

Discover Rutland



Tourism Strategy 2020 - 2025





Rutland
County Council



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1 Executive Summary

Up until March of 2020, Rutland's visitor economy has been a continual success story. Economic impact, sector employment and visitor numbers have seen continued steady growth, with 2018 STEAM data showing the value of tourism in Rutland being £135.6 million (up 9.5% on 2017), supporting 1,754 full time equivalent jobs (up 6% on 2017) and visitor numbers rise to 1.89 million (up 2.1% on 2017).

The global Covid-19 pandemic has had a dramatic impact on this crucial sector of the County's economy. Lockdown legislation has resulted in businesses being unable to trade, and although government support has been available to a proportion of the industry, many businesses have found themselves ineligible for funding support. With the easing of restrictions, enterprising owners and managers have sought innovative ways to welcome visitors back to their businesses.

The 2020-2025 Discover Rutland Tourism Strategy aims to build on the previous achievements of this vibrant, viable industry, and to mitigate some of the longer term impacts of the pandemic. The Strategy focuses on delivering a new "Rutland – Open for Visitors" promotional campaign; extending the tourism season to attract more visitors during the autumn/winter/spring months; building on the relationships with key partners; and optimising use of digital marketing platforms.

The Discover Rutland Tourism Committee incorporates a Management Committee of 6 members, plus a representative from Anglian Water, each responsible for the delivery of 6 key areas:

- Events
- Finance
- Guides & Literature
- Membership
- PR & Marketing
- Website

The target objectives for the 2020-2025 Tourism Strategy are to:

- 1. Stimulate and support the Rutland offer**
- 2. Recognise and attract Rutland's key audiences**
- 3. Ensure a sustainable future for Tourism in Rutland**



2 Introduction

A rural idyll nestled in the very heart of the country, Rutland is full of charm and character and epitomises all that is great about rural England. With over 50 villages to explore and two traditional market towns at its core, there is little wonder that the county has been successful in attracting more and more visitors to discover Rutland each year. The quiet, rural landscape will be particularly attractive to domestic visitors seeking a post-pandemic, relaxed and uncrowded destination.

Being England's smallest county and centrally located 100 miles from both London and York, makes it attractive as a tourism destination. A traditional, quaint location, Rutland is officially also England's most rural county (ONS Rural Urban Classification of Local Authorities 2011), an accolade which recognises the beautiful countryside on offer and highlights the two market towns of Oakham & Uppingham as being the county's hub, rather than a city. Annually, tourism in Rutland has attracted over 1.89 million visitors, and the visitor economy is worth around £135.6 million directly supporting over 1,750 jobs (STEAM, 2018), making it one of the county's main economic drivers.

To celebrate the strong food and drink assets of the county, the strapline '*The County of Good Taste*' is used, which highlight the excellent producers and providers in the area, as well as reinforcing a quality impression that reflects the county as a whole.

2.1 History of Discover Rutland

Discover Rutland was established in 2007 and prior to this the county was marketed alongside Leicestershire through Leicester Shire Promotions, with input from a Rutland Tourism committee made up of local business representatives.

As a result of a Section 106 Agreement between Rutland County Council and Anglian Water in 2007, a sum of almost £500,000 was given to Rutland County Council to support tourism, in instalments over 5 years. This agreement was to offset any negative impact on tourism, by works being carried out at Rutland Water during the 5 year period, and was used to employ two full time tourism officers to write and deliver a tourism strategy aimed at raising the profile of Rutland as a tourism destination between 2007-2012.

Discover Rutland became a recognised Destination Management Organisation in its own right in 2011 and a proactive Discover Rutland Tourism Committee was formed, which continues to be an essential part of Discover Rutland's success.

The Discover Rutland brand was created, with a dedicated website launched in Spring 2008, and a quality A4 visitor guide in the same year. Over the 5 year period, a vast range of successful initiatives were introduced, such as the purchase of branded merchandise, creation of local leaflets and a branded marquee which the team took to shows and events around England. Discover Rutland's marketing portfolio included an advertising campaign at Kings Cross station in London and numerous inclusions in national magazines and newspaper, in the form of adverts and articles where journalists



had enjoyed a Discover Rutland itinerary. New events were also created, such as the Rutland Food & Drink Festival and the Rutland Walking Festival.

