



MARKETING PEAK DISTRICT & DERBYSHIRE

News release

4 October 2017

(JS/2017/11)

BUSINESSES INVITED TO BE ‘INSPIRED BY THE PEAK’

Businesses wanting to know more about how they can be ‘Inspired by the Peak District’ to broaden the appeal of their products and services and help boost the wider economy are being invited to attend a free fact-finding event..

Business Peak District Chairman and Thornbridge Brewery owner Jim Harrison will welcome business people wanting to know more about the project so that they can link up with the Peak District’s iconic brand at Thornbridge Hall, Ashford in the Water, on Wednesday November 1, from 5.30pm to 8.30pm.

Jim will outline the importance of being part of Inspired by the Peak District to boost the profile and competitiveness of both businesses and the economy, while Faith Johnson, from the Peak District Environmental Quality Mark scheme (EQM), will present an interactive session explaining how the project works and how to get involved.

Christine Tilbury, of Taylormay Botanicals, Tideswell, will explain why hers is one of more than 400 businesses to sign up to the project’s brand values, and the event will close with a networking session and beer tasting.

“This event is a great opportunity for businesses to find out how they can become involved to help them market their products and services more effectively, as well as promoting and supporting this very special area,” said Kate Kearns, Inspired by the Peak District Project Officer.

“It will be a very relaxed and informal occasion, with the chance to network with other businesses while tasting a selection of beers from Thornbridge Brewery’s popular and internationally-acclaimed range, so I hope as many people as possible will join us.”

Places are free but limited and must be booked in advance on Eventbrite, at <https://inspired-by-the-peak-district-nov-17.eventbrite.co.uk>, or by e-mailing Kate at kate.kearns@marketingpdd.com. For more information about the location of Thornbridge Hall, DE45 1NZ, visit <http://www.thornbridgehall.co.uk/contact-us-c7.html>.

Kate, part of official tourist board 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 branding.

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 the next three years. Its main focus is on promotional, marketing and on-line activity and an annual events programme.

Marketing Peak District & Derbyshire is also bringing in 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.

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

An accompanying high resolution image is attached. Caption: Business Peak District Chairman and Thornbridge Brewery owner Jim Harrison (left) and Kate Kearns, Project Officer, Inspired by the Peak, who will host the free fact finding event at Thornbridge Hall.

The Peak District and Derbyshire's visitor economy currently supports 27,000 jobs and is worth £1.9 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 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 further details about Business Peak District and Inspired by the Peak District, visit <http://www.businesspeakdistrict.com/>.



European Union

European Regional
Development Fund