



MARKETING PEAK DISTRICT & DERBYSHIRE

News release

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BUSINESSES URGED TO BACK PEAK DISTRICT BRAND

Businesses who are 'Inspired by the Peak District' are being invited to widen the appeal of their products and services by becoming ambassadors for the area and helping to boost the wider economy.

Kate Kearns, the new Inspired by the Peak Project Officer, is encouraging as many local enterprises as possible to join a growing band of colleagues linking up with the Peak District's iconic brand to boost their profile and competitiveness.

"More than 400 businesses have already signed up to our brand values and are using the distinctive, nationally-recognised logo, and we'd love to hear from many more keen to take advantage of this free opportunity," she said.

"We're currently creating an easy-to-use toolkit that can be used by anyone who runs a business in the Peak District and Derbyshire. All they have to do is to get in touch with me to find out how they can use the brand to market their products or services more effectively, as well as promoting and supporting this very special area."

Kate, who has joined 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.

Business Peak District Chairman Jim Harrison, owner of Bakewell's multi award-winning Thornbridge Brewery, is equally enthusiastic: "By working together and signing up to brand values of quality and excellence in a beautiful environment, we can build on the strong, recognisable brand that celebrates this unique place, as well as helping local businesses strengthen their own products and services.

"We'd love to hear from more businesses keen to be ambassadors for the Peak District, and to promote themselves and the area for the benefit of the wider economy and everyone who works and lives here."

Kate is particularly keen to hear from businesses who would like to exhibit in a special 'Inspired by the Peak District' marquee at the popular vintage, cycling and lifestyle event Eroica Britannia at its Family Festival Camp at Friden Grange, Friden, in the Peak District National Park, from Friday June 16 to Sunday June 18. Anyone interested in taking part – or in using the Inspired by the Peak District branding – is invited to contact her at kate.kearns@marketingpdd.com.

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 and Inspired by the Peak District logo are attached. Image caption: Backing the Peak District brand....Jim Harrison, Chairman of Business Peak District, and Kate Kearns, Project Officer, Inspired by the Peak District, at Thornbridge Brewery in Bakewell.

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.



European Union

European Regional
Development Fund