

DERWENT HILL

Victoria French

Assistant Director of Culture & Events



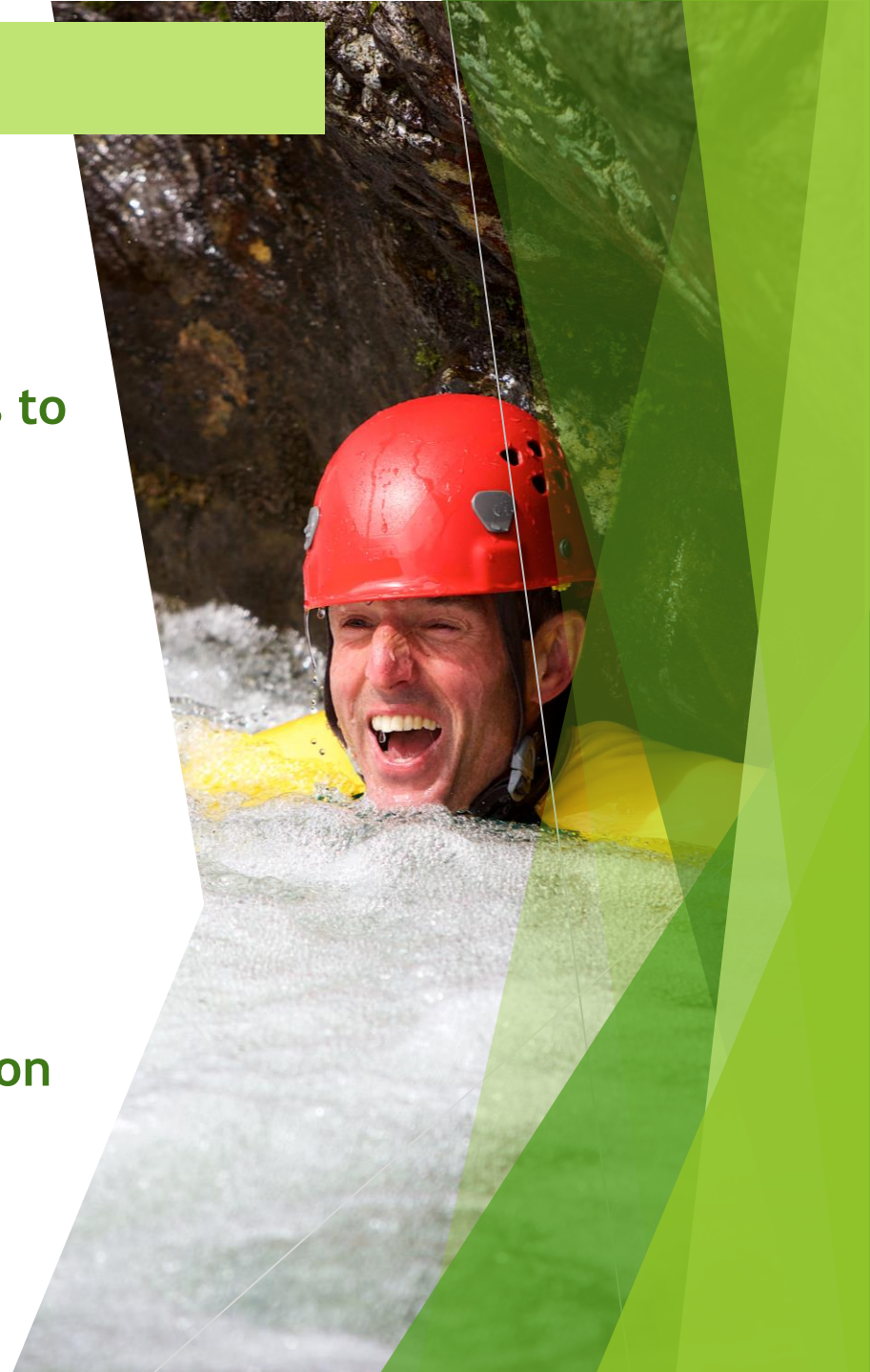
Core Purpose

- ▶ Derwent Hill's core purpose is to inspire people to achieve their potential through high quality outdoor education and training.
- ▶ The intended outcome is that children and young people growing up in Sunderland have the skills, qualities and personal attributes they need to become:
 - ▶ Successful learners, who enjoy learning, make progress and achieve.
 - ▶ confident individuals, who are able to lead safe, healthy and fulfilling lives.
 - ▶ responsible citizens, who make a positive contribution to society.