A membership scheme was created by the Tourism Committee in 2010 with the aim of rendering Discover Rutland self-sustaining post-2012. When the funding concluded in 2012, the number of Tourism Officers reduced to one full-time officer working under the direction of the Tourism Committee and Rutland County Council's Economic Development and Tourism Manager. This then reduced to one part-time Tourism Officer in 2014. At the time this strategy was written, Discover Rutland is operating self-sustainably and continues to have one part-time Tourism Officer which sits under the Head of Culture & Registration.

2.2 Tourism Industry Statistics

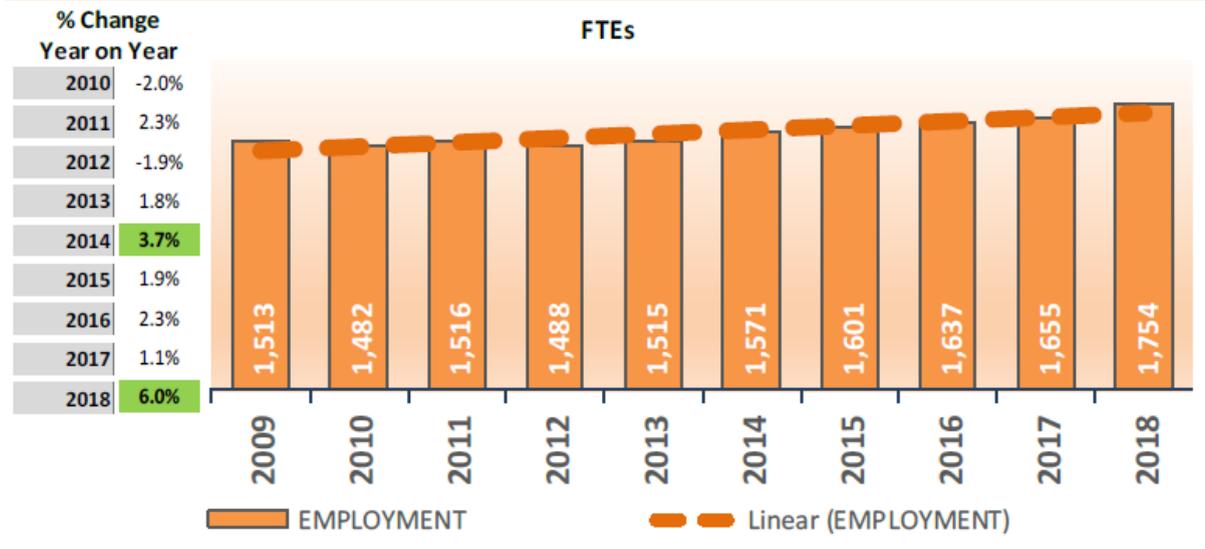
Rutland, like many other counties, uses Global Tourism Solutions to provide a STEAM [Scarborough Tourism Economic Activity Model] report to track the performance and impact of its tourism economy. The model uses a local supply of data, tourism performance and visitor survey data to deliver outputs which can be broken down into different sub-categories. An increase can be seen in many areas over the past nine years through the graphs below;

