

Discover Derby – Great Place, Great Base

SUMMARY

- 1.1 This report provides information for the Board on the work that is being done on the “Discover Derby – Great Place, Great Base” destination branding for Derby.

RECOMMENDATION

- 2.1 To continue to take the lead in promoting Derby as leisure destination by using “Discover Derby- Great Place, Great Base” wherever appropriate.
- 2.2 To make decisions that will help Derby develop as a destination. Help us achieve the three key objectives of the Derby Visitor Economy Strategy.

REASONS FOR RECOMMENDATION

- 3.1 Leisure tourism is an opportunity for significant economic growth in Derby. We are really starting to see a difference in measures like hotel occupancy. We need to make the most of this and make attracting visitors to be a high priority right across the council and the city.
- 3.2 Destination branding will bring increased effectiveness and efficiency to Derby’s marketing and the way that it presents itself. It will also provide many unexpected benefits for a wide variety of stakeholders.

SUPPORTING INFORMATION

4.1 What is it?

“Discover Derby – Great Place, Great Base” is destination branding for Derby. It is used by Derby City Council to promote the city for tourism purposes and increasingly by our partners as one of their marketing tools.

- Discover = an invitation or call to action to come and see what Derby has to offer.
- Great Place = this statement references the fact that Derby has a lot to offer right here. Visitors tell us that they had no idea that Derby was such a nice, interesting,

attractive (GREAT) Place, until they came.

- Great Base = many of our visitors come, not because Derby is a Great Place (they often don't know that yet) but because it is easy to get to/from and from which to visit the many internationally significant attractions we have on our doorstep. This emphasis upon Derby as a base from which to visit other places helps support many businesses and jobs in the city. We are happy to embrace this strap line for the time being i.e. until the current product and perception of what we offer becomes stronger in its own right!

4.2 What are the benefits?

City branding is undertaken mainly by small cities to help unify messages. The Council's Tourism Team is taking the lead because we recognise the benefits of taking a united message out to the market - as follows:

- Ensure the city is leading with its most distinctive and competitive strengths and emphasise the personality of the place
- Bring focus, consistency and market relevance to the messages from the city and its partners and ensure resources are being applied in an efficient or coordinated manner
- Overcome a dated or inaccurate image i.e. redefining the place in light of infrastructure developments, regeneration programmes or major events
- Foster a unified and cooperative approach to build the city's reputation and create a prosperous business climate within the city
- Provide a decision-making framework to build a strong, identity for the city and avoid contradictory and changing messages and images
- Result in a higher return on investment (ROI) from destination marketing investments
- Enhance civic pride by attracting awards, winning bids to hosting events and conferences.

4.3 Why is it right for Derby?

Derby does not yet have a wide awareness as a leisure tourism destination. Even local businesses that benefit from tourism/ visitors do not always recognise this; hence they do not speak consistently to their visitors about the city. This lack of awareness is a barrier to Derby developing as a leisure tourism destination. The experience Derby has to offer is much better than the perception. The city has many great reasons for visitors to come. The industry themselves need to understand and embrace what these reasons are and be united in sharing a vision of Derby that will make people want to come and spend time and money here. Our competitors are doing it, many with great success.

4.4 Where did our branding come from? How have we been using it?

In 2011 the Council convened a facilitated discussion amongst a group of local organisations interested in promoting tourism. This discussion was focussed upon identifying what Derby's key strengths are, what the principle reasons for visiting are and hence what we should be promoting. A subsequent workshop reached broad

agreement that there is not currently a single compelling story or reason to visit but that these are many and various – Derby is in fact a ‘Great Place’ and a ‘Great Base’.

Following these meetings the Council Tourism Team commissioned the development of destination branding that reflected this strap line. Joseph Wright’s Orrery became the principle vehicle to promote our many attractions and proximity to nearby attractions. This destination branding has since been used in other key marketing tools: the Discover Derby Toolkit, our website (www.visitderby.co.uk) and the Discover Derby “Essential Guide”.

Our partners support and value this branded suite of promotional material and are now beginning to use it alongside their own marketing activities.

4.5 **Background information**

Derby City Council Tourism Team meets regularly with tourism industry representatives (the Derby Tourism Cluster) to deliver the actions that support the Derby Visitor Economy Strategy.

4.6 The Derby Visitor Economy Strategy (VES) was created in 2011 with the assistance of the Derby Tourism Cluster. It feeds into the Economic Strategy.

4.7 The three key objectives of the VES are:

1. To enhance Derby's identity for visitors
2. To Promote new developments to improve Derby as a destination
3. Improve the quality of the visitor experience.

OTHER OPTIONS CONSIDERED

5.1 The Council could decide to leave businesses and attractions to market themselves in isolation. This would be a backward step that would fragment and dilute messages about why people should consider visiting the city and reduce Derby’s reach. This would reduce visits and expenditure by tourists and weaken the viability of businesses with a knock-on effect upon the number of jobs supported.

For more information contact:	Stella Birks 01332 643410 stella.birks@derby.gov.uk
Background papers:	None
List of appendices:	None