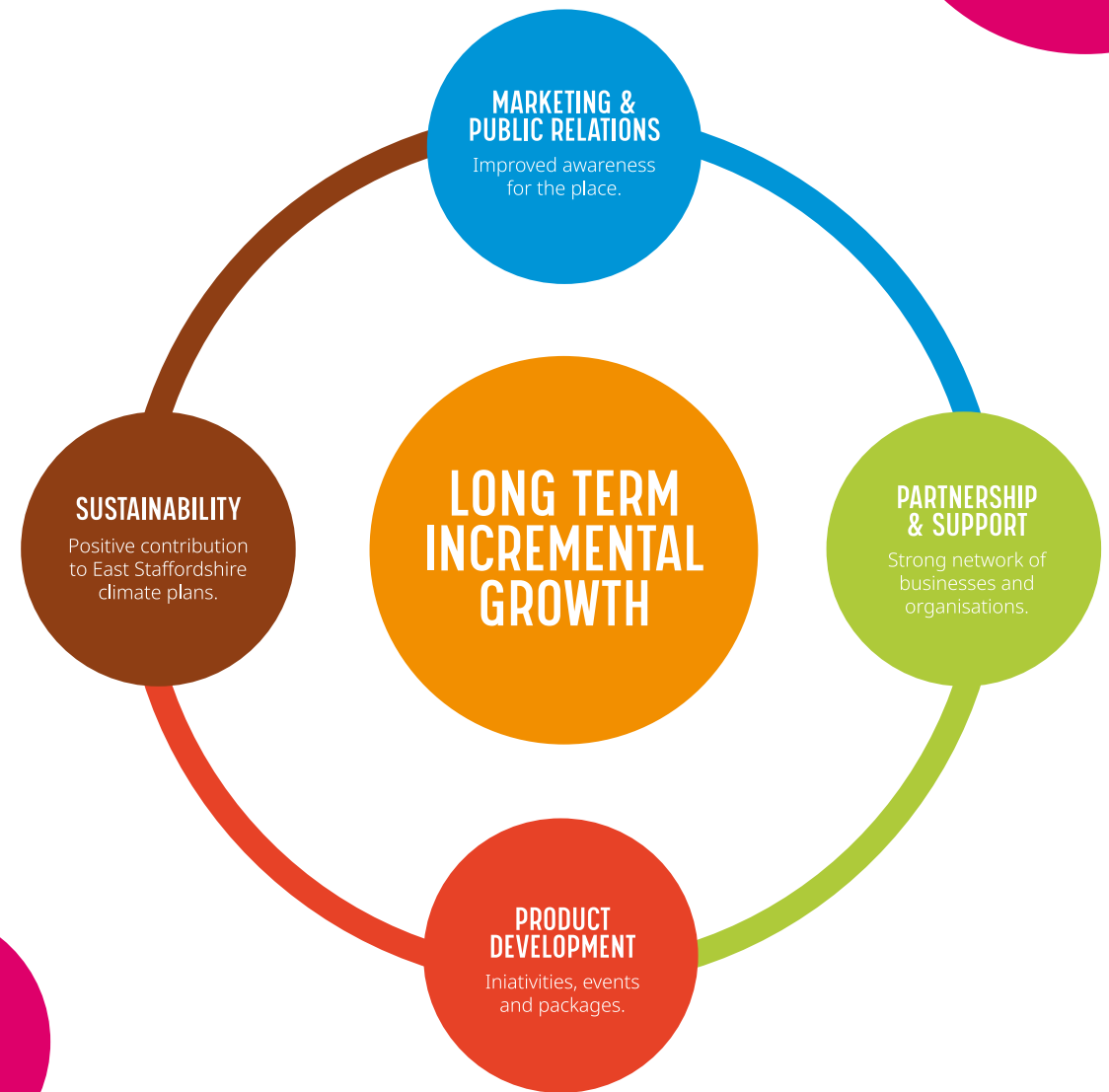
DELIVERY PILLARS

Focussing on a small number of key priorities is much more likely to lead to positive outcomes. We have identified a series of delivery pillars which will provide focus for the ongoing delivery of tourism in East Staffordshire.

