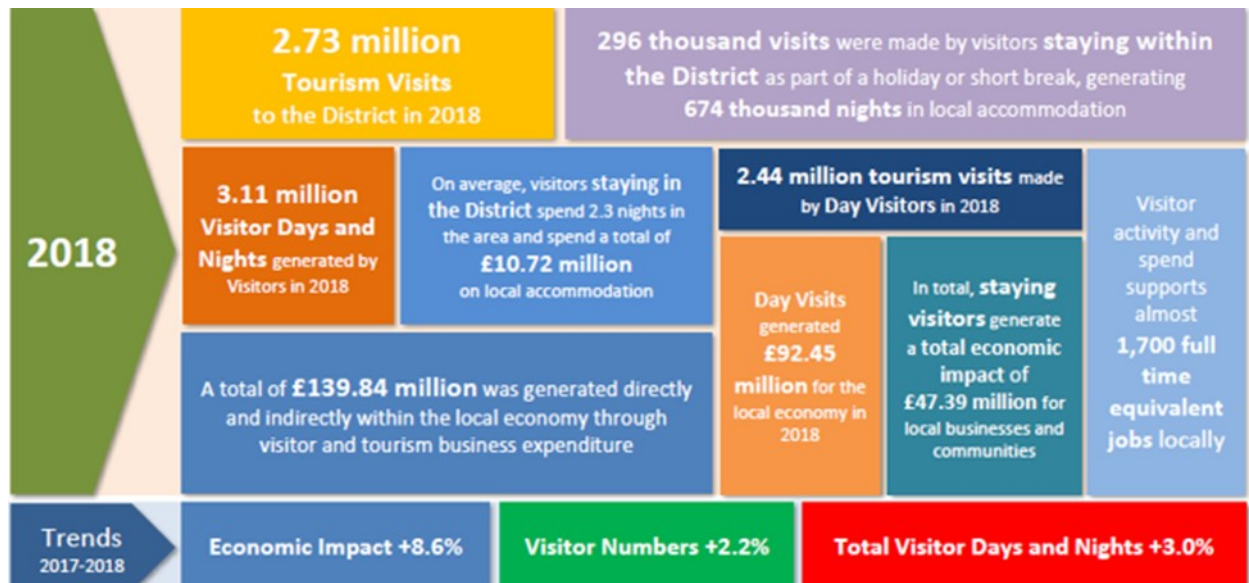


BDC Tourism Strategy - Executive Summary

- ES.1 The District's main attractions are Hardwick Hall, Bolsover Castle and Creswell Crags. The Visitor Accommodation sector is dominated by four hotels (Van Dyk, Ibis, Holiday Inn and Premier Inn that offer 80% of the bed space in the District, however there is no clear relationship between the main attractions and the four hotels.
- ES.2 The following STEAM Infographic shows key statistics about the Bolsover District's Visitor Economy.



- ES.3 Bed spaces within self-catering, touring caravans and camping are much lower than the Derbyshire average, consequently, the proportion of stays in self-catering-accommodation in Bolsover District is 1.49% compared to 17% across Derbyshire.
- ES.4 89.2% of visits are from Day Visitors. This could be because the District is so central and accessible, and within 1 hour's drive of 3.1 million people, and it could be because the opportunity for the area as a short break destination is not yet realised.
- ES.5 Each staying visitor on average generates £160.10 into the local economy. The amount generated by Staying Visitors is 4.3 X higher than the amount generated by Day Visitors.
- ES.6 The higher than average percentage of stays with friends and relatives shows the value that residents of the District can bring to tourism District and how they can be ambassadors for the District by encouraging more visits.
- ES.7 National trends indicate a growing demand for: short breaks, health and well-being breaks, and intergenerational breaks, and camping and caravanning.
- ES.8 The greater demand for short breaks and the additional value that they bring to the economy means the Council's Strategy should be to encourage more overnight stays and more visitor expenditure.

ES.9 In order to do this it needs to work alongside its partners to; improve the overall visitor economy offer; improve the accommodation offer; maximise our marketing potential; improve visitor economy business engagement and to continue to improve the amount and quality of our intelligence and evidence in respect of the visitor economy.

ES.10 Actions include:- working to promote the District, making the most of its excellent accessibility, as a central part of a wider area to enhance its attractiveness as a short break destination; working more closely with our neighbouring Local Authorities to promote tourism and to look to improve services on the Robin Hood Line; Visit Sleep Cycle Repeat projects looking at the feasibility of a visitor hub and camping pods at Pleasley Pit Country Park; an audit of cycle trails in the District; producing a visitor economy brochure and walking/cycling publications, producing an attractions / visitor economy brochure; making the best use of a PR and social media and marketing plan; improving the District's representation on tourism websites; establishing a visitor economy business network and encouraging staff and partners to add a link to the District's tourism webpage on external emails; a series of actions to boost accessible tourism in the District.

ES.11 Ideally this will be a living document and updated as and when new information is found.

ES.12 Words in **Bold and underlined** are explained in the glossary.

HERE WE ARE...

- 1.1. Bolsover District is an intriguing place, and perfectly positioned - flanked by the Peak District on one side and by Sherwood Forest on the other, with the city of Sheffield to the north. The District has many reasons to visit. Not just [Hardwick Hall](#) – the magisterial Elizabethan mansion, but also the fairy-tale [Bolsover Castle](#), and not forgetting the ice age cave art and scenic limestone gorge at [Creswell Crags](#). The District's highlights can be best showcased in this Bolsover TV [short video](#)
- 1.2. The District has excellent accessibility and connectivity. Motorway Junctions 28, 29, 29A and 30 of the M1 motorway are within or on the edge of the District. There are 3.1 million people within an hour's drive. Four railway stations on the Robin Hood Line are within the District and five international airports, are within an hour's drive.



- 1.3. Bolsover is a rural District, with its 79,000 residents living in four towns – Bolsover, Clowne, Shirebrook and South Normanton - and dispersed villages and hamlets. Situated within gentle countryside, Bolsover District has been voted the best countryside place to live in the UK according to a [survey](#)¹. Linking some of the settlements is 34 miles, of Multi – User Trails network (compared to 65 miles in the Peak District) made up of largely former railway lines snaking through the landscape (see Appendix A).

¹ Survey by LABC warranty.

- 1.4. Free parking, markets, a mix of independent shops and national multiples attract visitors to four busy town centres. The District also hosts two large shopping centres; at East Midland Designer Outlet Centre (J28 of the M1) and Dobbies Shopping Village at Barlborough Links (J30 of the M1).

WHAT IS OUR CURRENT OFFER?

2.1 Bolsover's visitor economy is dominated by its three main attractions, Hardwick Hall, Bolsover Castle and Creswell Crags.

Set within Hardwick Hall Country Park, the Elizabethan Country House [Hardwick Hall](#) is the 39th most visited Historic Property in the U K with 298,283² visitors. Built for Bess Hardwick, this Grade 1 Listed Building, owned by the National Trust, Hardwick is home to one of the finest collections of Elizabethan tapestries and embroideries in Europe and includes an extensive collection of textiles, furniture, paintings, ceramics and other decorative objects. The site includes Hardwick Old Hall (managed by English Heritage) the Stable's shop and the Great Barn Restaurant.



With spectacular views over Derbyshire, the fairy-tale Stuart mansion, [Bolsover Castle](#)³ is the 119th most visited Historic Property in the United Kingdom, with 101,041 visitors.



Under the care of English Heritage this Grade 1 Listed Building and a Scheduled Ancient Monument, includes the Little Castle, Wall Walk, Terrace Range, Riding House Exhibition and extensive grounds. One of English Heritage's 'Top Ten Castles' it hosts many events throughout the year and includes a shop and café. Free parking is nearby and is close to the busy town centre.

With a museum, prehistoric gorge, and ice age cave art, [Creswell Crags](#)⁴ is the 251st most visited paid attraction in the U.K. with 65,000 visitors and year on year increases. In 2019 the Crags received worldwide press coverage for the discovery of Witch Marks in one of its caves. A SSSI and SAM Creswell Crags is also under consideration as a UNESCO World Heritage Site. The site also hosts a café, a picnic meadow, and venue hire.

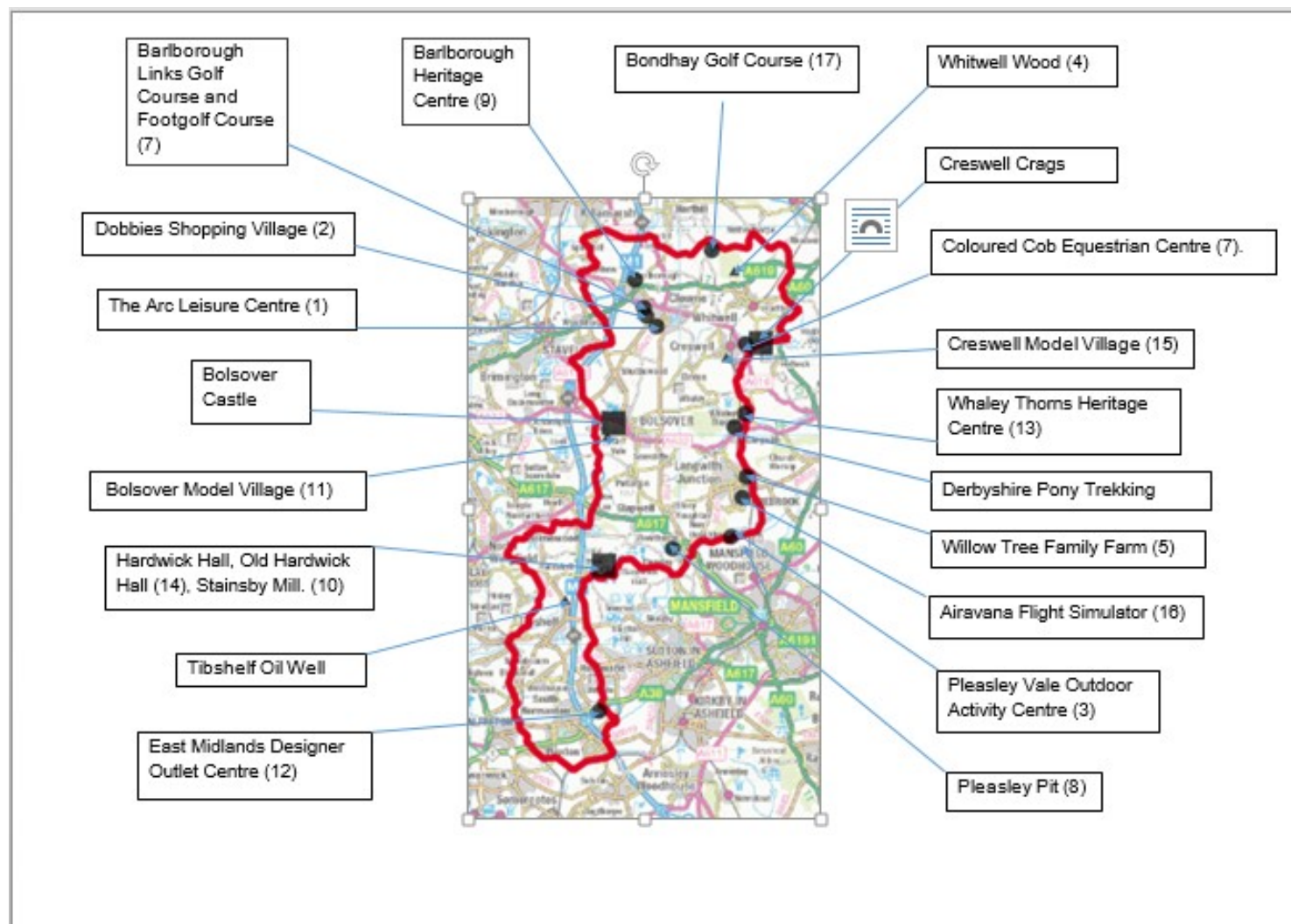


² Visit Britain 2019 figures.

³ Visit Britain 2019 figures.

⁴ Visit Britain 2018 figures.

