Discover Northamptonshire

CULTURE · TOURISM · HERITAGE

Towards a Visitor Economy Strategy

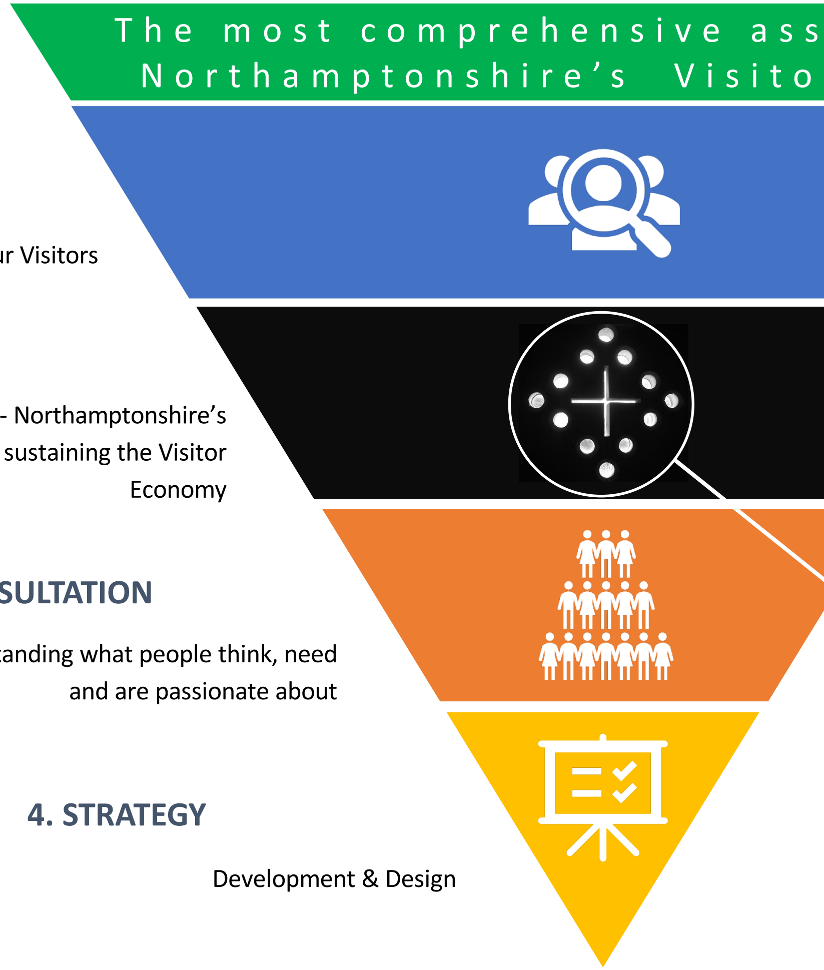
9 June 2023

Active Communities EAP

North Northamptonshire Council

West Northamptonshire Council

Today's Presentation



1. CONSUMER RESEARCH

The Evidence Base – Your Visitors

2. ASSET AUDIT

The Evidence Base - Northamptonshire's rich resources sustaining the Visitor Economy

3. CONSULTATION

Understanding what people think, need and are passionate about

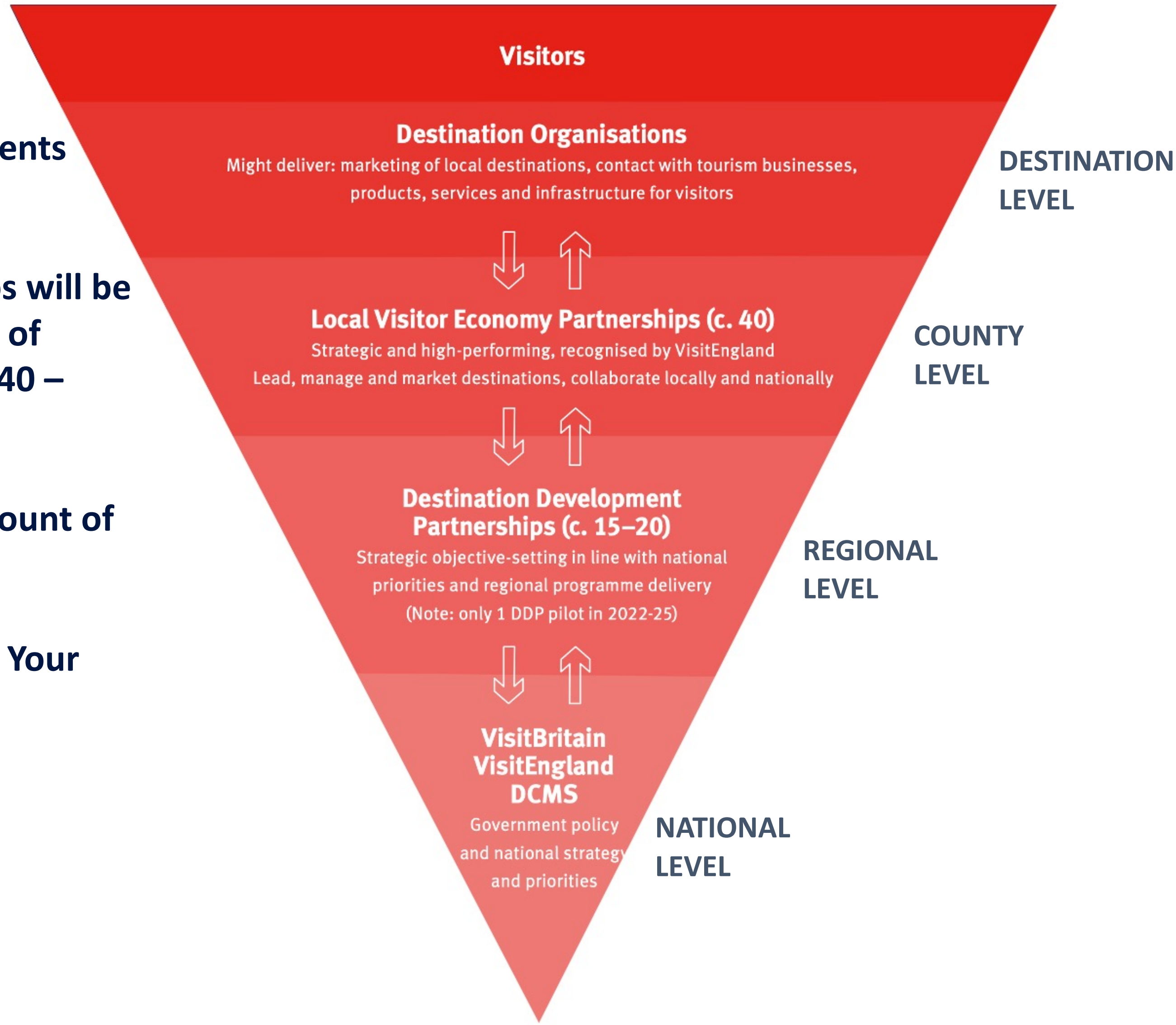
4. STRATEGY

Development & Design

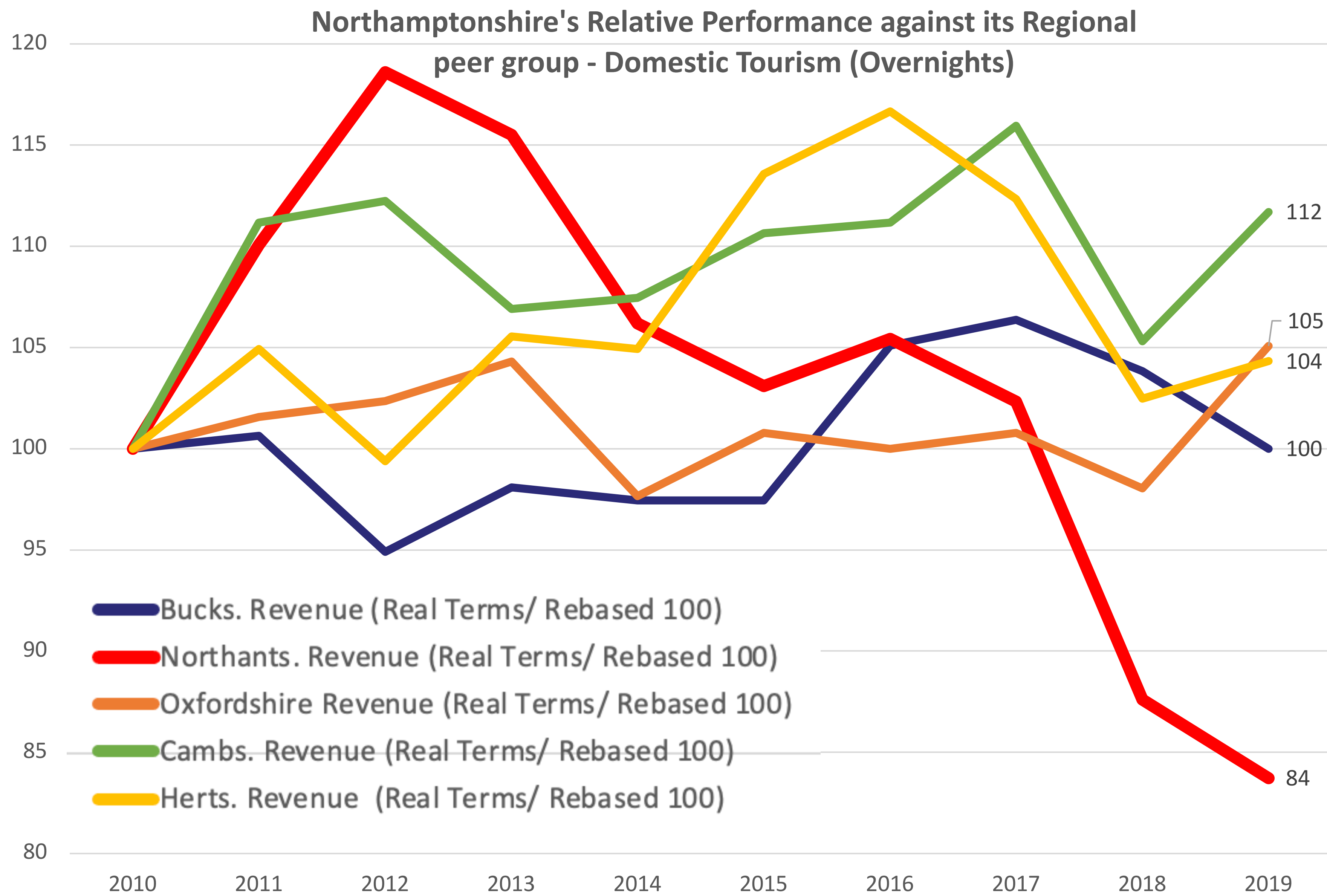
Rushton Triangular Lodge NN14 1RP

National Context

- Another triangle – this one represents national policy
- Local Visitor Economy Partnerships will be established to reduce the number of Destination bodies from c150 to c40 – counties are ideal
- The strategy is needed to take account of this opportunity, and
- More importantly also because of Your Context…



Your Context



Economic Context

1) Consumer Confidence is now rising - but from an all time low

- Brexit
- Covid
- Economic crisis
- Inflation
- Fuel Prices
- Political turmoil
- Industrial action

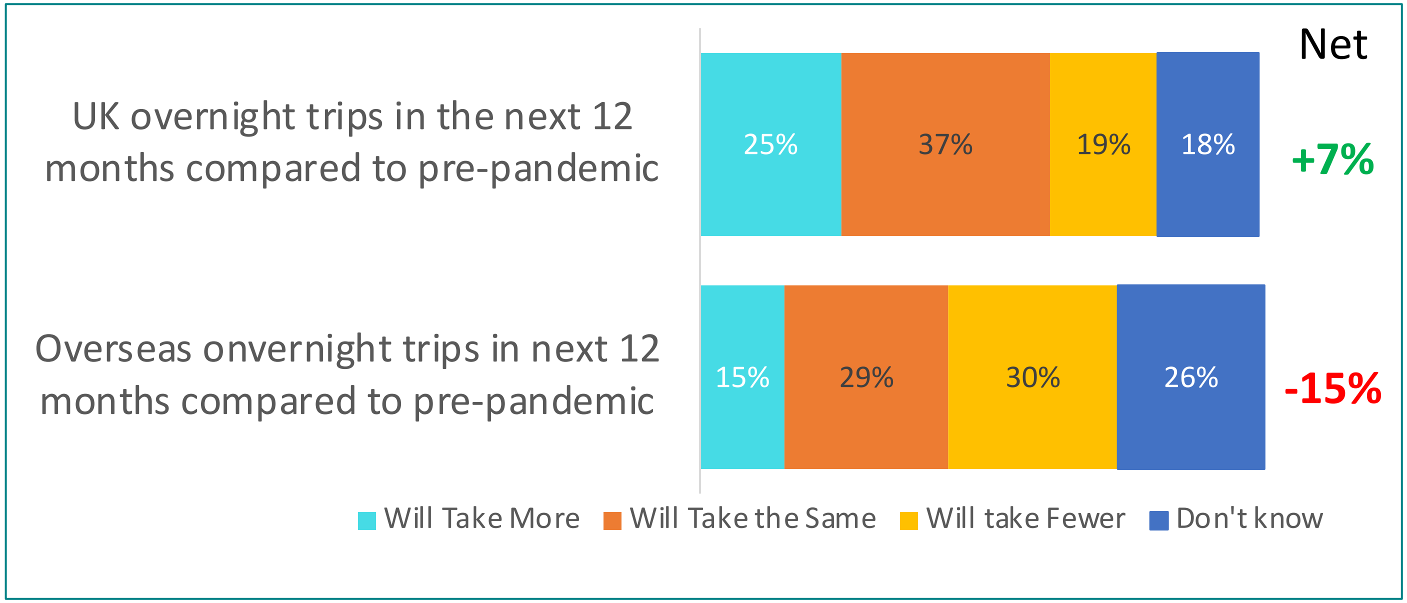
2) People are looking to spend less

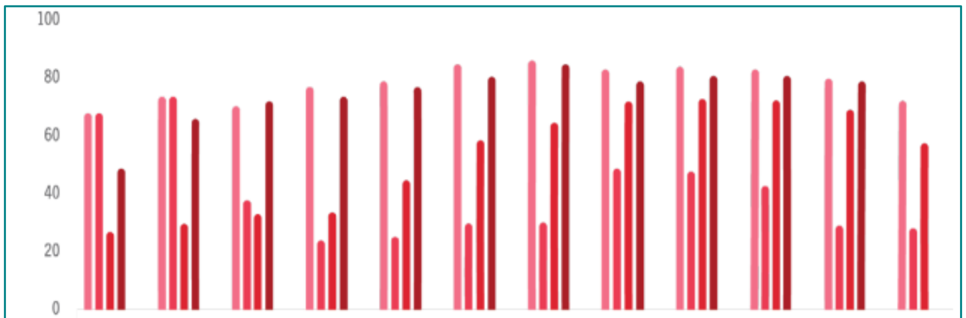
- Cutting back on 'big-ticket'
- Looking for value
- Saving on non-essential 'extra's

Financial Times

Domestic Tourism Context

"At a 'net level', UK adults' domestic trip intentions are above pre-pandemic levels – overseas intentions still some way below."
Domestic Sentiment Tracker | VisitBritain Jan 2023





	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	65%	73%	75%	76%	78%	83%	85%	82%	83%	82%	79%	71%
2020	65%	73%	37%	22%	23%	24%	29%	47%	45%	42%	28%	27%
2021	24%	29%	33%	34%	42%	56%	65%	71%	72%	70%	67%	56%
2022	47%	65%	71%	73%	76%	80%	83%	78%	80%	80%	78%	

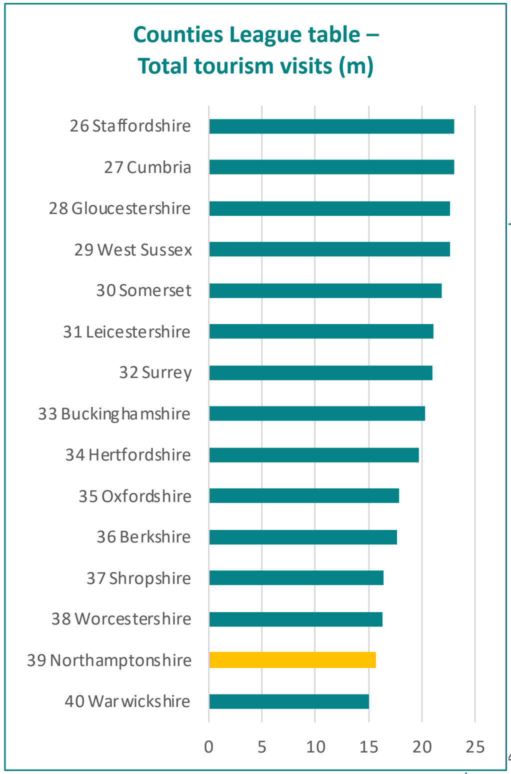
England Room Occupancy by Month

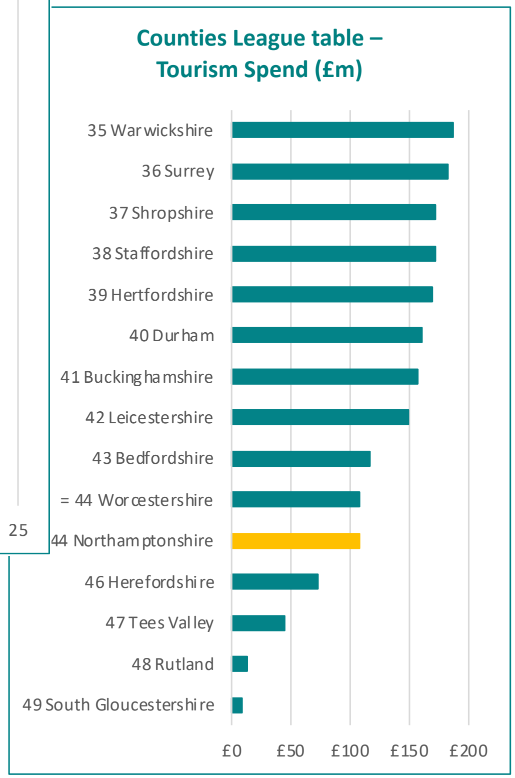
Occupancy Rates are back at pre-pandemic levels