STEAM Data Graphs: 2009-2018

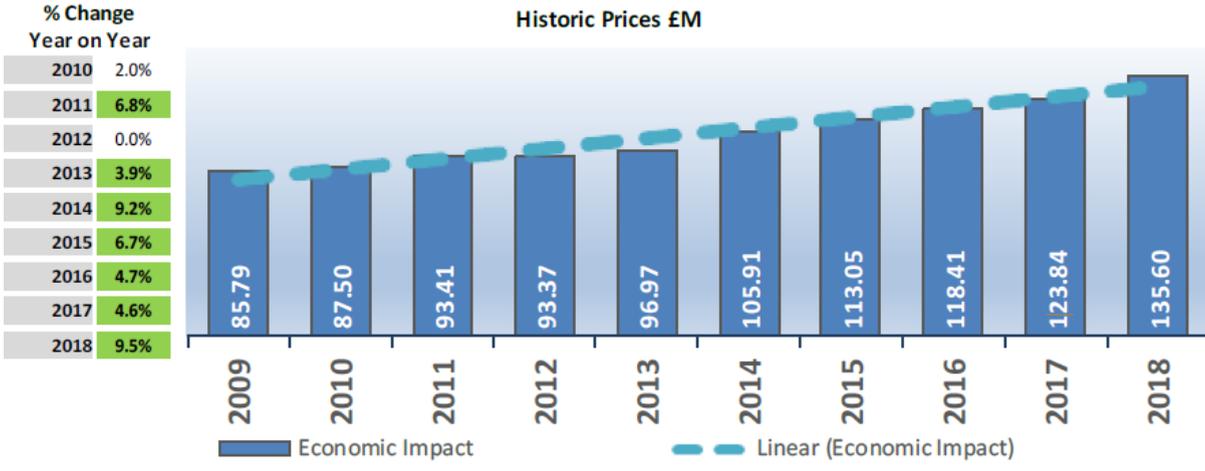
% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Economic Impact - Historic Prices		2.0%	8.9%	8.8%	13.0%	23.5%	31.8%	38.0%	44.4%	58.1%
Visitor Numbers		-2.4%	1.1%	-3.7%	-3.8%	-2.2%	7.4%	10.8%	13.8%	16.1%
Visitor Days		-1.1%	1.7%	-2.6%	-3.1%	1.0%	9.2%	12.9%	15.6%	20.2%
Total Employment		-2.0%	0.2%	-1.6%	0.2%	3.9%	5.8%	8.2%	9.4%	16.0%



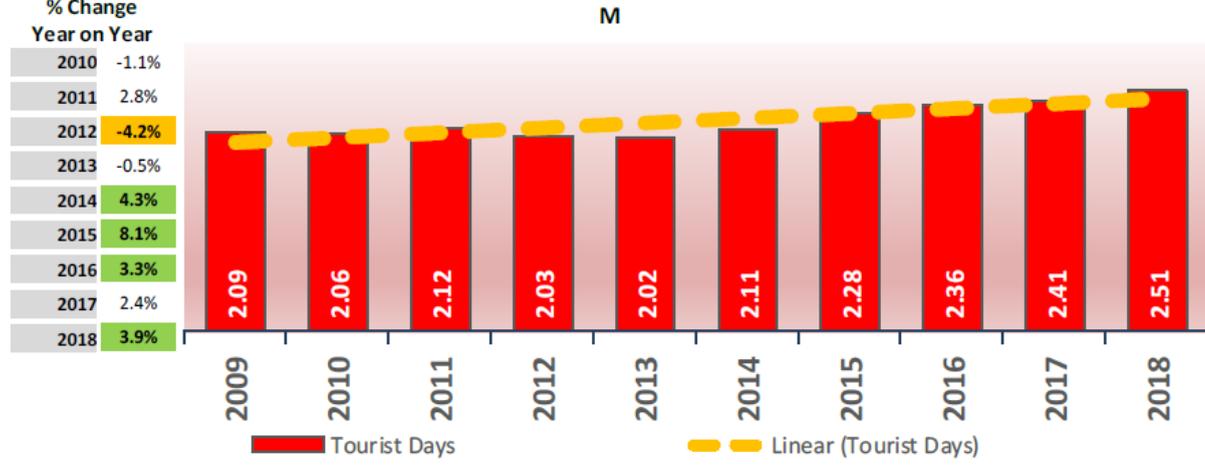
Total Employment Supported - Total



Economic Impact - Historic Prices - Total



Visitor Days - Total



3 Delivery of Tourism in Rutland

Rutland County Council employs one part-time tourism officer within the Places Directorate, the salary being covered by external funding. The Management Committee comprises seven members, and the full Tourism Committee has a maximum capacity of twenty members. Members of these committees act on a voluntary basis with each offering their relevant skillsets and range of expertise.

The Management Committee meets every six weeks for a formal meeting, and each member takes lead responsibility for one of the six sub groups covering; Events, Finance, Guide & Literature, Membership, PR & Marketing, and Website, and reports on their area at the quarterly Tourism Committee meetings, as well as ad-hoc meetings of the sub groups.

