

Discover
Rutland



Annual Tourism Forum 2019

With thanks to the sponsors of our refreshments...

Barnsdale Lodge | The Falcon | The Olive Branch



2019 Agenda



Welcome & Overview

Ed Burrows - Chairman, Discover Rutland Tourism Committee

New Website

Mary Copley, Tourism Officer

Discover Rutland Management Committee Area Updates

Guide & Literature

Events

Membership

PR & Marketing

Website

Finance

Committee Objectives

Anglian Water Update

William Kirstein, Rutland Water Park Manager



Welcome & Overview

Rutland STEAM results 2018



➤ Economic impact:

£135.60 million (up 9.5% on 2017)

- Indirect	<u>£33.38m</u>	+ 9.7%
- Shopping	<u>£30.93m</u>	+ 7.7%
- Food and Drink	<u>£26.00m</u>	+ 8.8%
- Accommodation	<u>£21.99m</u>	+ 13.7%
- Transport	<u>£12.43m</u>	+ 8.5%
- Recreation	<u>£10.87m</u>	+ 8.8%

➤ Visitor numbers:

1.893 million (up 2.1% on 2017)

➤ Employment supported by tourism in Rutland (full time equivalent):

1,754 (up 6% on 2017)

Update on Finances

Ed Burrows, Barnsdale Lodge



We are financially sustainable!

- Reduced annual cost commitments by £7k
 - website & e-newsletter
 - Increased Membership income to £21k
- = Investing in digital marketing



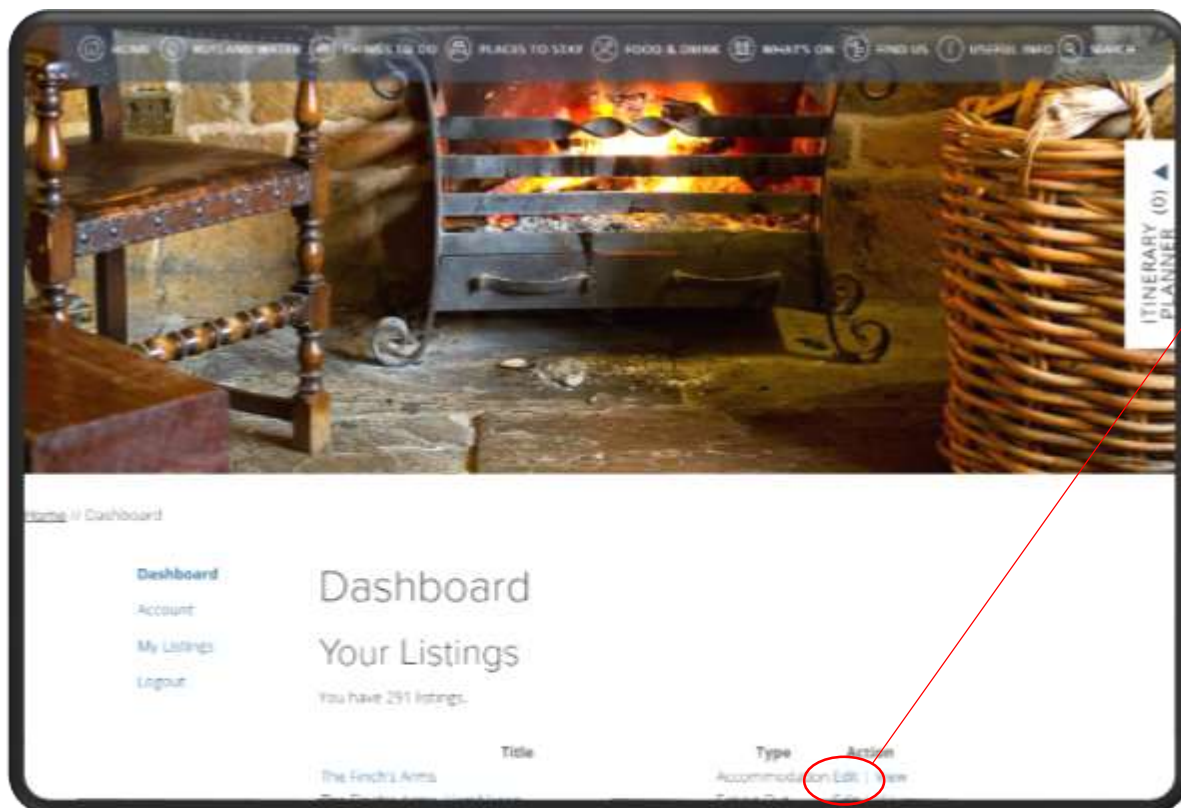
Discover Rutland

NEW WEBSITE!!



Discover Rutland

NEW WEBSITE!!



