

# Service Delivery + Overview

11<sup>th</sup> September 2024

## Tourism Strategy Update

Lorraine Wright



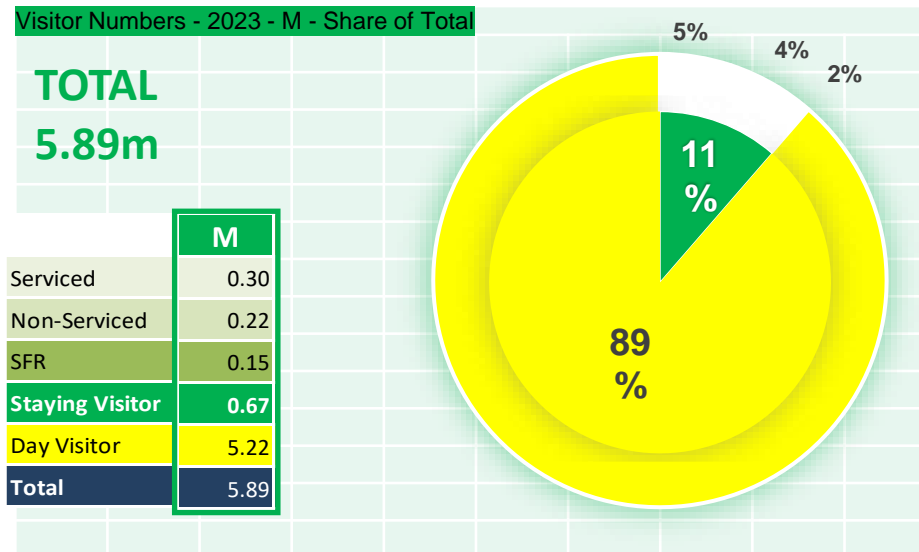
# Tourism Update - Summary

- **STEAM Data & Headlines –** Staffordshire Moorlands & County
- SMDC webpages
- **Business Support –** Tourism Conference, toolkit, membership & Sentiment Study
- **Walking Festival –** objectives, target audience, strategy, branding, bloggers & results
- **Marketing Activity –** Great Outdoors core message, objectives, target audience, marketing campaign, photography/drone/video & results
- **Branding –** Discover the Staffordshire Moorlands
- **Discover Staffordshire Moorlands Microsite -** Update
- **Accommodation Acceleration Plan –** Update
- **Other Tourism Strategy Projects & Updates**
  - Tourist Information Centre
  - Tourism Partnership Forum
  - LVEP
- **Questions**

# Tourism Headlines - Staffordshire Moorlands

## STEAM (Scarborough Tourism Economic Activity Monitor) results comparing 2023 with 2022 data:

- Total value for 2023 - £539million up by 8.4% on 2022. Staying visitor £247million and day visitor £293million.
- Jobs both direct and indirect 5,049 up 1.2% on 2022.
- Number of visitors 5.89million in 2023, 0.5% decrease on 2022.
- All staying visitors 0.67million in 2023, down 3.3% on 2022. Average stay 3.5 days in 2023, down from 3.6 days in 2022. Day visitors make up 89% of share total. Although staying visitors shows a decrease, spend is higher when here.



# Tourism Headlines - Staffordshire Moorlands

## STEAM results comparing 2023 with 2022 data

- Staying visitors in serviced accommodation up 2.5% on 2022. Staying visitors in non- serviced accommodation down on 2022 by 11.3%.
- This is reflected in the distribution of employment detail, showing number of FTE's in the accommodation sector as down 6.9% (50 jobs) on 2023.
- Enjoy Staffordshire website 2024 data shows views of the Staffordshire Moorlands pages are up 106% on 2023, users of these pages up 100% on 2023 with four months to the end of the calendar year.

KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2023 & 2022 - IN HISTORIC PRICES

KEY	Staying in Paid Accommodation			Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types						
	Serviced			Non-Serviced															
	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	2023	2022	+/- %	
Visitor Days	M	0.57	0.56	1.6%	1.41	1.60	-11.6%	0.36	0.37	-1.6%	2.34	2.52	-7.2%	5.22	5.23	-0.2%	7.56	7.75	-2.5%
Visitor Numbers	M	0.30	0.29	2.5%	0.22	0.25	-11.3%	0.15	0.16	-1.6%	0.67	0.69	-3.3%	5.22	5.23	-0.2%	5.89	5.92	-0.5%
Direct Expenditure	£M																401.41	370.02	8.5%
Economic Impact	£M	95.03	84.66	12.2%	138.93	145.55	-4.5%	12.97	12.57	3.3%	246.94	242.78	1.7%	292.57	255.09	14.7%	539.51	497.87	8.4%
Direct Employment	FT Es	572	591	-3.1%	1,004	1,123	-10.6%	97	99	-2.3%	1,674	1,813	-7.7%	2,215	2,040	8.6%	3,889	3,853	0.9%
Total Employment	FT Es																5,049	4,988	1.2%



# Tourism Headlines - Staffordshire County Wide

- Economic impact up by 14.2% now worth £2.64 Billion.
- Staying visitor numbers up by 3.3%, but length of stay is reduced, spend up. More people are staying for less time but spending more.

## Areas of interest:

- The non-serviced accommodation i.e. air bnb - figures show a drop by 7.3%, reflective of the national buyer behaviour – influenced by cost-of-living crisis. Consumers are making shorter trips due to costs and making the switch from non-serviced to serviced accommodation.
- City locations seem less impacted by drops to non-serviced accommodation stays – still reporting increases for this accommodation type. Destinations with higher levels of non-serviced accommodation have seen a decrease.
- Changes may be temporary due to the cost-of-living crisis.



Business Support



# Business Support

## Staffordshire Moorlands Tourism Conference – 19<sup>th</sup> January, Alton Towers

- 300 attendees
- 60+ attending the SMDC UKSPF workshop
- Launched funded places for Staffordshire Environmental Equality Mark and awards
- Attracted Visit England and Place Management Institution
- Raised awareness of UKSPF
- Partnership working between 2 LVEP's and collaboration across geographical areas



# Business Support Toolkit

Developed and launched Business Support tool kit - posters and QR codes to link to Great Outdoors website landing page

Circulated over 500 copies in and around highstreets, central locations and online

Over 60 downloads of the toolkit online.

## A great campaign is coming...

Welcome to the  
**GREAT OUTDOORS**  
Staffordshire Moorlands

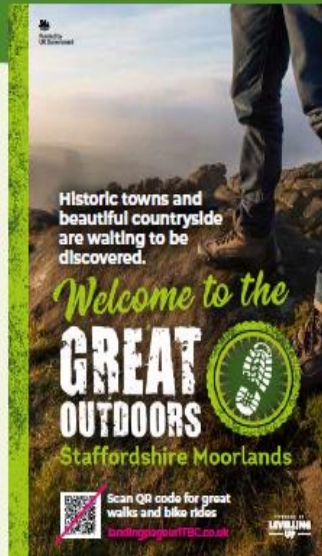
Running from May through to the end of July we'll be promoting short breaks in the Staffordshire Moorlands. Included will be posters, social media and radio, to help increase business generally across the region.

**We need your help - with all local businesses joining us in promoting the Great Outdoors across social media, websites, publicity material and even your own shop windows, if you have one.**

You can download logos, graphics and imagery here, or if you prefer, you can pick up a physical pack from: **Moorlands House - Leek, Biddulph Town Hall - Biddulph, Lulworth House - Cheadle**

Being part of the Great Outdoors campaign will help us work together in tourism to spread the word, which will benefit the region and your business.

To register your business or event to feature in the campaign for FREE email [info@enjoystaffordshire.com](mailto:info@enjoystaffordshire.com)



Campaign posters are available for download and collection

Click or visit this page to download all  
**GREAT OUTDOORS** campaign logos  
and social media graphics  
**LANDING PAGE URL TBC.....**

## ...make sure your business is included

Various graphics are available to download for all social media formats.