- 2.2 The District also includes a diverse range of other attractions (locations are shown on the following page and photos are included in Appendix E) including:- [Hardwick Old Hall](#), [Pleasley Pit](#), [Stainsby Mill](#), [Barlborough Heritage Centre](#), [Langwith Heritage Centre](#), and other historical points of interest such as the [first inland oil well](#) at Tibshelf and two industrial model villages at [Creswell](#) and New Bolsover. Recreational / Family attractions include [Willow Tree Family Farm](#), [Airavana Flight Simulator](#). Two pony trekking and equestrian centres [Coloured Cob](#); [Derbyshire Pony Trekking](#); Two golf courses [Bondhay](#) and [Barlborough Links](#) including a Foot Golf course (one of only 6 in Derbyshire), [Pleasley Vale Outdoor Activity Centre](#) (for organised groups only), and the Go Active Leisure Facility based at [The Arc, Clowne](#).
- 2.3 Bolsover District has a rich array of environmental assets. The quality and diversity of these assets add to the character that helps to make the district so distinctive. The District has six nationally important sites designated as Sites of Special Scientific Interest (SSSI'S), either wholly or partly within its boundaries. In addition, the district has 3 local nature reserves (Rowthorne Trail, Doe Lea and Pleasley Pit Country Park) and 119 local wildlife sites. Some of these [sites](#) are publically accessible.
- 2.4 The District also hosts three large shopping centres for international designer and high street fashion and lifestyle brand shops.at [East Midlands Designer Outlet](#) (J28 of the M1 The Body Shop, M&S, Levis, Lindt, Gap, Tommy Hilfiger, Earnest Jones, Denby, Boss, Ben Sherman, and Antler); Dobbies Shopping Village at Barlborough Links (J30 of the M1 including Laura Ashley, Pets at Home, Holland & Barrett, and The Edinburgh Woollen Mill), and Brook Park, Shirebrook, including Sports Direct, Flannels, Evans Cycles and Dunlop Slazenger.
- 2.5 The District also hosts events such as the Lantern Parade, the Bolsover Food and Drink Festival, Battle of the Bands brass band competition, the Under the Castle Music Festival, and Stainsby Music Festival that attract visitors from a wider area.



- 2.6 Visit Britain attractions are categorised in the following table. Categories that are more popular nationally than the previous year are coloured in Orange.

Visit Britain Category	Attractions in Bolsover District
Country Parks.	Hardwick Park, Pleasley Country Park, Poulter Country Park. Doe Hill Country Park
Farms	Willow Tree Family Farm
Historic Houses / Castles	Hardwick Hall, Bolsover Castle
Other Historic Properties	Pleasley Pit
Museums / Art Galleries	Pleasley Pit , Creswell Crags
Heritage centres.	Whaley Thorns, Barlborough.
Other	Creswell Crags
Leisure / Theme parks	None
Heritage Railways	None
Wildlife/Zoos	None
Workplaces	None
Places of Worship	None

- 2.7 The table shows that the District is represented in 7 of the 13 Visit Britain categories, and 3 out of the 5 growth categories. It is also worth noting that the country parks at Pleasley Pit, Poulter, and Doe Hill meet more of a local demand. The heritage centres at Barlborough and Whaley Thorns and the nature conservation sites are also small scale.

Visitor Accommodation

- 2.8 The Visitor Accommodation sector consists of 16 serviced premises⁵ and 21 self-catering establishments all easily accessible from the M1 Motorway with 1,135⁶ beds between them, 66% of which are within the 3 big hotels (Holiday Inn and Premier- Inn close to Junction 28 of the M1, and Ibis, close to Junction 30).
- 2.9 Self-catering establishments represent 7% of the District's total - compared to 19.5%⁷ across Derbyshire. Of those self-catering establishments, very few are able to accommodate a large number of people.
- 2.10 One of the conclusions of the **Visit Sleep Cycle Repeat Destination Plan** (2018) for the north Derbyshire/north Nottinghamshire area, concluded that there are *“very high levels of occupancy in non-serviced accommodation with very limited capacity in the peak season, which means there is **growth potential** for more non-serviced visitor accommodation of all kinds...”*
- 2.11 **AirBNB** accommodation is becoming increasingly popular. In January 2020 there were 35 houses or rooms within Bolsover District available to be booked. Availability of this type of accommodation can be transient, and the exact location is only known once booked.

⁵ Hotels, Guesthouses, Inns and Bed and Breakfasts.

⁶ This figure includes the 54 room extension at Hotel Van Dyke.

⁷ 2017 figures

2.12 There are 5 small sites available for camping, touring caravans and caravans for hire at identifiable locations in the District. The bed space makes up 8% of the District's total compared to 43%⁸ across Derbyshire.

⁸ 2017 figures

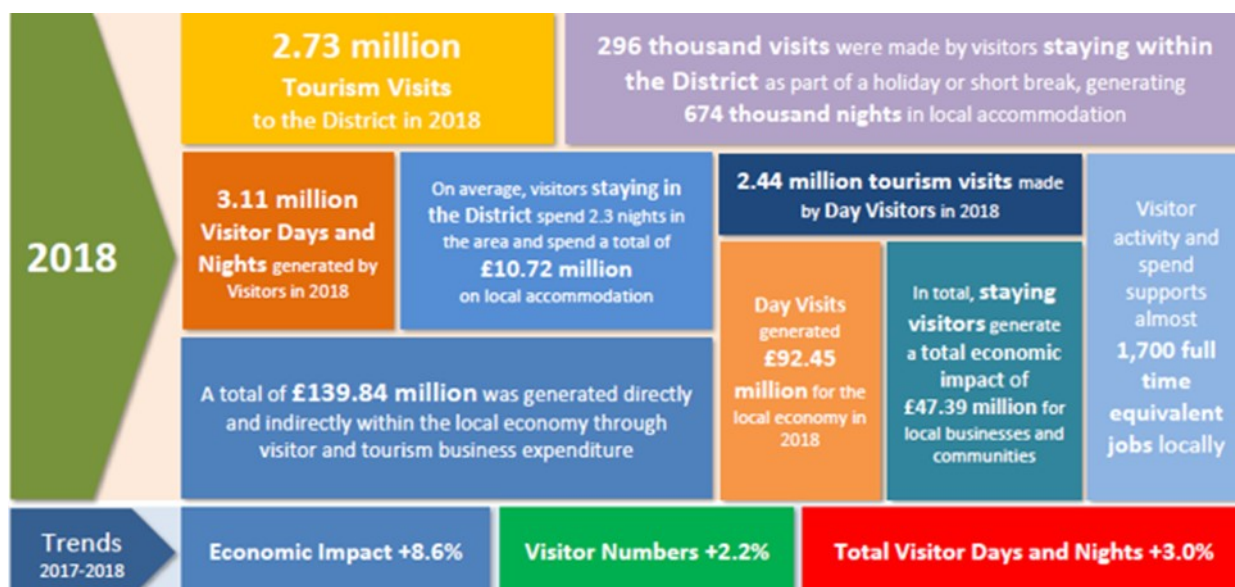
HOW IS OUR COLLECTIVE TOURISM PRODUCT MARKETED?

- 3.1 Marketing of **tourism products** in the District takes places at an individual level, but also at an area level.
- 3.2 Hardwick Hall is part of the National Trust portfolio of properties and benefits from its extensive marketing power. Bolsover Castle and Hardwick Old Hall fall under the banner of English Heritage. Creswell Crags, managed by the Creswell Heritage Trust has its own [website](#) and marketing strategy. Most of the other attractions have their own websites. Most of the accommodation providers either have their own brand website or can be found on a collective accommodation website.
- 3.3 At county level, the Destination Management Organisation (DMO) [Marketing Peak District and Derbyshire](#) (MPDD) is the Local Tourist Board. It provides a strategic lead for the development and marketing of tourism in the county area and optimises the profile and recognition of the iconic Peak District and the Derbyshire brand, showcasing it to the world, and intends to bid to be a Tourism Action Zone. One such outcome has been the inclusion of Creswell Crags on [The Explorers Road](#), a website that appeals to the European tourists seeking to explore the UK by car. [Experience Nottinghamshire](#) and [Visit Yorkshire](#) are the equivalent DMO for the District's neighbouring counties.
- 3.4 At a county sub-area level, Chesterfield Borough Council manages [Visit Chesterfield Area](#) promoting tourism in the north-eastern corner of Derbyshire covering itself along with Bolsover District, and North -East Derbyshire District Councils. Chesterfield Borough Council also run the Visitor Information Centre where more information and publications from the sub-area are available, as well as ticket and public transport bookings. [In North Notts](#) covers events within North Nottinghamshire and adjoining areas and will soon cover tourism products also.
- 3.5 We market attractions on our own [website](#) and on the [Bolsover TV](#) website, where programmes are aired every week, covering positive stories about the District, our communities, community groups, tourist attractions, businesses and events. Publications include: InTouch newspaper: District/Parish Gazettes; and town centre guides for the four towns and plans are being explored to create additional marketing publications such as a district-wide booklet and a tourism specific brochure that highlights and promotes attractions, things to do, events, etc for placement in accommodation and tourist outlets. We will continue to utilise our social media platforms (Twitter, Instagram and YouTube) to promote the area as a tourist destination.
- 3.6 In 2020 adverts were placed in the Derbyshire and Peak District and the South Yorkshire Bedroom Brochures, a Grand Day out publication and on-large digital Display Screens in Meadowhall.
- 3.7 To help facilitate marketing the area and what's on offer, the possibility is being explored of installing large digital display screens (whether free standing or attached to a building) where we can advertise attractions, events, businesses, activities, etc. A video wall has been erected in the Council's headquarters which will promote our tourist offer and what we have available. The Council produces an annual events brochure to promote community events in the District.

- 3.8 The purpose of brown tourism signage is purely directional. However, the very existence of a brown sign on a busy road or roundabout also helps to advertise the existence of the attraction itself. Brown signage to Creswell Crags could be improved from Junction 30 and along the A616, and could be improved to Hardwick Hall from Junction 29. Bolsover Castle is generally well sign posted from major roads.

LOCAL ECONOMIC IMPACT OF TOURISM

- 4.1 We have used the most up-to-date STEAM⁹ data, which is the country's key source for measuring the **economic impact** of tourism (see Appendix B) Comparative information is provided where available with Derbyshire and with a very popular tourist county, Cumbria (see Appendix C).
- 4.2 The following STEAM Infographic shows key statistics about the Bolsover District's Visitor Economy.



- 4.3 The value of tourism activity in Bolsover District was estimated to be £139.84m in 2018, with this value having increased by 8.6% between 2017 and 2018, therefore tourism is a growth sector in the District.
- 4.4 The economic impact of tourism in Bolsover District was 7.5% of the Derbyshire total of £1.7 billion.¹⁰
- 4.5 **Day Visitors** represent the largest share of tourism Value at 71%. (£92.45 million).
- 4.6 The staying visitor market accounts for 29% (£47.39 million) of tourism value and the largest source of the staying visitor market income is the serviced accommodation sector - 56% (£26.61m).
- 4.7 There were an estimated 2.73m tourism visits to Bolsover District in 2018, 2.2% higher than in 2017 where there were 2.67m tourism visits. This was 8.1% of the 33.6 million visitors to Derbyshire. By way of comparison, the annual visitor numbers per head of population for Bolsover District was 35, falling below 41 for Derbyshire and significantly below 94 for Cumbria.

⁹ Scarborough Tourism Economic Activity Monitor

¹⁰ 2017 Figures.

