

News release

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FREE LAUNCH TO UNLOCK BUSINESS POTENTIAL OF PEAK DISTRICT BRAND

Businesses keen to broadcast their passion for the Peak District and gain a marketing edge for their products and services are invited to a free launch that will reveal how they can highlight and harness their links with the area's iconic brand.

Places are now available at a special event to unveil the 'Inspired by the Peak District' project's eye-catching logo and toolkit at Thornbridge Hall, Ashford in the Water on Monday April 30, from 5.30pm to 8.30pm.

Anyone representing a business in or close to the wider Peak District – from Bolsover in the east to Knutsford in the west and Holmfirth in the north to Ashbourne in the south – is eligible to attend to find out how they can benefit.

Each delegate will receive an easy-to-use starter pack outlining practical ways in which they can use the brand – including the new toolkit, case studies showcasing how businesses are already using it, window stickers and labels.

There will also be the opportunity to network over curry and a selection of Thornbridge Brewery's award-winning beers.

"More than 500 businesses have already signed up to Inspired by the Peak District to promote quality and excellence in a distinctive and very special environment," explained Project Officer Kate Kearns.

"This launch will be a great opportunity to show them and other budding Inspired by ambassadors how they can use their relationship with the area to its best advantage – both to showcase their own products and services and also the wider appeal of the Peak District.

"The idea is that, if we all work together, we can use our internationally known logo to help the area's businesses and overall economy prosper."

Eligible businesses can sign up for the launch at Eventbrite by following this link:

<https://inspiredbytoolkitlaunch.eventbrite.co.uk>.

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.

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: Inspired by the Peak District ambassadors Brent Storey, of Spring View B&B, Bradwell, and Marian French, of Peak District Holiday Cottage, Flagg, pictured with Inspired by the Peak District's new starter pack.

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 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.