

# Buxton Tourism Development Study

High Peak Borough Council

## Brief

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

The aim of the project was to:

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

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



## Activities

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

## Outcome

The outputs of the study included:

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

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