- 4.8 In 2018, 296,000 visits to Bolsover District were from staying visitors¹¹. Staying visitors accounted for 10.8% of all visitors to the area in 2018. Staying visits saw very positive growth (+10.2%) between 2017 and 2018.
- 4.9 2.73 million visitors generated £139.84m. Each visitor generated £51.22 of value into the local economy.
- 4.10 Staying Visitors are 10.8% of all visitors but generate a much higher, 29% of value. Specifically, 296,000 staying visitors generate £47.39 million, and each staying visitor on average generates £160.10 into the local economy.
- 4.11 The duration of stays is also lower than comparable; staying visitors spend an average of 2.3 days in the District during their stay, this compares to an average of 2.9 days in Derbyshire and 3.4 days in Cumbria. There is scope to try to increase the length of stay.
- 4.12 Day Visitors on the other hand are 89.2% of all visitors but only generate 71% of value. Specifically, 2.43 million Day Visitors generated £92.45 million, and each staying visitor on average generates £37.93 into the local economy.
- 4.13 Therefore the amount generated by Staying Visitors is 4.3 X HIGHER than the amount generated by Day Visitors.
- 4.14 The average Direct spend¹² per visitor in Bolsover District is £38.52 which is £2.12 lower than the Derbyshire average and £9.14 lower than Cumbria.
- 4.15 The percentage of overnight visitor days as a percentage of all visitor days in Bolsover District is 22%, as compared with 23% in Derbyshire - and 36% in Cumbria.
- 4.16 With 89.2% of visits, Day Visitors are dominating visits. This could be because the District is so central and so accessible, and within easy distance of a big population – 3.1 million people within 1 hours drive, and it could be because the opportunity of the area as a short break destination is not yet realised. Therefore in order to achieve more overnight stays and the extra value gained, it makes sense to try to attract visitors from a wider geographical area - as visitors travelling longer distances are more likely to stay overnight – and also to try to enhance the offer.
- 4.17 During overnight stays the type of accommodation used is as follows
- 45% of staying visits use serviced accommodation.
 - 2% of staying visits use non-serviced accommodation.
 - 53% of stays are with friends and relatives.

¹¹ Using paid accommodation available within the area, as well as staying with friends and relatives in local homes.

¹² Only visitor expenditure on goods and services.

And the following table shows how this compares with Derbyshire in 2017 where comparative information exists, and this explains why the 268,000 (0.268) is shown as a total and not the 2018 total of 296,000 overnight visitors.

Overnight Stays	Derbyshire (Millions)	%	Bolsover (Millions)	%
Friends & Relatives	1.3	44.82%	0.152	56.71%
Non Serviced Accommodation	0.5	17.24%	0.004	1.49%
Serviced Accommodation	1.1	37.93%	0.112	41.79%
	2.9		0.268	

- 4.18 The table above shows that compared to Derbyshire, Bolsover District has a higher proportion of overnight stays taking place with friends and relatives, and there is a considerable difference in the proportion of stays taking place in Non-serviced accommodation, where the proportion of stays in Bolsover District is just 1.49%.
- 4.19 The higher than average percentage of stays with friends and relatives shows the value that residents of the District can bring to tourism in the District and how they can be ambassadors for the District by encouraging more visits.
- 4.20 The small proportion of stays in non-serviced accommodation can be explained by the lack of camping and caravanning provision in Bolsover District where throughout Derbyshire, touring caravan and camping make up 43.4% of bed space provision, whereas in Bolsover District it makes up just 9.23% of provision. In order for Bolsover District to take a larger share of the camping and caravanning market it needs to have more sites.
- 4.21 However, as shown in Appendix B, the actual length of stay in non-serviced accommodation is actually greater at 6.8 days compared to 2 days for serviced accommodation, and therefore those visitors will spend more in the District. More non-serviced accommodation in the District can only be beneficial to the visitor economy.
- 4.22 The expenditure and activity of visitors to Bolsover District supported a total of 1,685 Full-Time Equivalent jobs (FTEs); with **total employment** up compared to 2017 (+4.9%).
- 4.23 The food and drink, shopping and accommodation sectors are the largest employment sectors supported by tourism activity, accounting for an estimated 398, 468 and 174 FTEs respectively.
- 4.24 Just for comparison FTEs supported per 1,000 population is 21.3 in Bolsover District lower than the Derbyshire figure of 28.8 and much lower than the 75.8 in Cumbria.

NATIONAL TRENDS

- 5.1 It is important to take account of national trends and consider how they might influence the District's strategy.
- 5.2 Tourism is one of the country's most important industries and with 38 million overseas visitors to the U.K. spending £23bn in 2018¹³; and visitors are forecast to grow by 23% by 2025.¹⁴ Therefore Bolsover District needs to share in that growth.
- 5.3 The D2N2¹⁵ Visitor Accommodation Study (2017) includes the following list of key national tourism trends of relevance to visitor accommodation¹⁶ development in the D2N2 area and the implications for Bolsover District.
- The continuing growth in demand for short breaks – a key opportunity for the D2N2 area, given the sizeable surrounding catchment populations that are within easy driving distance for short breaks. Therefore Bolsover District needs to make the most of its excellent accessibility.
 - The growing generation of more active, leisure-focused, affluent and discerning older people that could be interested in taking breaks and holidays in the D2N2 area. Therefore Bolsover District needs to target older people in any marketing.
 - The emerging new generation of Generation Y1 [Millennials](#)¹⁷ short break and holiday takers that are going to be looking for different experiences. Therefore, if the District is marketed as a short break destination, any marketing activity needs to target Millennials.
 - The growth in weddings, business and leisure trips linked to visits to friends and relatives that will result from population growth. Therefore new house building to accommodate population growth can boost visits for reasons due to weddings, business and leisure.
 - The increasing interest in outdoor activity holidays and spa and health and wellbeing breaks and the need for accommodation that is geared to this market. Therefore Bolsover needs to improve its offer as a destination for healthy short breaks including walking and cycling.
 - The growing demand for caravan, motorhome and camping holidays. Therefore Bolsover needs to improve its offer in this market.

¹³ Office for National Statistics: Travel Trends 2018

¹⁴ 2. Oxford Economics. 2018 to 2025

¹⁵ The Local Enterprise Partnership D2N2 covering Derby, Derbyshire, Nottingham and Nottinghamshire.

¹⁶ The D2N2 Visitor Accommodation Study (2017)

¹⁷ "Millennials" (or Generation Y) are the demographic cohort born between the early 1980's to the early 2000's

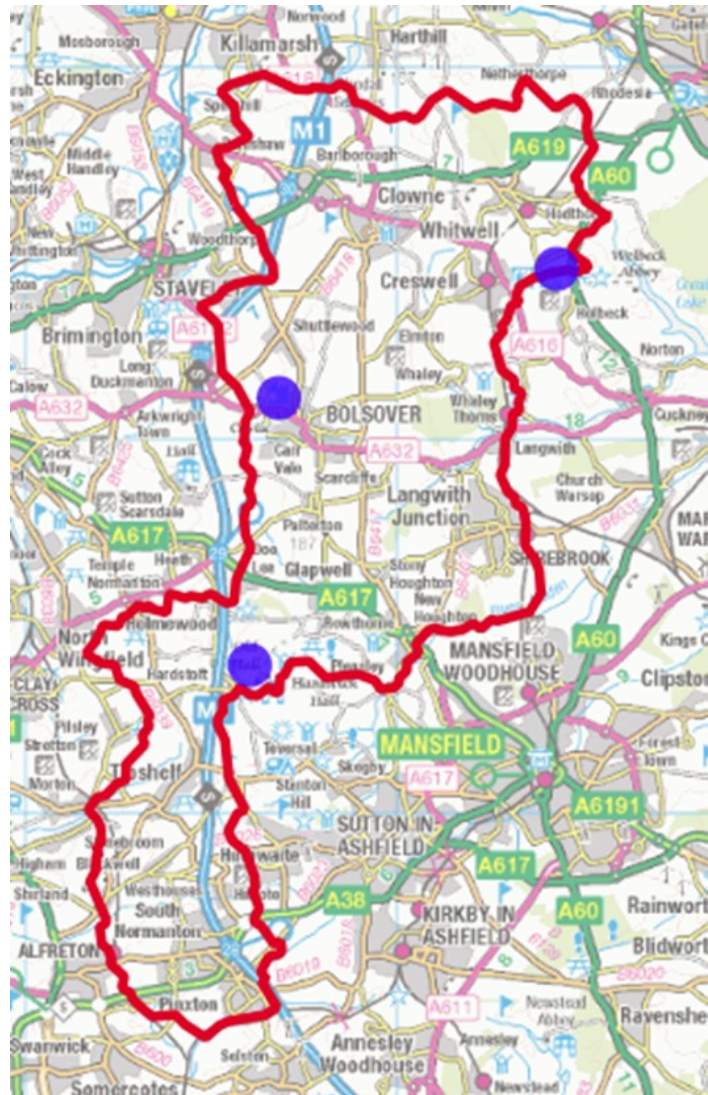
- The growth in intergenerational family holidays and breaks. Therefore Bolsover needs to improve its offer of a number of different attractions for different ages.
- The trend for families and friends to get together for celebration weekends, reunions and weekends away – another strong opportunity for the D2N2 area, given its central location in the country. Therefore Bolsover needs to market itself as an area for social short breaks.
- The continued growth in [inbound visitors](#) to the UK. For example, [Chinese tourists](#) visiting Europe and [the U.K.](#) have risen from 100,000 visitors per year in 2008 to nearly 400,000 in 2018. Popular activities amongst Chinese tourists are 'visiting parks and gardens', and 'shopping'. Therefore the District must raise its profile to attract more international visits and promote Hardwick Park, and its shopping offer including its excellent access to Meadowhall, a large indoor shopping centre.

THE WAY FORWARD

6.1 Overnight stays bring greater economic value to the local economy. Therefore looking at how more visitors can be attracted to the District for short breaks is crucial.

6.2 One way of achieving this is to think like ‘a visitor’. Administrative boundaries do not apply to visitor activity. This is a particularly pertinent point with the long, thin shape of Bolsover District, where the shortest distance from its eastern and western boundaries is 1.9 km and the longest is 10.6 km - whereas the distance from north to south is 25 km. The District’s three big attractions (shown as a blue dot) are all within one mile of the District’s border.

6.3 It is important to acknowledge the strengths and assets of neighbouring areas and to understand that there may be opportunities to explore collaborative working that could add value to achieving the District’s aims. A joined up approach to establishing a wider visitor package could raise awareness of the area to visitors that may not usually have considered a trip to Bolsover.



6.4 Visitors may be more initially drawn to a neighbouring area and learn about interesting places in Bolsover District. Visitors may also stay longer if they realise that there is more to see and do in the wider area – where a better quality and greater variety of attraction is available covering more of the Visit Britain categories (paragraph 2.6).

6.5 The table in Appendix D shows just how close 39 popular attractions are to Bolsover District if travelling by car. The attractions were measured (using AA route finder) to see how far they were from three points in the District; Junction 30, Bolsover town centre and Junction 28. Specifically, the information tells us that-

- 33% of the attractions are within a 30 minute drive from all three points within Bolsover District.
- 87% of the attractions are within a 30 minute drive of at least one point in the District.

- 87% of the attractions are within a 40 minute drive from all three points in the District.
- 24 Michelin Guide Restaurants are within 1 hour's drive of all three points in the District.

6.6 A wider area can therefore be considered to be within this 40 minute drive and includes the following groupings of attractions (some of which can be cross cutting).

6.7 Big attractions currently in development are [Peak Resort](#), Unstone, near Chesterfield, and Gulliver's Kingdom, near Killamarsh.

6.8 [Peak Resort](#), is an all year round leisure, education, wellness and entertainment destination set in 300 acres of reclaimed parkland. Phase 1 costing in the region of £100m, represents approximately one third of the total planning permission. Phase 1 Regional Attractions include: Indoor Adventure Activity Centre (Adrenaline World) including zip lines, climbing walls, caving, ninja course, trampolining, rope courses, fun walls, adventure golf and e-karts; Outdoor Water Courses and Lake Gateway Building and Travel Hub; Covered Events Space & Amphitheatre; 15km on site Multi Discipline Cycling Trails connected to 1,000 of miles off site trails; and car and coach parking. Adrenaline World is due to open in late spring/early summer 2020. The site also has outline planning permission for up to 2,000 hotel rooms and 250 chalets.

6.9 The £37m, 70 ride, Gulliver's Valley Theme Park Resort, north of Killamarsh, is due to open in June 2020, and is just 10 minutes away from Junction 30 of the M1.