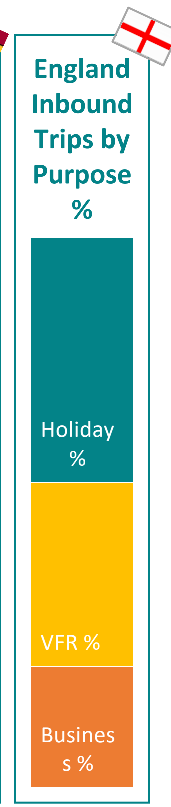
- 77% in West and East Midlands

2023 inbound forecast remains below pre-pandemic volume (86% of 2019), **though inflation will drive the value a little above** (104% of 2019)

Size & Value







561 accommodation businesses;

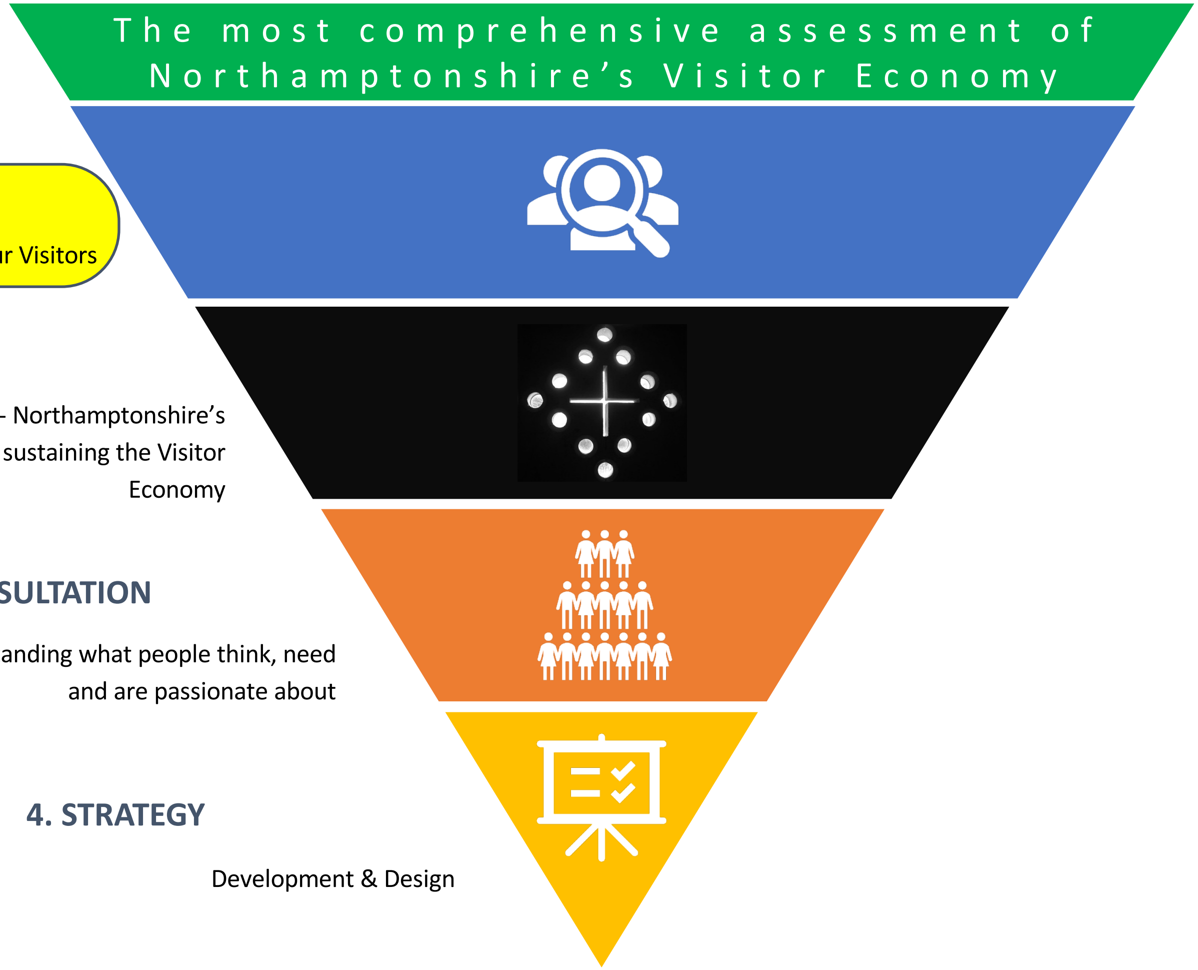
184 high quality visitor attractions combine with other parts of the visitor economy;

spending of over £500m a year;

Supporting 31,000 jobs
4,500 businesses across the county;

The majority small businesses rooted in their local community.

Northamptonshire's Visitor Economy Strategy



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1. Consumer Research

Quantitative Research

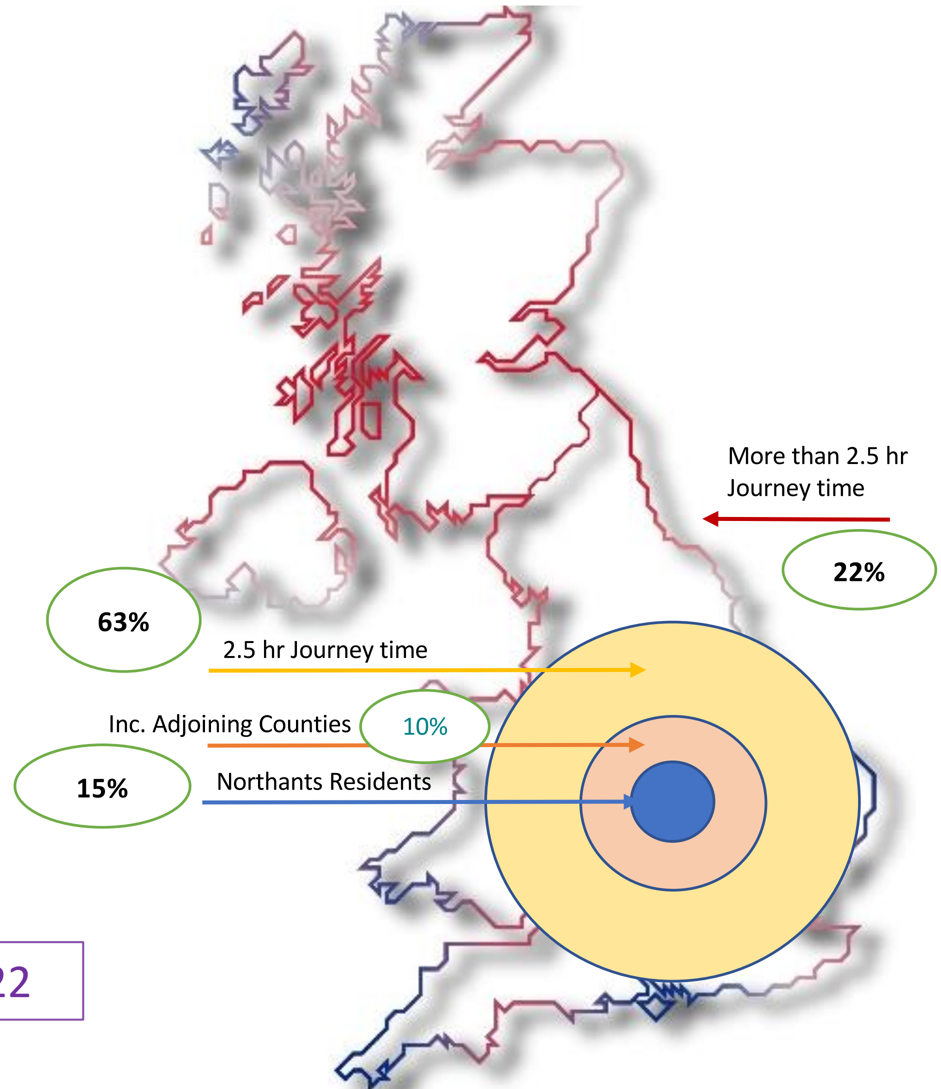
- C.964 interviews
  - 817 non-residents
  - 147 residents
- Population representative in age & gender
- Quotas set for drive-times and residents
- All non-rejecters of visiting Northamptonshire

+

Qualitative Research

- 10 depth interviews
- Mix of age, gender, visit group and drive-time to Northamptonshire
- Visited or are booked to visit Northamptonshire for leisure purposes

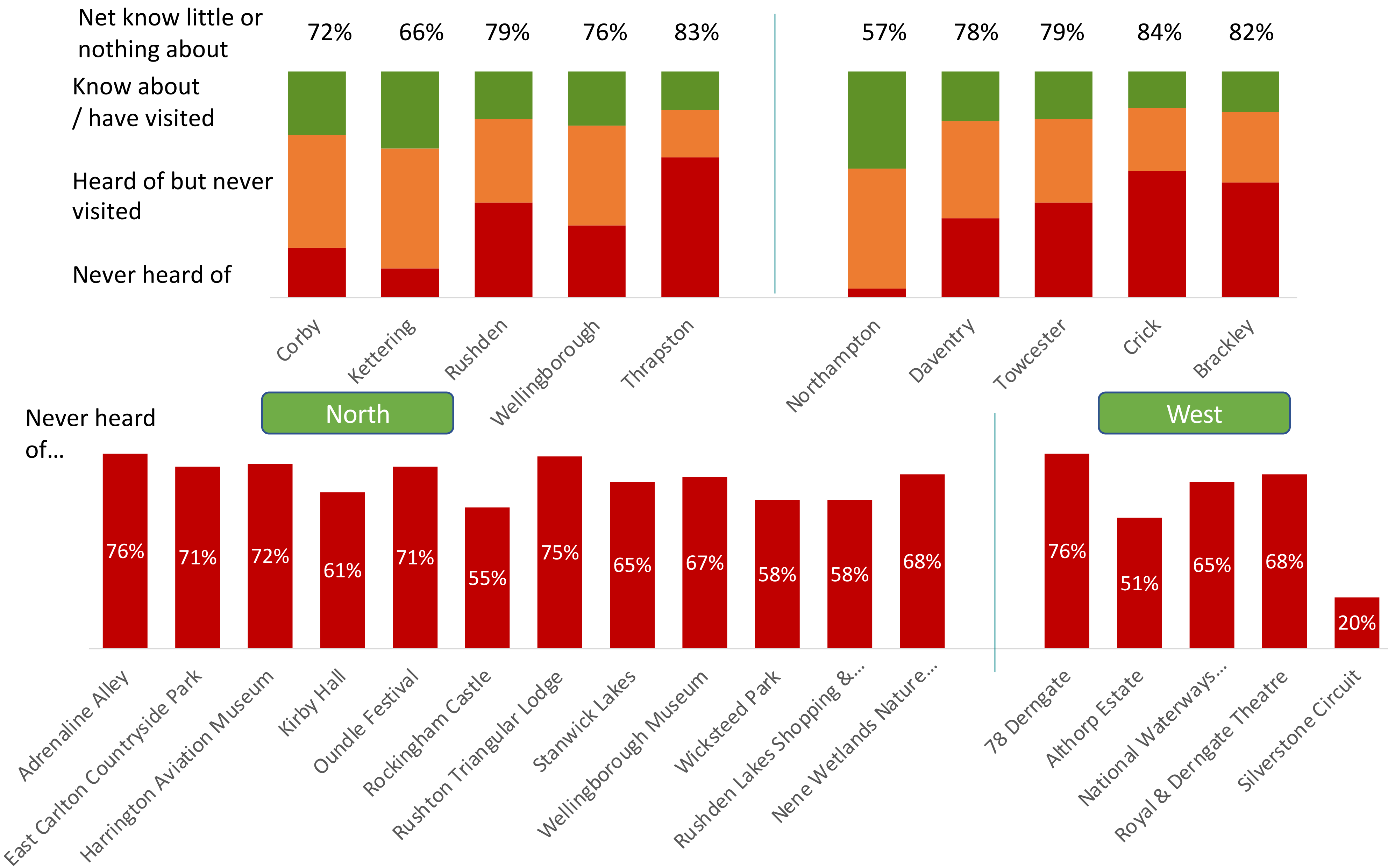
Research carried out July – September 2022



Core Challenge of Awareness and Knowledge

Very limited spontaneous associations with Northamptonshire

Limited knowledge of places and attractions



Triggers and Barriers to Visiting are Passive

Triggers:

- Those with knowledge, speak positively about the offer
- Those that don't, seek more information in order to be encouraged to visit

Barriers:

- Generic
- Lack of knowledge
  - Things to do
  - Accommodation
- Journey time/distance

Plenty of activities, country parks to explore, amusement park, theatre park, theatre experiences.

Visit historic houses and have a relaxing walk in the beautiful gardens. Enjoy a pint or two in the pub by the canal. Have a ride on a river boat.

It's the county that has a bit of everything, beautiful country walks, exciting attractions, ancient castles, and bustling towns

Lack of knowledge leads to **few compelling triggers** to visit and a **mainly passive barriers** to visit

Northampton – you could be anywhere. It needs a personality.

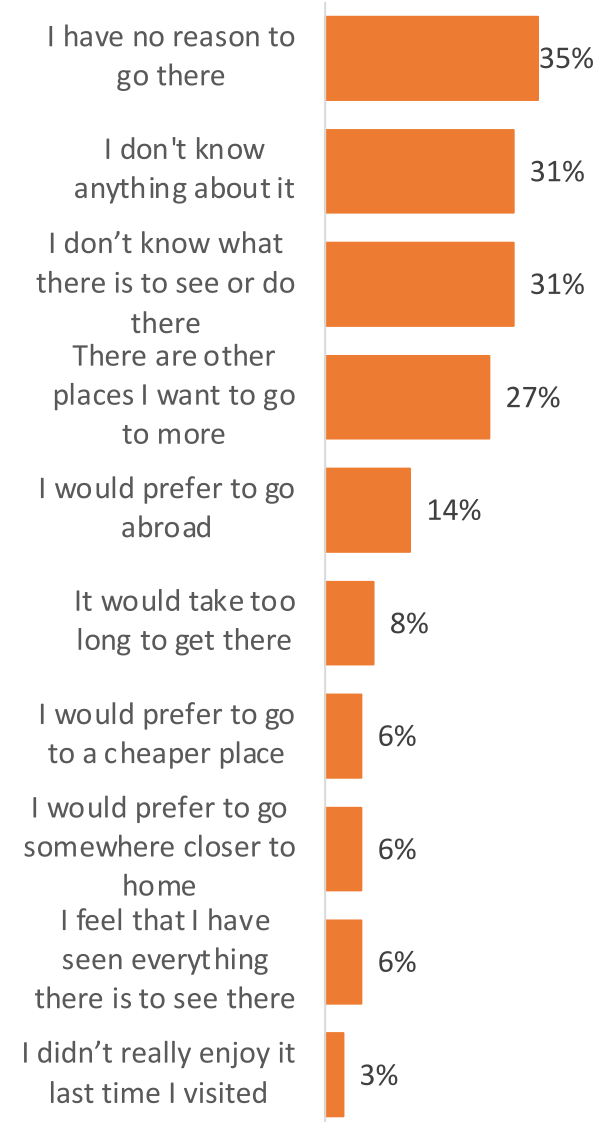
I'm thinking its all spaced out and you can't do it all in one hit

No Center Parks, no one big draw like Severn Valley Railway, Cannon Hill, Alton Towers

Lacks an identity I think, it hasn't got a niche, something that says "this is what we are about – like the Cotswolds has"

