

Growing and developing the visitor economy within Derbyshire

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Deputy Director

MARKETING
PEAK DISTRICT
& DERBYSHIRE



European Union
European Regional
Development Fund



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£1.49m

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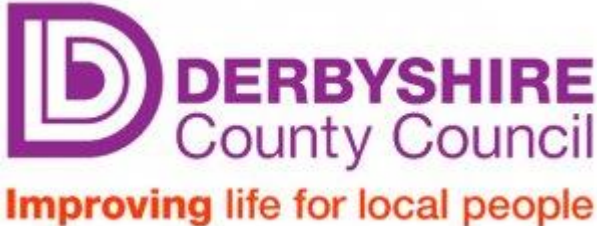
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Project Partners

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Project strands

- Business support programme to boost Visitor Economy SME competitiveness
- Pedal Peak District Business Initiative
- Supporting Market Towns
- Promoting Derbyshire Products
- Inspired by the Peak District

Business support programme to boost Visitor Economy SME competitiveness

- International
- Accessibility
- Environmental Quality Marque/Green
- Marketing, PR, business finance etc.

Pedal Peak District Business Initiative

- Cycle friendly places grants
- Cycle friendly toolkit
- Annual cluster networking events to promote cycling

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Promoting Derbyshire Products

- Strengthen local supply chains – “food to plate”
- Build on the recent Made in Derbyshire campaign and Inspired by the Peak District brand
- Calendar of workshops and business support events
- Local supply chain/meet the buyer events

Supporting Market Towns

- Work with and develop the network of Town Teams
- Identify business champions
- Unlock additional funding opportunities to encourage SME investment
- Improve the visitor experience



Inspired by the Peak District



INSPIRED BY THE
PEAK DISTRICT

- Develop a starter pack
- Provide support and advice via IPD brand champions
- Deliver a programme of networking events
- Support IPD businesses to attend showcase events

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Finally

<http://marketingpeakdistrictandderbyshire.eventbrite.com>

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Thank you

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