6.10 Heritage attractions can be found at Bolsover Castle, Hardwick Hall, Renishaw Hall and Gardens, Chatsworth House, Sutton Scarsdale Hall, Derwent Valley Mills World Heritage Site (Belper), Mr Straw's House (Worksop), Newstead Abbey, Rufford Abbey & Country Park, The Workhouse, Southwell, Barrow Hill Roundhouse, Conisborough Castle, Revolution House (Old Whittington), Lincoln Cathedral (Magna Carta)

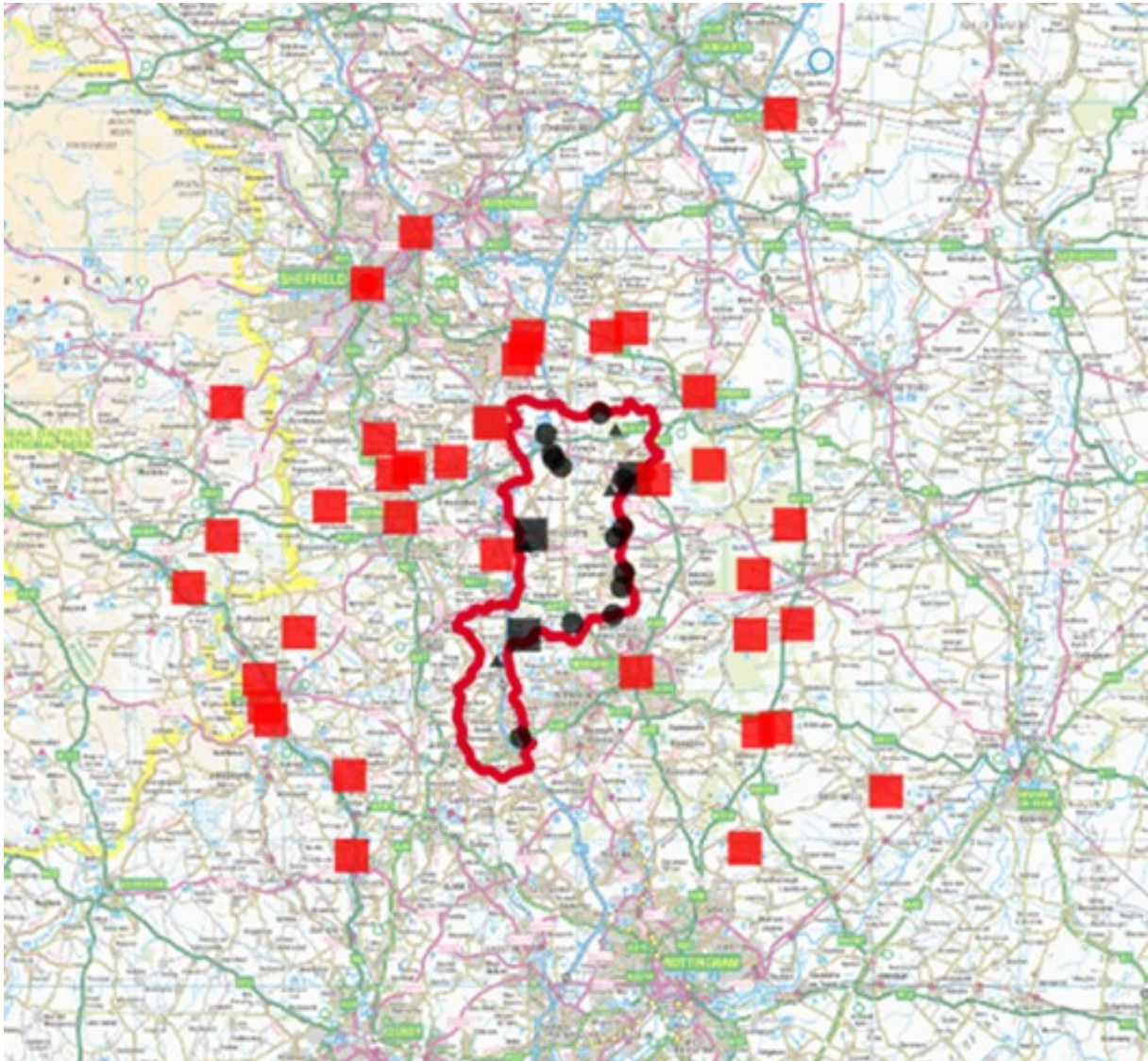
6.11 Family attractions can be found at Willow Tree Family Farm, I Jump Trampoline Park (Mansfield), Wheelgate Park and White Post Farm, Farnsfield, Crich Tramway Village, Matlock Farm Park, Jungle Play Centre (Sheepsbridge), Tropical Butterfly House and Falconry Centre (North Anston), Aston Springs, Tiny Town Indoor Play (North Anston), Yorkshire Wildlife Park (near Doncaster), Snozone at Xscape (Castleford), Gulliver's Kingdom, and Heights of Abraham (Matlock Bath).

6.12 Country Parks at Thoresby Park, Sherwood Forest, Sherwood Pines Forest Park (inc. Go Ape), Clumber Park, Linacre reservoirs, Yorkshire Sculpture Park, Rother Valley Country Park, and Longshaw Estate.

6.13 A large indoor Shopping centre at Meadowhall, East Midlands Designer Outlet Centre, Dobbies Shopping Village, Lakeside shopping (Doncaster) Art galleries at Harley Gallery (Welbeck), Calverton, Retford (Bassetlaw Museum), Hepworth Art

gallery (Wakefield) and Sheffield City Centre. Theatres at Chesterfield Town Centre and Sheffield City Centre. A heritage railway at Peak Rail, Matlock. And a racecourse at Doncaster.

- 6.14 A 'wider area' showing all of these attractions with the District at its centre can be shown below. The red outline is Bolsover District, the black shapes are Bolsover's attractions and the red squares are attractions in the wider area.



- 6.15 Using a wider area is not uncommon, for example –

- DMOs such as MPPD and Visit Nottinghamshire market products outside of their counties that add to the offer within them.
- The hotels in the District use a wider area to market themselves, principally citing the Peak District.
- Reflecting the cross boundary nature of long distance multi user trails the **Visit Sleep Cycle Repeat** (VSCR) [Destination Plan](#) area covers a number of authorities in north Nottinghamshire and north Derbyshire.

- The Visit Chesterfield Area includes Chatsworth House that is outside its administrative area.
- Ashfield District Council have a [further afield](#) page on their website promoting attractions in neighbouring authorities.
- Key attraction, [Creswell Crags](#), also markets other attractions within a wider area and have put together [themed visitor experiences](#).

6.16 A common thread here is that there is greater value in looking to be part of a wider visitor package than just looking inwardly.

6.17 Given the perception that visits to just the attractions in the District do not generate large numbers of overnight stays by themselves, part of our Strategy therefore should be to try to improve this situation by promoting Bolsover as somewhere where you can visit a greater range and number of attractions and therefore becoming more attractive as a short break. By working cooperatively with our partners to promote the wider area there is a better chance that visitors will take the time to visit our area.

STRATEGY

- 7.1 Essentially we want to help to make the visitor economy a bigger part of the overall local economy to help sustain what we have and also to achieve growth.
- 7.2 It is important to recognise that funding streams to key attractions in the District have changed over recent years and finding other ways to generate income is becoming far more important for those attractions.
- 7.3 It is visitor expenditure that can best provide that income by making the most of national trends for increasing short breaks, more day visits and / or more overnight stays; and longer stays. The expenditure itself might only take place at the accommodation provider and/ or the attraction, or it might percolate out into the wider economy into pubs, restaurants, shops, and petrol filling stations.
- 7.4 Therefore, to try to achieve greater numbers of visitors, overnight stays, longer stays and visitor expenditure would be beneficial to the District's economy.

Strategic Aim

To increase: visitors, the number and duration of overnight stays and visitor expenditure in the District in order to help sustain growth and jobs.

- 7.5 To achieve these increases in the most impactful way we need to consider what the Council can do differently, whilst also recognising that investment decisions in the visitor economy are taken outside the remit of the District Council. Alongside its partners the District Council has to work to -
- improve the overall visitor economy offer,
 - improve the accommodation offer,
 - to maximise our marketing potential,
 - to improve visitor economy business engagement and
 - to continue to improve the amount and quality of our intelligence and evidence in respect of the visitor economy.
- 7.6 The Action Plan includes a series of actions, undertaken by us and our partners. A small explanation of each action is provided below in line with the bullet points above. Many action points are cross cutting.

ACTION PLAN

Improving the Visitor Offer

- 8.1 National trends indicate that there is an increasing interest in spa, and health and wellbeing breaks. Therefore Bolsover needs to improve its offer as a destination for healthy short breaks, including walking and cycling, if it wants to benefit from this market. The new spa facility at Hotel Van Dyk will help to meet this demand.

Cycle Network

- 8.2 By implementing the Visit Sleep Cycle Repeat Destination Plan ([VSCR](#)), the area has the potential to be a key component in a significant regional sustainable tourism offer, connecting Sherwood to the Peak District through off-road cycling that takes advantage of the areas multi-user trails network. It's likely that with the continuing growth in awareness of the climate emergency more people will seek out activities that minimise their carbon footprints and with the growth in e-bikes the District could be at the heart of a new sustainable tourism offer. This is a heart of the concept underpinning the development of the Pleasley Visitor Hub; which brings together Hardwick, Pleasley Pit and Pleasley Vale.
- 8.3 Much work is already underway to promote the District as a destination for family friendly cycle tourism. The District offers 34 miles network of Multi – User Trails and recently Bolsover Countryside Partnership have received funding from Rural Development Commission to implement a new cycleway / trail south of Shirebrook as part of the Archaeological Way. Bolsover Countryside Partnership has secured £550,000 to improve 6.9km of the trails network around Pleasley, and trails around Pleasley Pit Country Park have already been completed. In addition, £150,000 has been secured from the Derbyshire County Council Local Transport Plan to improve parts of the Skegby Trail. Furthermore an audit of the [VSCR Trails network](#) has been commissioned. This involves an assessment of; the current condition, desirability (sense of place) and usability, gaps, and usage of the network and some consideration for where growth in demand is likely to be highest.
- 8.4 A draft Cycling Infrastructure Strategy has been prepared that looks at identifying and prioritising additions to the cycle network in the district, including a number of smaller connections below Local Cycle Network Level. Working with DCC and other partners the strategy seeks to overcome some of the barriers to implementation – ownership constraints / obtaining planning permission / investigating Quiet Lanes in order to better exploit funding opportunities as they arise, and assist the county to implement the network in the district.
- 8.5 Sustrans (England Midlands and East), have confirmed that there is £1.5m of DfT funding for three projects within the District.

These are:

- **A632 Greenway (approx. £400,000)** – a DCC project to connect Bolsover to MEGZ. Designed and ready to go. DCC have contributed £75,000.

- **Pleasley Vale (approx. £650,000)** – the missing link in the Archaeological Way between the Meden Trail and Forge Lane.
- **Doe Lea (approx. £350,000)** – a link between the Stockley Trail at Bramley Vale and Stainsby Mill. The National Trust are looking to build a new path from Stainsby Mill to the Hardwick Inn, so it will be possible to enter and exit Hardwick via the existing one way system using the new path to return to Stainsby Mill. The Stockley Trail to Doe Lea section crosses DCC land and will be subject to further discussions / approvals.

8.6 The cycle network still presents challenges. Particularly, ensuring a safe crossing point in Bassetlaw District, across the A60 where the trail through Creswell Crags continues as the Robin Hood Way. And also implementing a safe footpath alongside the A60 linking the Harley Gallery (Welbeck) with Creswell Crags. Also linking the Frithwood Trail through Creswell linking with the new Clowne Branch line.

8.7 National trends also indicate that there is growth in intergenerational family holidays and breaks. Therefore Bolsover District needs to improve its offer of a number of different attractions that would appeal to parents, grandparents and children. The District's attractions combined with those available in the wider area help to provide greater variety that would attract a larger family grouping, or indeed other smaller traveller groupings.

Bolsover Castle / Car Parking

8.8 In the future, as visitor numbers continue to increase to Bolsover Castle on weekends, it is important that we keep under review our car parking availability.

