

Appendix E**Heritage Visitor Numbers**

1.1 There are a number of highly significant heritage assets that form a tourism cluster in the north east of Derbyshire. Hardwick Hall, Bolsover, Bolsover Castle and Sutton Scarsdale Hall contribute to this cluster. The full potential of these assets as part of a tourism cluster has probably yet to be fully realised.

1.2 Details of the current and projected visitor numbers for Bolsover Castle and Hardwick Hall have been provided by English Heritage and the National Trust respectively.

Bolsover Castle, English Heritage.

1.3 The key facts in relation to Bolsover Castle are as follows:

1.4 *“Visitor numbers for the year 2012-13 were just under 68,000. This years projected figures for the period 2013-2014 are at over 75,000 and we are currently ahead of this target. In terms of income generated, this is forecast at around £630,000 in 2013-14 period. Separate to this, income generated from hospitality (including weddings) was worth around £80,000 in the last financial year.”*

1.5 *“English Heritage is currently undertaking significant investment into the site as part of a £1million project due for completion by Spring 2014. This includes:*

- repair works to the Little Castle - reinstatement of the French doors to the balconies and the addition of furnishings, as well as providing fancy dress items and props for young visitors;*
- repair works to the exterior of the Castle;*
- repair works to the high-level wall walk surrounding the Fountain Gardens which is to be re-instated and open for visitors for the first time in almost 400 years.”*

1.6 *“In addition, new exhibitions and interpretation is being developed” as well as “the addition of a children's play park in the grounds.”*

1.7 *“Through this significant investment, we hope to further increase visitor numbers to the property, thereby boosting the local tourism economy and providing a lasting contribution to the Castle's future. English Heritage will also be extending the existing volunteer scheme and will be recruiting later in the year, bringing explainers into the Little Castle, and a garden team to assist with the planting and upkeep of the garden throughout the year. Following on from our investment, projected visitor numbers to the Castle are expected to be in excess of 90,000 in 2014-15. The contribution that this asset makes to the local economy should therefore not be underestimated.”*

Hardwick Hall, National Trust.

1.8 The key facts in relation to Hardwick Hall are as follows:

1.9 *“Visitor numbers for the year 2012-13 were just over 234,000 making it the most visited visitor attraction in the Bolsover District. It is projected to meet visitor targets again this financial year at 238,000.”*

1.10 *“Hardwick Hall is the most visited House in the National Trust and second only to Chatsworth as stately home visits in Derbyshire. A majority of the visitors are Day Visitors who are known to bring almost £70m to the local economy (STEAM report for BDC 2011).”*

Derbyshire County Council

- 1.11** *"In 2011 the National Trust invested £6.2m in improvements which included a new road and car park, Visitor Reception Building, two shops and a 140 seat restaurant. This opened in March 2012 and income generated in the first year of the new development exceeded £2m and created 45 new jobs and 100 new volunteer opportunities."*
- 1.12** *"At present 61 regular staff, approximately 60 seasonal staff and 600 volunteers are employed at the site."*
- 1.13** *"The National Trust are preparing for the next stage of development having completed a masterplanning process and are looking to develop the paths network across the property with the aim of linking up with the greenway paths across the District."*
- 1.14** *"At present the National Trust do not count local community visitors but they believe that over 100,000 use the Park for leisure and recreation."*
- 1.15** *"The National Trust are developing new exhibitions and interpretation around the property to include an improved Below Stairs experience which gives the opportunity to further develop the education programme. At present there are over 3000 formal school visits to the property."*