In putting together this list, we recognise they are not everything which will happen, but a framework for investment and development to generate increased economic benefits.

Each of these key priority areas has been broken down into deliverable frameworks:

- **Marketing & Public Relations**
- **Partnerships and Support**
- **Product Development**
- **Tourism Sustainability**



STAKEHOLDER ENGAGEMENT

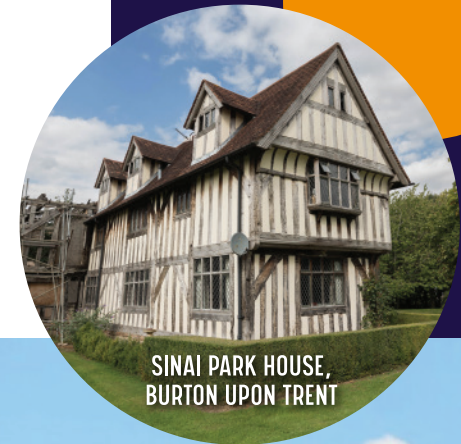
As part of this strategic approach to promoting tourism in East Staffordshire, a new tourism operators forum has been developed, this group consists of key organisations involved in the visitor industry across the borough.

The aim of this group is to align key priorities, programmes and activities to enhance and build the visitor economy as a collective, whilst avoiding miss communication and duplication. This forum also provides an opportunity for stakeholders to network and share experiences, helping to create new collaborations.

This group will meet throughout the year and each meeting will be hosted by a different venue to encourage connectivity and understanding amongst providers.

The focus of these meetings will be to share key topics, including, marketing, regeneration, visitor management, business support, funding streams and projects.

The East Staffordshire Borough Council tourism team will also meet and engage on a regular basis with key stakeholders, from Staffordshire, Derbyshire and the National Forest, internal council colleagues and attractions across the borough for a cohesive approach.



MONITORING

To help us keep track on progress in delivering our vision, we'll regularly monitor and evaluate a series of key performance indicators against our overall mission, as well as action set out in our framework priority areas. These findings will be reported to senior council officers, members of the council and key stakeholders.

The data for monitoring our performance will come from various sources, including, County Council colleagues, National Forest colleagues, attractions and our own internal sources.

- **Sector Growth**
- **Visitor Numbers (daily and overnight)**
- **Business Growth**
- **Visitor Satisfaction and Sentiment**



DELIVERY PILLAR

MARKETING & PUBLIC RELATIONS

AIM

Develop a coordinated approach to marketing East Staffordshire as a destination, improving awareness and perceptions of the place.

APPROACH

Collaborate with partner organisations, tourism businesses and media outlets to focus on delivering rich content about East Staffordshire and its places which resonates with the target audiences.

ACTIONS

- Produce an annual tourism marketing plan to give a planned and coordinated approach to promoting East Staffordshire.
- Deliver flagship campaigns which will increase awareness of East Staffordshire and its attraction as a place to visit at key times of the year.
- Participate in national and county wide campaigns to amplify East Staffordshire as a visitor destination.
- Develop ongoing content plans which are aligned to the target audience and local activity.
- Engage regional and national PR agencies for increased coverage of East Staffordshire and its places.
- Develop distinctive place brands for major destinations/towns.
- Contribute and encourage tourism businesses to submit visitor data into the STEAM model.
- Encourage and support tourism businesses to submit applications to regional and national awards.
- Develop an East Staffordshire tourism marketing toolkit.

OUTCOMES

- Increased impact of marketing.
- Stronger partnerships with local businesses.
- Improved perceptions of East Staffordshire and its places.
- Growth of the tourism sector.
- Increased visitor intelligence

DELIVERY PILLAR

PARTNERSHIPS AND SUPPORT

AIM

Support the growth of the tourism sector locally and regionally.

