

PRINCES RISBOROUGH VISITOR DEVELOPMENT PLAN

Location: Princes Risborough, The Chilterns, United Kingdom

Client: Risborough Area Community Action

Services: Strategic Planning



Acorn worked with the local community action group to co-ordinate and develop the town's approach to visitors.

Project Objectives:

- To create a Visitor Development Plan that linked the existing and proposed elements of town's visitor offer, with the objective of bringing visitors to the town to support local business.
- The main focus of the Plan was to identify the target market and establish how the town centre, visitor sites and station area could be better connected for visitors.

Our Recommendations:

- We identified current and potential visitor markets to Princes Risborough as residents of the Chilterns AONB and the surrounding counties, visitors staying with friends and relatives, adult repeat visitors and day visitors. The most popular activities amongst visitors were walking and cycling.
- To attract more visitors we recommended developing new short to medium length circular walks that start and finish at the station, all weather surfaces for family routes, interpreted routes, off-season walks were suggested together with developing services for visitors such as Sunday cycle hire, bike racks, Walker and Cyclist Welcome at local accommodation, Sunday events and encouraging business networks to create interesting packages for visitors and joint marketing ideas.
- Improved interpretation and co-ordination amongst the various groups within the town was recommended and in particular the development of a visitor focused website to promote the town to visitors before they travel.