Heritage and Well-being centre

8.9 At Colliery Road, Creswell, planning permission¹⁸ has been granted in July 2019 for the erection of a 'Heritage and Well-Being' Centre, incorporating a sports/flexible hall, caving & climbing, children's play area, cafe/healthy eating kitchen, changing facilities / showers, fitness and activity studios and storage and ancillary spaces. The caving / climbing part of the proposal will add to the District's offer.

Looking outwards

8.10 More engagement with neighbouring areas and other organisations to understand their aspirations and to provide opportunities to explore ways of adding value to Bolsover District and a wider visitor economy offer, and how working together could achieve a stronger visitor economy. Develop relationships with attractions in neighbouring and nearby authorities with a view to establishing mutually beneficial marketing programmes to jointly promote each other's attractions. The

¹⁸ 19/00311/FUL

development of visitor packages both within and cross boundary could enhance the appeal of Bolsover District to existing and new visitors. One example could be to promote short break golfing holidays including courses open to the public within and close to the district.

Robin Hood Line

- 8.11 One such way of working with neighbouring authorities is looking at ways of improving transport connections and usage of the Robin Hood railway line that runs from Nottingham to Worksop and through the eastern side of the District where four stations are located. One station is at Creswell and is within a 2km walk to the Creswell Visitor Centre. Currently, the service terminates at Mansfield Woodhouse on a Sunday, a popular tourist day. By working with other neighbouring authorities along the line, a community rail partnership role could be created to look at improving the service, and potentially improving visitor numbers to Creswell Crag, and other tourist attractions along the line such as Willow Tree Family Farm in Shirebrook. An eastern spur is also proposed to the Robin Hood Line linking Shirebrook to Edwinstowe and Ollerton.
- 8.12 The Council is also seeking to establish Community Rail Partnerships along the Robin Hood Line. Community rail is a growing grassroots movement made up of community rail partnerships and groups across Britain. They engage communities and help people get the most from their railways, promoting social inclusion and sustainable travel, working alongside train operators to bring about improvements, and bringing stations back to life.

Accessible Tourism in Bolsover

- 8.13 From paragraph 13.0 onwards the strategy looks at ways in which the district's attractions could improve their offer to become a more accessible tourism destination and help to attract more of the 'Purple Pound' market aimed at those visitors with disabilities.

Improving the Accommodation Offer

- 9.1 National trends indicate a growing demand for caravan, motorhome and camping holidays. Therefore Bolsover needs to improve its offer in this market by working with landowners and developers to seek to improve the District's visitor accommodation offer in terms of numbers and types of accommodation including camping and glamping sites. One of the projects identified in the VSCR [Destination Plan](#) is a feasibility study of camping pods within Pleasley Pit Country Park. Another project is looking at the feasibility of the Pleasley Pit Country Park as an area to develop its overall tourism offer.
- 9.2 The following offer the potential to increase hotel bed space that could help to accommodate more overnight stays.
- Part of the outline planning permission¹⁹ for the Clowne North Strategic site includes a new hotel.
 - Close to the District's boundary there is potential for further accommodation, with a hotel forming part of a permission for a strategic site, in Mansfield District Council close to Pleasley.
 - At Markham Vale, in North East Derbyshire District Council's area, a plot is allocated for a hotel, although given the location this is likely to be popular for businesses use.
 - There remains potential for an extension to the Holiday Inn, South Normanton, subject to a new planning application to cover the area of a recently lapsed planning permission.
- 9.3 The District Council could consider promoting AirBNB, alerting people to the possibility that they could rent a room or their property out.
- 9.4 The District Council could consider the feasibility of using Council assets including non-HRA properties to provide an income for the Council and also to boost the supply of non-serviced accommodation in the District.
- 9.5 The Council could consider investigating the identification of sites that could be suitable for camping / motorhomes.

¹⁹ Subject to S 106 Agreement.

Maximising our marketing potential

- 10.1 It has been shown how much value is brought by visitors staying with friends and relatives in the District, in order that our residents can continue to act as ambassadors for tourism in the District, there is a need to focus and to continue to champion the locally distinctive product we have and the role of In Touch, District Gazettes and Bolsover TV is crucial to achieving this.
- 10.2 The District also needs to reach out to a much wider geographic area, to encourage more overnight stays. The national trends show that the District needs to be marketed as a short break destination targeting older people and millennials, and people seeking healthy breaks including spas, walking and cycling.
- 10.3 A social media, PR and Marketing Plan is being undertaken for the VSCR [Destination Plan](#) area to create a strong destination based on a brand built around visitor facilities and experiences rather than around a recognisable geographic area. The priority will be to raise awareness of the VSCR area and its tourism, cycling and heritage offer, and to put in place baseline marketing activity that can be built up over time as the destination and more tourism product develops. It is important that we take careful consideration of this Marketing Plan that could help inform a marketing strategy that promotes the District as a central feature in a wider area.

Council's new website

- 10.4 We refreshed our website in September 2020. The Tourism page is easier to navigate and more image focused. A mobile app with all the information about the District's visitor economy offer all in one place is being developed by the Communications Team.
- 10.5 The Tourism page could include content that links to basic visitor needs such as the nearest Petrol Filling Station, car parks, baby changing facilities and dog and bike friendly pubs / cafes, and also basic travel information such as how far are we from the nearest large conurbations.
- 10.6 Adding a link to the Tourism page of the website onto District Council staff external signatures when they send emails could be encouraged. We could also encourage partners to do the same, subject to their own marketing strategies.
- 10.7 Visitor economy businesses will be asked if they wish to feature on our new website, and be part of our new Tourism App, but also subject to their own marketing strategies visitor economy businesses will be encouraged to help promote the District as a whole by including links to the District's tourism webpage, on their own websites and digital communications.

Tourism Websites

- 10.8 The [Visit Chesterfield Area](#) and [Marketing Peak District and Derbyshire](#) websites between them cover attractions, accommodation, food and drink, restaurants, shops and walks, trails, golf courses and wedding venues. Bolsover District is under - represented on these websites across all content headings and increasing the District's digital footprint on this site is a worthwhile action to make Bolsover District more visible. Accommodation and commercial uses have to pay a yearly fee depending on levels of coverage. Meetings with businesses raise awareness of these websites and businesses can decide for themselves if they want to be part of it. Event organisers are also encouraged to use these websites and [In North Notts](#) to promote their events.
- 10.9 The District Council has a SLA in place whereby MPDD has agreed to -
- Help promote Bolsover TV videos across Social Media channels where appropriate
 - Consider how the Bolsover Visitor Economy App (once developed) can be distributed.
 - Include Creswell Crags within a new itinerary, under 'itinerary ideas on www.visitpeakdistrict.com
 - To investigate the promotion of short breaks in Bolsover and the surrounding area

Visitor Economy Brochure

- 10.10 In the digital age, paper publications are declining in popularity, but are still needed. People are becoming more conscious about 'screentime reduction', and many people still like to have something to feel and turn the page and easily access. The attractions with whom we have already broached the idea consider it worthwhile, and wish to be included within it. Some hotels have expressed an interest in hosting them. A slim-line style brochure would be distributed widely at café's, community centres and pubs aimed at more local custom.

Walking and Cycling Publications

- 10.11 The District has unfulfilled potential as a destination for walking and cycling. Digital and physical publications for both activities showing routes within an area with Bolsover District at its centre, can help to address this situation. Walks and cycle rides could start and finish at pub car parks, and the District's tourist attractions could feature along the routes. The potential for a long distance walking route utilising the District's excellent footpath and trails network with accommodation along the way and taking in the best features and attractions should also be investigated.

Improve visitor economy business engagement

- 11.1 Regular meetings with visitor economy businesses (both accommodation and attractions) to establish a relationship to look at ways we can help them and improve our overall offer.

Visitor economy network

- 11.2 In order to apprise visitor economy businesses quickly and easily about information relevant, and potentially helpful to them, the Council has established a tourism business network and expects to continually add to it. The information shared will include; grants, websites, events, opportunities for publicity, and requests for information. The Council would also facilitate Visitor Economy Network meetings if businesses wanted them.

Signpost Visitor Economy Businesses to Grant Funding

- 11.3 During meetings businesses will be made aware of grant schemes that are running and who they should contact to find out more information. Once they are on the mailing list they will be informed of new ones.

Improve our evidence base

Visitor Information

- 12.1 Access to robust and up-to-date visitor information is essential to understanding how the District's visitor economy is used by visitors. Where do they come from? How long do they stay? What do they do when they are here? Therefore the tapping into existing survey information where collected by our partners, and collecting our own information with the agreement of our partners, for example short questionnaires placed at attractions, will be investigated.

STEAM data

- 12.2 STEAM²⁰ data is the country's key source for measuring the economic impact of tourism. Key tourism statistics include visitor numbers, visitor days and direct employment. The Council will continue to use STEAM data to measure the economic impacts of tourism by purchasing updates regularly.

²⁰ Scarborough Tourism Economic Activity Monitor

Action Plan Summary Table

Action	Lead	Timeframe
Audit of Trails Network	BCP	March 2021
Feasibility Study of Camping Pods	BCP / Private	March 2021
A60 crossing point	NCC	Ongoing
Bolsover Town Centre Car parking Review	BDC	Ongoing
Engagement with neighbouring areas	BDC / Partners	Ongoing
Engagement with neighbouring attractions	BDC	Ongoing
Robin Hood Line Improvements	BDC / Partners	Ongoing
VSCR Marketing Plan	BCP	June 2021
New Tourism Webpages	BDC	June 2020
Bolsover App	BDC	April 2021
External Signatures website link	BDC / Partners	Ongoing
Establish Visitor economy network	BDC	June 2020
Add content to Tourism websites	BDC / Partners	Ongoing
Visitor Economy Brochure	BDC / Partners	Dec 2021
Walking Publication	BDC	Dec 2021
Cycling Publication	BDC	Dec 2021
Signposting to Visitor Economy Business	BDC	Ongoing
Purchase STEAM data	BDC	Every 3 years
Feasibility of using Council Assets for visitor accommodation	BDC	Ongoing
Pleasley Visitor Hub Feasibility Study	BCP	March 2021
Investigate identifying potential camping sites	BDC	Dec 2021
Feasibility of coach companies providing tours between sites of heritage interest.	BDC	Dec 2021
Investigate Blue Heritage Trail	BDC	Dec 2021
Investigate short golfing breaks	BDC	Dec 2021

Accessible Tourism in Bolsover District

- 13.1 This chapter looks at Accessible Tourism and seeks to assess how accessible Bolsover is as a tourist location, and whether tourism in the district can be made more accessible.
- 13.2 A definition of Accessible tourism is
- “The ongoing endeavour to ensure tourist destinations, products and services are accessible to all people, regardless of their physical limitations, disabilities or age. It encompasses publicly and privately owned tourist locations. The goal of accessibility tourism is to create inclusivity for all including those travelling with children, people with disabilities as well as seniors”* ²¹
- 13.3 Measures taken to make tourist destinations more accessible are not just to benefit existing specific groups of people at the present time, but will benefit all of us at some stage in our lives.
- 13.4 According to We are Purple²²
- More than 1 in 5 potential UK consumers are disabled
 - The prevalence of disability rises with age
 - 3 in 4 disabled people and their families have walked away from a UK business citing poor accessibility and/or poor customer service
 - Nearly three quarters of disabled online consumers will click away from a website due to inaccessibility.

The Purple Pound

- 13.5 The Purple Pound refers to the spending power of disabled households which is defined as a household in which one of the members have a reported disability.
- 13.6 According to Visit England, disabled people contribute £12bn to the UK tourism industry²³. Research shows businesses can potentially benefit from longer stays and more spend from the group where a member of the party has a disability.