Current Challenges

- ▶ Bouncing back from Covid
- ▶ Schools / families having resources to attend as they once did
- ▶ Corporate customers continuing to book facility for corporate training days
- ▶ Confidence in travel and social bookings
- ▶ Plans in place to work towards achieving income targets detailed on following slides



1 - Increase social bookings

- ▶ New Products:
 - Adventure Holidays (A UK Growth Market)
 - Self-Catering breaks (with / without activities)
 - Family Targeted Breaks with a selection of accommodation options
- ▶ Increase Training Centre booking offerings at weekends, during summer school holidays and at historically quiet times, maximising occupancy and revenue.
- ▶ Develop online booking system to ensure customer friendly interface
- ▶ 'Staycations' will be popular following Covid-19
- ▶ Sole occupancy for 14 or more people, larger than comparative self-catering providers in and around Keswick
- ▶ Market exists in Keswick already (excellent proximity to Keswick and its local services)
- ▶ An extension of our existing 'Family Holidays' which are a tried and tested product at Derwent Hill.



2 - Increase corporate training bookings

- ▶ Continue to develop corporate client relations
 - Thales and BAE systems: committed to Derwent Hill training as Covid-19 hit. They are waiting to return.
 - New companies in the pipeline: Morelli, Caterpillar, Komatsu and Nifco
- ▶ Continue to Network at local Business events to gain new contacts (Britain's Energy Coast Business Cluster)
- ▶ Continue to develop relations with spin off clients from existing client contacts
- ▶ Develop new products:
 - Mental Wellbeing Courses
 - Derwent Hill remote delivery offer
- ▶ New products provides Derwent Hill with exposure to new clients and potential extension sales opportunities
- ▶ A wide menu of courses available including:
 - Leadership development
 - Team development
 - Effective communication and problem-solving
 - New and emerging leaders
 - Mental Wellbeing Post Covid-19



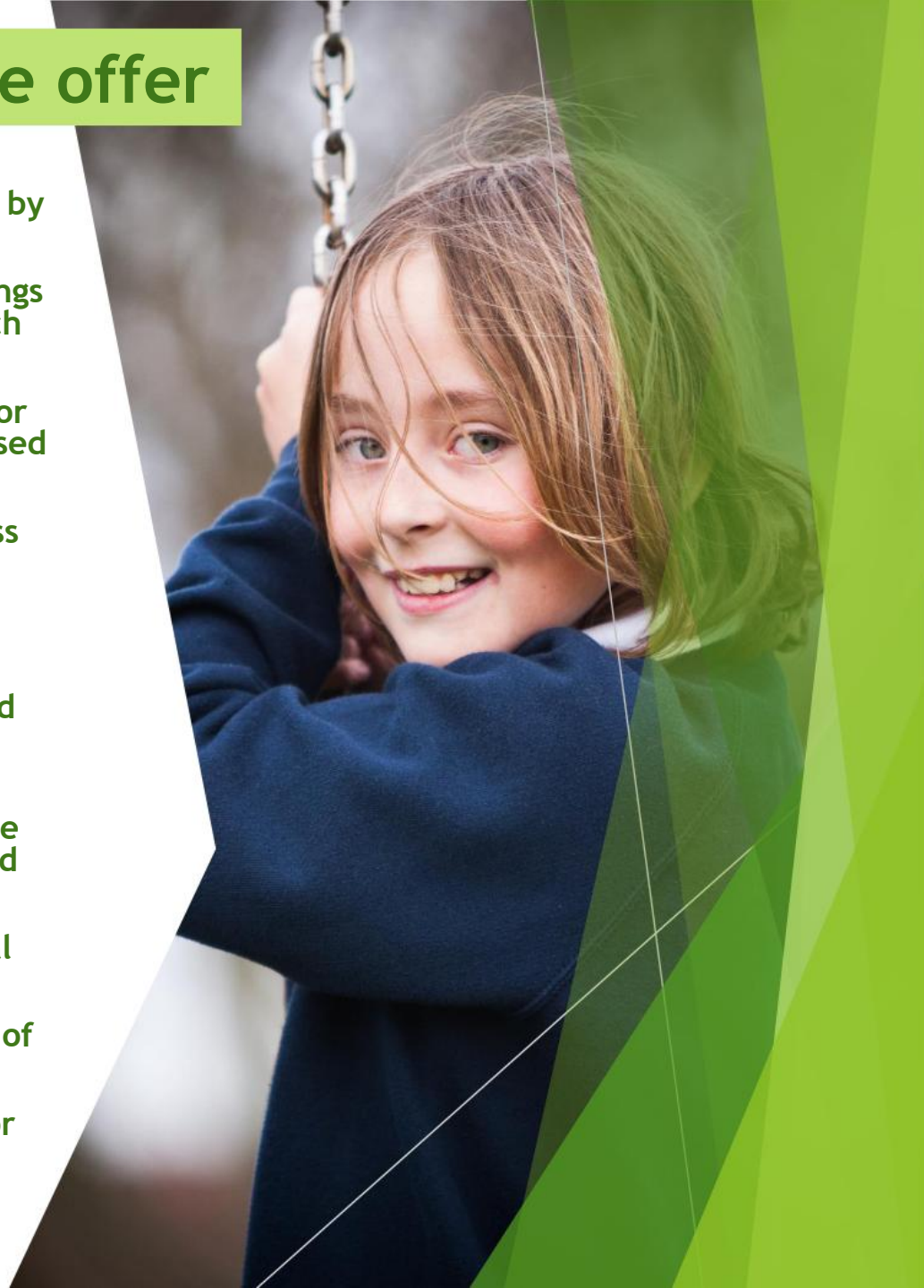
3 - Maximise 3 day and 5 day education courses

