

News release

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PEAK DISTRICT WELCOMES 500TH BUSINESS AMBASSADOR

Passion for the Peak District has achieved a new high as the 500th ambassador to pledge support for a key project to promote business success and boost the local and regional economy is announced.

Chris Mapp, chef patron of The Tickled Trout gastro pub and restaurant at Barlow, near Chesterfield, was revealed as the latest local entrepreneur to join Inspired by the Peak District and celebrate its major milestone at the recent Business Peak District Spring Conference.

Around 80 delegates heard the good news and welcomed the business to the fold at the special event, held at Thornbridge Hall, Ashford in the Water.

“Both I and all my team are passionate about the Peak District, where we are located, the quality of the area’s fresh produce and the work we are doing,” explained Chris, who has previously worked in Michelin-starred restaurants and took the helm at The Tickled Trout three-and-a-half years ago.

“When I heard about Inspired by the Peak District, I was motivated to join, because I believe that by working together, businesses can both promote themselves and raise the profile of this fabulous area – for everyone’s benefit.

“I’ve also become a member of Marketing Peak District & Derbyshire, our official tourist board, to help support wider marketing and PR campaigns to promote the Peak District and Derbyshire to staying visitors across the UK and overseas.”

Business Peak District Chairman Jim Harrison added: “It’s great to welcome Chris and the team at The Tickled Trout to Inspired by the Peak’s ever-growing band of enthusiastic ambassadors promoting our brand values of quality and excellence in a beautiful environment.

“By joining forces, we can all build on the strong, recognisable brand that celebrates this unique place, as well as helping local businesses strengthen their own products and services and benefiting the local economy.”

The free conference also focused on subjects such as driving productivity and business after Brexit, plus updates on the project’s toolkit and general data protection regulations.

Inspired by the Peak District is part of a £1.49 million support programme funded by the European Regional Development Fund (ERDF) to boost business quality, profitability and performance over three years. Its main focus is on promotional, marketing and on-line activity and an annual events programme.

Marketing Peak District & Derbyshire is working closely with colleagues at Business Peak District, Derbyshire Dales District Council, High Peak Borough Council and the Peak District National Park Authority to stimulate wider use of the project branding.

The tourist board is also bringing in tourism experts and specialist advisers to deliver a wide-ranging programme of business support focusing on international visitors, accessibility, marketing, business to business networking, workshops promoting the Environmental Quality Mark (EQM) and one-to-one advice and development.

For further information about Inspired by the Peak District, visit <http://www.marketingpeakdistrictandderbyshire.com/inspired-by-the-peak-district.aspx> or contact Project Officer Kate Kearns at kate.kearns@marketingpdd.com or on 01246 212924.

For more details about the benefits of becoming a member of Marketing Peak District & Derbyshire, visit <http://www.marketingpeakdistrictandderbyshire.com/join-us-benefits.aspx> or call 01246 212924.

Ends.

For further details, please contact Janette Sykes, PR Manager, Marketing Peak District & Derbyshire, at janette.sykes@marketingpdd.com, or on 07792 924839.

Note to Editors

A high-resolution image is attached for both print and digital media. Caption: Francesca Payton (centre) of The Tickled Trout, Barlow, Jim Harrison, Chairman Business Peak District, and Kate Kearns, Inspired by the Peak District Project Officer celebrate as the gastro pub and restaurant becomes the 500th ambassador for Inspired by the Peak District.

The Peak District and Derbyshire's visitor economy currently supports almost 28,000 jobs and is worth £2 billion a year.

Marketing Peak District & Derbyshire's mission is to develop and grow a successful and sustainable tourism economy, working closely with a wide range of partners to make the Peak District and Derbyshire the destination of choice – regionally, nationally and globally.

The approved business support programme is receiving up to £1.49 million of funding from the England European Regional Development Fund as part of the European Structural and Investment Funds Growth Programme 2014-2020. The Department for Communities and Local Government is the Managing Authority for European Regional Development Fund. Established by the European Union, European Regional Development Fund funds help local areas stimulate their economic development by investing in projects which will support innovation, businesses, create

**MARKETING
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European Union

European Regional
Development Fund

jobs and local community regenerations. For more information visit <https://www.gov.uk/european-growth-funding>

Business Peak District (BPD) is a business driven body which aims to represent the interests of firms within the Peak District and ensure that programmes of support are appropriate to the rural nature of the area. BPD is supported by Local Authority partners including: Derbyshire Dales District Council, High Peak Borough Council and the Peak District National Park Authority. For more information about The Tickled Trout, visit <https://www.tickledtroutbarlow.com/>.



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