A short promotional video for social media will be released via **LANDING PAGE URL** during the campaign for businesses to use. Follow @enjoystaffs on Facebook for upcoming campaign content and tag us into your activity.





# Business Support – Membership & Events

Tourism Officers now trained in website maintenance and updating. Allowing the team to source / attract new tourism businesses and events daily and upload the detail to the Enjoy Staffordshire website (free of charge to businesses) with immediate effect.

Boasting 202 members to date, considerably higher than any other district in Staffordshire. Outperforming Stoke and Lichfield with over 100 more tourism businesses registered.

**Register your business with Enjoy Staffordshire for free**

To make the most of this opportunity become a member of Enjoy Staffordshire and you can list your business on the [www.enjoystaffordshire.com](http://www.enjoystaffordshire.com) website alongside some of the top attractions and events in the country.

Our website is **seen by over 300,000 people every year** making it the leading website for the Staffordshire Moorlands.

**It's easy to register:**


- 1** Select the membership level you require (free and paid for options available)
- 2** Register a few simple details
- 3** Wait for the Enjoy Staffordshire team to get back to you to register your business

**Visit this web page now to join...**  
[www.enjoystaffordshire.com/trade/join-us](http://www.enjoystaffordshire.com/trade/join-us)

**Then submit your event**


Once you're a member you can submit any events you may be organising on [www.enjoystaffordshire.com](http://www.enjoystaffordshire.com) for free.

**Here's an example of how your event will appear...**



Photos must be landscape orientation and measure 1220 pixels wide x 664 pixels high

For example...



664 pixels  
1220 pixels

# Sentiment Study

April 2024 - online community report to feed into brand narratives, 35 participants completed all tasks including two segments:

- Segment A residents from 3 hub towns and surrounding villages.
- Segment B visitors living within a 90minute drive



## Visiting the Staffordshire Moorlands Segment B



*"It is easily possible to get there for a day out or a short stay. It suits all budgets. It suits all ages and abilities. There is hiking, or a more sedate ramble, there are hills as well as quaint villages to explore. It means tranquility. It means some quality time away from the hustle and bustle of life. It means quality time with family and/or friends. Most importantly for me it is a means of grounding myself, of resetting myself and gaining some clarity of mind. It means nature and countryside as well as quaint villages. It means excitement for a day out or indeed a short break. It means hiking, exploring, excitement. It means enjoying the weather, rain, shine, mud, frost, snow. I love it all year round."*

Liza (55-64, Birmingham, Empty Nester)



*"Good walking, wild, open land."*  
Nick (35-44, Cheshire, Children at home)



*"A relaxing place with a variety of different options. Lots of walks and hikes that are perfect to unwind."*  
Paul (35-44, Birmingham, No children)



*"Beautiful countryside, clean air, peace & quiet, uninterrupted views & traffic free walks - giving a stress-free re-energising day out. Plus the historic sites & museums for when the weather isn't kind."*  
Iain (55-64, Birmingham, No children)



*"Contrasting, spectacular scenery is the hallmark of the Staffordshire Moorlands. It cannot be described as a single destination, as there are a multitude of places to visit, ranging from bustling towns, such as Leek and Cheadle for shopping, picturesque villages like Butterton and Grindon to admire and vast areas suitable for walking and other types of recreation, such as the ruggedness of The Roaches with its panoramic views and the peaceful expanse of Rudyard Lake."*

Valerie (55-64, Shrewsbury, Empty Nester)



# Great Outdoors Campaign

## Objectives:

- Drive traffic to the landing page

<https://www.enjoystaffordshire.com/ideas-and-inspiration/countryside/great-outdoors>

- Drive footfall to the key towns and villages
- Raise awareness of the range of activities, businesses and accommodation in the area

## Target Audience:

- Couples, empty nesters and young families from 2-hour drive time to include Greater Manchester, Sheffield and Birmingham encouraging access via rail and public transport

