

MARKETING PEAK DISTRICT & DERBYSHIRE

News release

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FREE CONFERENCE TO HELP PEAK BUSINESSES MAKE THE MOST OF THE 'PURPLE POUND'

Visitor economy businesses and services are being invited to book free places at a one-day conference featuring local and national experts in accessible tourism – now worth an annual £12 billion to the UK economy.

Access Exchange – creating an accessible destination, will be held at the Proact Stadium, Chesterfield on Thursday November 30 to help business people and service providers make the most of the so-called 'purple pound'.

Co-ordinated by Access for All UK, the consultancy arm of Accessible Derbyshire and supported by official tourist board Marketing Peak District & Derbyshire through the European Regional Development Fund (ERDF), the main aim is to create an even more accessible destination by:

- Sharing best practice and top tips from national experts
- Learning about accessibility projects across the Peak District and Derbyshire
- Browsing and sampling products to improve accessibility
- Finding out how accessibility can boost profits
- Promoting and sharing accessibility projects, plans and marketing techniques
- Improving confidence in welcoming people with access needs
- Collaborating, creating new partnerships and celebrating success
- Planning future action to improve accessibility

Key speakers will include Ross Calladine, Head of Business Support at national tourist board VisitEngland; John Child, Managing Director of multi-award winning Sandcastle Waterpark, Blackpool; Ed Warner, Managing Director of Motionspot, which manufactures accessible bathrooms and Derbyshire accommodation provider Steve Dawes.

The event will be held from 9.30am to 5.30pm, and a two-course lunch and refreshments are included. During the afternoon, there will be a series of workshop sessions, during which delegates will have the chance to experience the wide range of accessible facilities and services that are on the market.

“National research by VisitBritain reveals that one in six people in England and Wales have an ‘activity limiting’ health problem or disability, and that British and international visitors spend more than £3 billion on overnight tourism trips in England each year,” said Jo Dilley, Managing Director, Marketing Peak District & Derbyshire.

“Not only is improving accessibility important for people, it’s clearly very good for business, so we’re delighted to support this event, which we hope will build on the Peak District and Derbyshire’s excellent reputation in this rapidly expanding field.”

Gillian Scotford, of Access for All UK and Accessible Derbyshire, added: “This is a great opportunity for local businesses and services to learn more about how they can better understand and meet the needs of the 13 million people with disabilities in the UK – ranging from hearing, vision and mobility impairment to autism, learning difficulties and dementia.

“They quite rightly expect accurate and timely information to help them select the right venues for them, quality facilities that are inclusive and stylish and exemplary customer service.

“We hope as many people as possible will join us for what promises to be an enjoyable, interesting and ground-breaking day.”

Tickets can now be booked on Eventbrite, at <https://www.eventbrite.co.uk/e/access-exchange-conference-creating-an-accessible-destination-tickets-39036149173?aff=es2>.

There is also scope to exhibit at the conference – anyone interested should contact Gillian on 07876 592415.

Ends.

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

An accompanying high-resolution images is attached. Caption: Gillian Scotford (left) and Jane Cooper (right), of Accessible Derbyshire, who were finalists in VisitEngland’s Tourism Superstar Award 2017 earlier this 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>



European Union

European Regional
Development Fund

For more information about Accessible Derbyshire, visit <http://www.accessiblederbyshire.org/>.

For more VisitBritain statistics about accessibility, visit www.visitbritain.org/providing-access-all.