Listing Type

Description

Images

Location

Contact

Pricing

Facilities & Awards

Times & Dates

Search Tags

Update my listing



Update on Guide & Literature

Jason Allen, The Fox



Spring Summer & Autumn Winter 2019

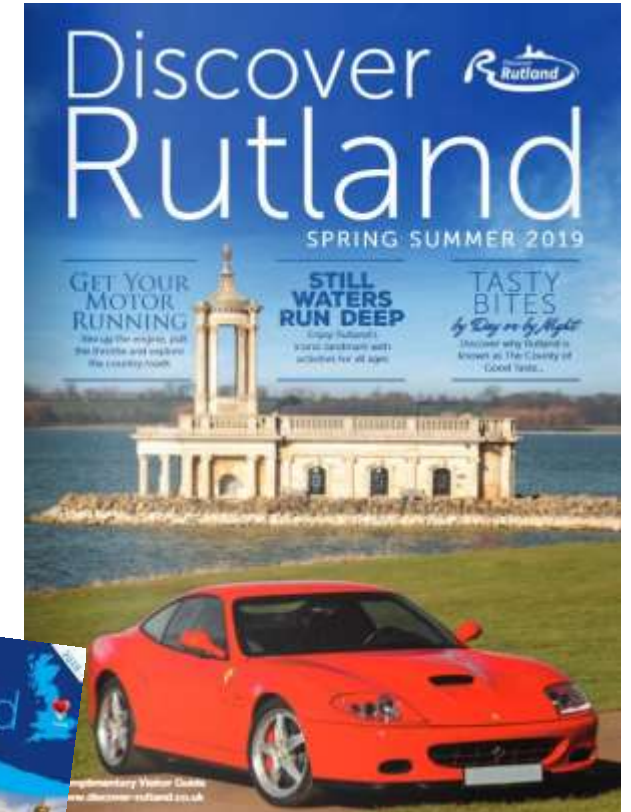


- Continue to be successful publications due to our relationship with Nimble Media

SS = £897 profit share

AW = £632 profit share

- Invested in new photography
- National distribution channel changed to Pear Distribution
- Fold Out Map – also produced by Nimble Media with a geographic focus on London, Yorkshire & Norfolk



Update on Guide & Literature

Jason Allen, The Fox



Revised Mini Guide & Map Pads for 2019

- Continue to be popular
- Local distribution
- Collect from Rutland County Museum



COMING SOON...

Discover Rutland
Food & Drink Map



Update on Events

James Torbell, The Falcon



Discover Rutland Food & Drink Week

26th October – 3rd November 2019

- Around 20 venues offering a special

Discover Rutland Set Menu

- Special offers from around 30 businesses
- Great events including;
 - Uppingham Beer Festival (The Vaults)
 - Rutland Food & Drink Festival (Carolyn Acton)
 - Two Chimps Coffee School



**NEWBY
CASTLEMAN**
CHARTERED ACCOUNTANTS

Update on Events

James Torbell, The Falcon



Discover Rutland Annual Ball

- 2nd Year of this fundraising event
- Fantastic value for money
- Rutland Water Golf Course kindly hosted

Raised nearly £2,000



Update on PR & Marketing

Ben Jones, The Olive Branch



The Role of the PR & Marketing Committee

- Promote Rutland Nationally as a Tourism destination
- Promote Discover Rutland members locally and nationally
- Promote the Discover Rutland Brand

Campaigns

- English Tourism Week
- Mini Films
- New Website
- Rutland Food & Drink Week

Press Releases

- > EASTER – attractions opening
- > SUMMER – festivals & events

Update on PR & Marketing

Ben Jones, The Olive Branch



English Tourism Week

Re-Discover Rutland – 30th March to 7th April 2019

AIM - To encourage locals to rediscover the attractions in our great county. Drive traffic to the DR website to benefit all members

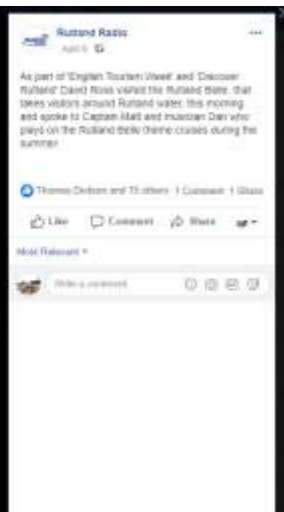
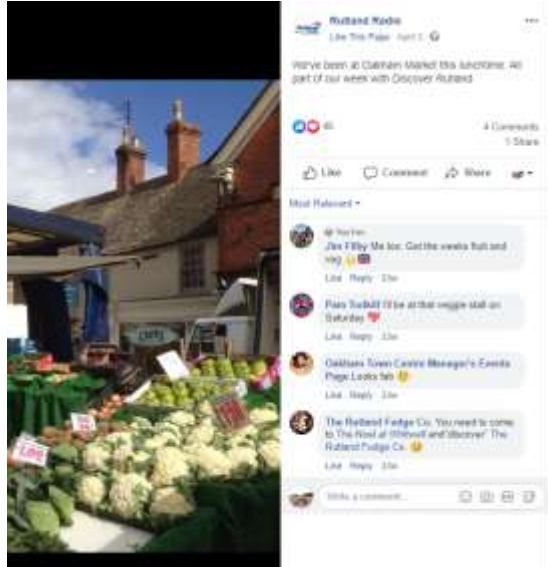
HOW - Local Radio