APPROACH

Working in partnership with other organisations to influence and align priorities which will enhance the visitor offer, supporting the growth of the tourism sector in East Staffordshire.

ACTIONS

- Maintain a high level operator's forum including East Staffordshire Borough Council, Staffordshire County Council and key operators to plan, coordinate, align strategies and address common issues.
- Establish targeted working groups aligned to priority areas and skills gaps, which will support attractions and tourism businesses.
- Support tourism business operators and event organisers with an annual Tourism Development Grant Fund, whilst supporting with the identification of additional grants and funding opportunities.
- Establish regular and ongoing contacts with key delivery partners including, Staffordshire and Derbyshire Tourism and Place colleagues and colleagues from the National Forest, along with Regeneration and Business, ensuring the voice of tourism is represented in council and partner strategies and opening up cross boarder opportunities.
- The tourism team will become an active part of local business networks to champion a collaborative approach to promote the local tourism offer.
- Support operators and tourism businesses with ongoing marketing, including website listings, social media content and email newsletter distribution.

OUTCOMES

- Coordinated approach to tourism for more impact.
- Growth of the visitor economy.
- Increased number of events and initiatives.
- Development of operator and tourism business partnerships.

DELIVERY PILLAR

PRODUCT DEVELOPMENT

AIM

To develop a well-defined and targeted range of products which can be marketed to residents and visitors.

APPROACH

Work with partners and stakeholders to develop a range of events, initiatives, packages and services for those in East Staffordshire and to entice those from further afield to visit and stay for longer.

ACTIONS

- Establish an annual programme of flagship events which will help put East Staffordshire on the map.
- Develop an annual plan of cultural events and initiatives in our places.
- Facilitate and support an increased range of third party events taking place in East Staffordshire.
- Promote cycling and walking routes linking towns/businesses and open spaces.
- Develop packages and experiences to appeal to longer stay visitors and tour operators.
- Improve alignment with the National Forest products including increasing sustainable accommodation.
- Support the development of a grass roots music project in Burton upon Trent.
- Support the development of and the marketing of local accommodation stock.

OUTCOMES

- Increased sense of pride in the local area.
- Growth of the visitor economy.
- Increased overnight stays.
- Maintain high levels of returning visitors.

DELIVERY PILLAR

TOURISM SUSTAINABILITY

AIM

Protect the special natural landscapes and environments of East Staffordshire.

APPROACH

Support tourism businesses in reducing carbon emissions and encourage sustainable travel and activities across East Staffordshire.

ACTIONS

- Support attractions and businesses to become more sustainable including, reducing energy use, installing renewable energy, and making buildings more efficient and recognise those taking action.
- Contribute to and support the Staffordshire and Stoke on Trent sustainability action plan and National Forest Sustainable Tourism Steering Group.
- Support and market infrastructure improvements to encourage cycling and walking.
- Support public and electric vehicle transport improvements to reduce emission and promote green travel.
- Encourage attractions and businesses to adopt a low-waste approach, and reduce water and energy use through efficiency measures and changes in operations. Sharing best practices.
- Investigate green/sustainable visitor packages, including outdoor, nature-based activities that have a lower environmental impact.
- Support the roll out of the National Forest Sustainable Tourism Accommodation Development Accelerator Programme.
- Support and promote the Sustainable Tourism Grants available from the National Forest.
- Host an annual event to raise the profile of green/sustainability work happening in East Staffordshire.
- Develop principles and criteria for making events more sustainable.

OUTCOMES

- Enhanced perceptions.
- Contributed to local sustainability strategies and action plans.
- Improved local environment.
- More sustainable tourism accommodation.
- Increased number of sustainable tourism products developed.

If you want to know more about this strategy or want to know more about any of the ways that you can contribute to its success, please contact us.

Alternative formats of this publication are available on request. Please contact us to discuss an appropriate format.

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