In addition, there is an Annual Tourism Forum, which normally takes place in November, to which all tourism providers are invited to hear about the achievements of the year and the plans for the following year. Local businesses who subscribe to the Discover Rutland Membership scheme are also kept up to date through regular email communication and networking events.

Structure of local engagement





The Tourism Officer and Tourism Committee ensure the provision and maintenance of a tourism website, numerous publications, customer communication through a monthly e-newsletter and additional marketing for the county, whilst striving to give members the best value for money through other opportunities and events. The Tourism Officer provides a point of contact for Visit England, Visit Britain, media contacts and others, with the aim of maintaining awareness of Rutland and increasing national and international exposure.

3.1 The Future

Rutland has made significant progress, growing from a small destination with big ambitions, to being an independent, highly regarded rural destination that is acutely aware of its strengths and using them to attract the customer base it seeks. From the very start of this process, Rutland has understood the benefits of partnership working. The Discover Rutland Tourism Committee and the wider tourism industry have demonstrated that by working together, much more can be achieved than working separately and it is this commitment and shared desire to see Rutland develop and prosper which has helped make it the success it is today.

Moving forward, this document sets out the vision and ambitions to 2025. The aim is to build on the evident successes of the previous vision and strategies and provide a framework around which Rutland can establish itself as the destination of choice for short rural breaks in the heart of England in the wake of the 2020 Covid-19 pandemic.

Membership has been increasing year on year and revenue is up as a result, but momentum needs to be maintained, particularly as many businesses have taken a significant financial hit from the pandemic, and will be examining closely the value of all non-core expenditure.

The Discover Rutland Management Committee conducted a survey of its members to understand the impact UK lockdown had on their business. The key responses are summarised below:

- 91% have been impacted negatively
- 59% have placed staff on furloughed leave
- 81% have been satisfied or very satisfied with Discover Rutland communications during UK lockdown
- 68.2% were planning on applying for the VisitEngland 'We're Good To Go' industry standard
- When asked - How do you feel that Discover Rutland could help you to recover from UK lockdown? Replies include:
 - Advertising costs reduced / free advertising
 - Positive PR and marketing for the county as a whole
 - Keep supporting our activities and our 60 or so pubs
 - Ensure that Rutland is put on the Map in national campaigns so it is as popular as Lake District for going on holiday and exploring/day visits
 - Encourage more visitors to Rutland
 - Put all effort into promoting Rutland and showing we are ready to welcome visitors



In response to these messages, the Committee will deliver a new “Rutland – Open for Visitors” promotional campaign to promote the unique, beautiful and spacious county-wide visitor offer.

Whilst marketing at local events should not be ignored, they attract mostly local visitors who are already familiar with Rutland. It is therefore considered prudent to effect a shift to investing in more national exposure, be it larger exhibitions & trade shows further afield, or through national marketing channels. Furthermore, as Discover Rutland’s ability and confidence in attracting foreign visitors grows, it should continue to explore global visitor markets.

Looking at the longer term, when social distance restrictions are lessened, Group travel is another valuable market that could be better exploited. Coach travel provides local businesses and attractions with frequent, high volume visitors and the benefits this brings. Discover Rutland will work with members to support in provision of advice and guidance on how best to cater for group travel.



4 Target Objectives 2020 - 2025

It is important to build on Discover Rutland's successes to date and to invigorate the re-start of the industry as pandemic restrictions ease. Having goals for the Committee and Tourism Officer to deliver against is an important way to measure achievements. In addition to this, each of the six sub groups will also have their own objectives to work towards.

The Discover Rutland Tourism Strategy aims to promote Rutland as a key tourism destination, continuing to develop 3 main objectives from the previous Tourism Vision:

- 1. Stimulate and support the Rutland offer**
- 2. Recognise and attract Rutland's key audiences**
- 3. Ensure a Sustainable Future for Tourism in Rutland**



4.1 Objective 1 – Stimulate and support the Rutland offer

Rutland and the surrounding area has many aspects that make it attractive to visitors; being a rural county with two traditional market towns, rolling countryside and picturesque villages makes it appealing for relaxing breaks. Rutland also has many features which satisfy socially distanced pursuits such as water sports, bird watching, heritage, walking and cycling. In recent years there has been an increase in things to do for a younger audience, from family attractions such as a reptile zoo and farm park, to adrenaline activities for older children and young adults such as an inflatable obstacle course on Rutland Water. There are also key audiences to appeal to, such as those seeking dog friendly breaks, which has a growing market group. Additionally, having quality accommodation and food & drink offerings distributed throughout the county is a great benefit.