STAFFORDSHIRE  
MOORLANDS

**GREAT  
OUTDOORS**

*Walking Festival*

26 APRIL - 6 MAY 2022



**Staffordshire Moorlands Walking Festival**



# Staffordshire Moorlands Walking Festival

## Objectives:

- Drive traffic to the landing page: <https://staffsmoorlandswalkingfestival.co.uk/>
- Drive footfall to the key towns and villages
- Raise awareness of the range of walking & cycling options in the area, encourage sign up to specific events

## Target Audience:

- Young couples and friendships groups 18-35 age range
- Families 25-65 age range
- 2-hour drive time to include Greater Manchester, Sheffield and Birmingham encouraging access via sustainable travel where possible (rail and public transport)

## Strategy:

- Mixed media approach
- Digital / Online channels for direct targeting, awareness driving and click generation
- Enjoy Staffordshire included details on their Easter Email to their whole database
- Offline media for wider broadcast awareness, especially amongst older audiences

<https://www.enjoystaffordshire.com/ideas-and-inspiration/countryside/great-outdoors>

# Staffordshire Moorlands Walking Festival Final Logo Designs

STAFFORDSHIRE  
MOORLANDS

**GREAT  
OUTDOORS**



*Walking Festival*

[www.staffsmoorlandswalkingfestival.co.uk](http://www.staffsmoorlandswalkingfestival.co.uk)

STAFFORDSHIRE  
MOORLANDS

**GREAT  
OUTDOORS**



*Walking Festival*

26 APRIL - 6 MAY 2024

STAFFORDSHIRE  
MOORLANDS

**GREAT  
OUTDOORS**

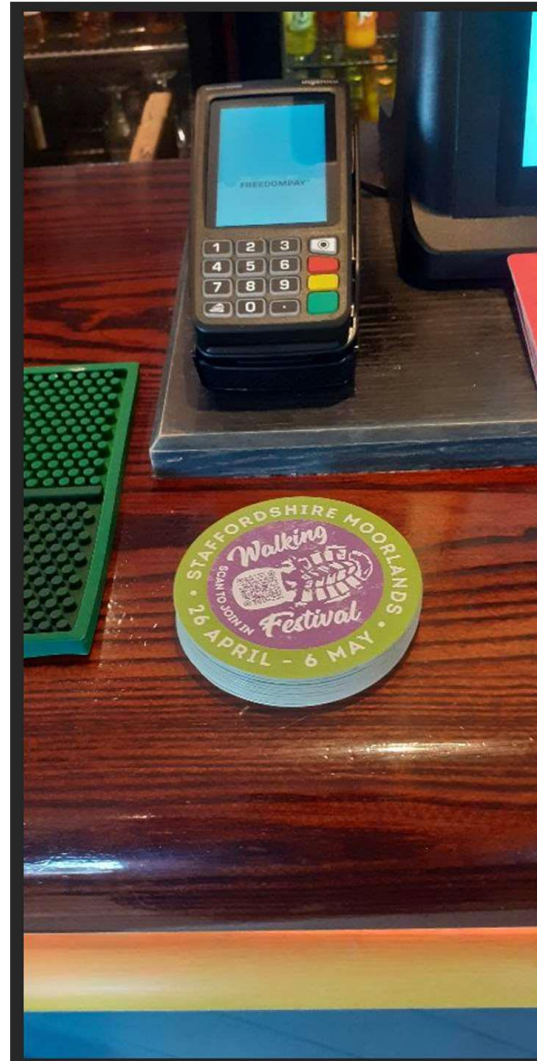


*Walking Festival*

26 APRIL - 6 MAY 2024



# Staffordshire Moorlands Walking Festival Printed Collateral





# Staffordshire Moorlands Walking Festival Printed Collateral





# Influencers & Bloggers

## Trigs & Teeth:

- [https://www.instagram.com/p/C6X8jJZCbSM/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C6X8jJZCbSM/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- [https://www.instagram.com/reel/C6Wpm7BCU7U/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C6Wpm7BCU7U/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- [https://www.instagram.com/p/C6Ntq74Chfp/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C6Ntq74Chfp/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- [https://www.instagram.com/p/C6iu--LI07A/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C6iu--LI07A/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)