- o Rutland Radio Commercial

- o Rutland Radio visited and highlighted a different Discover Rutland Attraction each day

- Attraction Offers

- o Attractions had the opportunity to promote offers on DR site



Update on PR & Marketing

Ben Jones, The Olive Branch



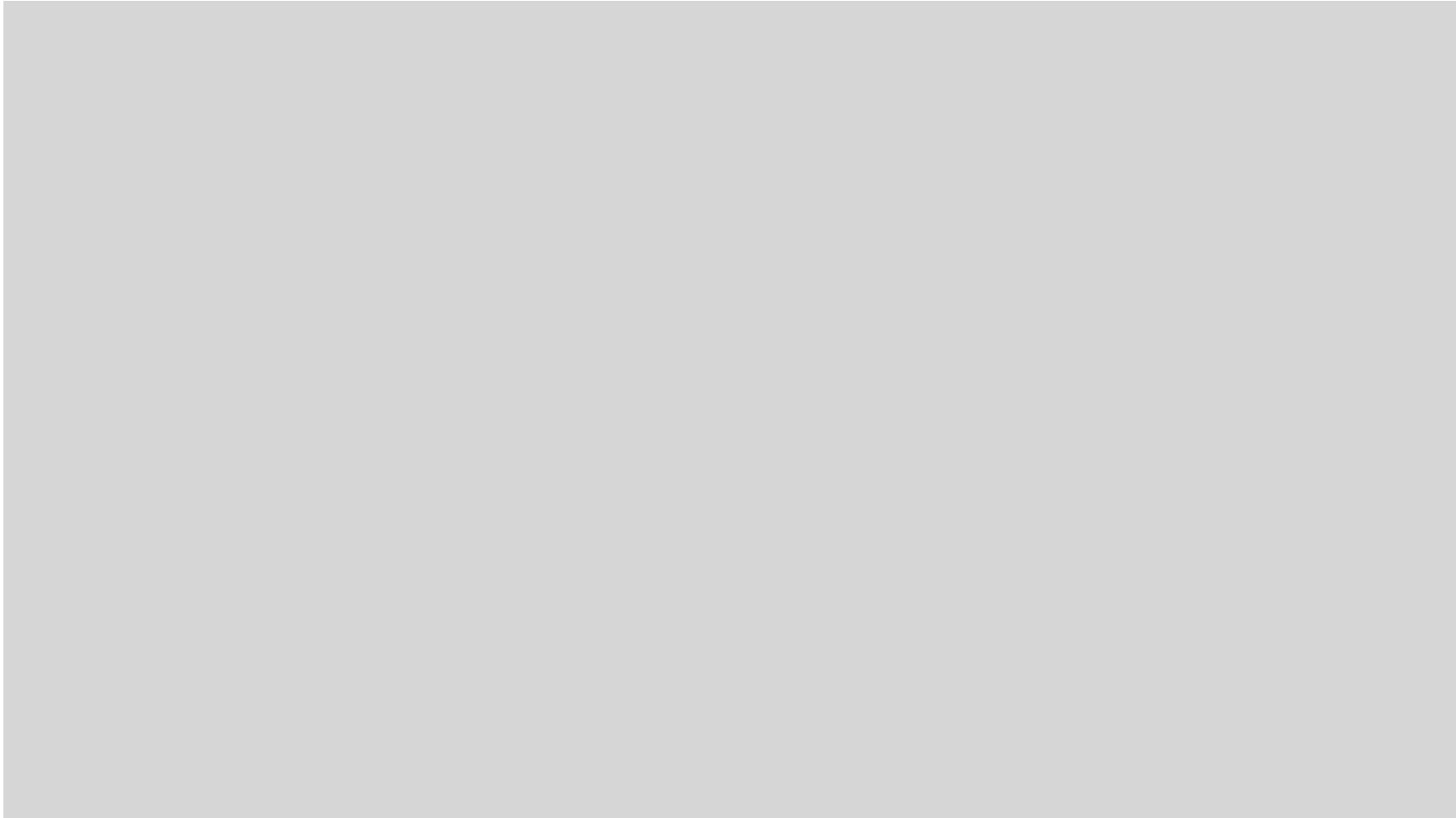
Three Mini Films

- AIM** – Create short films that could be used across social media through the year to promote lots of different aspects of our great county
- HOW**
- One aimed at families and also promoting Spring & Summer
 - o Used in various social media posts to promote
 - o Spring & summer
 - o Families & activities
 - o Discover Rutland Discover More
 - One aimed at empty nesters and also promoting Autumn & Winter
 - o Used in various social media posts to promote
 - o Discover Rutland – The County of Good Taste
 - o Discover Rutland – Autumn Winter
 - One used in Motorway services via Pear Distribution