²¹ https://en.wikipedia.org/wiki/Accessible_tourism#cite_note-2

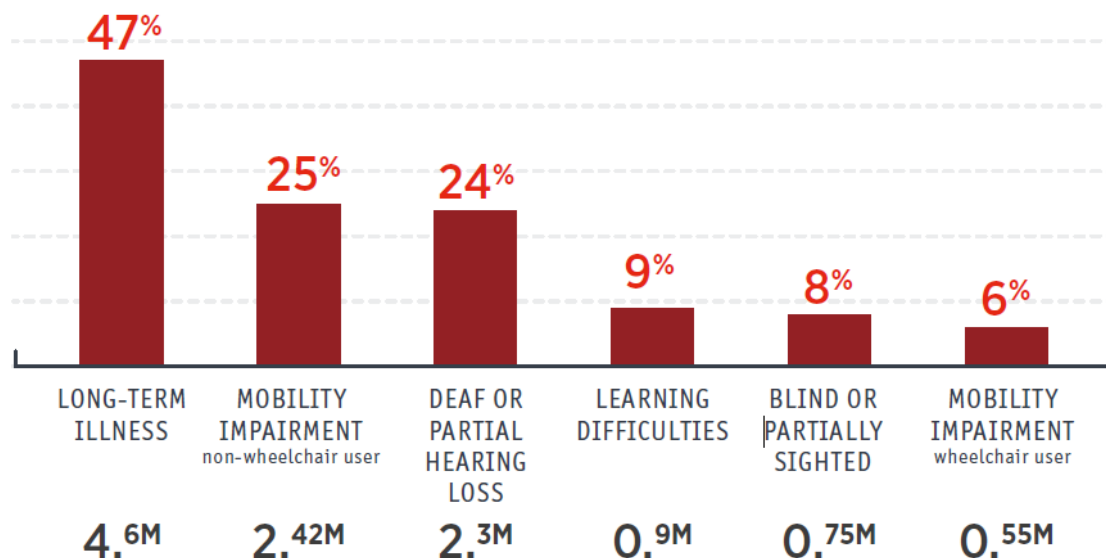
²² <https://wearepurple.org.uk/understanding-the-purple-pound-market/>

²³ <https://aveso.co.uk/unlocking-the-purple-pound-with-visit-england/>

13.7 For trip groups where one member has an impairment, the average length of stay is 3.3 nights and the average spend is £191, as opposed to 2.9 nights, and £184 (without an impairment).²⁴

13.8 A survey by Visit England²⁵ in 2018 found that £116 Million would be generated per year if each person with an impairment took a domestic holiday.

13.9 The figure below²⁶ shows types of reported impairments.



Source: GBTS 2013

13.10 Noticeable in these statistics is just how low the percentage of wheelchair users are (6%); yet to non-disabled people, they are perhaps the most visible of all disability types. Whilst physical access improvements such as ramps are paramount to wheelchair users (but also buggies and prams), the vast majority of disabled visitors do not necessarily need them, but they do need information provided in a different way and understanding, thoughtful, customer service.

13.11 In February 2014 Visits Unlimited conducted a survey²⁷ of 50 popular Tourist destinations across Yorkshire. The conclusions were that:

- All attractions want to increase footfall and revenue

²⁴ Great Britain Tourism Survey (2013)

²⁵ <https://www.visitbritain.org/new-accessible-tourism-market-research>

²⁶ <http://www.visitsunlimited.org.uk/accessible-tourism-statistics-uk/>

²⁷ <http://www.visitsunlimited.org.uk/accessible-tourism-statistics-uk/>

- All appreciated the benefit of marketing to families with disabled children
- There is a misconception that access is predominantly related to physical access around a venue with less emphasis on appropriate information and staff training
- Most venues desired more skills and opportunities to serve this market, including support with marketing their attraction
- Budget restriction was an adverse factor but in only a minority of cases
- Certain individual sites are restricted in marketing the unique aspects of their attraction because of central control of marketing services including website management.

Good Examples of Accessible Tourism in the U.K.

13.12 There are a number of good examples from around the country of accessible tourist destinations. Some of the destinations listed below offer more examples of accessibility features but they've not all been included in the summary to avoid repetition. It should be noted that most of these are quite modern attractions, where accessibility features have been included from the outset.

Sandcastle Water Park

13.13 Sandcastle Water park has won awards for its inclusive facilities. The water park team are trained in accessibility awareness. There is level access throughout the building; accessible toilets and a Changing Places²⁸ (larger toilets with hoists) wet room; hire of water accessible wheel chairs; subtitles are available for important videos; flashing lights on fire alarms; good lighting and contrast throughout; brail signage on toilet signs, and tactile features where suitable. Sandcastle have implemented multiple schemes for visitors with autism to the water park. The website offers a Sensory Story, which describes what guests can expect to see, smell, hear or feel at the park. Short familiarisation visits are available and there is a quiet hour at the start of each day with no music and only vital announcements played. An accessible policy has been created for anyone who finds queuing difficult and there is an autism quiet room that provides a calm, sensory-friendly area.

Eureka! The National Children's Museum

13.14 Level access throughout the building. A Changing Places facility located on the ground floor. Staff are trained in disability awareness and many can communicate using BSL (British Sign Language). The museum is assistant dog friendly. There are contrast colours and large text displays for those

²⁸ Used by people with profound and multiple learning disabilities, as well people with other physical disabilities such as spinal injuries, muscular dystrophy and multiple sclerosis often need extra equipment and space to allow them to use the toilets safely and comfortably.

with a visual impairment. Hearing induction loops can be linked to hearing aids.

- 13.15 A unique and free experience called “extra pair of hands” is also accessible for families with disabled children, where a member of staff will learn the child’s needs, likes and any triggers on the phone beforehand, then join them for a couple of hours at the start of the visit.

The Eden Project

- 13.16 The Eden Project works with Sensory Trust to find the best creative approaches to accessibility and communication. Facilities include accessible toilets, a Changing Places room, as well as parking for blue badge holders. Information is available in braille, large print and audio formats. Guide dogs and mobility vehicles are welcome Wheelchairs are available to hire. Admission is free to one carer or personal assistant for each person that is being cared for.

- 13.17 The Eden Project also hosts a supportive gardening scheme for people with disabilities to learn about growing and selling vegetables and weekly walking groups for people with long-term health conditions such as COPD and Diabetes.

The Archaeological Burial site at Sutton Hoo, (Suffolk)

- 13.18 Sutton Hoo offers a ‘relaxed time’ on the last Sunday of each month where a quieter experience is offered to help visitors who feel the need for a more relaxed space including visitors living with dementia, autism and anxiety. During these times there will be additional clear and concise signage; all hand dryers will be switched off with paper towels available; and dedicated volunteers will be on hand for extra assistance, particularly in areas that some visitors may find confusing e.g. where there are audio visual items playing.

The Science Museum

- 13.19 The Science Museum in London hosts a number of accessible activities especially for people living with sensory impairments and autism spectrum conditions. The SIGNtific programme hosts British Sign Language-interpreted events and activities for those who are deaf or have hearing loss. VIscovery days are for those who have a visual impairment. For visitors with autism and related conditions, there are Early Birds dates for younger children and Night Owls evenings for anyone aged 16 and over to access the museum with smaller crowds and less noise. SENSory. Astronights are a unique overnight camping event for children with additional needs and disabilities to explore the museum with their family.

Access Fylde Coast Project

13.20 A stand out example from around the UK is the Access Fylde Coast Project that is spearheaded by Disability First and funded by the Coastal Communities Fund. It is a pioneering project excelling disabled access across the Fylde Coast and driving Blackpool, Fylde and Wyre into the spotlight as outstanding locations for people with disabilities, whilst seeking to boost tourism and bolster the local economy. Some of the features of the project are –

- Disability Awareness Training
- Access Guides
- An enhanced transport App
- Creating British Sign Language Videos for attractions in the area.
- A 'book a buddy' scheme.

Accessible Tourism in Bolsover District

13.21 This section looks at the three big attractions, three smaller attractions and the larger hotels in the district and the information available on their websites (at January 2021). It should be noted that the venues are not modern attractions; and due to their very nature - caves, a castle and an Elizabethan mansion will not necessarily be able to offer a fully accessible wheelchair experience as the likely adaptations needed would be in conflict with statutory conservation limitations for these sites.

Bolsover Castle

13.22 Bolsover Castle's website includes an access page so that people with disabilities can find out in advance what support is or isn't available in respect of their particular disability. The categories listed are mobility / older visitors, blind / visually impaired. Deaf / Hard of hearing / Learning difficulties. Culinary / Dietary and health and Safety.

13.23 The information is clear and easy to find. The site has accessible toilets, assistance dogs are welcome, and wheelchairs can be hired. There are sensory experiences - tactile exhibits and extensive use of sound, there is an audio tour and subtitles on films. It would be helpful to state just how many disabled parking spaces are available. There are quite a few red crosses against criteria, and without further research it is difficult to know whether or not the red crosses are significant enough to put off visits to the castle. Without further specialist investigation it is difficult to comment on whether, for example, the little castle can be accessible to wheelchairs.

Hardwick Hall

- 13.24 Hardwick Hall have an access statement that can be found easily under the Facilities and Access tab where accessibility information is provided more generally in respect of each part of the estate, and not by type of disability. Therefore visitors need to read the whole document to find the information that might be relevant to a particular disability. A brief summary follows. Twenty disabled parking spaces are provided. Assistance dogs are welcome. Wheelchairs can be borrowed. Hardwick Hall ground floor is wheelchair accessible. Volunteers are in most rooms. Some team members can use basic BSL. An induction loop is available at the reception desk. An accessible W/C is available in the stable-yard. A virtual tour is available. Large print and braille are available. Quiet areas are available. Visitors can be seated if they experience difficulty queuing. There is no audio guide. There is ramped access at the restaurant. There is currently no changing places facility.
- 13.25 In addition, in early 2020, the National Trust embarked on a 3 year partnership with the Alzheimer's Society, involving the upskilling of 74,000 people who work and volunteer at the National Trust and improving the accessibility of its sites. The project will also see improvements at some sites, from improved signage, facilities and modifications to materials used on paths and car parks. It will also include the development of dementia services (such as cafés, tours and social events), taking heritage to local care homes, hospitals, day centres and community groups, and hosting awareness-raising activities.

Creswell Crags

- 13.25 Creswell Crags include an accessibility page that is easy to find, and includes short sections on types of impairment: mobility, blind/visual impairment, deaf/hard of hearing and also provides a link to its own page on the Visit England Accessibility Guide. The following consists of a brief summary of this information. The whole site is wheelchair accessible apart from the caves. Wheelchairs can be hired. A number of disabled parking bays exist. Disabled toilets are upstairs and downstairs in the visitor centre. It also helpfully states where the nearest Changing Places Toilets are which are at The Arc, at Clowne. Staff are available to assist Blind/Visual Impaired visitors on cave tours. There is no provision for deaf cave tours. The exhibitions in the visitor centre includes text and images; an induction loop is fitted. There are bespoke activities for visitors with Special Educational Needs.

Willow Tree Family Farm

- 13.26 No clear and obvious information on website.

Coloured Cob Equestrian Centre

- 13.27 Offer disabled riding sessions, and cater for riders with additional needs.

Pleasley Pit Mining Museum

13.28 No clear and obvious information on website.

Accommodation

13.29 The Ibis Hotel at Barlborough offers accessibility for people with reduced mobility, including reduced mobility rooms, wheelchair access and reduced mobility facilities. The Premiere Inn, South Normanton offers accessible rooms. The Holiday Inn, South Normanton offers accessible public areas at the public entrance, guest rooms, public restrooms. There is ramp access and visual alarms/alert in guest rooms. The website for Days Inn at Tibshelf does not appear to include accessibility information. The website for Van Dykes does not appear to include accessibility information.

Hospitality Sector

13.30 Without a more detailed survey of the pubs and restaurants the accessibility issue is difficult to assess.

Country Parks and Trails

13.35 Derbyshire County Council have accessibility champions for their country parks and trails network, and an accessibility audit has been carried out at Pleasley Pit Country Park.

Views about Accessibility from Disabled Visitors

13.36 Whilst there is no survey information that exists to tell us what disabled visitors think specifically about Accessible Tourism in Bolsover District, there are Euan's Guide Access Surveys. Every year The Access Survey by Euan's Guide and Disabled Access Day asks disabled people to provide opinions about disabled access at the places they visit across public buildings including tourist attractions across the U.K.

