High Peak Borough Council

Brief

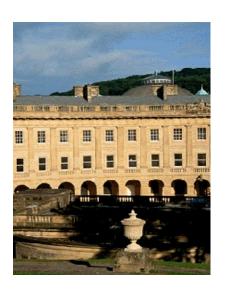
BE Group was commissioned by High Peak Borough Council to undertake a Tourism Development Study, following on from the Market Town Initiative Healthcheck and Action Plan.

The aim of the project was to:

- Identify gaps in tourism attractions to ensure that future developments complement and enhance those existing
- Suggest collective marketing opportunities
- Ensure the holistic development of the built and cultural heritage
- Provide information and analysis that will help underpin future funding bids.

The impetus for the study comes from the redevelopment of the Devonshire Royal for a University of Derby campus and The Crescent and Natural Thermal Spa project, which includes a 87 bed hotel.





Activities

- Research into the national and regional profile of tourism, together with the particular needs and strengths of market towns
- Audit of the town's attractions, accommodation, retail, leisure and catering provision as well as its physical infrastructure
- Extensive consultation with local stakeholders: High Peak Borough Council, Derbyshire County Council, East Midlands Development Agency, Peak District National Park, Buxton Opera House, Pavilion Gardens, Poole's Cavern, Buxton Museum and Art Gallery and hoteliers.

Outcome

The outputs of the study included:

- Audit of visitor facilities
- SWOT analysis
- Benchmarking against British Tourism Authority and Countryside Agency guidelines.

A substantial number of actions were recommended including: the co-ordination of tourism stakeholders using Buxton Partnership; further market research to fill in the extensive gaps in baseline information; substantial improvements in basic infrastructure to upgrade the town's image (e.g. public toilets, car parking, signage); enhancing the food and retail offer to match the town's ABC1 visitor profile.