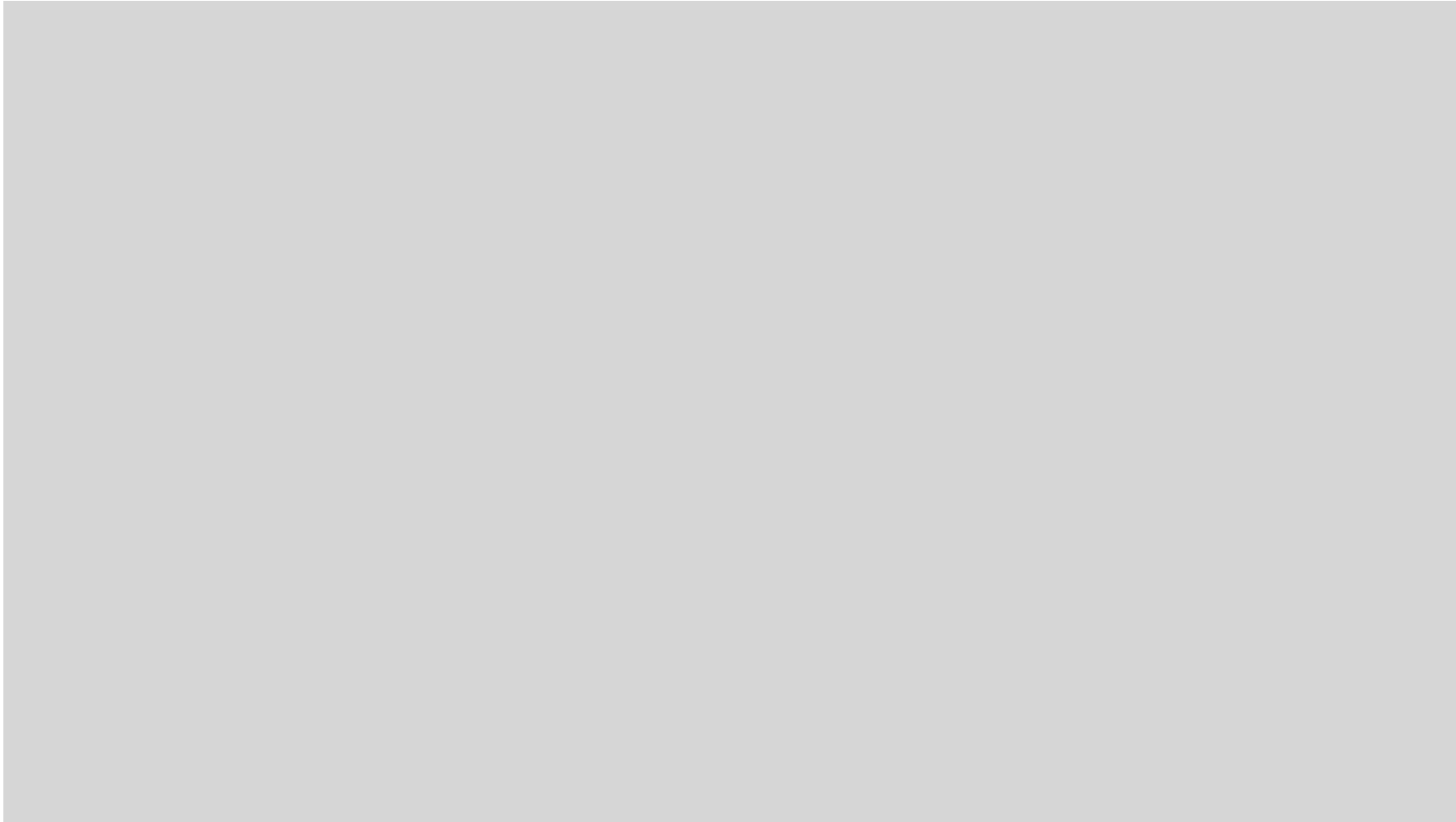
Mini Film Families/Active

Ben Jones, The Olive Branch



Mini Film Relax

Ben Jones, The Olive Branch



Mini Film Motorway Services



www.discover-rutland.co.uk

Update on PR & Marketing

Ben Jones, The Olive Branch



Discover Rutland Food & Drink Week

Re-Discover Rutland – 30th March to 7th April 2019

AIM - A joint Events & Marketing campaign to encourage Rutlanders to use our local restaurants/pubs/cafes etc. during a quieter autumn period and also to attract 'food' tourist to Rutland