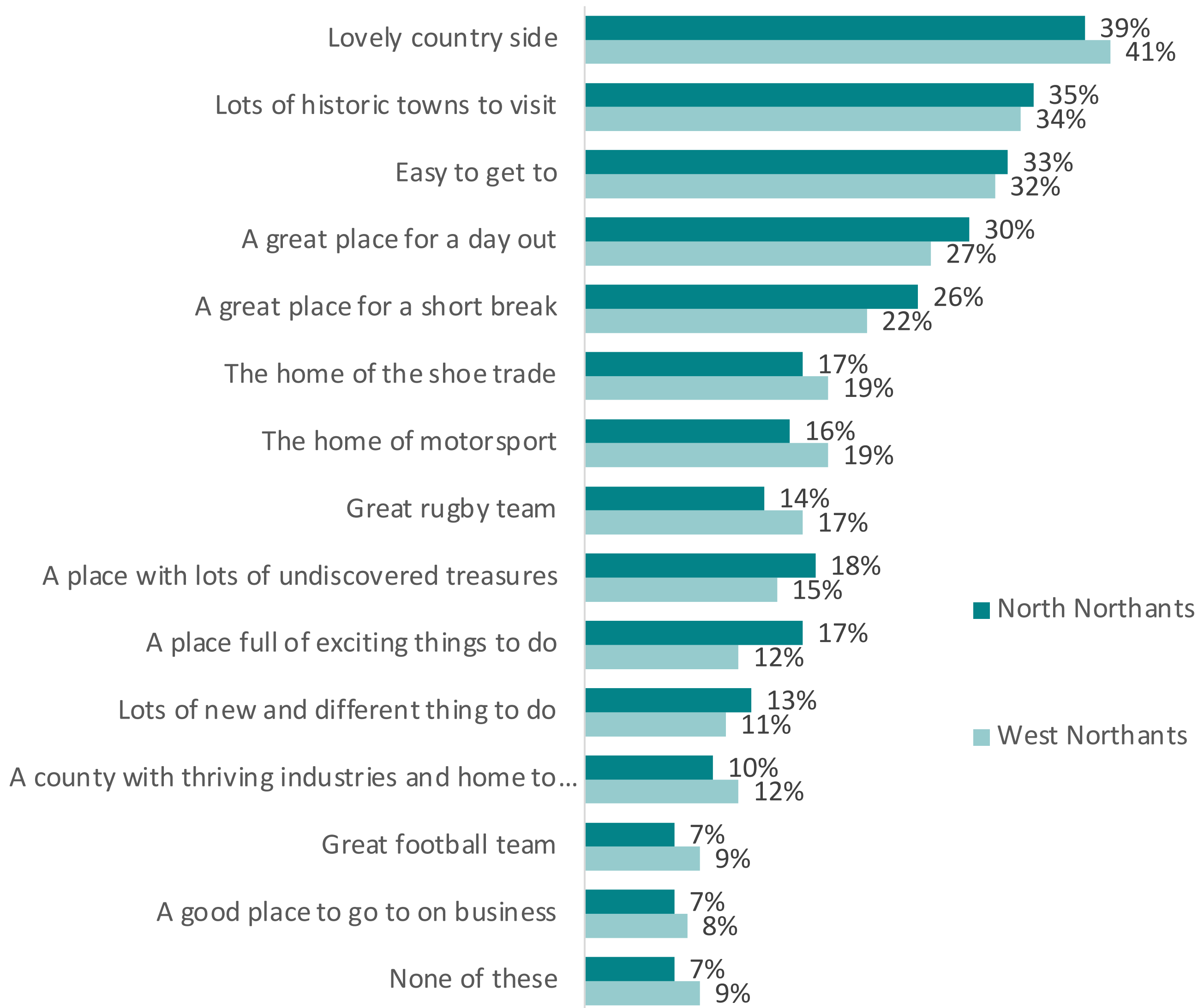
I don't think I've ever seen a museum or anything [attraction] in Northampton

The travelling time, lack of activities or places to visit



No Differentiation between North & West, and confusion over where the county starts & finishes

- **No significant differences in perceptions** between those who think they would visit North Northamptonshire and those who would visit West Northamptonshire.
- No differences in:
    - Potential visit duration
    - Awareness of places or interest in visiting attractions
    - Intent to stay in one place or travel around
    - Who would be in the visiting group
    - Types of activities typically done on a short break
- Similarly, there **is lack of knowledge of the where Northamptonshire ends** e.g. Rugby, Stamford, Bletchley etc. are misattributed



Other counties have clearer identities, though mis-attribution can be an issue….

Derbyshire
One-dimensional
The Peak District, scenery, walking, countryside

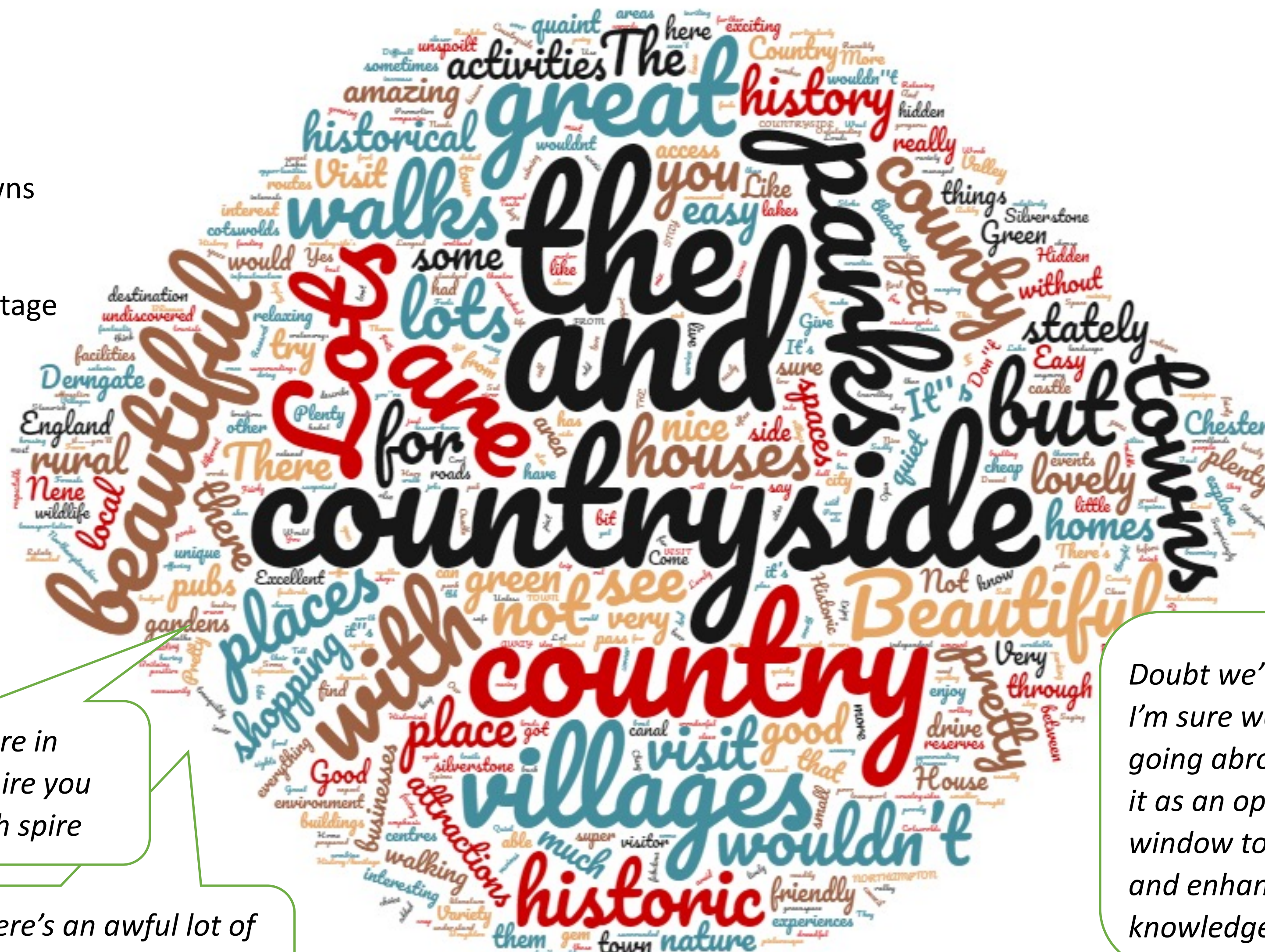
Gloucestershire
Cotswolds, Cathedral and Cheese
Cheltenham & Gloucester

Buckinghamshire
Mis-attribution to
Royals & Buckingham Palace
Negativity: posh & expensive

Barriers to visiting ('shires)	Northampton	Derby	Gloucester	Buckingham
I have no reason to go there	**35%**	30%	28%	31%
I don't know anything about it	**31%**	26%	27%	24%
I don't know what there is to see or do there	**31%**	19%	27%	24%
There are other places I want to go to more	**27%**	21%	19%	22%
I would prefer to go abroad	14%	**17%**	11%	14%
It would take too long to get there	8%	7%	**10%**	9%
I would prefer to go to a cheaper place	6%	7%	7%	**9%**

Opportunities – what makes Northamptonshire a good place to visit?

- Countryside
- Villages and towns
- Easy walking
- History and heritage

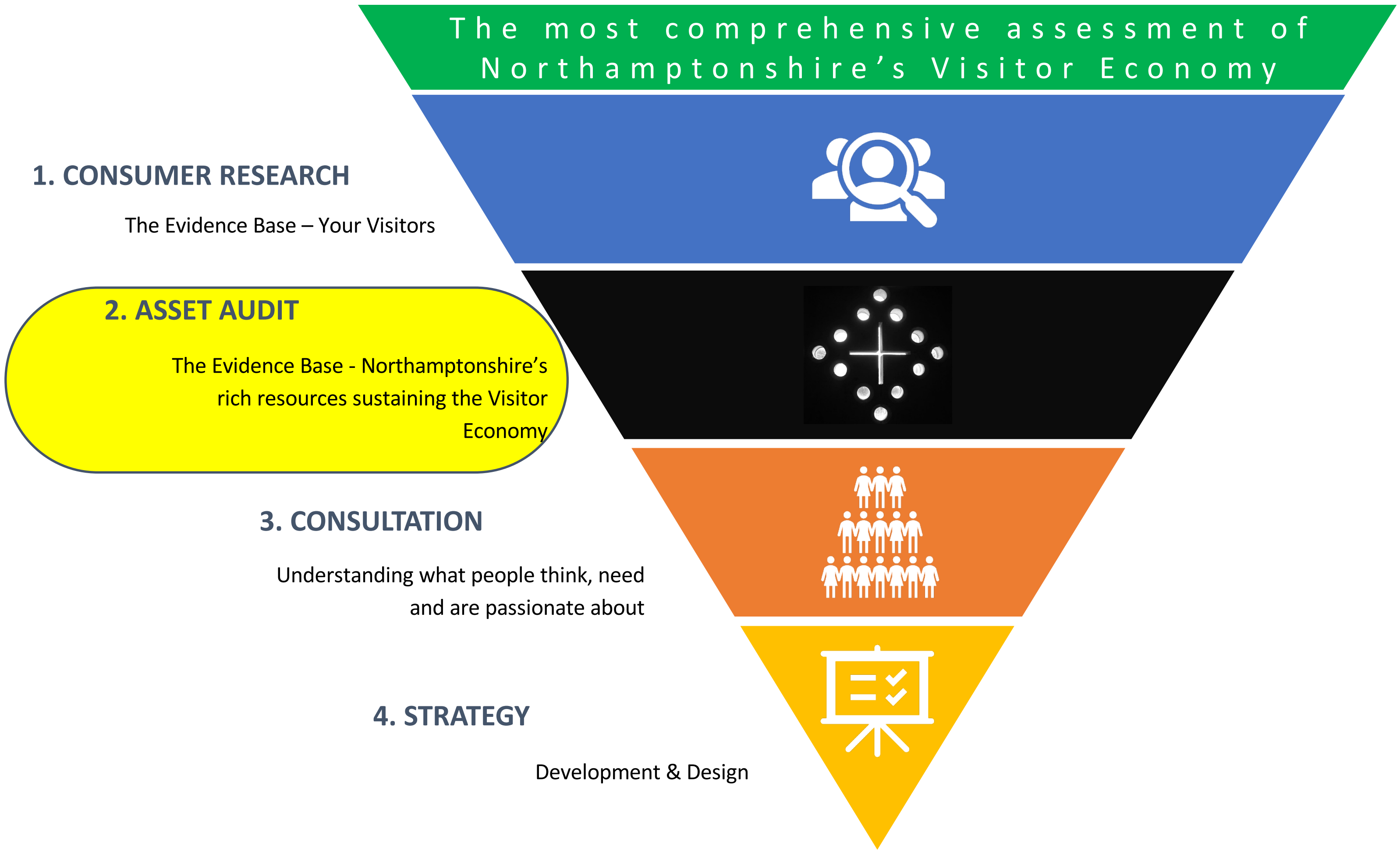


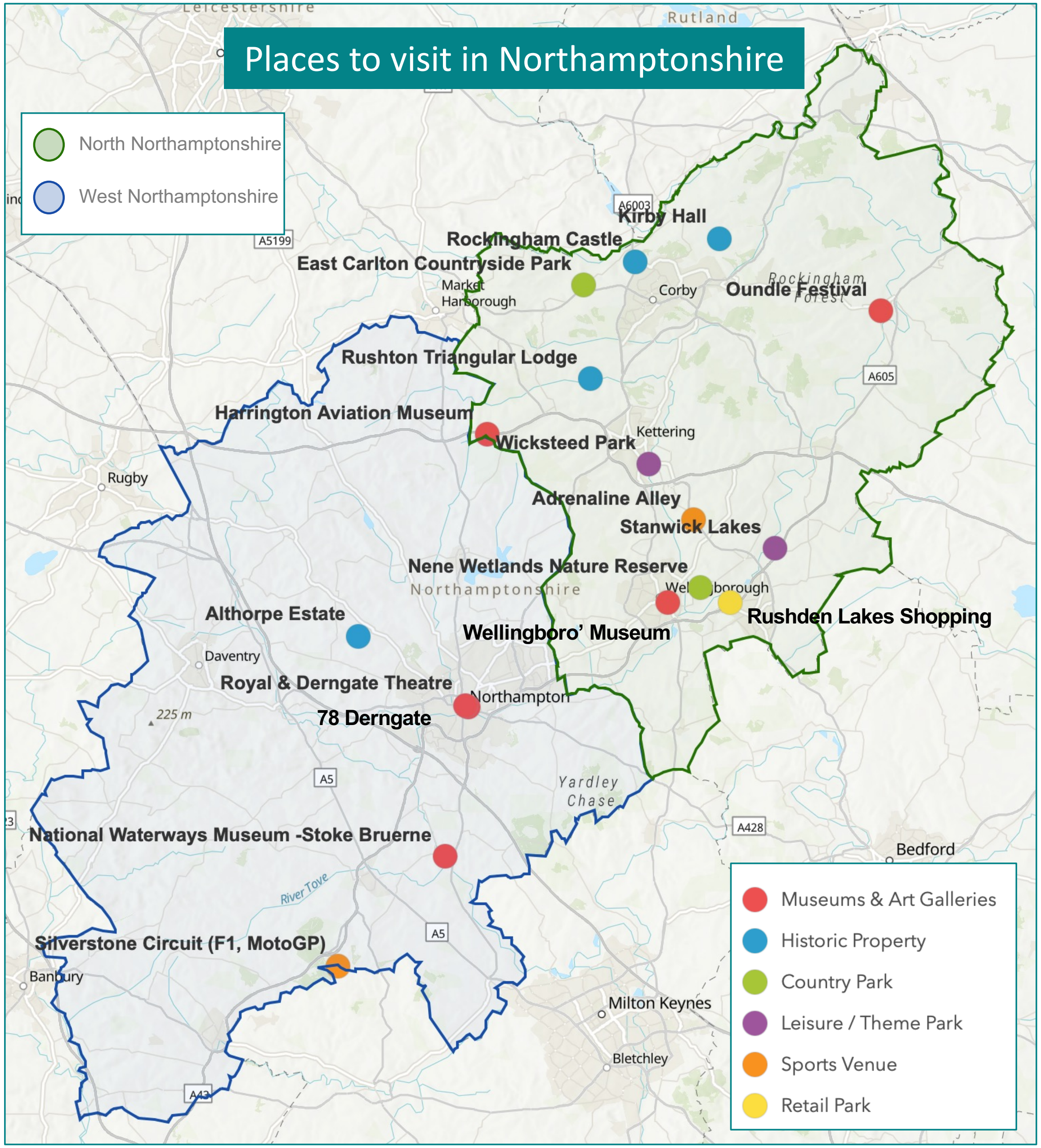
Wherever you are in Northamptonshire you can see a church spire

Really realising there's an awful lot of really nice places you can go to and parts of this country we haven't seen.

