

- Project:** Leisure Tourism Marketing Plan and Business Plan
- Client:** Peak District and Derbyshire Destination Management Partnership
- Date:** 2005 - 2006
- Team:** Graham Nicholson, Amanda Shepherd, Peter Varlow, Roger Carter

The Peak District and Derbyshire DMP had been recently formed with a board and a single employee working hard to bring together the partnership of public and private interests in the sub-region. Good cooperation had already developed around the Peak District and its strong natural and heritage attractions.

TEAM's role was to produce a Leisure Tourism Marketing Plan and Business Plan and to maximise the effectiveness of the DMP by involving the rest of Derbyshire and the City of Derby.

We actively involved stakeholders in the process of formulating the Marketing and Business Plans and produced a series of working papers as the basis for the Marketing Plan. These included an analysis of leisure market trends, a paper that encouraged a tight focus on a small number of primary market segments, an introduction to the ArkLeisure segmentation, and guidance on branding, leading with the Peak District as the attractor brand for the whole sub-region. Finally, following a very productive marketing workshop with leading players we produced a detailed and costed Marketing Plan.

The Business Plan demonstrated that, provided existing resources from local authorities and others were pulled together, a strong DMP could be developed, capable of funding and implementing the Marketing Plan and supporting business development.

Our work identified that further development of e-business was essential, and that led to the follow-on commission of a **Review of ICT strategy**, led by Peter Varlow. Further follow-ons included a **Business Tourism Strategy** (Graham Nicholson, Carmel Dennis and Richard Smith) and a paper on future **Governance Options** for the DMP (Graham Nicholson).