HOW - With additional sponsorship from Newby Castleman

- o Create fliers sent out across the county
- o DR Menus that all participating venues used
- o Separate website listing all the events and promotions

- Rutland Radio participation

- o An advert
- o Visited a different participating venue each day



Update on PR & Marketing

Ben Jones, The Olive Branch



The Results

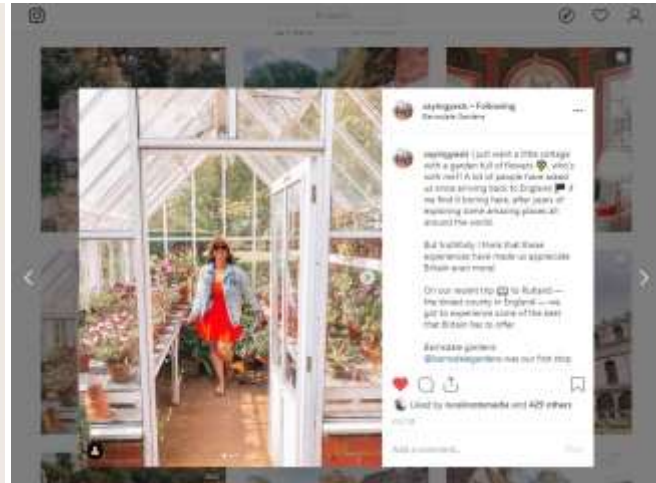
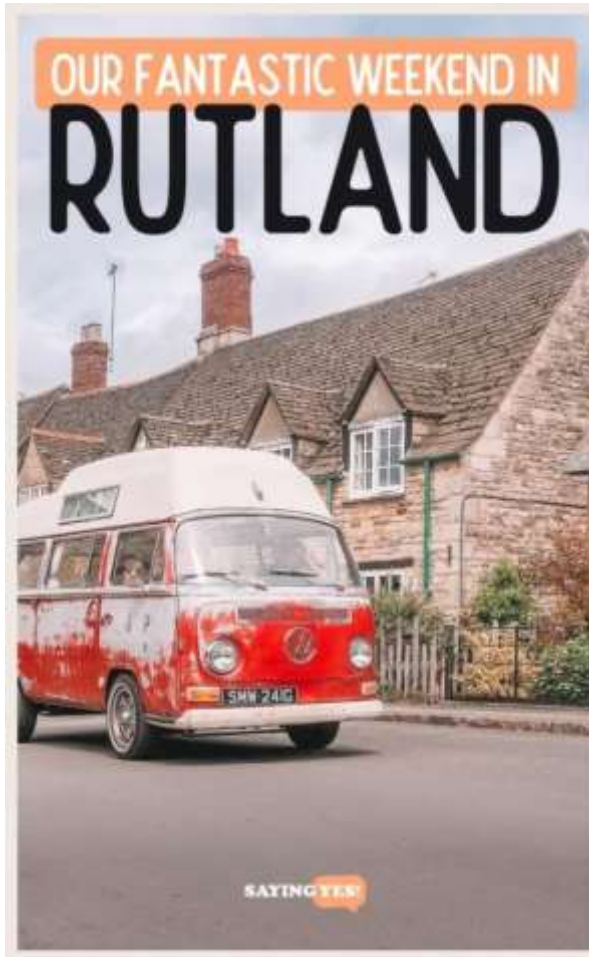
- Facebook videos reaching an estimated audience of 40,000
- Increase facebook followers from 2200 to 3000
- Increase Instagram to 1600
- We are now getting more regular coverage across National Media



Promotions Media Coverage

Saying Yes digital influencer

The Travel Guide
The Guardian; Jan 2019



Promotions Media Coverage



Britain Insider article from USA, Feb 2019

The Times on Saturday, 16 Feb 2019



The Sunday Telegraph 17 Feb 2019



Promotions Media Coverage

The Saturday Telegraph
28 Sept 2019



The Sunday Times, 12 Oct 2019



Promotions Media Coverage



BUT WE CAN DO SO MUCH MORE

Share – Like – Retweet

#DiscoverRutland

@ DiscoverRutland



- ✓ Add our weblink to your email signature & website
- ✓ Use our videos / logo / Brand name
- ✓ Promote that you are members
- ✓ Tell us if you are happy to host journalists for
- ✓ **Review & Update your weblisting**

Promotions New for 2019



NEW

- Website & Mini Films
- Dump bins
- Event display & marquees
- Members workshops



CONTINUED

- Talk & Tour events
- Mini guides & Map pads
- Beer mats collaborations with CAMRA



Promotions Group Travel & Events



- Attended Group Travel Excursions Show with South Kesteven – January 2019
- Advertised and had flier inserts in Group Travel World Magazine Sept
- Working with Rutland Belle's coach contacts



Attended Peterborough Biscuit Event – Feb 19
Attended Rutland County Show – June 19



Anglian Water Update

William Kirstein
Park Manager – Rutland Water

LOVE EVERY DROP. PUT WATER AT THE HEART
OF A WHOLE NEW WAY OF LIVING.