Doubt we'll do it forever, I'm sure we'll go back to going abroad, but we see it as an opportunity, a window to really explore and enhance our knowledge of this country

Northamptonshire’s Visitor Economy Strategy

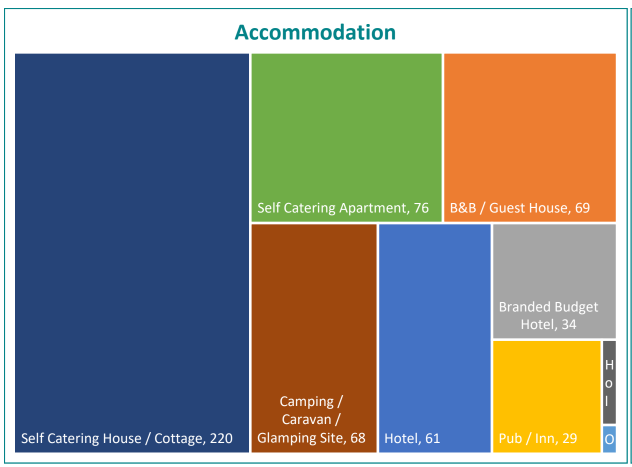


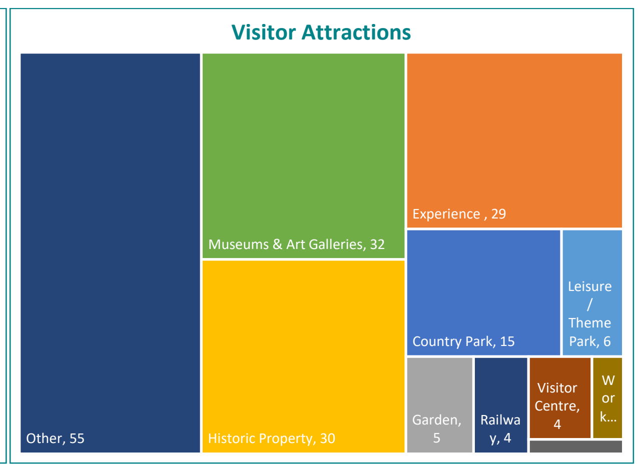


Places to visit in Northamptonshire
North Northamptonshire
West Northamptonshire
Kirby Hall
Rockingham Castle
East Carlton Countryside Park
Oundle Festival
Rushton Triangular Lodge
Harrington Aviation Museum
Wicksteed Park
Adrenaline Alley
Stanwick Lakes
Nene Wetlands Nature Reserve
Rushden Lakes Shopping
Althorpe Estate
Wellingboro' Museum
Royal & Derngate Theatre
78 Derngate
National Waterways Museum -Stoke Bruerne
Silverstone Circuit (F1, MotoGP)
Museums & Art Galleries
Historic Property
Country Park
Leisure / Theme Park
Sports Venue
Retail Park

2. Asset Audit - Summary of Assets by Unitary Authority – Core Stock

Table 1	North Northamptonshire		County [1]		
Assets by Unitary	Nos	%	Nos	Index	%
Accommodation	213	38.0%	561	W	+3.7%
Festivals & Events	119	44.7%	266	N	+3.9%
Mobile Caterers	161	41.6%	387	=	+0.1%
Pubs, bars, nightclubs	196	43.3%	453	N	+1.6%
Restaurants, Cafés	321	37.0%	868	W	+4.7%
Retail Independent	365	47.2%	773	N	+5.5%
Retail Multiple	505	53.4%	945	N	+11.8%
Sports Venues	15	36.6%	41	W	+5.1%
Visitor Attractions	93	50.5%	184	N	+8.9%
Visitor Economy	**1,988**	**44.4%**	**4,478**		





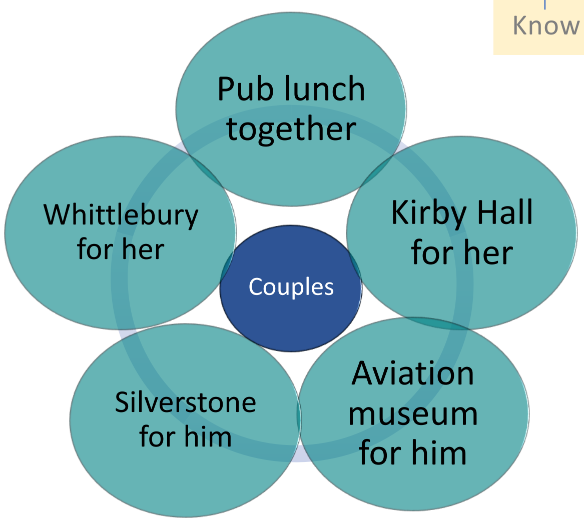
1) Growth in self-catering accommodation at the expense of serviced – a national trend – with 66% of stock non-serviced – up 417% since 2016. Some large non-serviced operators like Billing Aquadrome and Overtone Lakes with + 2,500 rooms.
2) A strong base of 184 visitor attractions, not counting 111 churches which will have a niche interest. Good sports links and cultural connections.
3) A diverse retail offer with some concerns about retail trends but these declines largely mirroring national movements to online.
4) Food & Drink sector is buoyant with 868 restaurants / 453 pubs and bars.
5) Robust range of festivals and events across urban centres and speciality venues.

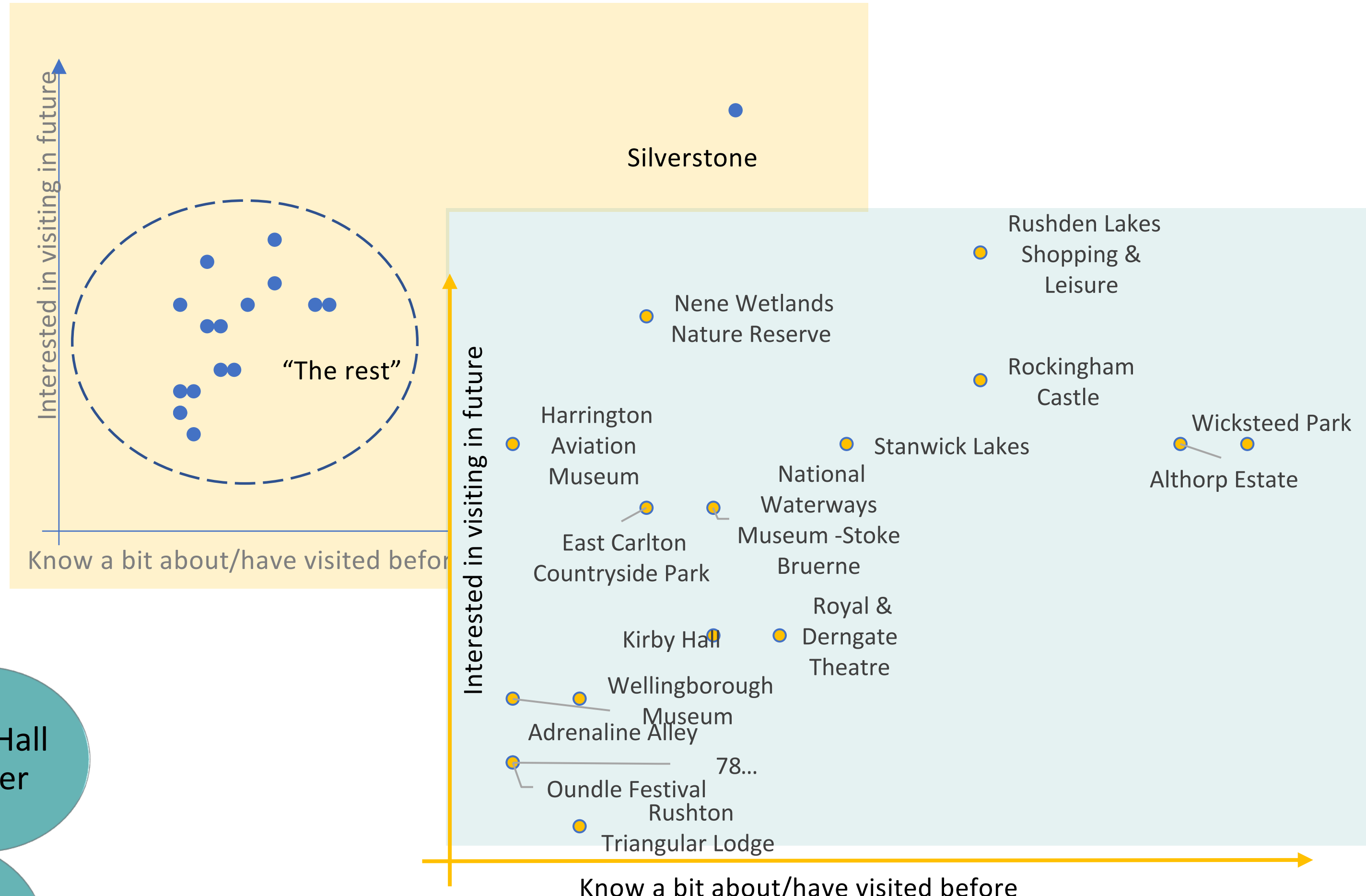
Summary of Assets – Awareness

Product Bundles

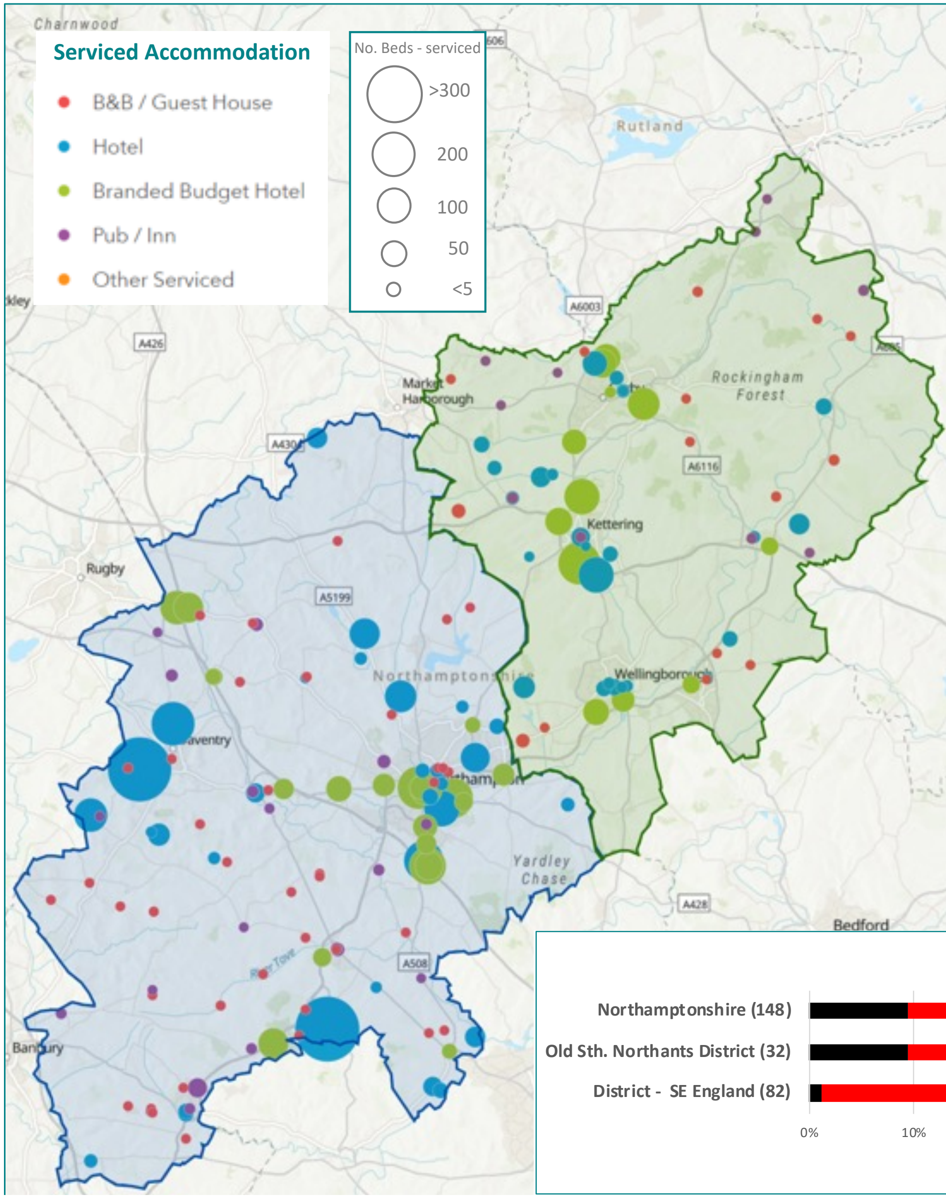
Visitor groups look for range of activities that collectively appeal to the whole group (though individually might not)

- Family-fun
- Cultural heritage
- Action and adventure
- Rural community (churches, villages, green-scenery)





Serviced Accommodation – A Driver of the Visitor Economy



Hotel Investment Trends	Developments 2016-22			Rooms 2016 - 22			Avg. Size	Annual Growth
	Gain	Loss	Net	Gain	Loss	Net	(Rooms)	2016-21
North	20	-10	10	830	-110	720	41.5	2.6%
West	17	-6	11	514	-67	447	30.2	1.4%

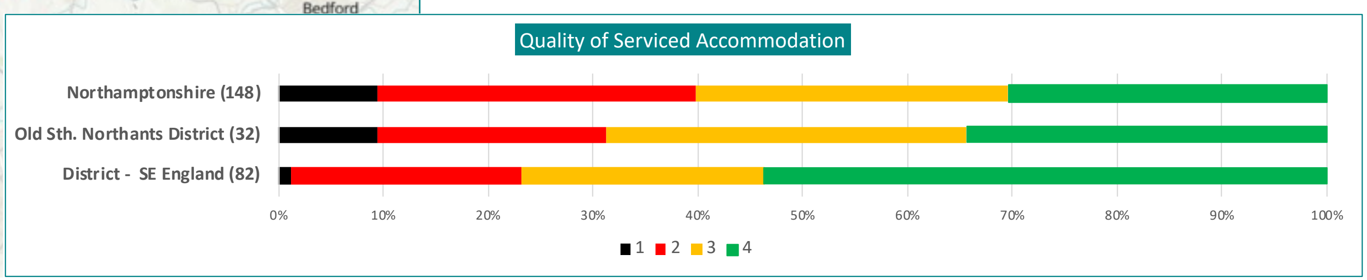
North Northants

Category	No.	%	Sub-Category	No.	%
Serviced	65	31%	Hotel	27	12.7%
			B&B / Guest House	16	7.5%
			Branded Budget Hotel	12	5.6%
			Pub / Inn	10	4.7%
			Residential Accommodation	0	0.0%
			Other Serviced	0	0.0%

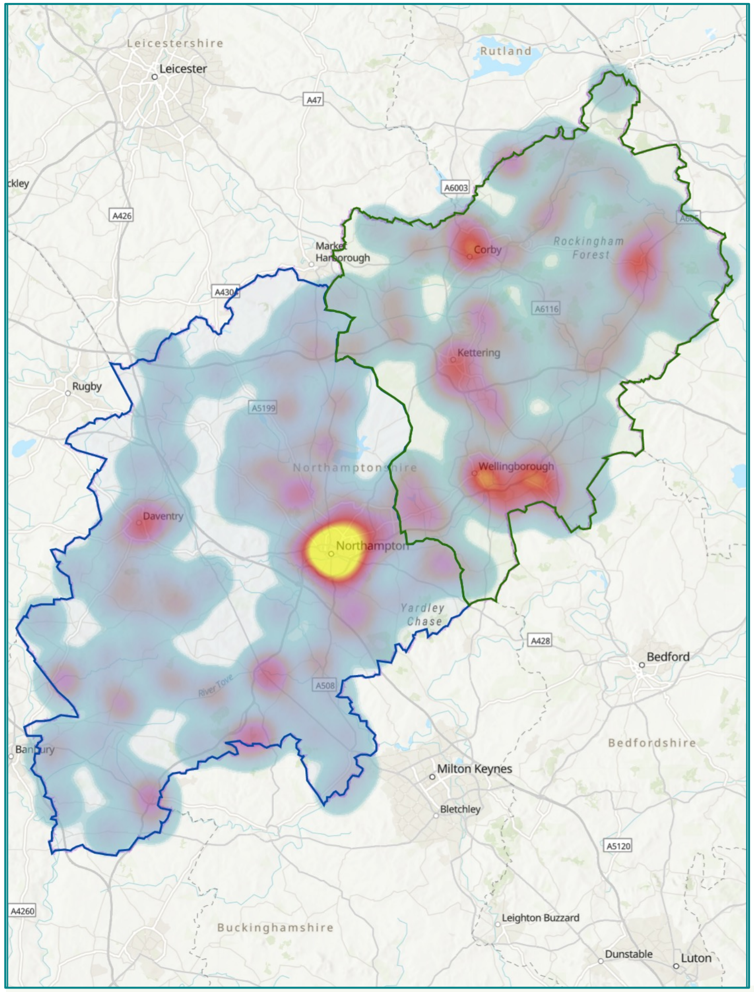
West Northants

Category	No.	%	Sub-Category	No.	%
Serviced	129	37%	Hotel	34	9.8%
			B&B / Guest House	53	15.2%
			Branded Budget Hotel	22	6.3%
			Pub / Inn	19	5.5%
			Residential Accommodation	0	0.0%
			Other Serviced	1	0.3%

1) A decline of 27% in terms of serviced accommodation establishments despite a supportive planning context – numerous budget hotels as part of the mix.
2) Some quality issues evident particularly in accommodation with some legacy stock and now older budget accommodation.
3) Fewer pubs and inns offering rooms than other counties, e.g. Derbyshire (23% versus 6% in Northamptonshire).



