

## Chesham and Chiltern Villages Local Area Forum 10 July 2013

### Agenda Item 10 – Information Slides – Supporting Local Economy and Employment



INVESTOR IN PEOPLE





**BUCKINGHAM & THE  
CHILTERNNS**  
**Destination Think Tank**  
**2 May 2013**

**BLUE SAIL** ▶  
VISITORS PLACES DESTINATIONS

# Objectives for the day

To agree:

- ▶ What sort of visitors you want to attract
- ▶ What you can offer those visitors now
- ▶ How you can promote the offer
- ▶ What you need to do to make it happen



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**What makes your area  
special and different?**

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# Visitors to Bucks and the Chilterns now

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# What we know about your visitors

- ▶ 1.38m staying visitors - 1.1m domestic visitors
- ▶ 14.43m day visitors
- ▶ £962m total spend p.a.

- ▶ Domestic visits increasing, inbound visits down
- ▶ Milton Keynes/Aylesbury Vale 68% of domestic bednights
- ▶ High level of VFR at 53% of overnight trips; low level of 'pure' holiday stays at 24%



## What we know about your visitors

- ▶ 2 most popular attractions are for outdoor activities
  - ▶ 6 of 9 attractions with 100,000+ visitors are heritage/gardens
  - ▶ NT properties increased visitor nos. in 2011
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- ▶ 2007 Chilterns Study – 2% staying overnight in Chilterns / 5% outside
  - ▶ 44% walking, 10% views/scenery, 7% attractions, 3% food and drink
  - ▶ Majority small groups and aged 24+

## Who should we target?

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We looked at four market segments that we think are important for Bucks and the Chilterns and have potential for growth. We discussed how the local offer could appeal to these segments, both day and night-time.

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# Culturally Curious

## Who

Cultural couples or  
groups of friends  
DINKYs  
Empty nesters  
Independent, active  
sightseers

## Want

Art & culture  
Gardens & historic  
properties  
Good food, local produce  
Find out about a place  
Stimulate their thinking  
Quality & value for money

## Key Messages

Discover new places  
Thought provoking  
experiences  
Great places to eat  
Boutique experiences



# Culturally Curious – the offer

## Day

Art exhibitions, contemporary art  
Creative education – arts and crafts  
Open Studios  
National Trust houses and gardens  
Market towns  
Auctions, antiques  
Bookshops  
History  
Museums, Old Gaol  
Film and TV locations

## Night

Gastro pubs  
High end food – Hand and Flowers,  
Crazy Bear  
Theatre , Music, Ballet:  
Waterside, Swan Theatre



# Great Escapers

## Who

Key age-group 16-44  
Couples, groups of  
friends, students.



## Want

The countryside and outdoors  
Active and exciting exploration  
Down time to relax and bond  
To be refreshed and revitalised

## Key Messages

Real countryside  
Plenty to do and see  
Country pubs  
Hotel deals  
Close to London and accessible

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# Great Escapers – the offer

## Day

Canal

Ashridge

Wendover Woods

Ashton Hill (MTB)

Walks

Water activities

Cycling/ Electric bikes

Kite flying

Geo-caching

Orienteering



## Night

Historic pubs

Film/ theatre

Bat walks

***More needed of:***

*Hotels*

*Self-catering +local food*

*Camping*

*Hostel*



# Family Focus

## Who

Nesting stage children  
under 5 -10  
Day trips up to an hour or  
so away  
Value breaks



## Want

Safe places  
Good value  
Deals, vouchers  
Kids to be entertained, happy,  
worn out  
Parents and kids learn together  
Wet weather alternatives

## Key Messages

Kids rule  
Play and fun  
Children welcome  
Good value and a full day  
Time together  
Learning together  
Wow factor

# Family Focus – the offer

## Day

Roald Dahl Museum and Gallery  
Bekonscot  
Chiltern Open Air Museum  
Odds Farm Park  
National Trust properties  
Go Ape and Wendover Woods  
Walks, picnics  
Tring Natural History Museum  
Sports centres, Snow Dome MK  
Indoor play areas  
Hellfire Caves and W. Wycombe  
Bucks County Show  
Quinton Model Railway  
Chinnor and Princes R Railway  
Bucks Railway Museum