To help Rutland become a leading destination, the following areas will be maintained and developed:

Events & Activities

- Identify short break themes to target specific audiences particularly those seeking socially distanced activities, such as golf, bird- watching, cycling and fishing
- Support off-peak activities and events to broaden the season further, particularly during the cooler winter months.
- Enhance and promote the outdoor areas with dog, accessible and cycle- friendly attributes
- As pandemic restrictions on large scale events begin to ease, identify new opportunities and work with partners and local event organisers to help promote events and activities in the county
- Focus on events and entertainment in market towns & villages to capitalise on day visitors to Rutland Water thereby boosting the night-time and high street economies, whilst taking account of the need for events to be safely designed and managed

Products

- Support enquiries relating to product gaps and the demand for specialist accommodation types and support businesses wishing to enter this market
- Attraction development: supporting all-weather options and encourage joint schemes, such as the visitor passport discounts scheme.
- Engage with the development of the built and natural environment by working with the Rutland County Council planning team
- Work with Anglian Water to promote Rutland Water Park as an outstanding and unique leisure destination
- Work with neighbouring partners to enhance the Rutland offer



Assets

- Protect our key selling points, such as independent shops and restaurants
- Sell the strength of our rural escape offer and convenience in location
- Maintain and develop the successful partnership between the Discover Rutland Tourism Committee, local tourism industry & Rutland County Council
- Continue to communicate proactively with the local tourism industry
- Continue to communicate with and grow the customer database
- Build on links with Visit England and other key partners
- Encourage businesses in the area to promote Rutland to their customers

Marketing

Many of the points listed above require effective promotion, and in order to support the Rutland offer, awareness of it needs to be increased. Discover Rutland must therefore ensure up-to-date marketing platforms are embraced and new technologies implemented when possible. The Discover Rutland website was redeveloped in 2019 to improve the visual impact and functionality. It is proposed that further upgrades & enhancements may be implemented in line with new technological advancements and opportunities over the next few years. The new “Rutland – Open for Visitors” campaign will include delivery through all of our channels, including print media and online.



4.2 Objective 2 – Recognise and attract Rutland’s key audiences

Objectives 1 and 2 are very much linked, as the Rutland offer greatly influences Rutland’s audience. Google Analytics reporting (2018 website review) shows that over 70% of the website’s audience uses mobile devices or tablets to view the information, confirming the necessity to invest in a responsive & mobile-friendly website, which has been done.

Different audiences need different marketing approaches, despite the importance of online marketing continuing to increase; there is still an audience that relies on paper promotion. Rutland needs to ensure its promotional activity is targeted to the Rutland audience in order for it to be effective.

It must be highlighted that audiences vary on different platforms. For example, when reviewing Discover Rutland’s audience on Facebook, it is clear that the majority of ‘fans’ are in the local and surrounding areas (62%). Facebook ‘likes’ were up 29% in 2018 and Twitter followers increased by 7%. The largest demographic of website users are from the London area (17%), so the marketing approach must reflect this. It is encouraging to note that the significantly largest majority of website hits (78%) originated from organic Google searches, which suggests that sponsored web-site links are not essential at the current time, but will be considered for specific promotions.

Audience focus

-
- Continue to target key audiences from 2 hour drive time
- Target potential special interest groups
- Build the appeal of Rutland as a year round destination
- Market experiences and themes rather than places (linking with the Visit England Tourism Strategy)
- Promote & grow the Explorer’s Road project targeting the German tourism market & consider expanding to attract additional foreign markets

Online importance

- Continue to utilise new technology
- Investment in web developments to ensure the website is an up-to-date and an inspiring tool
- Continue to widen use of social media and exploit these channels to gain new customers
- Recognition of website as key marketing and communication tool
- Develop customer contacts database and ensure quality communication via e-newsletters and offers



4.3 Objective 3 – Ensure a Sustainable Future for Tourism in Rutland

Since the Discover Rutland brand was created in 2007, it has grown into a recognised and well respected identity for the county. To continue this growth, in the wake of the global pandemic, it is imperative that the work done towards tourism in Rutland is maintained.