Visitor Attractions – A Key Component of the Visitor Economy



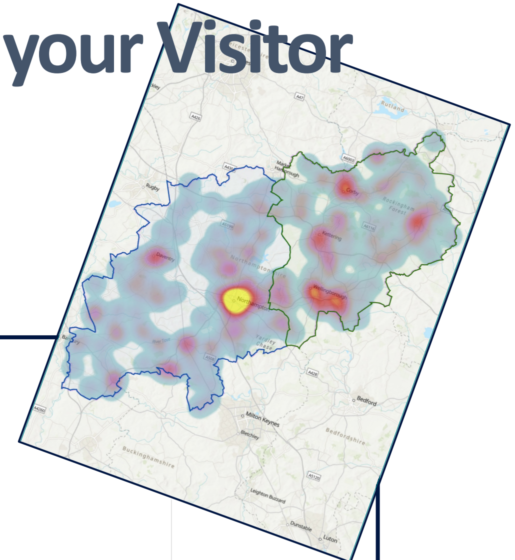
1) A great spread of visitor attractions across the two authority areas.
2) Constraints will be the economy and lack of staff
3) Opportunities include VFR and local markets and working together to make more than the sum of the parts

Key Constraints

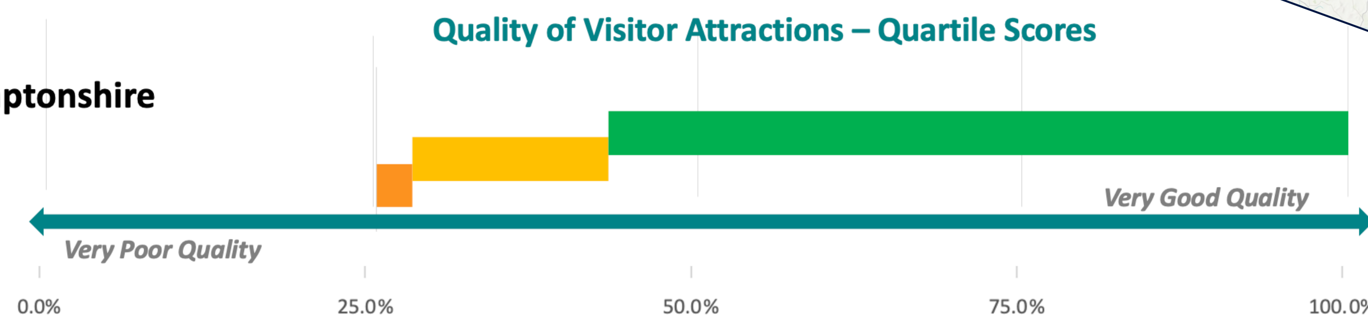
Key Opportunities

"Investing in a range of activities to populate a year round programme of arts and cultural events and supporting organisations to attempt larger scale cultural projects with ambitions for drawing larger crowds from further afield would be a positive element of the strategy moving forward"

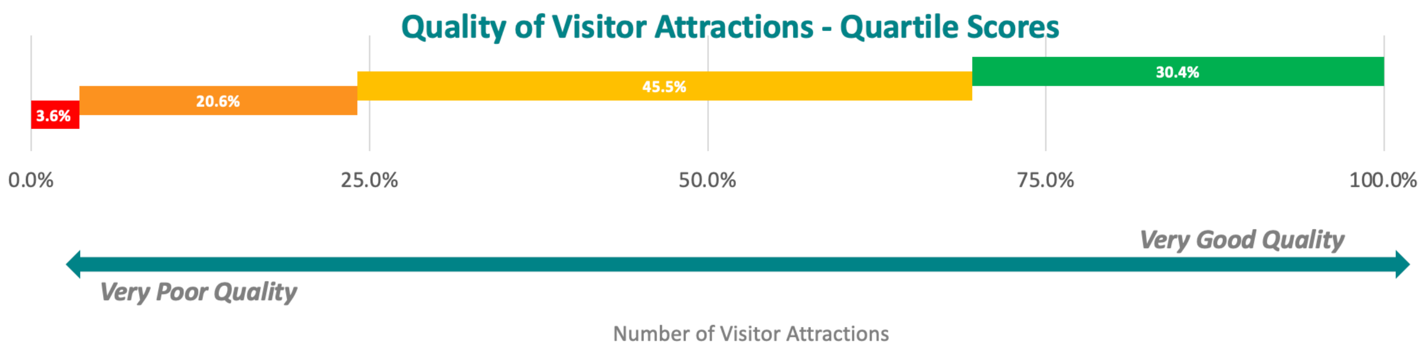
Visitor Attractions – A High Quality component of your Visitor Economy



Northamptonshire

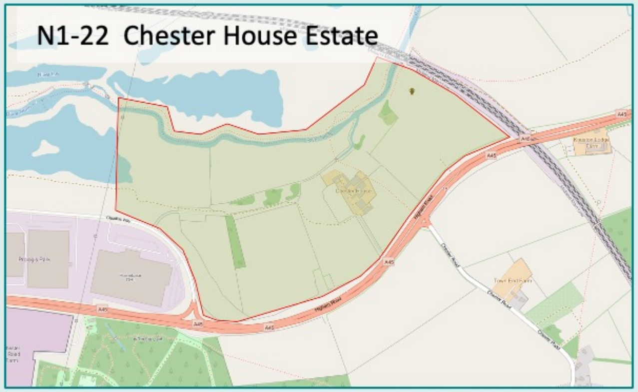


Peak District & Derbyshire



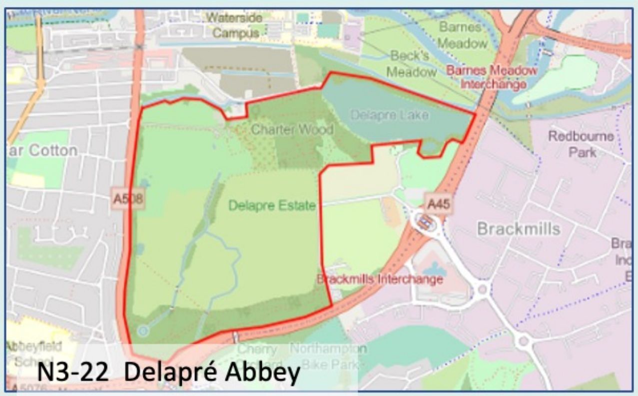
Market Review

Destination	Unique Visitors	% of total sample	Repeat Visits Count	Unique to Visits Ratio	Median Distance (m)
Chester House	3,640	5.7%	6,149	1.7	7.1
Wicksteed Park	15,140	23.5%	54,429	3.6	5.8
Delapré Abbey	43,645	67.8%	138,029	3.2	12.2
Northampton Museum	1,958	3.0%	3,221	1.6	3.4
Total	**64,383**	**100.0%**	**201,828**	**3.1**	**7.1**



N1-22 Chester House Estate

N2-22 Wicksteed Park



N3-22 Delapré Abbey

N4-22 Northampton Museum and Art Gallery

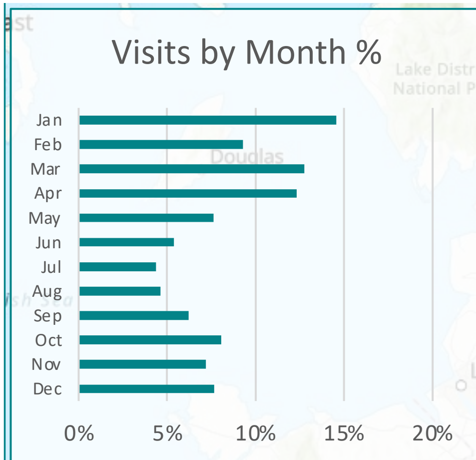
Chester House Estate

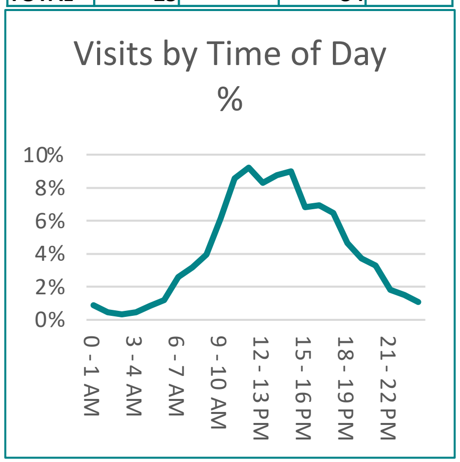
Comments

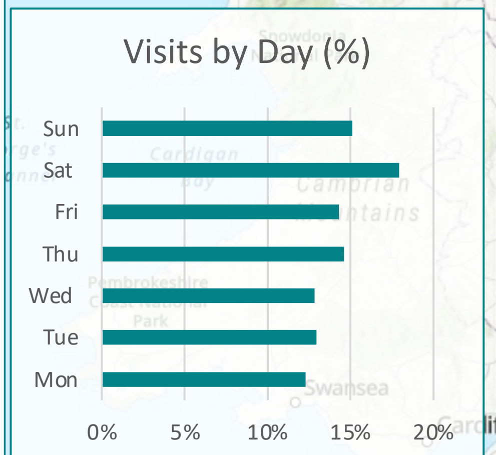
- Regional movement to Chester House with trips from conurbations extending to South Yorkshire for business, educational & leisure.
- A gap in summer reveals higher use by residents with 30% of all users being local – also walkers along the Rive Nene.
- Weekend trend indicates leisure visitors.
- Daily use indicates a diverse range of groups.

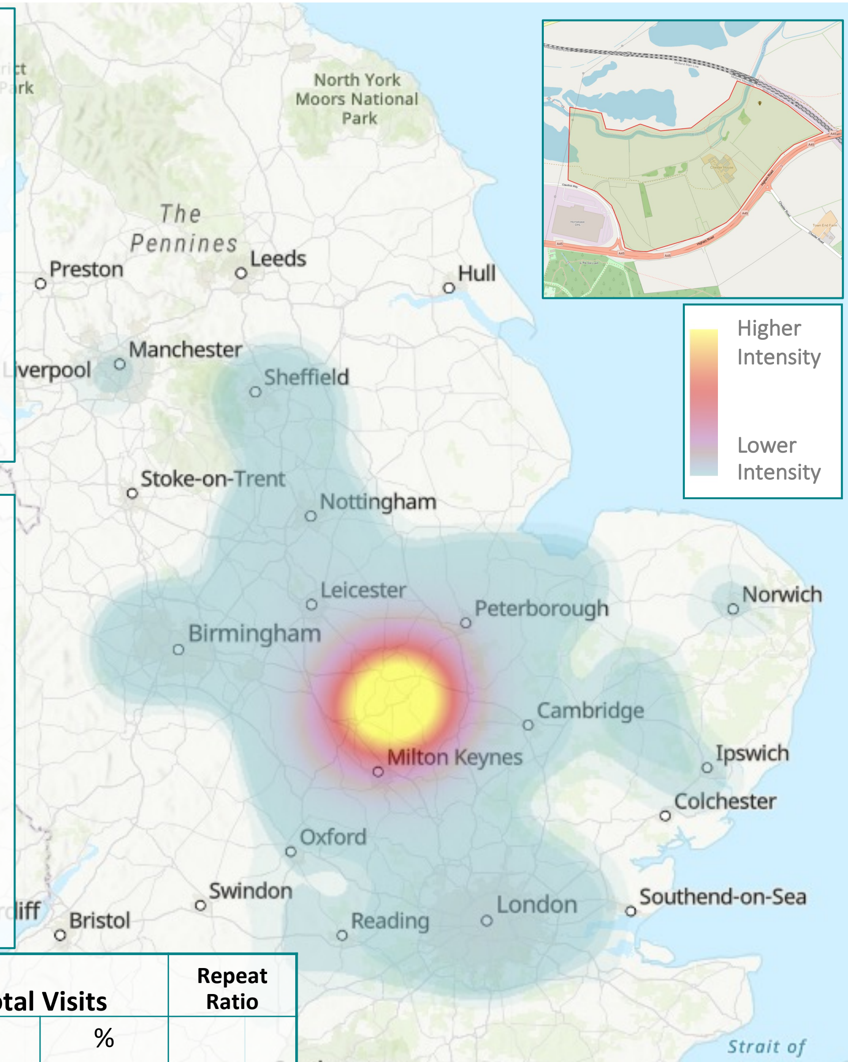
Top 10 (of 15) Overseas Markets

Country	Visitors	%	Total Visits	%
USA	7	28.0%	8	23.5%
DEU	3	12.0%	3	8.8%
AUS	2	8.0%	2	5.9%
ESP	2	8.0%	2	5.9%
ARE	1	4.0%	1	2.9%
BEL	1	4.0%	1	2.9%
BHR	1	4.0%	1	2.9%
BRA	1	4.0%	1	2.9%
DNK	1	4.0%	1	2.9%
DZA	1	4.0%	2	5.9%
OTHER	5	20.0%	12	35.3%
TOTAL	**25**		**34**	









Visitor Type	Visitors		Total Visits		Repeat Ratio
	#	%	#	%	
Resident - lives < 3 miles from Chester House Estate	1,121	30.8%	2,049	33.3%	1.8:1
Local Day Visitor - lives >3 but <10 miles from Chester House Estate	1,050	28.8%	1,961	31.9%	1.9:1
Day Visitor - lives >10 but <25 miles from Chester House Estate	679	18.7%	1,106	18.0%	1.6:1
Regional Day Visitor - lives >25 but <100 miles from Chester House Estate	653	17.9%	870	14.1%	1.3:1
National Day Visitor / Staying Tourist - lives >100 miles away	110	3.0%	123	2.0%	1.1:1
Overseas Visitor - normally resident outside of the UK	27	0.7%	40	0.7%	1.5:1

Heat map shows predominant home location of unique visitors to Chester House Estate, Northampton as above. Date Range: 1 Jan 22 – 31 Dec 22. Sample size: 3,640.

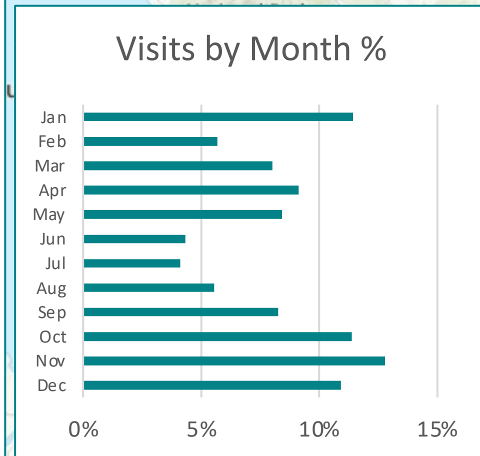
Wicksteed Park

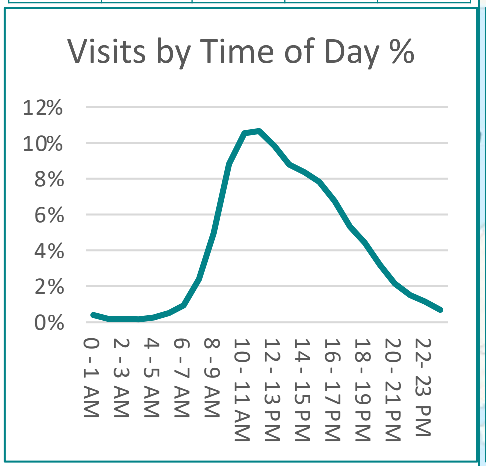
Comments

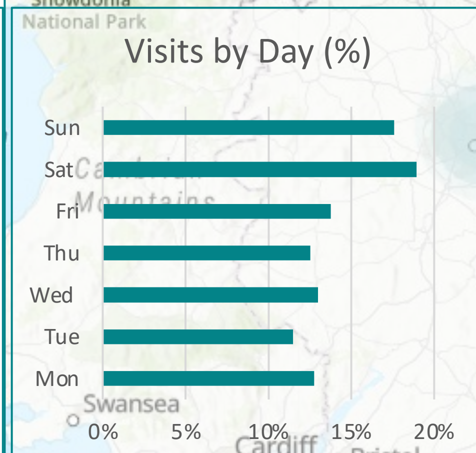
- A surprisingly local and loyal audience where some 40% of visitors are residents – the highest proportion in this review. (Some of these visitors will be employees).
- Visits by time of day and weekly confirms a predominantly leisure audience with a high proportion visiting at the weekend.
- Some penetration into London evident (given volumes) with the West Midlands and Nottingham also important regional markets for Wicksteed.