## Night

Bowling  
Cinema  
NT family evening walks  
Family-friendly restaurants  
Kids eat free offers  
BBQs e.g. at Ashridge  
Hellfire Caves evening events



# Pure Indulgence

## Who

Independent  
Girls of all ages  
Groups of friends  
DINKYs  
Empty nesters



## Want

To be pampered  
Luxury places to stay  
Theatre & culture  
Festivals & events  
Good food  
Shopping  
Quality & value for money

## Key Messages

Discover new places &  
experiences  
Great places to eat  
Indulgent experiences  
Because you are worth it

# Pure Indulgence – the offer

## Day

Houses and Gardens  
Golf  
Wineries and wine tasting  
Themed trails (Midsomer Murders)  
Boutique shopping  
Spa treatments  
Local foods  
Museums  
Rural events e.g. County Show  
Silverstone/ Kop Hill  
'Let's just go somewhere nice!'

## Night

Restaurants  
Pubs  
Theatres



## Themes and propositions

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In an open session, we asked you to identify strong themes or propositions for the destination that had emerged from the previous exercise. The following were identified as the strongest prospects. Then in groups we considered how to make the themes special and how we would promote them

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# 1. Historic Houses

**Create packages through coordination and cooperation**

- for example between Houses and with Bicester Village
- Itineraries for groups with accommodation options
- Special added value items such as behind the scenes tours



## 2. Literary Connections



The literary figures and connections include:

Roald Dahl (Gt Missenden and Aylesbury), Enid Blyton (Beaconsfield, Bourne End), John Milton, Thomas Cowper (N. Bucks) GK Chesterton (Beaconsfield), Harry Potter and Midsomer Murders locations

**Children's package of 'edutainment'** including a Roald Dahl Trail: Gt Missenden museum and village, Aylesbury Children's Gallery, Bekonscot supported by website promotion and promotion through schools, book clubs

**Murder Mystery evenings** in hotels to reflect the Midsomer Murders theme, Murder/ Morse/ Lewis/ Oxford weekends; CS Lewis connections

**A Literary Festival?**

## 3. The County for Arts and Crafts



See – do – learn

- ▶ Careful packaging of opportunities and activities
- ▶ Cascade to special interest groups and wider population
- ▶ Convert day trips to weekend experience; link to connected places and accommodation
- ▶ Build events to become regular and then develop a headline Event which builds reputation

## 4. Walking

### **Make it easy for walkers**

Offer to transport luggage – man and van

Highlight and arrange places to stay

Trails – website downloads

Added value – person to talk history or information via web and mobiles



### **Packaging and theming**

Picnic walks, Crafts, Waterways, Icknield Way

Literary history, Wildlife, Local food and drink

Pushchair walks

### **Promote and package**

Lots of different audiences – segment and target

Use specialist media

Social media, Twitter, Mumsnet

Develop opportunities with food, drink, accommodation and transport providers

Good walks on Bucks CC website – promoted not ‘buried’

## 5. Children's Activities



‘Learning Together’

‘Weatherproof’ County for Children – offers for sunny day and rainy day

- ▶ Outdoors: nature, orienteering, bats, bike riding
- ▶ Walks – themed loops around history or wildlife
- ▶ Provide day planners with activities and cross-selling of historic properties, places to visit, food etc
- ▶ Provide on web, mobile apps, paper



## How will we make things happen?

We considered what actions and further skills, people and resources are needed to make a difference to the tourism economy

- ▶ Create networks around themes, developing synergies between organisations and businesses
  - ▶ Address specific market segments
  - ▶ Propositions and actions need to deliver business objectives
  - ▶ Adopt fuzzy boundaries – package by interest not lines on map
  - ▶ Be Mystery Shoppers – try out the experiences ourselves
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