- **What We do**
- **The Past Year**
- **The Year Ahead**

LOVE EVERY DROP. PUT WATER AT THE HEART
OF A WHOLE NEW WAY OF LIVING.

What we do?

First and foremost we are a water company!

Parks and Conservation manage access, conservation and recreation across the Anglian estate

7 primary sites - Rutland, Grafham, Alton, Taverham, Pitsford, Ravensthorpe and Hollowell



LOVE EVERY DROP. PUT WATER AT THE HEART
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Rutland Water



Entirely Owned by AW

Primary function is a raw water storage reservoir, abstraction takes priority over recreation

Duty to provide 'access' and to maintain the site (a path and a car park)

SSSI, SPA and RAMSAR site

Regulated by

- NE
- OFWAT
- EA
- FSC
- Subject to usual planning/building control etc.

In year 5 of the current 5 year management period



LOVE EVERY DROP. PUT WATER AT THE HEART
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Our approach to access

Legal duty to provide 'access'

We want to do more than is required

- Cycling
- Walking
- Fishing
- Sailing
- Wildlife watching
- Events
- Food/drink
- Weddings
- Volunteering
- Picnics
- Beach
- Open Water swimming



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The past year?

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Quality and Awards



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Events

- 10 Major sports events per year
- Addition of night walk
- Over 20 national & international fishing competitions
- c.25000 visitors to the International Birdfair



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Attractions/Activities



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Publicity



ITV Soap Emmerdale being filmed at Rutland Water

By Suzanne Moon - suzanne.moon@liffepublishing.co.uk

Published: 12:26, 22 October 2019 | Updated: 14:16, 23 October 2019

Scenes for the ITV soap Emmerdale have been filmed at Rutland Water this week.

Film crew were close to Normanton Church, close to where the weekly Rutland Water Pelorus is held.

On the Normanton Church Facebook page, viewers were being urged to keep an eye out for an 'explosive' storyline.



Normanton Church
13 hrs · 📷

Like Page



ITV REPORT 16 May 2019 at 10:42pm

Chick flicks: Watch our videos to mark the 150th Ospreys hatched at Rutland Water



#rutlandwater
metoffice



682 likes

metoffice A beautiful sunrise at Rutland Water today from @pcc_photo 📷



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Visitor Numbers 2018

NEWS ▾ IN YOUR AREA WHAT'S ON ▾ LEICESTER CITY FC TIGERS BUSINESS SPORT ▾

WESTIN
Let's rise

Learn more

IN ASSOCIATION WITH **REACH SOLUTIONS**
Marketing solutions designed to grow your business »

Reach
Solutions

News ▸ Leicester News ▸ Rutland Water

Rutland Water advises people to go elsewhere on Bank Holiday Monday as car parks are full

'If you're planning on visiting this afternoon we strongly recommend you make alternative plans!'

By [Adrian Troughton](#)
14:19, 7 MAY 2018

SHARE [f](#) [t](#) [in](#) [r](#) [e](#) [m](#) [c](#) COMMENTS

▸ Enter your **postcode** to see news and information near you
Community updates, Crime Statistics, Local News & Events and much more...

Enter your postcode

WESTIN
Let's rise

Learn more

LOVE EVERY DROP. PUT WATER AT THE HEART
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Visitor Numbers 2019

Rutland Water beach is about to open for the 2019 season - here's what to expect

Why not soak up the sun there this weekend?