- ▶ Continue to develop and Market curriculum specific courses:
 - GCSE, Field Studies, Natural Environment, Geography, PSE and Mental Resilience, mindfulness and Wellbeing
- ▶ Continue to market 3 day courses. These allow schools to access Derwent Hill without committing to the expense of full week. This:
 - increases Derwent Hills reach
 - encourages schools to sample Derwent Hill
 - increases Derwent Hills visibility
 - extension sale opportunities
- ▶ 2 back to back 3 day courses delivered in a 5 day period maximises income
- ▶ 5 day courses continue to be very popular and represent Derwent Hill's gold standard
- ▶ Continue to utilise the Training Centre for outdoor education course to increase capacity allowing large schools to bring entire year groups



4 Deliver schools remote offer

- ▶ 'Exciting team building activities delivered by Derwent Hill tutors in schools'
- ▶ Product developed and ready to go - bookings were made for January, February and March until new lock down measures introduced
- ▶ Affordable way for schools to access outdoor education - £170 a day (£5.66 per pupil based on 30 pupils)
- ▶ Eliminates schools having to travel to access such activities
- ▶ Schools experience Derwent Hill's quality delivery
- ▶ Product delivery helps Derwent Hill to build rapport with school pupils and staff after a period of 'Covid19 quiet'
- ▶ Helps to put Derwent Hill back firmly on the Map by raising our profile in Sunderland and reminding all that we are still here
- ▶ Spin off promotional opportunities on social media, media outlets and websites
- ▶ Reinforces the message about the benefits of outdoor learning
- ▶ Invigorates a schools desire to book outdoor residential base on a 'wetted appetite'



5 Targeted marketing opportunities

► Corporate training:

Continue targeting specific and strategic personnel within organisations

Develop social networking and client relationship development through 'LinkedIn', corporate events, personal and professional contacts and through existing client base.

Advertise new products through avenues mentioned above

► Outdoor Education:

New product advertising through e-flyers, website, social media, SCC newsletters, utilising current data base and network of current contacts, professional forums (AHOEC, LOTC, etc.)

Promote Derwent Hill services and facilities to DofE award scheme.

► Adventure Holidays / Social bookings:

Infrastructure to advertise Derwent Hill's offer exists through our own database of loyal customers, Cumbria Tourist Board and local tourist office. We are already members of local tourist bookings and advertising agency.



7 Further investment in camping pods

Requires investment of up to 3 additional 4 berth Camping Pods sited on Derwent Hill's existing campsite