There are a number of ways that the future can be protected but the fundamental way to ensure a sustainable future is to focus on revenue generation.

Financial

- Continue to grow membership of Discover Rutland through marketing &
- tailored packages, e.g. associate memberships
- Seek opportunities for other funding streams, e.g. CIL & S106
- Encourage investment from suitable partners, financial and otherwise

Integrity of product

- Signpost businesses to available training and skills development
- Support and enhance visitor centre services
- Expand and exploit opportunities to work in partnership with destinations which fit with Rutland
- Ensure Rutland keeps up-to-date with technological advances in marketing opportunities for promoting the county
- Ensure the quality of the Discover Rutland brand is maintained when partners are used to do work under that umbrella

Partnership Working

- Utilise skills and opportunities from local businesses to outsource suitable Discover Rutland projects, such as the visitor guide. Thus creating a low-risk method to deliver on projects whilst requiring fewer officer hours
- Continue to build links with key partners across the region with key organisations such as Anglian Water
- Continue to extend the catchment of Rutland to include businesses in and around Melton, Stamford, Market Harborough and other areas which would be attractive to visitors staying to Rutland
- Market short break experience using elements of partner destinations to make the offer more appealing to customers
- Encourage and organise familiarisation visits across Rutland and the wider area
- Capitalise on building relationships with national tourism bodies such as Visit England and explore cross-promotion with DMO's nationally.



4.4 Objectives for the six groups from the Management Committee

In addition to the main committee objectives, each of the six groups also has their own goals to work towards:

Events

- Explore funding opportunities for local events
- Reach out to more distant audiences through attending national exhibitions

Finance

- Oversee the Discover Rutland finances whilst managing the profitability of the other 5 groups
- Explore new funding opportunities for Discover Rutland, e.g. developer contributions

Guide & Literature

- Work in partnership with a marketing company to create a profitable Discover Rutland visitor guide
- Explore demand for local leaflets and map pads

Membership

- Encourage and grow the membership database offering value for money, developing new benefits where possible
- Promote the membership scheme as an essential cost for local businesses

PR & Marketing

- Increase exposure through press releases and social media campaigns
- Explore funding opportunities for marketing projects, such as the Discover England Fund & developer contributions

Website

- Ensure the Discover Rutland website remains up-to-date by creating and maintaining a responsive website, investigating income generation opportunities
- Manage online data to provide useful and current local information for events, attractions, accommodation and places to eat



5 Ethical Objectives

The Discover Rutland Tourism Committee agreed on the importance of including new objectives into the tourism strategy, highlighting the importance of two key areas that overarch the three aims carried over from the previous vision stated above; Environmental and Accessible.

Many Rutland businesses already champion excellent green credentials and/or accessibility. Discover Rutland aims to better highlight what businesses are doing in these areas and support businesses in how to improve.

5.1 Environmental Objectives

As a rural county that prides itself on having beautiful countryside and an internationally renowned nature reserve, it is Discover Rutland's aim to become a leader in this area. Initially this will involve communicating how our businesses are already environmentally aware, and what they have in place to reduce their environmental impact. Greetham Valley were awarded the National Environmental Golf Course of the Year in 2017 and have the long-term aim of becoming carbon neutral. In 2016 Anglian Water became the first ever company globally to have a carbon management process independently verified and set an ambitious long-term goal to become carbon neutral by 2050. Anglian Water pledged in 2019 to achieve net zero carbon emissions for the sector by 2030 and set numerous short-term targets to work towards their commendable objective.

Discover Rutland also aim to suggest ways to help consumers reduce their carbon footprint when visiting, with new initiatives such as e-bike holidays. The committee would also like to be able to support businesses in doing what they can to reduce their carbon footprint by providing information and signposting relevant initiatives.

Consumers increasingly consider green credentials when deciding which businesses or destinations to visit, however this is not the only reason Discover Rutland wish to highlight the issue, as ultimately becoming more environmentally friendly is a responsibility that everyone will need to consider going forward.