SHARE       2 COMMENTS

By [Becky Jones](#) What's On Writer
17:03, 28 JUN 2019 | UPDATED 17:31, 28 JUN 2019

WHAT'S ON



LOVE EVERY DROP. PUT WATER AT THE HEART
OF A WHOLE NEW WAY OF LIVING.

t over toxic

NEWS

Visitor Numbers 2019

News • Leicester News • In the News

Rutland Water Beach and Aqua Park shut over toxic algae - 24 hours after it reopened

The levels of the poisonous blue green algae are being monitored

SHARE



1 COMMENT

By [Adrian Troughton](#)
13:49, 31 JUL 2019

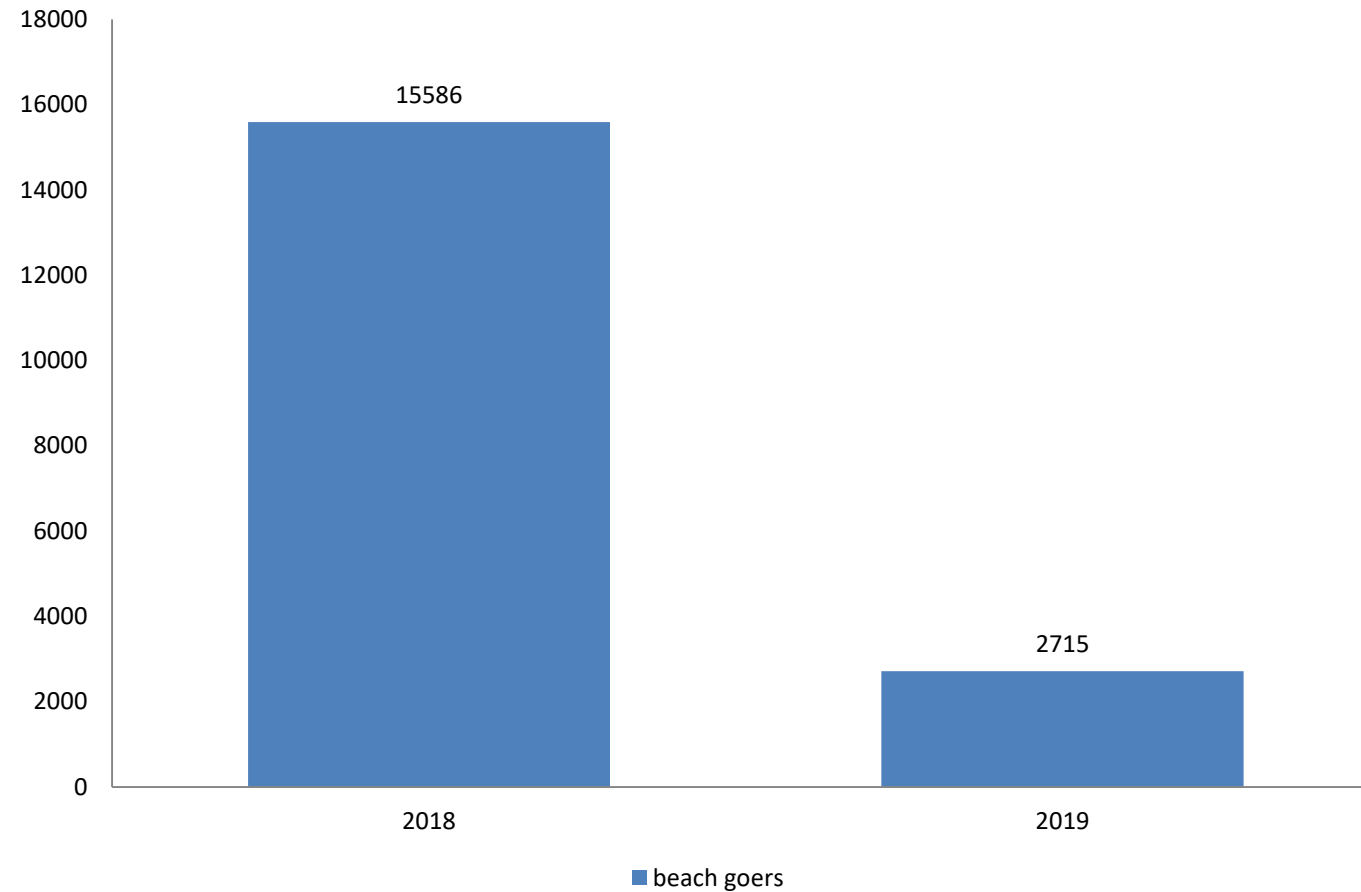


NEWS



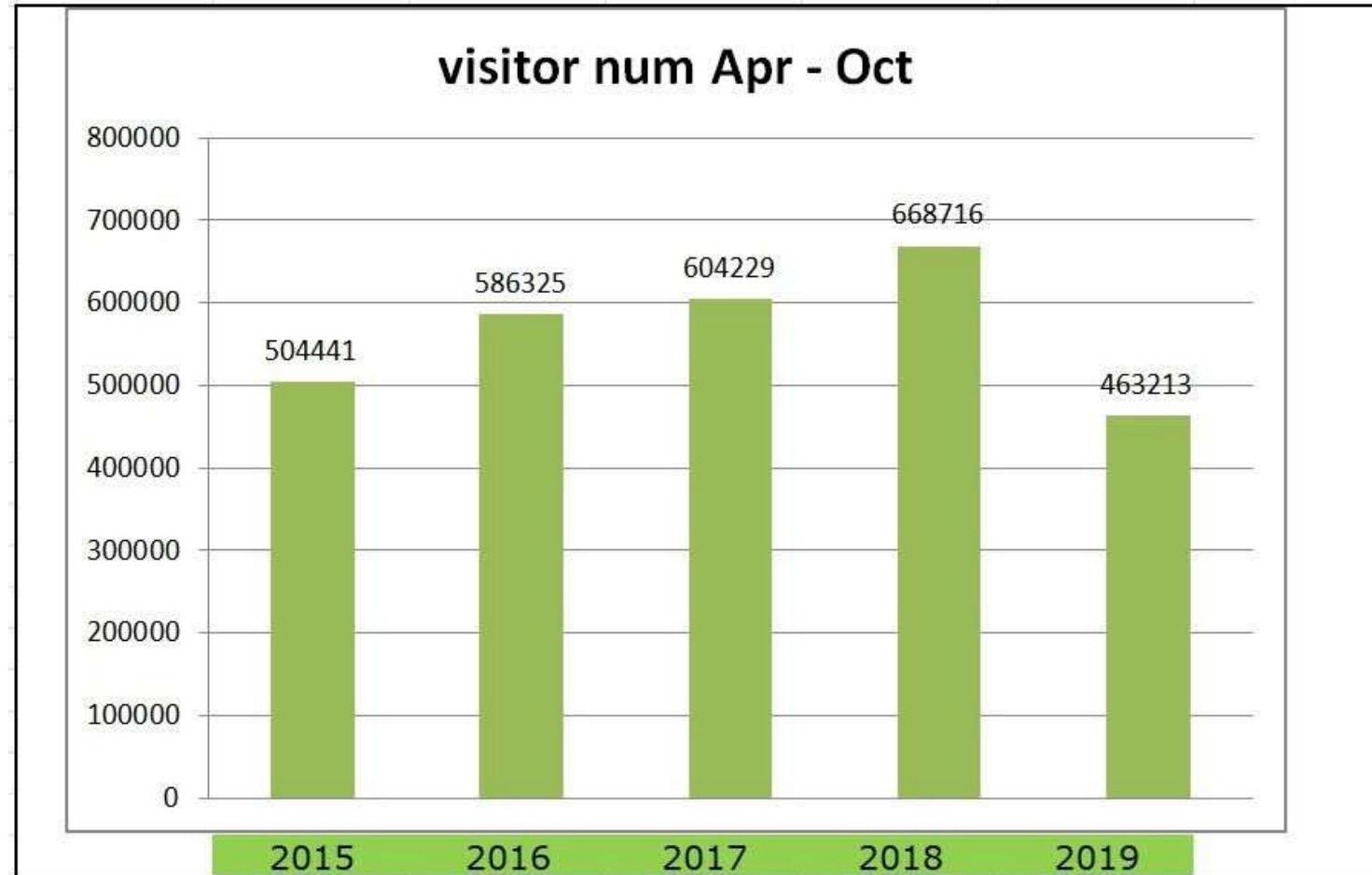
LOVE EVERY DROP. PUT WATER AT THE HEART
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Visitor Numbers



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Visitor Numbers



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Future Plans

LOVE EVERY DROP. PUT WATER AT THE HEART
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Using Data

Key Insights

- "The UK leisure industry is in continued growth and estimated to be valued at **£125 billion** in 2017".
- "Consumer appetite for new experiences and keeping fit will help the sector reach **£141 billion** by 2022."
- "**Outdoor attractions were the market's best performer in 2016**, with gardens, wildlife attractions/zoos, historic houses/castles and country parks all recording above-average increases in visiting."
- "**75% of online adults visit an attraction at least once a year**, with younger, more affluent and upscale demographics most likely to do so."
- "**Consumers seek immersive and active experiences** more than ever. Activities needn't be technological or obscure but rather bring people together to reconnect in an increasingly digitized world."



£125

BILLION UK LEISURE
INDUSTRY GROWTH IN 2017

£141

BILLION BY 2022

Year Ahead

- Delivery of infrastructure projects



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Year Ahead

- Plan to grow event programme and size of events



Year Ahead

- Focus in ensuring we are delivering our operations with environmental best practices at the heart of what we do
- As always be open to new opportunities

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Questions?

LOVE EVERY DROP. PUT WATER AT THE HEART
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Committee Objectives



Tourism Vision 2020-2025

- Stimulate & Support the Rutland Offer
- Recognise & Attract Rutland's Key Audiences
- Ensure a Sustainable Future for Tourism in Rutland

+ To include new Environmental aspirations

+ To include new Accessible targets



Discover Rutland



Thank you

www.discover-rutland.co.uk