13.37 In the 2019 survey the key findings were:

- 93% try to find disabled access information about somewhere before visiting for the first time.
- 83% are more likely to visit somewhere new if they can find access information about it beforehand.
- 70% use two or more sources to try to find disabled access information before visiting somewhere new.
- 77% of respondents who used a venue's website to check disabled access before visiting, found the information to be misleading, confusing or inaccurate. (some examples of why are listed below)
 - *"Sometimes the information is wrong, usually it is absent."*
 - *"A general lack of detailed information e.g. how many stairs?"*

- *“Fully accessible tells me nothing.”*
 - *“Venues’ websites often fail to mention that the lift is out of order and no alternatives are available.”*
 - *“Not all of the sites are voice over friendly so I miss out on a lot of the information.”*
 - *“Many venues don’t include access information asking you to call instead (which is hard when your disability affects your hearing and speech too!).”*
 - *Sometimes a site may say it’s accessible, but doesn’t mention that access is via a completely different street entrance to the main entrance. Or I find that only part of the venue is accessible.”*
- 79% of respondents had experienced a disappointing trip or had to change plans last minute because of poor accessibility.
 - 29% said Historic Attractions had typically good or excellent accessibility.
 - 38% said Historic Attractions had typically poor or very poor accessibility.
 - 45% said Visitor Attractions had typically good or excellent accessibility.
 - 17% said Visitor Attractions had typically poor or very poor accessibility.

13.38 From this survey information it can be concluded that having a website with clear and easy to find information all in one place is very important. And 83% of visitors are put off visiting if they cannot find access information at all. There is a clear difference between how access information is presented on a website to how it is interpreted, and how the venue is experienced during a visit. Generally, Historic attractions across the UK had worse accessibility than visitor attractions in general.

The New Deal for Tourism

13.39 As part of the New Deal for Tourism in 2019, the government is committed to making the UK the most accessible destination in Europe by 2025, with a target of increasing the number of inbound visitors with a disability by 33 percent by 2025. The British Tourist Authority has committed to producing new space on their website to provide tourists with comprehensive accessibility information, and to ensure its marketing collateral is as inclusive as it could be.

Changing Places Fund

- 13.40 The Government announced during 2020 that a 30 Million fund will be available for Changing places toilets. The scheme has been delayed due to Covid. The new Changing Places Fund will see the Government match fund the costs of installing Changing Places toilets in existing buildings in England. The Council will promote this scheme and encourage bids to it.

Conclusions

- 13.41 Overall there are plenty of accessibility features at the three attractions to encourage visitors with different impairments. However, from the information available, they are still perhaps not at the same standard as some of the best examples around the UK. For example -

- None have Changing Places Toilets
- There are no 'Quiet hour' visiting times. Or specific days for certain impairments.
- Although assistance is available there is no such service as an 'extra pair of hands' available / book a buddy scheme.
- Although trained staff are mentioned they are perhaps not mentioned as 'fully trained in accessibility awareness'.
- Attention to finer details is also not as obvious or is understated.
- Websites do not offer a 'Sensory Story' describing what guests can expect to see, smell, hear or feel
- Websites do not include a BSL / Subtitled video

- 13.42 Two of the smaller attractions do not appear to mention accessibility information on their websites at all, neither do two of the larger hotels (at least not clearly and obviously). Improvements could therefore be made there, for example using the Visit England Accessibility Guides to help communicate facilities and services to disabled people and other customers who want specific accessibility information.

- 13.43 Overall, in order to help make the district as an accessible tourist destination as possible it is important to approach the issue from the viewpoint of having 'three pillars of accessibility'.

Information – making sure the accessibility information is there and that it is as clear and as accurate as possible.

Customer Service – making sure staff have had disability awareness training, and use it.

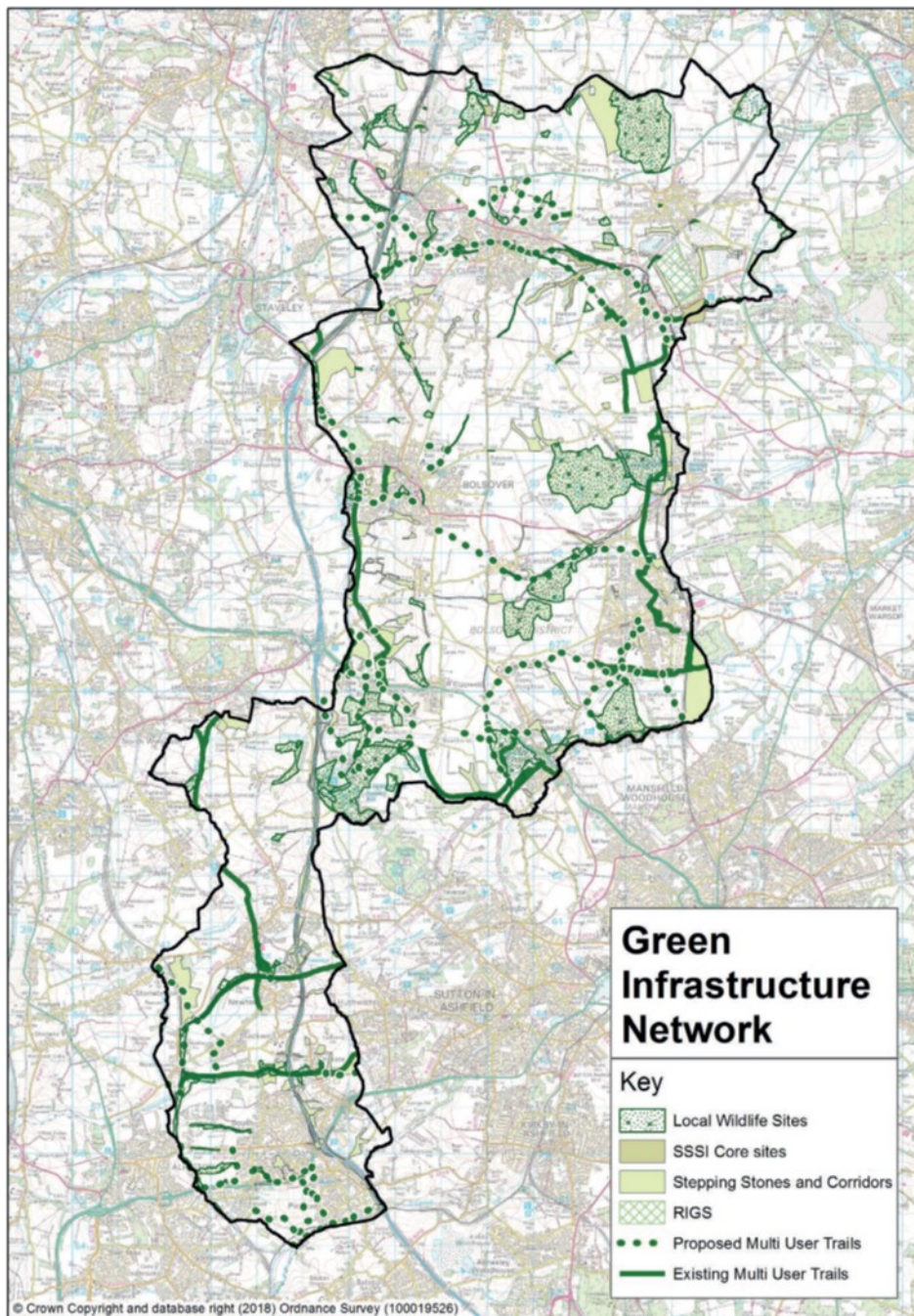
Facilities – making the physical changes – level access, signage, lighting,

Then looking at each pillar, from the viewpoint of each type of disability.

13.44 There is a clear role for the District Council to help promote awareness of these issues and to use its communication networks to help do that. So that not only will the district become more accessible but the local visitor economy can also benefit. The following actions are proposed –

- Promote and encourage bids to the Changing Places Fund.
- Promote the use of Visit England Accessibility Guides to all attractions.
- Promote MPPD Grant scheme for improving accessibility facilities at hospitality venues and attractions.
- Undertake measures to try to improve local information gathering from local disabled communities about visiting the district's attractions. To help do this we will consult with the Council's Equality Panel and set up a bespoke survey using the Ask Derbyshire website aimed at those people who identify as disabled.
- Continue to liaise with Accessible Derbyshire to help promote awareness, including new grant schemes, initiatives and training events about accessibility to both businesses, and residents who we are encouraging to be ambassadors for tourism in the district.

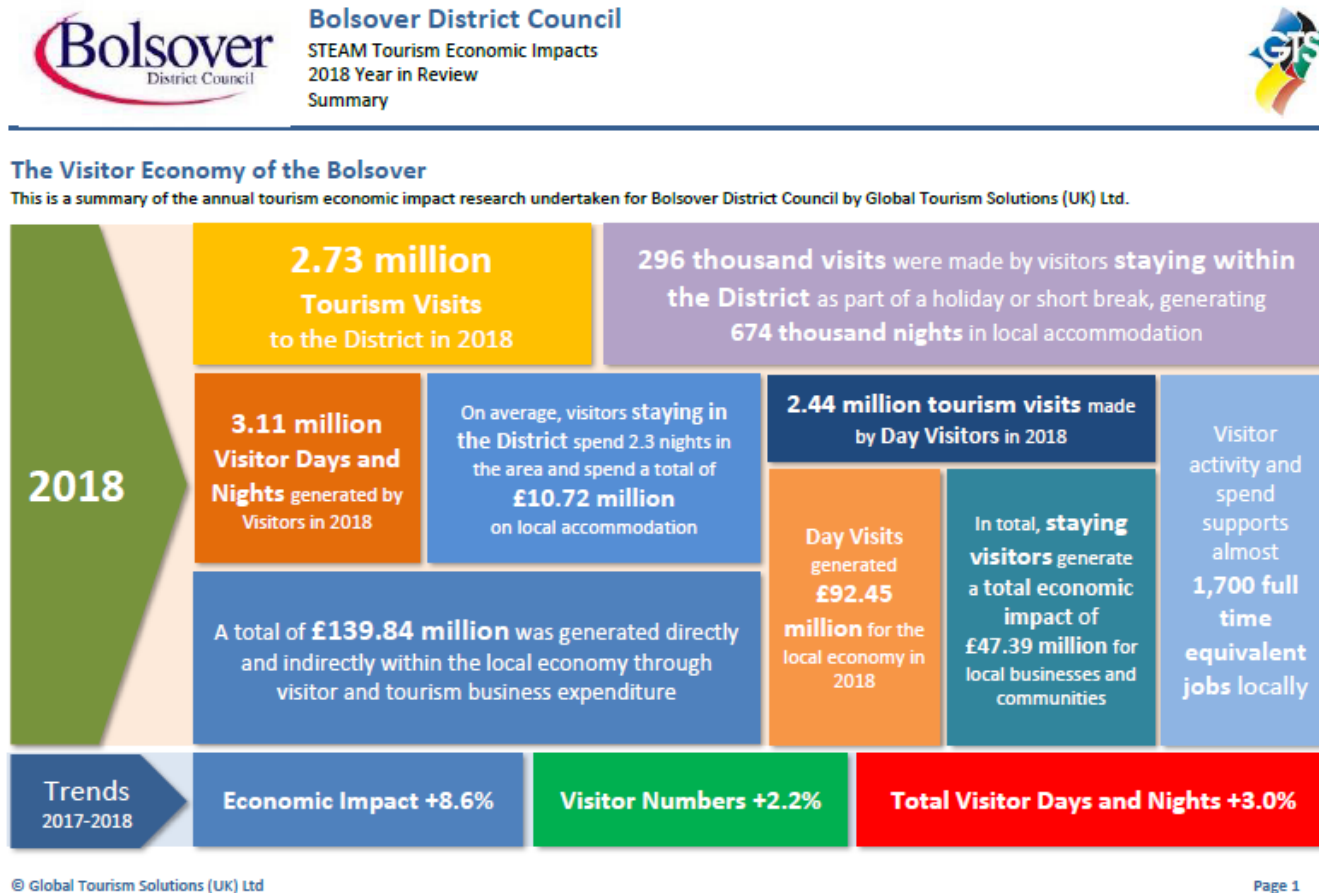
Appendix A – Trails network throughout the District



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Appendix B – STEAM data.