5.2 Accessibility Objectives

21% (13.3 million) of people in the UK reported a disability in 2017/18, an increase of 18% from 2007/08 [Department for Work and Pensions Family Resources Survey 2017/18]. This is an audience that look for specific details about venues that they are planning to visit, before making their final decision, and it is important to be able to provide the information they seek easily.

Research shows that 83% of people who look for access information when planning a trip will use destination websites such as Discover Rutland, but only 39% find this information easily [Visit Britain]. Therefore it is our aim to make the Discover Rutland website a platform that provides the right information easily, using Visit Britain's



'Destinations for all' guide as an aid.

63% of businesses do not promote the fact they make provisions for guests with access needs [Eurostat survey]. Discover Rutland aim to help local businesses communicate their relevant information both on their own website and through Discover Rutland's, utilising Visit England's 'Accessibility Guides' template. And support businesses to improve their access where possible.



6 Partnership Approach

Discover Rutland reviews the objectives of the following organisations when developing its own objectives, to ensure an achievable and concurrent approach.

6.1 UK Government

The UK Government published a Tourism Action Plan in August 2016 after the British people voted to leave the European Union. The plan includes new initiatives and measures to help Britain compete as a major tourism destination for both international and domestic markets. The Governments priorities are;

- **The tourism landscape:** strengthening co-ordination and collaboration
- **Skills:** boosting apprenticeships and attracting more people to careers in tourism
- **Common sense regulation:** examining the scope for deregulation
- **Transport:** making it easier for visitors to explore by rail, bus and coach
- **A GREAT Welcome:** driving continuous improvements in our visa service

The government recognise that over 50% of inbound spending happens in London and aims to encourage visitors to travel beyond the capital. A £40 million Discover England Fund has been implemented through VisitEngland, to strengthen regional tourism. Discover Rutland has ensured it is involved in this opportunity, by developing a successful project that is now led by another partner.

Discover Rutland will strive to keep the industry updated on relevant changes that may affect them throughout the pandemic recovery and post-Brexit, and also embrace the opportunities available through the Discover England Fund.

The government have previously invested over £130m in campaigns such as the Great Britain branding and in Visit Britain overseas campaigns taking advantage of the global interest in the Diamond Jubilee and the 2012 Olympic Games.

The Government's Strategy "Delivering a Golden Legacy: a growth strategy for inbound tourism 2012-2020" built on this work and set out what Britain could do to ensure international tourism delivered the largest economic benefit possible, with the aim of attracting 40 million international visitors a year spending £31.5 billion by 2020).



6.2 VisitBritain / VisitEngland

VisitBritain / VisitEngland plays a unique role in building England's tourism product, raising Britain's profile worldwide, increasing the volume and value of tourism exports and developing England and Britain's visitor economy. They have also provided valuable support to DMO's and businesses throughout the pandemic to clarify tourism specific advice.

VisitEngland activity continues to be focused on the development and delivery of the Discover England Fund (DEF) announced by the Government in November 2015, which was designed to drive inbound visits and spend and support the domestic market through the delivery of world-class, stand-out, bookable tourism products.

The successful national project "The Explorer's Road" launched in 2019 was facilitated by a DEF bid, initially conceived by Rutland but, due to its scale, Newcastle Gateshead now manages the project with Rutland continuing as one of the key partners. The project has developed a new 500km touring route using the A1 as an artery road, highlighting traditional market towns, hidden landmarks, English experiences and much-loved countryside from Hitchen to Beswick, with Rutland featuring as one of the primary route stages. The project is initially aimed at German tourists but it is hoped to be developed further once set up.

VisitBritain's extensive network connects the UK with a global audience across four regions - Europe, the Americas, Asia, China and North East Asia – serviced by offices around the world.

Discover Rutland will continue to engage with VisitEngland projects such as the English Tourism Week, and highlight relevant Rutland content to their call-outs.

6.3 Rutland County Council

Rutland County Council has adopted a new Corporate Plan for 2019-2024, with a new Vision: "Rutland – High Quality of Life in Vibrant Communities"

The Council has set out a number of corporate priorities within the plan to ensure Rutland's communities benefit from great facilities, with continually improving quality of life.