## Coco Travels:

- [https://www.instagram.com/p/C7TOfNZs22F/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/p/C7TOfNZs22F/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- [https://www.instagram.com/reel/C7LZ-XAMrMA/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRIODBiNWFIZA==](https://www.instagram.com/reel/C7LZ-XAMrMA/?utm_source=ig_web_copy_link&igsh=MzRIODBiNWFIZA==)
- <https://cocobutterblog.co.uk/the-roaches-walk-with-pub-stop-from-meerbrook/>
- Soft Girls Who Hike  
<https://www.tiktok.com/@softgirlswhohike/video/7387459183513226528>

# Walking Festival Influencer Data

## **Trigs & Teeth**

Reach: 9214

Engagement: 542

## **Coco Travels**

Reach: 3439

Engagement: 300

## **Soft Girls Who Hike**

Reach: 5980

Engagement: 461

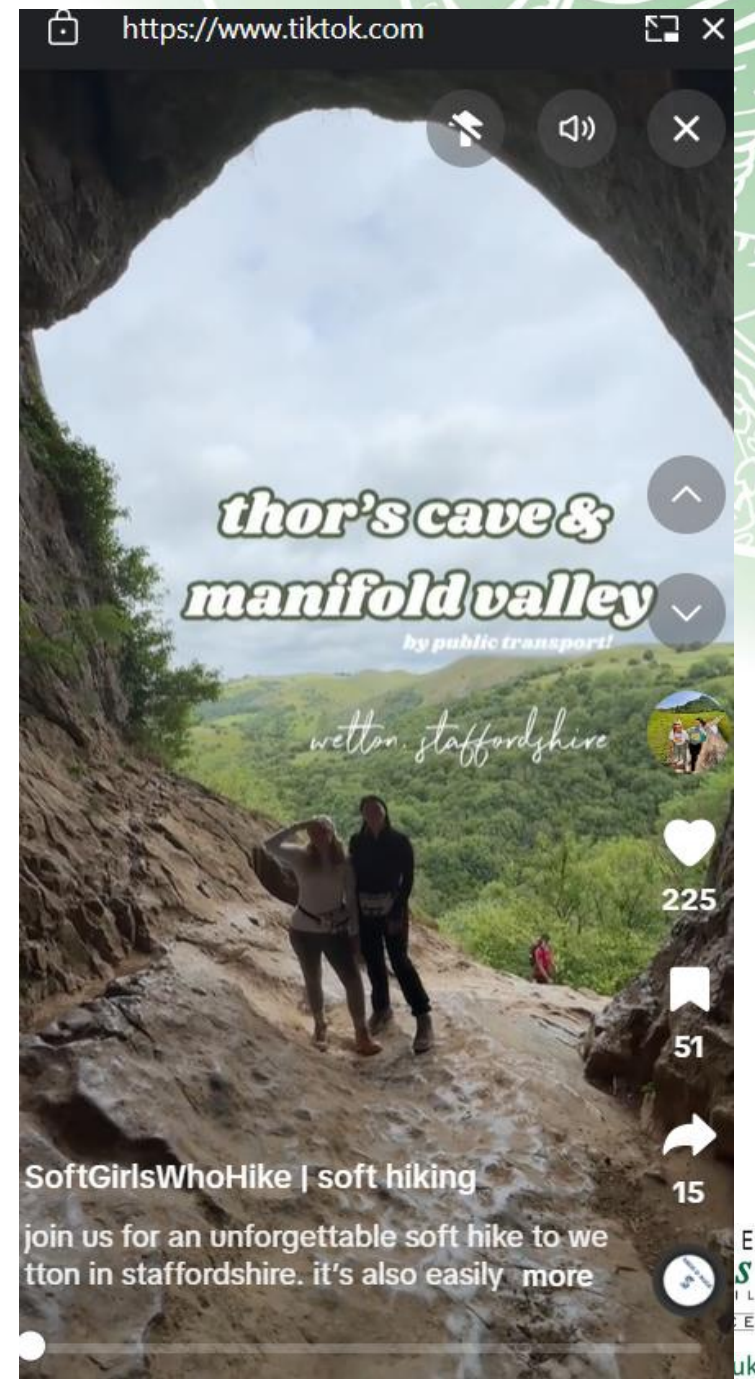
In all, there were 17 posts on Instagram and TikTok, and a blog on the Coco Travels website:

[The Roaches Walk with Pub Stop from Meerbrook - Coco Travels \(cocobutterblog.co.uk\)](http://cocobutterblog.co.uk)



# Results – Walking Festival

- Volunteer walk leaders registering 53 walks (up by 13 events, or +32% from the previous year)
- Walk leaders received social media and digital training, to help with the promotion of events
- Walking Festival website received **65,661** visits, compared to 18,580 in 2023 (+253% increase in web traffic)
- Gained the attention of local, regional, and national media . Covered by the Times, Triggs and Teeth, CoCo Travels and Walk Magazine
- **923** walkers from Staffordshire, Derbyshire, Kent, Bristol and Cumbria an increase of **58%** on 2023



# Walking Festival Digital Media Response



2,269,295 Total Impressions (est. 1,598,630)

1,243,354 Google Impressions

1,025,941 Social Reach

**+41% of target**

29,979 Total Clicks (est. 5,057)

18,581 Google Clicks

11,398 Social Clicks

**+492% of target**

1.2% Total CTR (Click Through Rate) (est. 0.85%)

1.49% Google CTR

1.11% Social CTR

**+41% of target**



*'Impressions' – the number of times a piece of content appears in someone's content feed or timeline*

*'Click through rate' compares the number of times someone clicks on your content, to the number of impressions you get*



# Great Outdoors Campaign

*Welcome to the*

**GREAT  
OUTDOORS**

**Staffordshire Moorlands**



enjoy Staffordshire





# Great Outdoors Website Landing Page

enjoy Staffordshire  
short breaks in the heart of Britain



Search Site



- things to do
- what's on
- accommodation
- food & drink
- ideas & inspiration**
- blog
- visitor information



Welcome to GREAT Experiences

Walk & Cycle

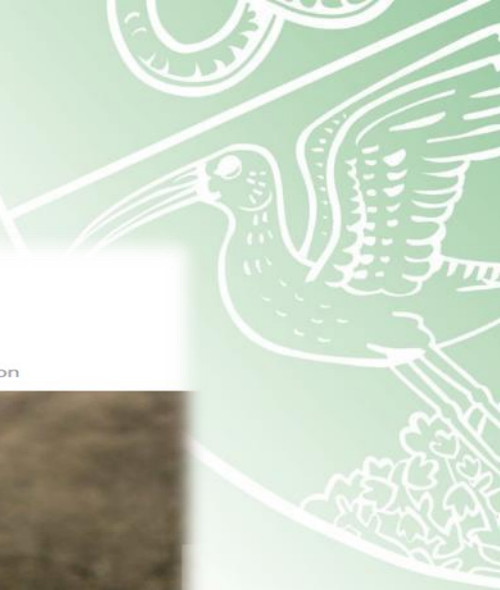
Explore Cheadle

Welcome to GREAT Accommodation

Stay Over

Discover more about the Staffordshire Moorlands

Explore Biddulph






# Great Outdoors A4 Poster, Film Storyboard & Social Videos

Funded by UK Government


Historic towns and beautiful countryside are waiting to be discovered.

Welcome to the

# GREAT OUTDOORS



Staffordshire Moorlands



Scan QR code for great walks and bike rides

www.enjoystaffordshire.com/greatoutdoors

POWERED BY  
LEVELLING UP



LOOK OUT



PLAY OUT




DINE OUT



STAY OUT


Find fresh views and fresh air in the Staffordshire Moorlands. With walks and cycle paths for all ages and abilities you can explore iconic spots, beautiful countryside, tranquil waterways and historic towns.



STEP OUT

Welcome to the Great Outdoors  
Discover more here

Let the family run free in the Staffordshire Moorlands. They'll find miles of cycle ways and footpaths to discover and historic towns Like Cheadle, Leek and Biddulph to explore. Come on let's go.