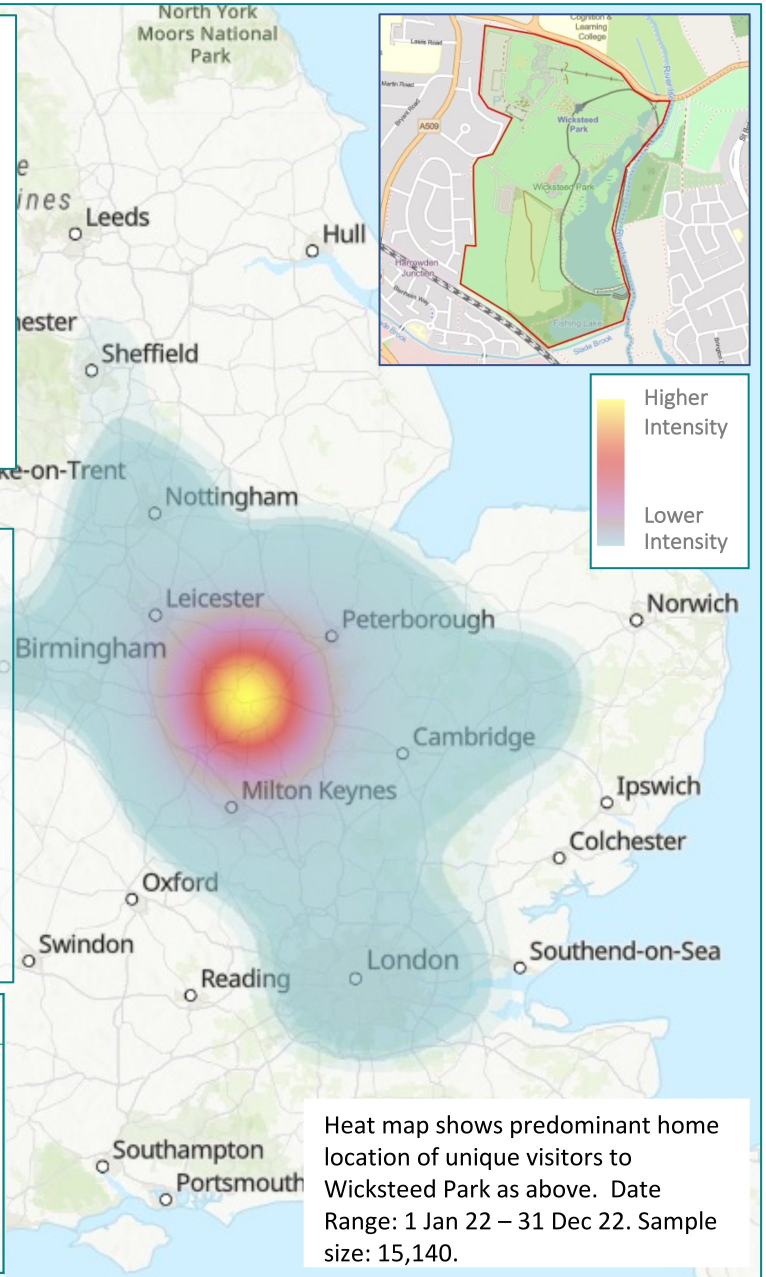
Top 10 (of 25) Overseas Markets

Country	Visitors	%	Total Visits	%
USA	16	22.5%	21	17.5%
ESP	11	15.5%	27	22.5%
DEU	7	9.9%	9	7.5%
FRA	5	7.0%	13	10.8%
ROU	4	5.6%	4	3.3%
IRL	3	4.2%	6	5.0%
NLD	3	4.2%	3	2.5%
ARE	2	2.8%	2	1.7%
IND	2	2.8%	3	2.5%
ITA	2	2.8%	11	9.2%
OTHER	16	22.5%	21	17.5%
TOTAL	**71**		**120**	









Visitor Type	Visitors		Total Visits		Repeat Ratio
	#	%	#	%	
Resident - lives < 3 miles from Wicksteed Park	6,081	40.2%	36,434	66.9%	6.0:1
Local Day Visitor - lives >3 but <10 miles from Wicksteed Park	4,244	28.0%	10,934	20.1%	2.6:1
Day Visitor - lives >10 but <25 miles from Wicksteed Park	1,747	11.5%	2,606	4.8%	1.5:1
Regional Day Visitor - lives >25 but <100 miles from Wicksteed Park	2,598	17.2%	3,685	6.8%	1.4:1
National Day Visitor / Staying Tourist - lives >100 miles away	394	2.6%	640	1.2%	1.6:1
Overseas Visitor - normally resident outside of the UK	76	0.5%	130	0.2%	1.7:1

Heat map shows predominant home location of unique visitors to Wicksteed Park as above. Date Range: 1 Jan 22 – 31 Dec 22. Sample size: 15,140.

Overseas Visitors – A long tail…

Table 1 - Top 60 (of 64) Overseas Markets to Northamptonshire

Country	Unique Visitors	Northants Share (%) [1]	Total Visits	UK Share 2019 visits (%) [2]	Relative Position
USA	65	15.8%	88	11.9%	3.9%
ESP	37	9.0%	59	6.1%	2.9%
DEU	34	8.3%	43	8.6%	-0.3%
FRA	27	6.6%	41	9.4%	-2.9%
NLD	24	5.8%	31	5.3%	0.6%
ROU	17	4.1%	36	2.4%	1.7%
IRL	16	3.9%	21	7.6%	-3.7%
IND	14	3.4%	15	1.8%	1.6%
ITA	14	3.4%	26	5.8%	-2.4%
AUS	13	3.2%	19	2.8%	0.3%
ARE	9	2.2%	8	0.3%	1.8%
MDA	9	2.2%	11		no IPS data
POL	8	1.9%	13	4.4%	-2.4%
RUS	7	1.7%	9	0.0%	no IPS data
TUR	6	1.5%	10	0.9%	0.6%
BEL	5	1.2%	7	3.0%	-1.8%
MEX	5	1.2%	5	0.4%	0.8%
NGA	5	1.2%	6	0.6%	0.7%
SAU	5	1.2%	5	0.6%	0.6%
HUN	4	1.0%	10	0.9%	0.1%

- Table 1 shows that a small number of overseas markets are important for Northamptonshire – and that it does better than the UK on average in attracting US, Spanish, Dutch, Romanian and Indian visitors.
- There is a very long tail…
- For some other markets the County does relatively less well – France, Ireland and Italy for example.
- The areas under review are domestic-visitor orientated. Other parts of the County may be different.

Domestic Market – A Local Opportunity

Table 2 Visitors within Northamptonshire

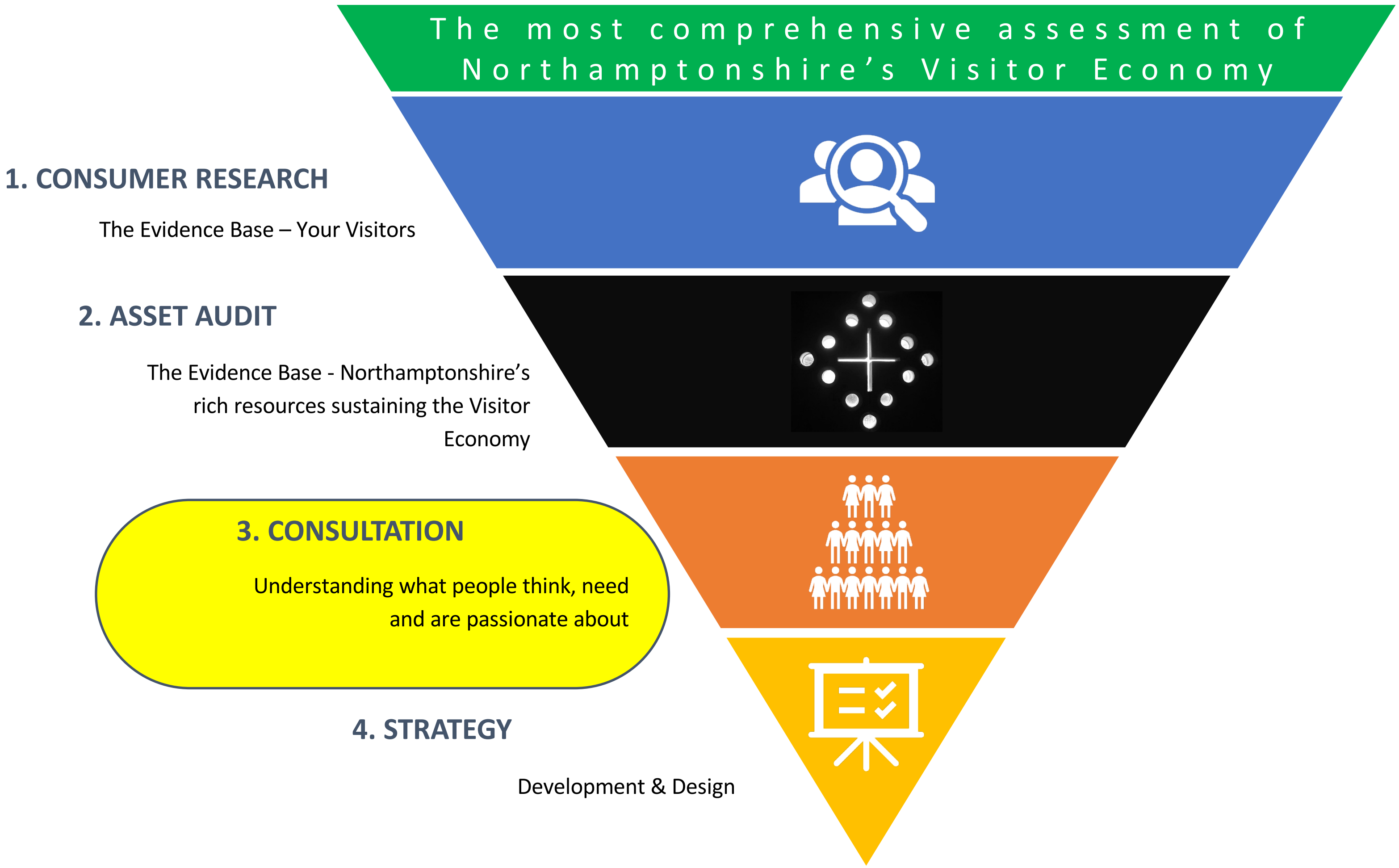
	Unique Visitors	Visitor %	Total Visits	Visits %	Repeat Ratio
Northampton	16,026	25%	72,606	36%	4.5
Kettering	8,444	13%	16,196	8%	1.9
East Northamptonshire	4,760	7.5%	6,510	3%	1.4
South Northamptonshire	4,089	6.4%	4,801	2%	1.2
Wellingborough	3,891	6.1%	10,691	5%	2.7
Daventry	2,311	3.6%	11,784	6%	5.1
Corby	1,609	2.5%	1,481	1%	0.9
	41130	**64.8%**	**124069**	**61.7%**	

Table 3 Top 20 Districts for visiting Northamptonshire

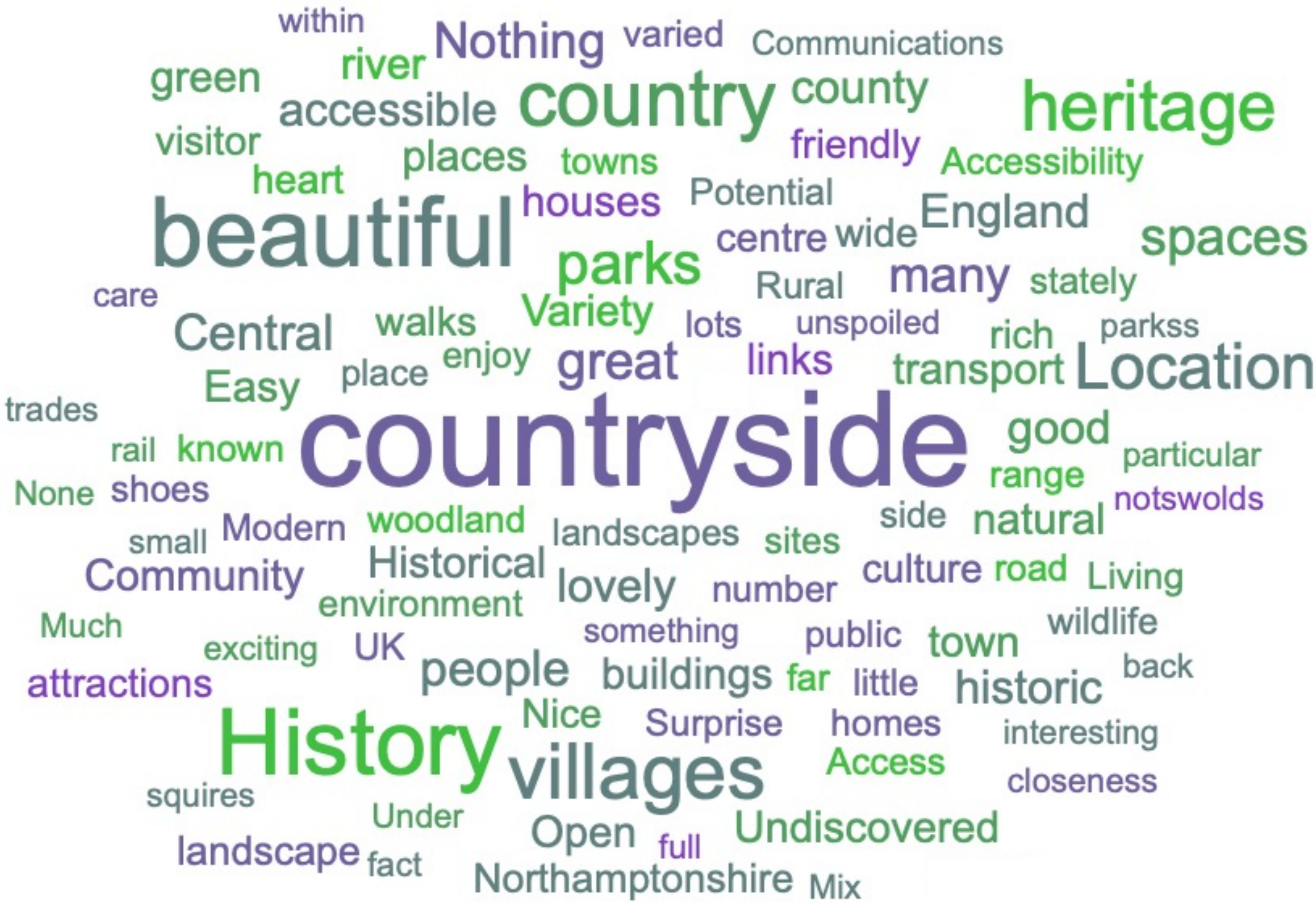
	Unique Visitors	Visitor %	Total Visits	Visits %	Repeat Ratio
Milton Keynes	2,234	3.5%	4,801	2.4%	2.1
Bedford	823	1.3%	1,481	0.7%	1.8
Central Bedfordshire	807	1.3%	1,383	0.7%	1.7
Huntingdonshire	759	1.2%	1,233	0.6%	1.6
Cherwell	589	0.9%	1,251	0.6%	2.1
Peterborough	586	0.9%	879	0.4%	1.5
Aylesbury Vale	553	0.9%	1,231	0.6%	2.2
Rugby	469	0.7%	1,084	0.5%	2.3
Harborough	425	0.7%	742	0.4%	1.7
Leicester	337	0.5%	485	0.2%	1.4
South Kesteven	321	0.5%	474	0.2%	1.5
Birmingham	320	0.5%	606	0.3%	1.9
Luton	305	0.5%	587	0.3%	1.9
Coventry	278	0.4%	418	0.2%	1.5
Fenland	268	0.4%	368	0.2%	1.4
Rutland	215	0.3%	354	0.2%	1.6
King s Lynn and West Norfolk	206	0.3%	302	0.2%	1.5
South Holland	202	0.3%	255	0.1%	1.3
Blaby	198	0.3%	303	0.2%	1.5
Charnwood	195	0.3%	363	0.2%	1.9
	10,090	**15.9%**	**18,600**	**9.2%**	

- Table 2 shows that almost two thirds of visitors come from the County
- Table 3 shows that a further 16% are from the areas immediately around the County boundaries.
- So fewer that 20% come from all other parts of the UK. This means Northamptonshire has a more local audience than other destinations.
- This has implications for the strategy, the audience and the execution.