Having a successful tourism industry in Rutland impacts on all aspects of this vision:

- A thriving tourism industry creates a county which is attractive and vibrant with things to do, and ensures the area's beauty is maintained, creating pride from the current residents, and encouraging interest in the area as a great place to live.
- The tourism industry in Rutland supports over 1,745 full time equivalent jobs (STEAM 2018) both directly and indirectly. This makes it the fourth largest employer in the county (NOMIS Labour Market Profile Rutland 2017). In addition to employment in the tourism industry, having a prosperous county makes other jobs in the area more attractive due to the desirable location.



- Tourism amenities, whilst attracting visitors, are also great facilities for local residents to use in their leisure time.
- In order to attract visitors to the county, there need to be things to entice them, such as quality accommodation, attractions, place to eat and things to do.
- Tourism is imperative to supporting the Rutland County Council vision. Vibrant communities rely on tourist facilities being available for both residents and visitors alike.

6.4 Anglian Water

Anglian Water Services Ltd ('Anglian Water') is the largest geographic water and wastewater company in England and Wales, covering 27,500 square kilometres. The Anglian Water region includes water and water recycling centres (sewage treatment works), reservoirs and networks stretching from the Humber in the north to the Thames in the south, from Northampton in the west across to the east coast. They also provide water services to the Hartlepool area as Hartlepool Water. In total they supply over 6 million customers.

Anglian Water provide fantastic water parks for people and wildlife, receiving over 2.5 million visitors a year and covering over 4,428 hectares of parkland, woodland, nature reserves and water, most of which centres around their seven waterparks - Rutland, Grafham, Alton, Pitsford Water, Ravensthorpe, Hollowell and Taverham Mill.

The water parks are a wonderful resource for the public, offering people of all ages and abilities the chance to spend time outdoors, enjoying a variety of pursuits - from fishing and sailing to walking, cycling, wildlife watching and more. Their intention being to conserve and enhance the region's natural riches and help make a positive difference to the communities they serve.

Rutland Water is the largest of the water parks covering 1700 hectares of land and water in the heart of the county of Rutland and receives over 1.2 million visitors a year. Anglian Water Parks have established the follow values, principals and objectives:

Values

- One park, one team, one experience

Guiding Principles

- Deliver commercially sustainable developments whilst maintaining the integrity of the natural park environment
- Deliver a customer experience to compliment and promote the Anglian Water brand and ethos
- Grow and develop park operations promoting access for everyone, particularly beside to and on the water
- Maintain a safe, healthy and enjoyable environment for visitors and staff



Aims/Objectives

- Be leading visitor attractions maintaining Green Flag Status and achieving VAQAS
- at all parks
- Deliver an excellent and consistent customer service and experience across all parks and activities
- Create all season attractions - resilient to changing and unpredictable weather and climate change
- Provide access to as wide a range of facilities and as wide a range of people as possible
- Achieve fair returns to enable investment and maintain our facilities for the enjoyment of all
- Ensure the parks deliver great customer service and quality facilities that promote the Anglian Water brand

Anglian Water continues to make significant investment in and around Rutland Water Park, enhancing the appeal and offering of the County of Rutland as a tourist destination. Significant recent additions to Rutland Water have been the largest inland beach at Sykes Lane, which attracts thousands of visitors every summer, and Aqua Park Rutland that opened in 2016 at Whitwell Creek and attracts over 55,000 visitors annually.

In addition to activity and facilities, Rutland Water Park hosts an increasing number of national & international events including Bird Fair, sporting competitions and new for 2020 the Anglian Water Music Festival.

This tourism focused development around the Rutland Water Park is integral to the tourism offer in Rutland and it is important for Discover Rutland and Anglian Water to have a close relationship in order to assist each other in achieving their objectives.



7 Supporting Documents

Supporting documents can be found on the following links:

Rutland's STEAM data:

<http://www.discover-rutland.co.uk/tourism-trade>

The UK Government's Tourism Action Plan:

<https://www.gov.uk/government/publications/tourism-action-plan>

Rutland County Council's Corporate Plan 2019-2024:

<https://www.rutland.gov.uk/my-council/how-the-council-works/key-plans-policies-and-strategies/corporate-plan/>