Low additional costs as this is expanding a recently refurbished facility

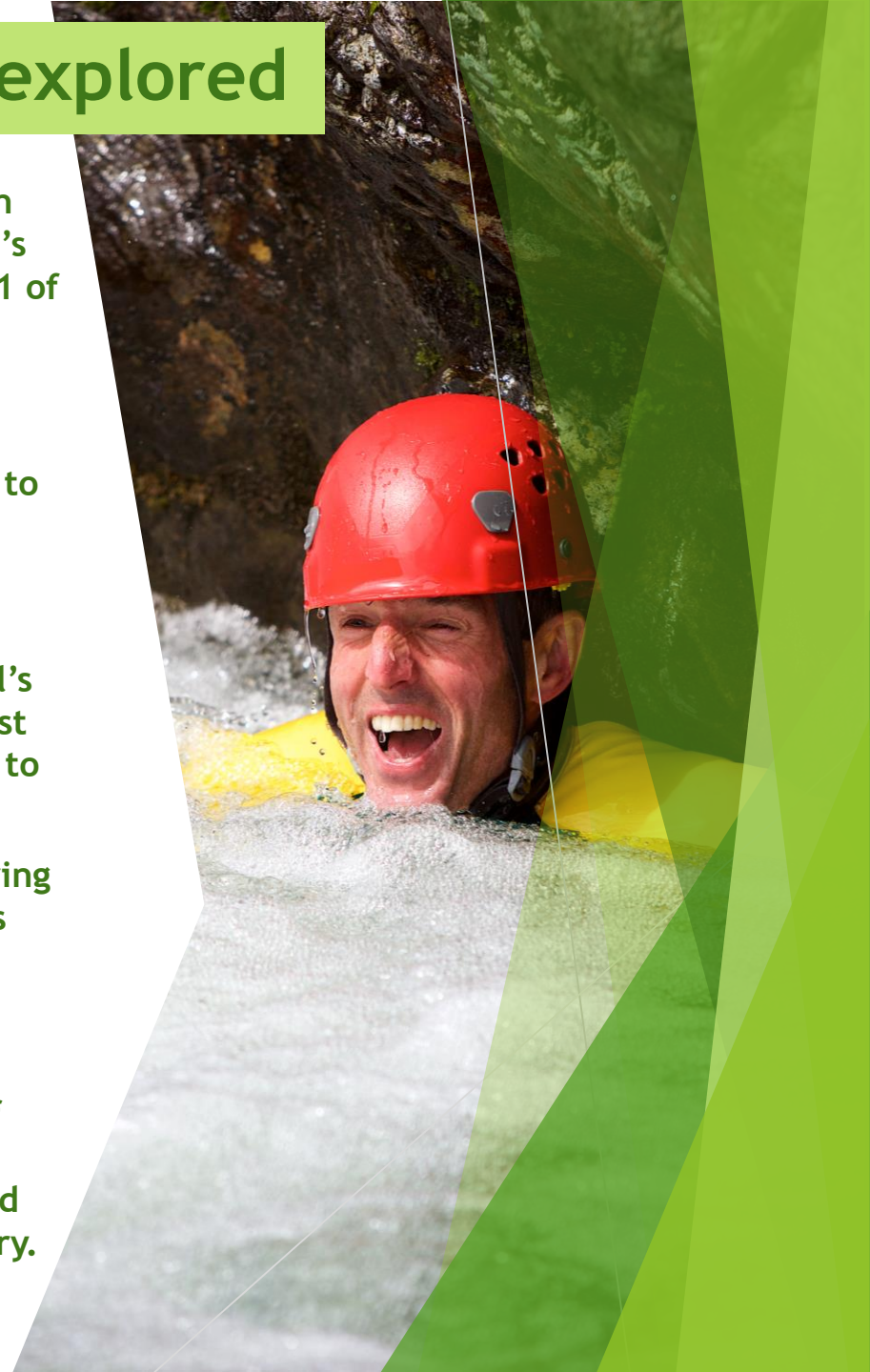
Quick and easy set up with connection to existing services with minimal landscaping required

Will help to enhance and support the provision of the Duke of Edinburgh Award expeditions and similar group bookings



8 New opportunities being explored

- ▶ National Citizen Service (NCS): We are currently in discussion with NSC North East about Derwent Hill's potential to be a partner in the delivery of phase 1 of the programme
- ▶ The Duke of Edinburgh's Award Scheme: We are applying for award scheme training and assessing status. This will allow us to advertise our services to all DofE providers and participants and deliver all aspects of the DofE award syllabus.
- ▶ Self catering accommodation: A new product for Derwent Hill but one which increases Derwent Hill's offer to a tried and tested market in England's most popular tourist destination. This has the potential to fill some empty space, maximizing our occupancy.
- ▶ Online EVC training: A new product developed during a time of need and proving to be popular. Reduces Derwent Hill's overhead costs, maximising profit whilst offering schools a convenient method for learning.
- ▶ Adventure days: We are exploring the potential of offering schools day visits. This minimises school costs, gives pupils a taste of outdoor education and exposes schools to Derwent Hill's excellent delivery. These also run alongside all other courses.



**Thank you
any questions ?**