Northamptonshire's Visitor Economy Strategy



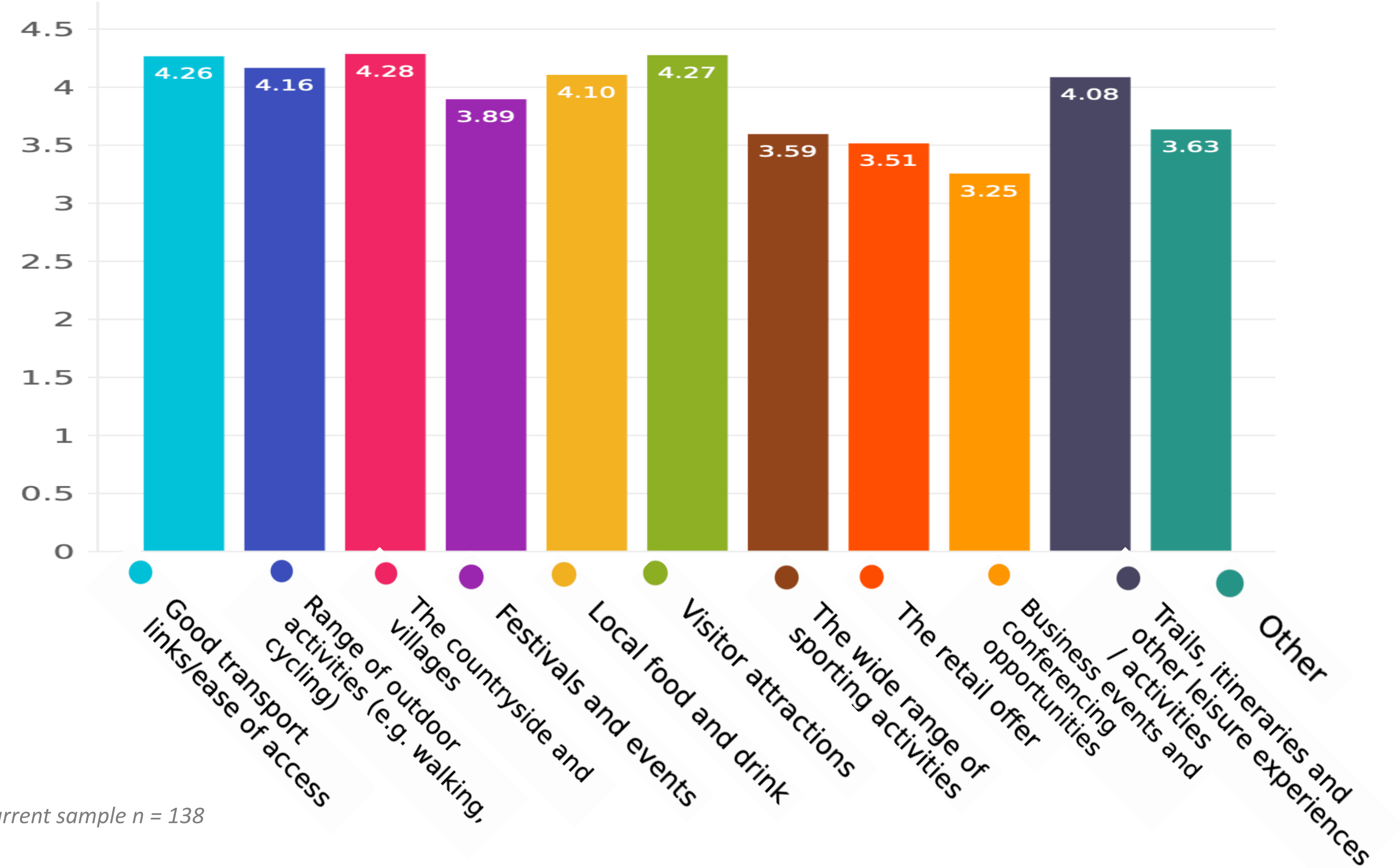
How you see Northamptonshire…



In a word or short phrase, what do you consider Northamptonshire's strengths to be? What sets its apart and makes it a special place to visit?
Current Survey - n= 239 - All types of respondent

Ranking the product in Northamptonshire

Please rank the following Northamptonshire assets and identify those you think should be developed / promoted to attract visitors



Current sample n = 138

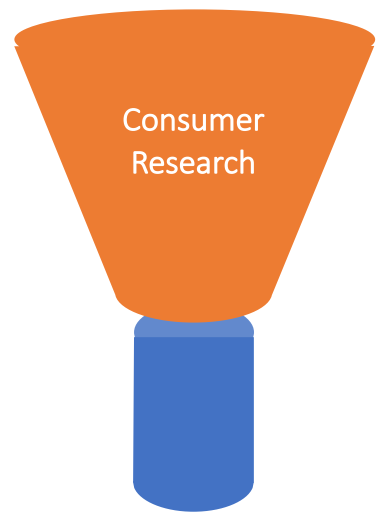
What does the Evidence tell us? 1. Consumer Research

The Consumer

1) **Visitor Awareness - At the heart of the challenge is a simple lack of knowledge of what the area has to offer.**

2) West & North - There is no tangible difference between those who would visit West Northants vs North Northants or how either audience perceive the county. **It is therefore likely that more will be gained for both areas through collaborative promotion of the whole area.**

3) **A very Clear Proposition is Needed -** To strengthen Northamptonshire’s position as a leisure destination, **it is important to convey a clear message of what there is to see and do.** There are currently no actively negative associations with the area and so the focus should be on giving clear ‘reasons to visit’ and ensure information and inspiration are easily accessible to prospective visitors.

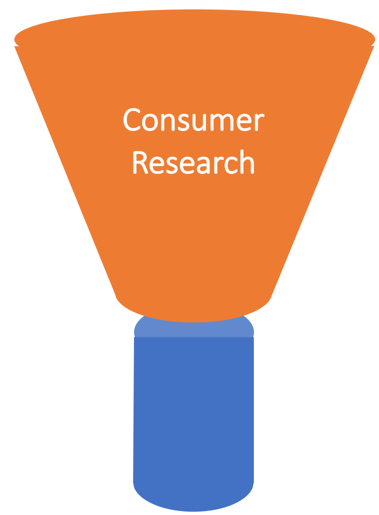


What does the Evidence tell us? 1. Consumer Research

Issues

1) Blurred Borders - Many people are not clear or sure where Northamptonshire is and often lack awareness of places that are within, or outside Northamptonshire. Towns such as Rugby, Stamford etc that sit just across the borders are mistakenly assumed to be Northamptonshire. *This suggests that working in partnership across borders could be advantageous*

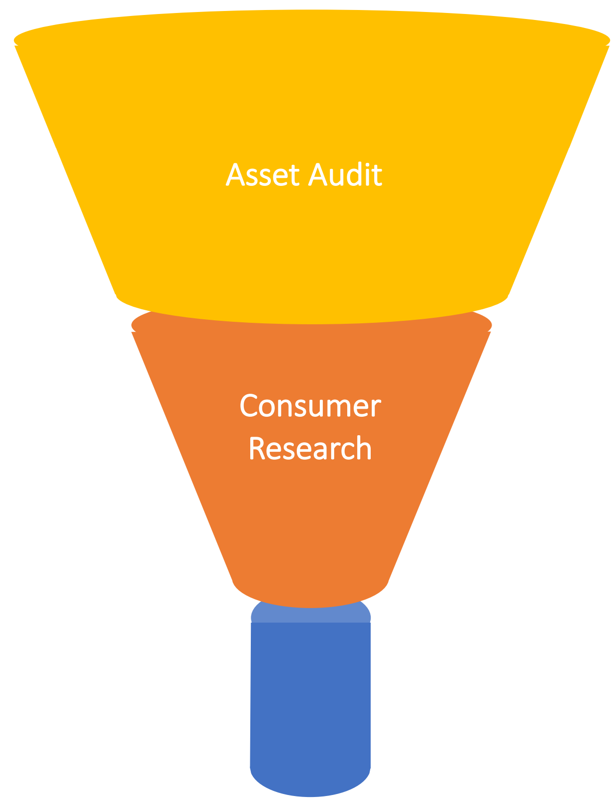
2) A local / regional market - Many of the visitors / related spending is local / regional. The VFR market is 5% higher than the national average and there are *relatively few leisure visitors to Northamptonshire – less than half the England average.*



What does the Evidence tell us? 2. Asset Audit

Development Opportunities

1) The meetings and conference sector is under-developed in relation to the County's neighbours and has potential for development, possibly **anchored by a further small or medium sized conference centre** in one of the urban areas, to complement the Kettering Conference Centre.
2) A **Strong Visitor Attraction base** across both Unitary areas which could work harder given the right framework. What new reasons to visit?
3) **Strong on Sport** - International rugby, first class cricket and key events at Silverstone can provide opportunities for growing staying visitors.
4) **Food & Drink** offers further opportunities for development in the tourism context
5) Cultural events can also be developed further – possibly by **investing in a small number of stand-out festivals** built up over time



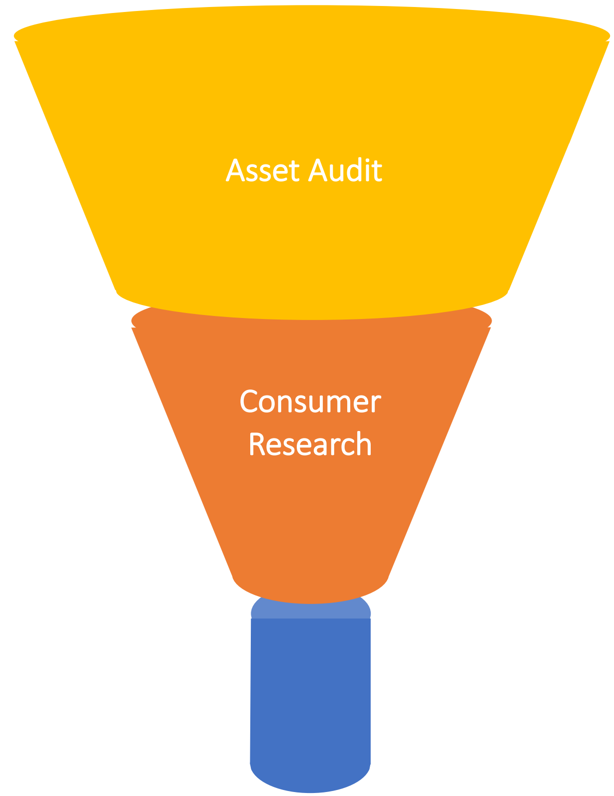
What does the Evidence tell us?   2. Asset Audit

Issues

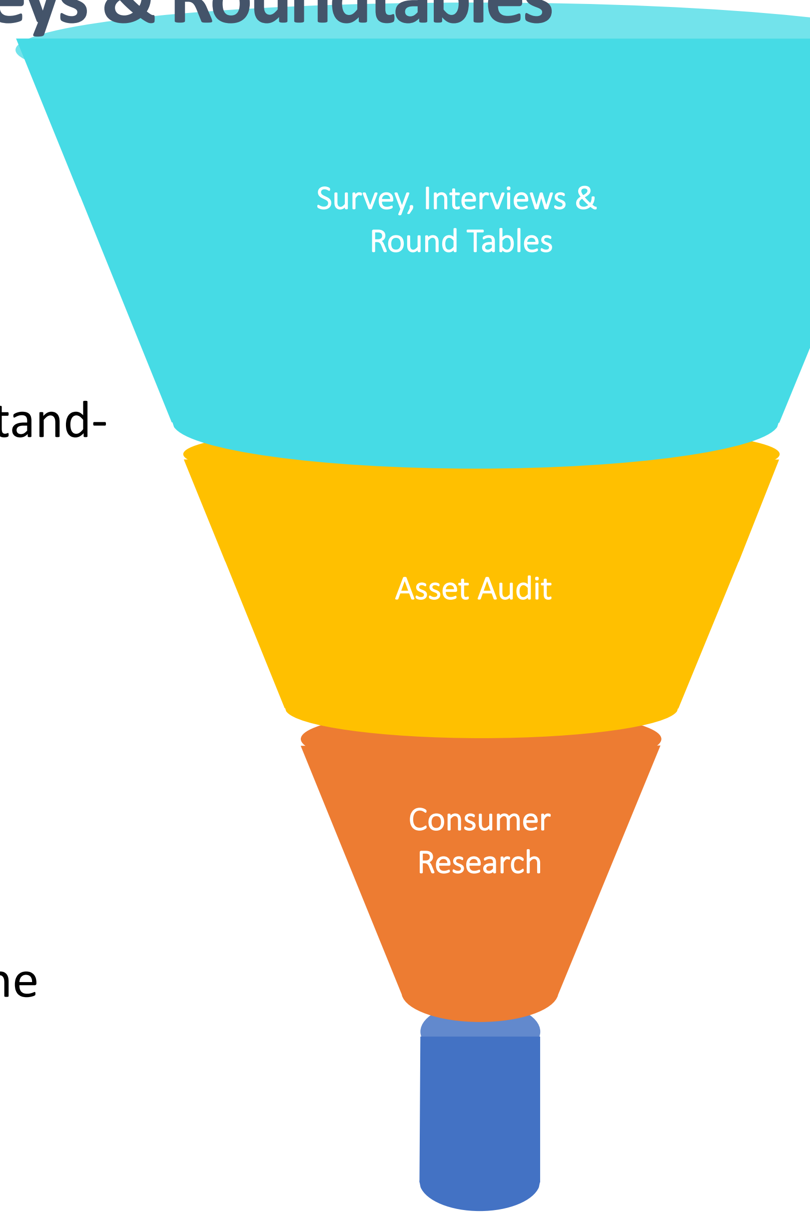
1) Accommodation Supply - The offer is lower quality than competitor destinations. A small number of larger serviced hotels would be a route to boosting economic impact.

2) Recruitment needs tackling - As in other parts of England, there is a recruitment crisis in tourism and related sectors and any strategy will need to address this issue head on.

3) Rushden Lakes has indicted the potential of a refreshed retail offer. These sorts of mixed use developments elsewhere can drive local and regional visits .



What does the Evidence tell us? 3. Surveys & Roundtables



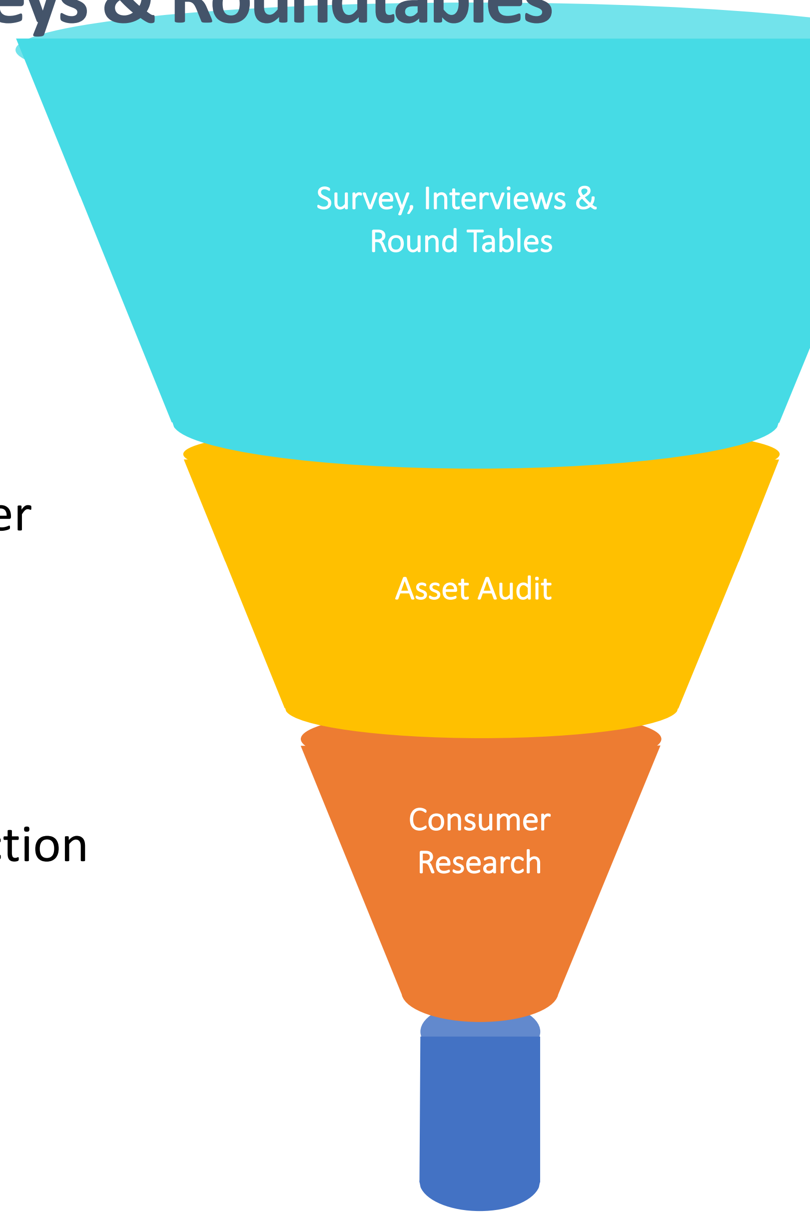
Views from Respondents:

1) Northants has a diverse visitor economy but lacks stand-out reasons to visit.
2) Highly ranked:
    - The villages and countryside
    - Visitor attractions
    - Transport links into (but not within)
    - Local food and drink
3) The industry and stakeholders broadly agree on the mix of priorities *and* those that are key:
    - Improving marketing & promotion
    - Becoming more accessible and sustainable
    - Improving collaboration

