

HELPING LOCAL BUSINESSES REACH THEIR PEAK

A record 103,000 gardening and food lovers visited BBC Gardeners' World Live and the BBC Good Food Show Summer at NEC Birmingham in June. Funding from the Marketing Peak District & Derbyshire-led Growing the Visitor Economy project helped local photographers and breweries introduce their products to a nationwide audience

BEAUTIFUL VIEWS MEAN BUSINESS AT BBC GARDENERS' WORLD LIVE

Panoramic views of the Peak District and Derbyshire pulled in the crowds and generated business for local photographers at BBC Gardeners' World Live, NEC Birmingham (June 14 to 17).

Marketing Peak District & Derbyshire's (MPDD) talented band of Destination Partner Photographers were able to showcase their work at the prestigious national show thanks to financial backing from the MPDD-led Growing the Visitor Economy project, funded by the European Regional Development Fund (ERDF).

Stunning shots of the area's specially-protected landscapes and wildlife proved an irresistible draw for visitors from all over the country – some of whom invested in their favourite shots and expressed an interest in the training courses that MPDD's Destination Partner Photographers can offer.

Visitors to the eye-catching stand had the opportunity to view work by Guy Badham Photography, Graham Dunn Photography, James Grant Photography, Tom Hodgson Photography, Matt Oliver Photography, Mat Robinson Photography, SLP Photography and Phil Sproson Photography.

"Our aim was to offer business support to all the photographers we work with to promote the beautiful landscapes and environment of the Peak District and Derbyshire," said Lindsay Rae, Deputy Director, MPDD.

"It was the perfect place for them to come together to share their work with a national audience and new markets, and it generated a lot of interest among visitors from across the UK – many of whom stopped to chat, buy images and find out about the wide range of photography courses available in the area."

The MPDD team and photographers were also supported on the stand by Katie Staff of Chatsworth, Laura Griffiths of The Heights of Abraham, Matlock Bath and Caroline Povey of Pinelodge Holidays.

Guy Badham, Guy Badham Photography said: "It was a brilliant experience. We were kept very busy by people stopping to talk about our work and to find out about the various training courses we offer.

"The stand was in a great location and could be seen from a distance, so it attracted a lot of footfall. I sold some pictures and had a lot of enquiries about courses, so I'm hoping it will lead to more business in the future, attracting people to come and stay in the Peak District and Derbyshire to hone their photographic skills.

“It was a great opportunity to market our businesses, to talk to potential customers and promote the area as a brilliant place to come, stay and spend money. I would definitely do it again if we had the chance.”

Tom Hodgson, Tom Hodgson Photography said: “It was very worthwhile, and gave us the opportunity to talk to a wide variety of people to introduce them to our works and the various courses that we offer.



“The stand looked amazing and attracted plenty of people in. They seemed to like the various views and were interested in our work, which we hope will generate more business for us and for the Peak District and Derbyshire.

“It was also really good to support the tourist board and give something back for the promotional platform it provides for our work. It’s a two-way relationship, and we really appreciate its help in raising our collective profile.”

DERBYSHIRE BREWERIES BRING CHEER AT BBC GOOD FOOD SHOW

Six of Derbyshire’s finest breweries snapped up the opportunity to share their best brews with visitors from across the UK at the recent BBC Good Show Summer, NEC Birmingham (June 14 to 17).



Locally-produced beers from Brampton Brewery in Chesterfield, Dancing Duck Brewery and Derby Brewing Company in Derby, Matlock Wolds Farm Brewery, Peak Ales and Thornbridge Brewery, Bakewell were sampled by ale connoisseurs from all over the country.

The brewers were able to join forces to showcase their wares to a wider audience thanks to financial backing from the Marketing Peak District & Derbyshire-led Growing the Visitor Economy project, funded by the European Regional Development Fund (ERDF).

Market Towns Officer Claire Barnes helped co-ordinate their national marketing opportunity by commissioning Helen Goodwin of Made you look made you stare plus graphics by Si Homfray of Hammer Design, Hathersage to create an eye-catching display linking the area's beers with its stunning landscapes.

"People came from far and wide to taste our fine, locally-produced ales, and we were hectically busy offering free tastings throughout the four days," explained Claire.

"The idea was to make the link between our quality products and our fabulous countryside, to both support local businesses and promote our wider tourism offer to potential staying visitors, which includes quality food and drink."

The experience was much appreciated by the brewers who attended.

Eve Clarke of Brampton Brewery said: "It was great to have the chance to join together with MPDD and the other breweries to have a stand at such a busy show – it would have been too expensive to have done it on our own.

"Our beers went down a storm with everyone who tasted them, and we were really thrilled that the Hairy Bikers showed an interest. We learned a lot from the experience, and it made us think we might get together with other local breweries in the future at a similar event.

"We thought it was very worthwhile to take part, and are hoping that attending will have a positive effect on our mail order sales."

Gemma Whiting of Dancing Duck Brewery said: "It was brilliant – something we hadn't done before, but would love to do again. It was a very positive experience, and all the visitors who came for the tastings loved the variety of beers.

"It was great to work so closely with the other breweries to jointly promote our products, and we were all really grateful to MPDD for giving us the chance to get involved."

Katie Lane of Derby Brewing Company said: "It was a fantastic opportunity to get our products into a marketplace that, without MPDD, we wouldn't have been able to access. The customers really responded to the fantastic branding of the 'Ales of Derbyshire' and were impressed that we had collaborated with other breweries to give them the chance to try the best beers from the area.

"It was a real pleasure to build ties with the other breweries. It showed us that, even though we are competitors in a crowded marketplace, by coming together at events like this, it benefits us all by raising customer awareness of the fabulous products available here."

Elly Hopkinson of Peak Ales said: “The show was very busy and our beers – a bitter and a pale ale – were very well received. The tasting gave us the chance to plant a seed in people’s minds – maybe they’ll remember our name when they visit the area or might take advantage of our mail order service in the future.

“It was great to work with colleagues from other local breweries. It’s a really friendly industry and everyone helps each other. I think it’s given us the confidence to consider coming together again to organise a similar stand elsewhere.”

Julie Atkin of Matlock Wolds Farm Brewery said: “Unfortunately I wasn’t able to be there in person, as my husband Rob had just had an eye operation, but the other breweries very kindly stepped in to represent us. I understand our porter was very well received and that there was enthusiastic overall feedback from visitors to the show.

“It was really good to work with other breweries and the tourist board to plan the event and use the area to promote our products. We learned a lot in the process and I’m hoping it will have long-term benefits. People don’t always make instant decisions and might consider buying our beers in the future, especially if they come to stay here.”