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**Total
Visitor
Days
3.11m**

Visitor Days

Staying visitors spend an average of 2.3 days in the District during their stay. Taking into account the length of stay of all visitor types, the District's visitors spent an estimated 3.111 million days in the area during 2018; this is higher than 2017 (+3%).

There were an estimated 2.44m tourism day visits to Bolsover District during 2018 and these accounted for 78.3% of all visitor days. Between 2017 and 2018, day visits increased by 1.3%. Staying visitors to the area accounted for the remaining visitor days (21.7%) and in total overnight visits to the area generated 674 thousand visitor days in 2018. Staying visitor days saw positive growth of +9.7% above 2017 levels, with the largest growth seen in paid / commercial accommodation, as opposed to stays with friends and relatives.

Day visits were higher in 2018 than 2017 for 8 months out of the 12. The first half of the year saw day relatively little change in the volume of visits, but the second half of the year saw an increasingly positive outlook, particularly into the autumn and winter period. Within the staying visitor market, the serviced sector saw slightly higher growth (+19.3%) than its non-serviced counterpart (+16.2%), but both exhibited higher growth than would normally be expected year to year. One of the key factors however was growth in accommodation supply, with new sleeping capacity in the both sectors coming on stream between 2017 and 2018.

Key Figures: Visitor Days 2018

Visitor Days		Serviced	Non-Serviced	SFR	All Staying Visitors	Day Visitors	All Visitors
2018 (Millions)	M	0.266	0.035	0.373	0.674	2.437	3.111
2017 (Millions)	M	0.223	0.030	0.361	0.614	2.404	3.019
Change 17/18 (%)	%	+19.3	+16.2	+3.3	+9.7	+1.3	+3.0
Share of Total (%)	%	8.5	1.1	12.0	21.7	78.3	100.0

Average Length of Stay for Different Visitor Types: 2018

Day
Visitors

1.0

All
Visitors

1.1

Serviced
Accommodation

2.0

Staying with
Friends/Relatives

2.4

All Staying
Visitors

2.3

Non-Serviced
Accommodation

6.8

STEAM FINAL TREND REPORT FOR 2016-2018
BOLSOVER DISTRICT COUNCIL

SERVICED ACCOMMODATION 2018	2018		Change on 2017	
	Est.	Beds	Est.	Beds
Serviced Accommodation Total	16	1,081	-2	+148
+50 Room	3	858	0	+161
11-50 Room	3	144	0	-1
<10 Room	10	79	-2	-12

NON-SERVICED ACCOMMODATION 2018	2018		Change on 2017	
	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	24	217	+6	+13
Self catering	20	100	+6	+24
Static caravans/chalets	0	12	0	+4
Touring caravans/camping	4	105	0	-15
Youth Hostels	0	0	0	0

DISTRIBUTION BY TYPE OF ACCOMMODATION 2018	2018		Change on 2017	
	Est.	Beds	Est.	Beds
All Paid Accommodation Total	40	1,298	+4	+161
Serviced Accommodation Share of Total	40%	83%		
Non-Serviced Accommodation Share of Total	60%	17%		

Appendix C**Comparative STEAM information with Derbyshire and Cumbria**

Measure	BOLSOVER 18	DERBYSHIRE 18	CUMBRIA 18
Basic Stats			
Area Sq Km	160	2,621	7,159
Resident Population	79,098	1,049,000	498,375
Resident Density (Persons Per Sq KM)	495	400	70
Visit Density			
Annual Visitor Nos Per Head of Population	35	41	94
Annual Visitor Days Per Head of Population	39	48	126
Overnight Vs Day Visits			
Day Visitors Nos as % of All Visitor Nos	89%	90%	86%
Day Visitors Days as % of All Visitor Nos	78%	77%	64%
Spend by Visitors			
Average Direct Spend Per Visitor	£ 38.52	£ 40.64	£ 47.66
Average Direct Spend Per Day	£ 33.84	£ 34.44	£ 35.72
Employment Supported Locally			
FTEs Supported Per 1000 Population	21.3	28.8	75.8
Visit Profile			
Average Length of Stay - All Visitor Types	1.1	1.2	1.3
Average Length of Stay - Staying Visitors	2.3	2.9	3.4

Appendix D

Travel times from three points within Bolsover District to attractions in the wider area.

	Within a 30 Minute Drive
	Between a 30 – 40 Minute Drive
	Between 40 and 60 Minute Drive

Attraction	Distance from location within Bolsover District		
	M1 Junction30	Bolsover Town Centre	M1 Junction 28
COMING SOON			
Peak Resort, Unstone	19	20	25
Gulliver's Valley Theme Park Resort	10	16	26
HERITAGE			
Bolsover Castle	9	0	20
Hardwick Hall, Hardwick Old Hall and Stainsby Mill	17	16	19
Renishaw Hall and Gardens	7	13	24
Chatsworth House	37	34	39
Haddon Hall	43	41	44
Sutton Scarsdale Hall	14	10	18
Derwent Valley Mills World Heritage Site	37	36	26
Mr Straw's House	19	27	37
Newstead Abbey	34	31	22
Rufford Abbey & Country Park	30	28	30
The Workhouse, Southwell	45	43	34
Barrow Hill Roundhouse	9	12	24

Attraction	Distance from location within Bolsover District		
	M1 Junction30	Bolsover Town Centre	M1 Junction 28
Revolution House	15	17	23
Conisborough Castle	26	32	42
Lincoln Cathedral	59	58	64
FAMILY			
Willow Tree Family Farm	17	11	25
I Jump Trampoline Park, Mansfield	26	21	23
Wheelgate Park	35	32	24
Crich Tramway Village	31	30	20
Matlock Farm Park	34	31	30
Jungle Play Centre,	19	18	24
Tropical Butterfly House and Falconry Centre,	15	21	30
Aston Springs	10	16	25
Tiny Town	13	19	28
White Post Farm, Farnsfield	35	33	24
Yorkshire Wildlife Park	25	31	41
Gulliver's Kingdom	39	36	28
Heights of Abraham	40	38	32
Snozone at Xscape, Castleford	41	47	56
COUNTRY PARKS			
Thoresby Park	24	23	38
Sherwood Forest	32	30	36
Sherwood Pines Forest Park (inc Go Ape)	30	29	33
Clumber Park	21	26	39
Linacre reservoirs,	27	26	31

Attraction	Distance from location within Bolsover District		
	M1 Junction30	Bolsover Town Centre	M1 Junction 28
Rother Valley Country Park	16	24	33
Whitwell Wood	7	15	24
Longshaw Estate	37	37	43
Yorkshire Sculpture Park	32	39	48
Monsal Head	46	41	47
Stanage Edge	43	46	53
SHOPPING			
Meadowhall Indoor Shopping Centre	20	26	36
East Midlands Designer Outlet	18	17	4
Dobbies Shopping Village	3	11	21
Lakeside Village at Doncaster	25	34	41
ART GALLERIES / THEATRES / MUSEUMS			
Creswell Crags, caves and museum	12	15	30
Pleasley Pit	16	12	19
Harley Gallery, Welbeck Estate	31	16	13
Calverton	24	34	35
Chesterfield Town Centre	12	14	19
Sheffield City Centre	22	28	38
Lincoln City Centre	56	60	64
Bassetlaw Museum and Pilgrim Gallery	30	36	48
Hepworth Art Gallery, Wakefield	43	50	59
National Coal Mining Museum, Wakefield	39	46	55
South Yorkshire Aircraft Museum, Doncaster	25	34	41
HERITAGE RAILWAYS			
Peak Rail , Matlock	36	33	28
RACECOURSES			
Doncaster Racecourse	26	35	42
Michelin Guide Restaurants			

Attraction	Distance from location within Bolsover District		
	M1 Junction30	Bolsover Town Centre	M1 Junction 28
The Jews House Restaurant, Lincoln	55	58	-
Old Vicarage, Ridgeway	16	20	31
Juke and Loe, Sheffield	28	35	40
Jöro, Sheffield	24	30	40
Rafters, Sheffield	32	35	41
Devonshire Arms, Beeley	32	32	33
The Gallery, Baslow	34	29	34
Stones, Matlock	33	31	13
Fischers at Baslow Hall	35	30	36
The Peacock, Rowsley	34	32	35
Alchemilla, Nottingham	38	37	27
Bar Iberico, Nottingham	44	43	33
Larder on Goosegate, Nottingham	44	43	33
Memsaab, Nottingham	43	42	32
Samuel Fox Country Inn, Bradwell	50	49	55
Escaberche, West Bridgeford	49	48	38
Restaurant Sat Bains, Nottingham	42	41	31
La Rock, Sandiacre	35	34	24
Darleys, Derby	40	39	29
Perkins Bar and Bistro	46	45	35
The George, Alstonefield	57	55	50
The Martins Arms, Colston Bassett	58	57	47
Duncombe Arms, Ellastone	65	64	54
The Lighthouse, Boylestone	60	59	49
99 Station Street, Burton	56	55	45

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Appendix E



Figure 1 - The Arc Leisure Centre



Figure 2 - Dobbies Garden World



*Figure 3 - Pleasley Outdoor
Activity Centre*



Figure 4 - Whitwell Wood



Figure 5 - Willow Tree Family Farm



Figure 6 - Coloured Cob Equestrian Centre



Figure 7 - Bartborough Links Golf Course



Figure 8 – Pleasley Pit



Figure 9 – Barlborough Heritage Centre



Figure 10 – Stainsby Mill



Figure 11 – New Bolsover Model Village



Figure 12 – East Midlands Designer Outlet



*Figure 13 – Langwith / Whaley Thorns
Heritage Centre*



Figure 14 – Hardwick Old Hall



Figure 15 – Creswell Model Village



Figure 16 – Airavana Flight Simulator



Figure 17 - Bondhay Golf Course.

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Glossary

AirBNB - An online marketplace for arranging or offering lodging, primarily homestays, or tourism experiences. The company does not own any of the real estate listings, nor does it host events; it acts as a broker, receiving commissions from each booking. **Airbnb experiences** are becoming increasingly popular. They are one-of-a-kind activities – often offering a unique take on that activity – that are designed and hosted by local people.

Tourism products are those products which can be saleable in the tourism market. It can be anything which is able to meet tourist satisfaction. Examples are a package tour, accommodation service, transportation service, a walking or cycling route.

Economic Impact - The total economic impact comprises the expenditure of visitors on goods and services, about 75% totalling £105.27m, and the *indirect* and *induced* economic effects of local businesses and residents spending tourism revenues locally, accounting for a further 25%.

Total employment includes the jobs generated by the expenditure of visitors on goods and services, totalling 1,324 FTEs, and the *indirect* and *induced* employment supported through local businesses and residents spending tourism revenues locally, accounting for a further 361 FTEs.

Day Visitors - visitors to an area on a non-routine and non-regular leisure day trip from a home or holiday base.

Trails Network - The main trails in the network within Bolsover District are: The Phoenix Greenways; the Archaeological Way; The Clowne Branch Line. Outside the District, there is the Robin Hood Way National Cycle Network (NCN) route 6, Chesterfield Canal which forms the Cuckoo Way and part of the Trans Pennine Trail.

Visit Sleep Cycle Repeat is a destination plan to improve the local visitor economy in North Derbyshire and North Nottinghamshire.

The work was carried out by Bolsover Countryside Partnership with a grant of nearly £30,000 from the Rural Development Programme for England, awarded by D2N2 Local Enterprise Partnership. The grant was used to employ the consultants Blue Sail, who worked with partners from the North Derbyshire - North Nottinghamshire Visitor Economy Consortium.

The plan will guide future investment over the next 10 years, with the aim of developing the area as an alternative short-stay destination, where it's easy to cycle on the extensive network of local trails between local heritage attractions such as Hardwick Hall, Creswell Crags and Clumber Country Park.

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