

Growing and Developing the Visitor Economy within Derbyshire



Visit Peak District & Derbyshire, working with partners Derbyshire County Council, Peak District National Park Authority, Derbyshire Dales District Council and High Peak Borough Council, secured £1.49m business support funding via the **European Regional Growth Fund**.

Our **Growing and Developing the Visitor Economy within Derbyshire** project will run until 31st March 2019 and offer a wide range of business support aimed at giving tourism businesses within Derbyshire a business edge.

The project will support the capacity of SMEs in the visitor economy and its supply chain to grow in regional, national and international markets. It will do this by:

- providing visitor economy sector specific business advice and guidance
- providing expertise and knowledge to enable visitor economy businesses access new and emerging markets that have been identified by Visit England
- supporting the visitor economy to achieve economic growth within its domestic markets by aligning provision through the D2N2 Growth Hub.



The project will offer 12 hours FREE business support to qualifying businesses via a range of 2, 3 and 6 hour workshops, 1:1 specialist support plus a limited number of cycle grants.

The project strands are:

- Pedal Peak Business Initiative
- Inspired by the Peak District
- Promoting Derbyshire Products
- Supporting Market towns
- Business support to boost competitiveness



Frequently asked questions:

Does my business qualify?

A: to qualify for support through this ERDF funded project your business must be:

- A visitor economy business – accommodation, attraction, activity provider, food and drink outlets etc
- Based in Derbyshire
- A small to medium sized enterprise (SME)
- Less than 250 (FTE) employees
- Have a turnover of less than £25m
- Gross assets less than £12.5m
- The business cannot be owned by a non-SME

Pedal Peak Business Initiative

The Peak District National Park Authority is working with Marketing Peak District and Derbyshire, Derbyshire Dales District Council and other partners across Derbyshire to deliver a package of support for businesses within the visitor economy sector. The project is part of the Growing and Developing the Visitor Economy Sector within Derbyshire programme funded by the England European Regional Development Fund. The National Park is leading on the £450k '**Pedal Peak Business Initiative**' strand of the project which will increase competitiveness of Small and Medium Size Enterprises (SMEs) to create a welcoming destination by stimulating and supporting a number of tourism businesses that are cycle friendly and contribute to a growing economy.

You can find the Pedal Peak Toolkit [HERE](#).

The project will :

- Develop a cycle tourism toolkit for businesses
- Develop a local Cyclists Welcome accreditation
- Administer a £150k small **grants scheme** to enable businesses to offer good quality experiences for all types of cyclists
- Deliver **workshops and events** to enable businesses to understand the cycling market and to increase business profitability as a result
- Promote cycle loops and itineraries for residents and visitors around the four cluster areas



Inspired by the Peak District

'Inspired by the Peak District' (IPD) is a branding initiative and has been developed in partnership with Business Peak District, Marketing Peak District and Derbyshire and local authorities to provide the wider visitor economy businesses (i.e. food & drink and producers, creative industries, attractions and service and activity providers and their supply chains) with the opportunity to develop a marketing edge from their association with the high quality Peak District environment by becoming Inspired by the Peak District (IPD) Brand Ambassadors and use of this iconic recognisable brand.

We are inviting businesses to sign up and register for free as members of Business Peak District and become Inspired by the Peak District Ambassadors to help support and promote the ERDF funded Inspired by the Peak District (IPD) brand initiative, that aims to raise the profile of local, quality products and services from and around the Peak District and Derbyshire, by using the IPD recognisable logo on their website, printed materials, packaging and promotions to re-enforce the IPD brand and to celebrate the association of this unique place and strengthen each businesses 'Inspired by the Peak District' product or service.

The (IPD) brand initiative project programme will provide fully-funded support to local visitor-economy SMEs and supply chains within Derbyshire in the form of workshops, networking events, and business support, that will encourage businesses to be further inspired, to bring (IPD) Ambassadors together, to share best practice from existing (IPD) Brand Ambassadors who are already using the initiative to support, develop and grow their quality Inspired by products and services.



Promoting Derbyshire Produce

The Peak District and Derbyshire should be proud of its good-quality produce, most notably in relation to food & drink. For this reason, we're pleased that our ERDF project, 'Growing & Developing the Visitor Economy within Derbyshire', includes a focus to 'Promote Derbyshire Produce'.

Our activities concentrate on showcasing what produce Derbyshire has to offer, through enhancing key promotional events such as Food & Drink Fairs and Farmers Markets, as well as linking producers with local eateries, public houses and coffee shops.

We are also providing businesses with a range of support through our 'Field-to-Fork Programme' which includes different events, workshops and one-to-one advice, all delivered by renowned experts and experienced coaches. This programme is suitable for any Derbyshire based SME who is keen to not only elevate their business, but also enhance their customers' experience.



Supporting Market Towns

With Derbyshire having such a large range of market towns; each with characteristics making them unique from one another, we are proud to be delivering our 'Enhancing Derbyshire Market Towns Programme', which is part of the wider ERDF project of 'Growing and Developing the Visitor Economy within Derbyshire.'

This Programme will provide up to 12 hours of fully-funded support to local visitor-economy SMEs and supply chains within Derbyshire in the form of workshops, one-to-one advice and peer-to-peer support, which will all be tailored around the towns' individual needs. We will provide you with expert advice on how to survive in the rapidly-changing visitor economy sector, and what steps you need to take to elevate your business to meet the expectations of your consumers. Businesses engaging with this programme will benefit from advice from renowned experts, experienced coaches and, crucially, other businesses wishing to embed innovation into their trade.