LOOK OUT

Welcome to the Great Outdoors  
Discover more here

# New Photography & Videos Commissioned

- New photography commissioned to fill gaps in current SMDC and LVEP library.
- Local photographer used - Cathy Bower [Cathy Bower Photography](#)
- Images used in the Great Outdoors campaign will feature on the new 'Discover the Staffordshire Moorlands website' due to be launched later this year.
- Photography includes Leek, Cheadle and Biddulph and other areas in the Moorlands, indoor and outdoor photography and drone footage.
- Models commissioned to reflect a wide demographical range including ethnic diversity, disability backgrounds sexual orientation etc.
- One day of filming to take place in key locations of each hub town, Leek, Cheadle and Biddulph. Films to go live September 2024



# New Photography Commissioned





# New Drone Footage

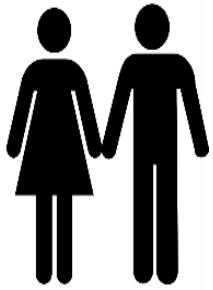




# Great Outdoors Campaign Results

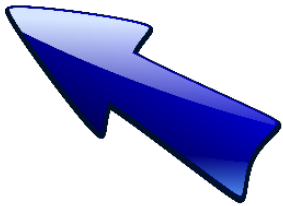
- **1500+** new images showcasing the Staffordshire Moorlands, landscapes, market towns, villages and independent businesses.
- Great Outdoors campaign website landing page created [www.enjoystaffordshire.com/greatoutdoors](http://www.enjoystaffordshire.com/greatoutdoors)
- Most visited page on the Enjoy Staffordshire website, outperforming both the county wide homepage and What's On page.
- **3.3 million** viewers (impressions) within a 2-hour drive time including Greater Manchester, Sheffield and Birmingham.
- More than **50,000 clicks** adverts, demonstrating that the campaign creatives and Great Outdoors product appeals to the target audience of couples, empty nesters and young families.
- **3 x more engagement** than the campaign target (11,676 clicks), the highest performing advert portrayed young families enjoying the Staffordshire Moorlands Great Outdoors evidencing the market potential for this segment

# Great Outdoors Campaign Digital Media Results



3,310,613 Total Impressions (est. 3,330,623)  
1,606,336 Google Impressions  
469,858 Social Reach

**0.6% of target**



50,323 Total Clicks (est. 11,676)  
23,638 Google Clicks  
26,685 Social Clicks

**+331% of target**



2.2% Total CTR (est. 1.5%)  
2% Google CTR  
2.4% Social CTR

**+46% of target**

*'Impressions' – the number of times a piece of content appears in someone's content feed or timeline*

*'Click through rate' compares the number of times someone clicks on your content, to the number of impressions you get*



# Discover the Staffordshire Moorlands Branding

- Consumer sentiment research carried out with a panel of Moorlands residents and potential visitors within a 1-hour drive time of the Moorlands.
- One of the tasks was to consider four different designs for the Discover Staffordshire Moorlands logo, with the preferred option providing clear representation of activities and themes related to the Moorlands, and a colour scheme reflecting nature.
- Several design options were reviewed with feedback at The Big Tourism Conference, with a change of font and the addition of the roundel as well as to use darker green and replace trampoline with the rollercoaster (Alton Towers) graphic.



# Discover the Staffordshire Moorlands Branding

- Suggest consultation with Tourism Partnership Forum to refine and finalise design. Use feedback from the forum and the consumer panel research to pin down the unique assets to be included in the roundel for the Staffordshire Moorlands, this will strengthen the brand and make it more unique.
- VisitEngland feedback on logo is excellent.
- It is felt that a wider estate of brands, with individual brand logos will hold weight as a stand-alone logo or to show synergy to visitors, residents, and investment partners.
- Brand guidelines and colour palette will help to tailor for future use. Visit Stoke will also be using this and tailoring it to suit their original heritage/assets.