What does the Evidence tell us? 3. Surveys & Roundtables

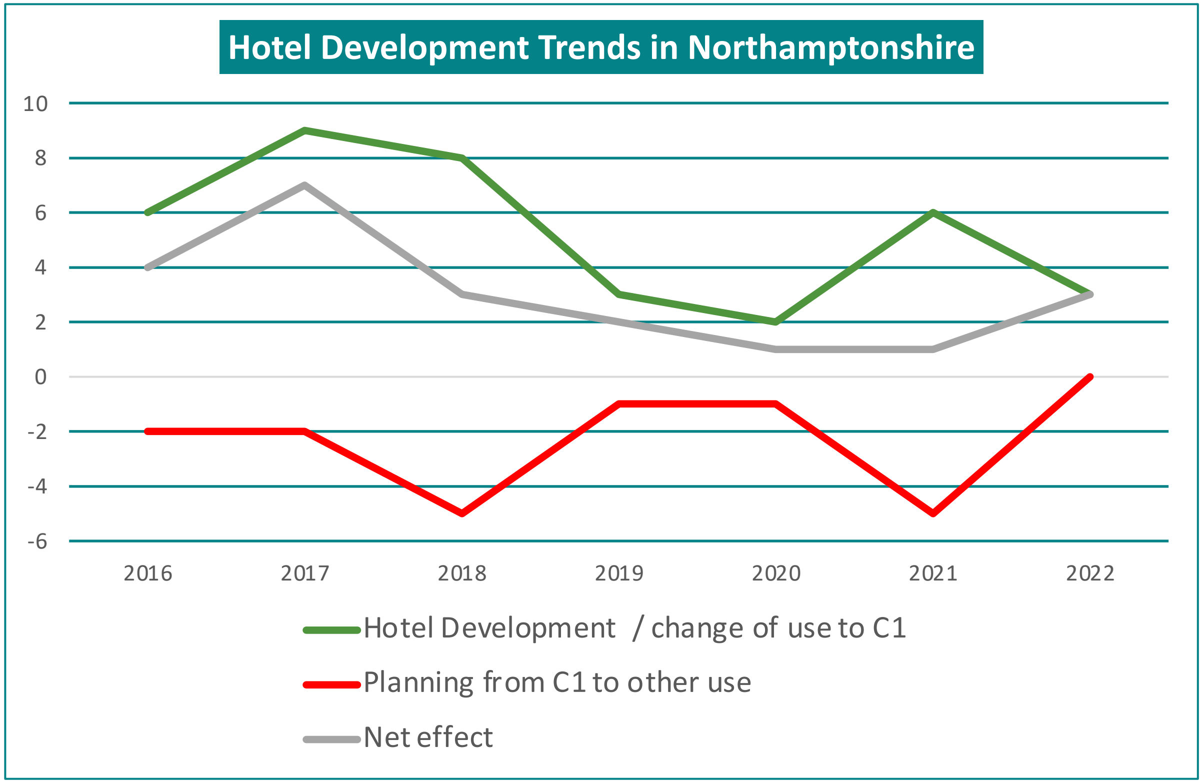
Views from Interviewees:

1) Strengths & Opportunities:
   - *As per the Survey respondents but also:*
   - Investing in the “Blue Way” & outdoors offer
   - Greater levels of cross-marketing activity
   - Develop alternatives - glamping / camping
   - Prioritise the skills agenda
   - Ready for collaboration and greater connection
2) Weaknesses & Threats:
   - Levels of customer service / employment
   - Lack of direction and legacy of the past
   - Planning policy



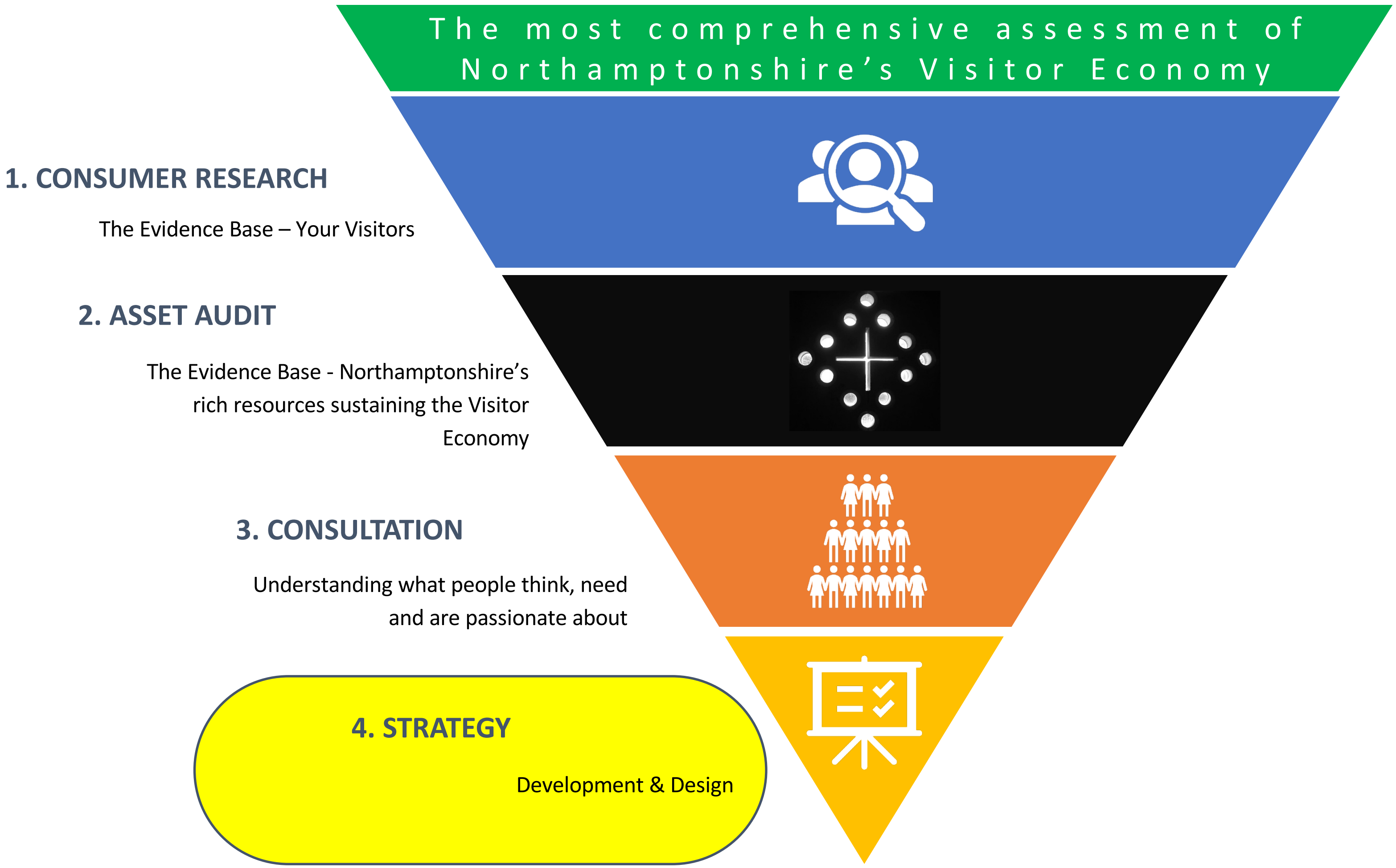
Hotels – Planning & Investment

Hotel Investment Trends	Developments 2016-22			Rooms 2016 - 22			Avg. Size	Annual Growth
	Gain	Loss	Net	Gain	Loss	Net	(Rooms)	2016-21
North	20	-10	10	830	-110	720	41.5	2.6%
West	17	-6	11	514	-67	447	30.2	1.4%



Application Pipeline		
Stage	No	%
Permitted	48	76.2%
Withdrawn	5	7.9%
Refused	3	4.8%
Awaited	2	3.2%
Awaiting decision	0	0.0%
No Objections	1	1.6%
Unknown	2	3.2%
Not available	2	3.2%
	63	100.0%

Northamptonshire’s Visitor Economy Strategy



Strategic Priorities - Businesses & Stakeholders

In your view what should be the main focus of our new strategy...

Potential Strategies - Type	
	Bus + Stk /10
Improving marketing and promotion	9.53
Improving collaboration across public and private sectors	9.03
Become more accessible to benefit all types of visitors	9.02
Become more sustainable in environmental, social and community terms	9.00
Improving the quality of service offered by visitor facing businesses	8.86
Encourage new visitor attractions, activities, events or experiences	8.74
Strengthening with a dedicated DMO to deliver agreed priorities	8.60
Improving the quantity / quality of research	8.27
Improving the productivity of businesses in the visitor economy	8.09
Encouraging new forms of accommodation	8.06
Develop the meetings, conferences and exhibition sector	7.65

Table shows mean score
Max. score – 10.0
Sample n = 95

VISION

build a greater sense of pride across the county and drive economic growth by inspiring people to visit Northamptonshire

Through collaborative and creative work across the entire visitor economy, we will provide visitors with compelling reasons to visit, to stay and deliver great times for each and every one

Visitors will leave wishing they had stayed longer and vowing to return

Northamptonshire's Visitor Economy Strategy

GOALS

VISITS & VALUE

Increase the number and value of staying visitors from outside the county and encourage day visits from closer to home.

GREAT PEOPLE

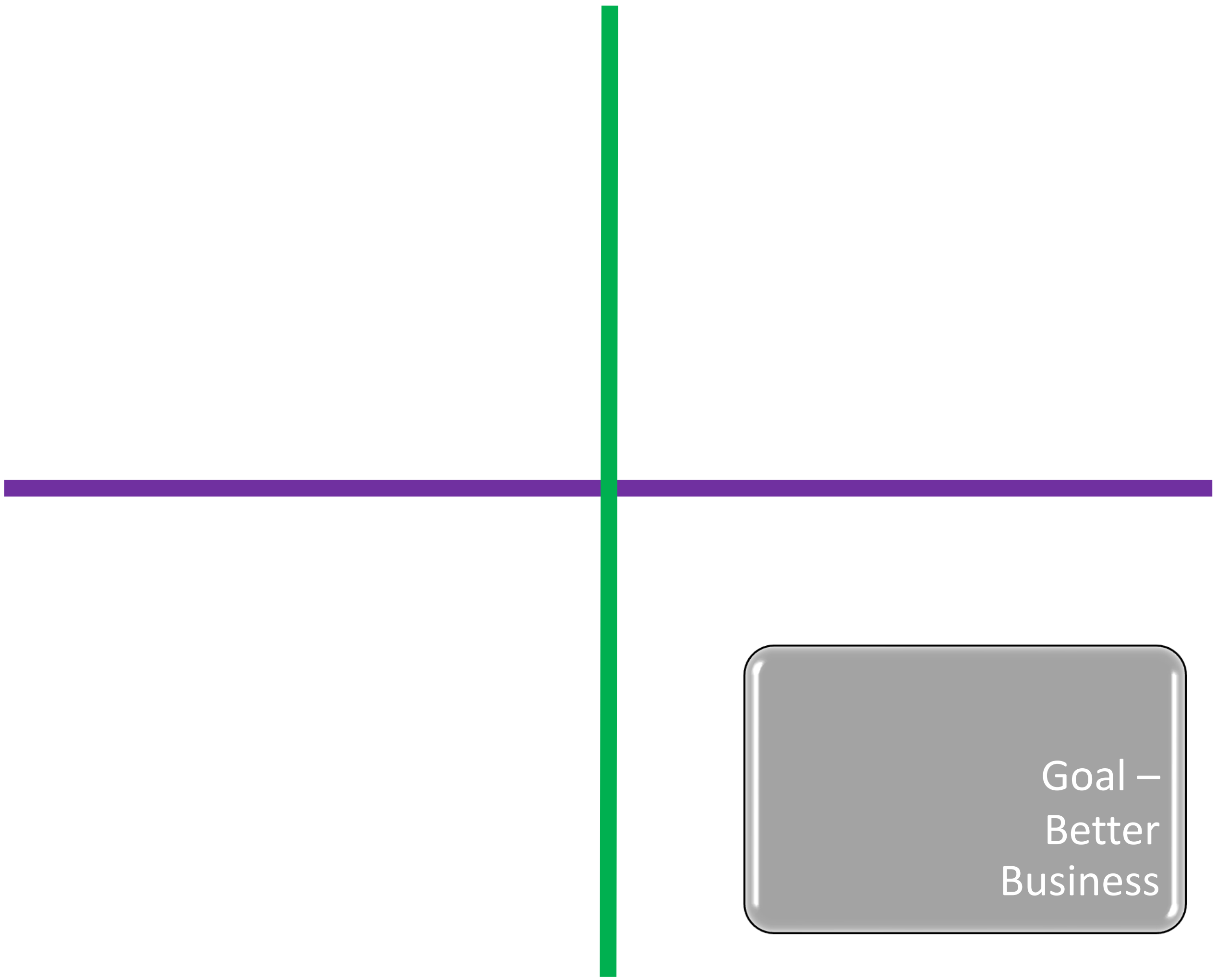
Develop local talent into a motivated workforce to fill vacancies, boost standards and increase pride of place.

BETTER BUSINESS

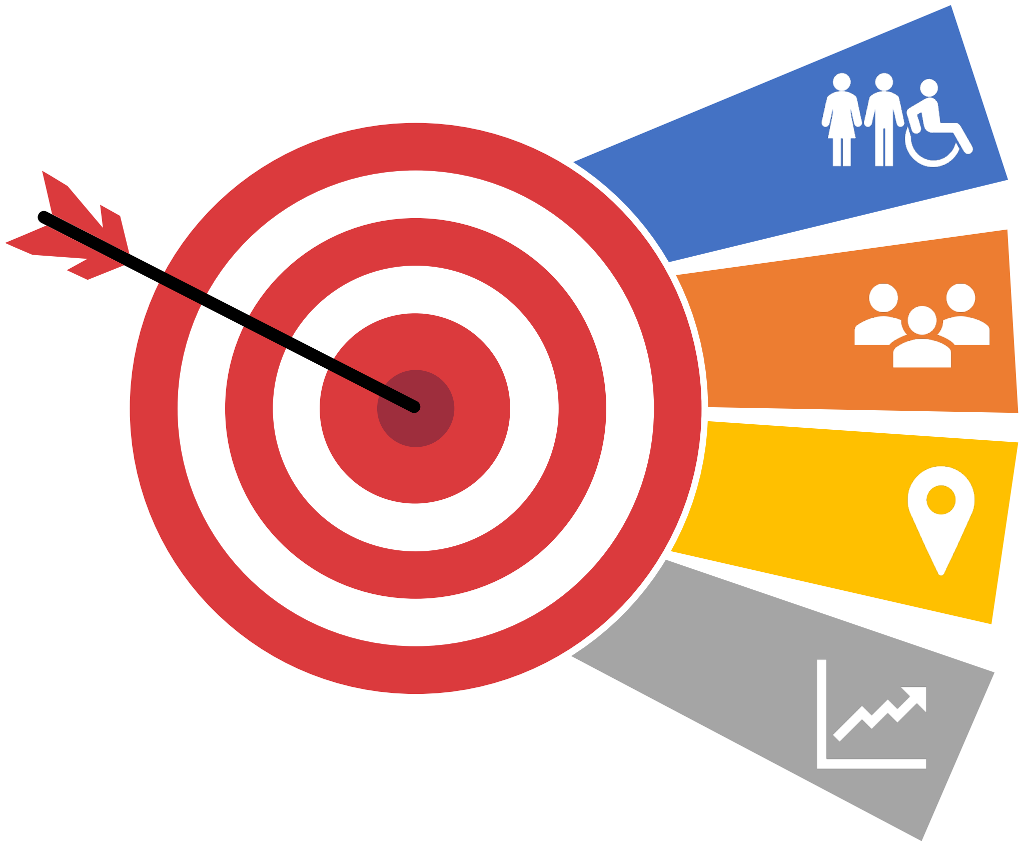
Support our visitor economy businesses to collaborate locally in order to be able to compete nationally.

INSPIRATIONAL PLACES

Attract investors to help inspire the further development of this unique, diverse and contemporary offer.


Goal – Better Business

Objectives



COLLABORATION

- Partnership is at the heart of this Strategy
- Visitor attractions network to amplify core strength
- Invest in partnerships and new ways of working
- Use technology that helps make the connections

PARTNERSHIP MARKETING

- Focus on the *Loyal & Local*, as well as visitors from further away
- A focus on the authentic and real – Blue & Green plus villages and towns
- Awareness is initially key – major campaigns
- Branding and target markets come later

PLAN FOR THE FUTURE

- Prioritise new accommodation
- Restate planning policy for an integrated and well supported visitor economy
- Package and present the offer and connect the dots with visitor experience development planning
- Conduct a futures review for new visitor attractions and business facilities

FOCUS ON QUALITY & PERFORMANCE

- Work collectively to address recruitment crisis
- Be access able across the sector
- Raise Net zero performance
- Focus on raising standards across the sector

Sustainable & Accessible

Northamptonshire's Visitor Economy Strategy Accessibility Pillars

Information and Communication
Easily understandable information available prior and during the trip

Amenities
The place, its facilities and offer

Customer Service
The critical component to the success of any/all the three pillars

Visitor Economy Strategy - Core SDGs

https://sdgs.un.org/goals

Delivery – High Level Action Plan

01

- Prepare the ground for revitalising marketing and promotional arrangements
- Build collective knowledge about longer distance staying visitors
- Re-present, reposition and raise awareness of Northamptonshire and its offer

02

- Build the capacity and foundations to be able to respond to the workforce challenge
- Encourage new talent towards the visitor economy
- Encourage education and industry to raise their game

03

- Improve comparative insight available to visitor economy businesses
- Increase the quality of the offer in terms of sustainability, accessibility and visitor experience
- Increase the productivity of visitor economy businesses

04

- Establish robust long-term governance for the visitor economy - LVEP
- Increase the understanding of the potential of the visitor economy
- Optimise the potential of the visitor economy

West Northamptonshire Council

North Northamptonshire Council