# Discover the Staffordshire Moorlands Microsite

- Will be at the heart of how we market and promote ourselves as a destination
- Create an overarching story for all tourism businesses and visitors
- Will allow us to create and maintain rich, detailed and accurate content about the Staffordshire Moorlands
- Collaboration to share workload, data, skills and knowledge to work together to promote the area to international & domestic visitors and residents
- Staffordshire Moorlands platform, allowing ownership and curation of content
- Extend marketing reach and tourism offer to the right visitors at the right time
- Unify and empower tourism businesses and brands in the Staffordshire Moorlands.



# Discover the Staffordshire Moorlands Microsite

- Mobile first website – 80% of visitors use mobile phone searches to source information, 90% of visitors use Google to source information rather than typing in the full website URL.
- New Enjoy Staffordshire website at final design stages with sign off by 2<sup>nd</sup> September 2024.
- December deadline for launch of new Enjoy Staffordshire website and new Discover Staffordshire Moorlands microsite.
- Will allow the Staffordshire Moorlands to promote destination as inclusive and accessible.
- Discover the Staffordshire Moorlands QR Code created - goes live August 2024.





# Accommodation Acceleration Plan

- Hotel Solutions appointed May 2024 to undertake £60k study (funded by SMDC and SCC)
- Aim = to attract more visitors to stay longer, spend more and enhance the growth of the visitor economy.
- Key objectives:
  - identify prime spots for growth
  - understand barriers to growth & how they can be overcome
  - Identify business support requirements & how these can be delivered
  - provide recommendations to increase accommodation & overnight stays
- Staffordshire Moorlands will be used as a benchmark study- to inform / create a blueprint for other Staffordshire LA's to implement and achieve similar objectives

# Accommodation Acceleration Plan

- Improving the quality and range of visitor accommodation will play a significant role in achieving this and the project will be complete by March 2025.
- Three stage to the study:
  - Stage 1 – underway. Focussed heavily on research and engagement, mapping provision and analysing data. Consideration to be given to Local Plans and sustainable tourism and will involve dialogue with Planning teams.
  - Stage 2 - appraise a series of identified sites / projects, with defined next steps and processes.
  - Stage 3 – outline recommendations in an Accommodation Acceleration Plan and form a benchmark for other LA's to follow.



# Other Projects & Updates

**Tourist Information Centre** – Closure of TIC to coincide with the end of the season – end of Oct / early November (Half Term). Resource will focus on business support to tourism businesses / promotion of online presence through the new microsite.

**Tourism Partnership Forum** - First meeting held 25<sup>th</sup> June - well attended and excellent feedback received. Next meeting 26<sup>th</sup> September. Collating feedback from all stakeholders to create a masterplan to present in September.

**Leek Town Centre Notice Boards** - Refurbishment and update of maps Autumn 2024 at the Smithfield Centre, Market Hall, Market Place and former Wilkinson's

**Leek Real Ale Trail** – Update & print of flyer to promote 21 pubs & bars around Leek town centre, plus a selection of shops / markets offering some of the UK's best ales and beers. Available Autumn 2024. To include new QR code and logo.

**Pugin's Gem Heritage Trail Tour** – Two-day tour linking Cheadle Town Centre + Alton Towers. Day 1 - St Giles Church, Cheadle High Street + travel to Alton Towers Resort for evening meal + stay. Day 2 - Breakfast at Alton Towers + guided tour of the gardens and house.

# Local Visitor Economy Partnership (LVEP)

- Three Expressions of Interest received from cabinet members of SMDC, East Staffordshire and Newcastle Under Lyme. Cabinet lead to be announced at the end of Summer 2024.
- Local Authority contributions secured - £8,000 per annum
- First LVEP Board meeting - October 3<sup>rd</sup> 2024 – Trentham Estate.
- LVEP Growth Plan – First draft prepared to deliver to the board on the 3<sup>rd</sup> October to approve. Will be presented at the next annual conference event (date tbc).

**Local Visitor  
Economy  
Partnership**

Recognised by



VisitEngland



[www.staffsmoorlands.gov.uk](http://www.staffsmoorlands.gov.uk)



# Any questions

