

# MARKETING PEAK DISTRICT & DERBYSHIRE

**News release**

**17 May 2018**

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## **FREE WORKSHOPS AIM TO CREATE POLISHED PEAK AMBASSADORS**

Budding ambassadors who want to learn how to help promote the Peak District and Derbyshire as a world-class destination are being invited along to a series of free workshops being delivered by the area's official tourist board.

Marketing Peak District & Derbyshire is to stage a number of 'Peak District and Derbyshire Welcome' courses – developed in partnership with learndirect – to empower local businesses with the information and skills they need to welcome visitors to the area with pride and confidence.

The workshops – which are running between now and the end of July and are open to Derbyshire-based visitor economy businesses, including the retail sector – will equip participants to:

- Understand the importance of the visitor economy to the Peak District and Derbyshire and how they can contribute to increasing the amount of money visitors spend here
- Gain the right approach, skills and knowledge needed to welcome visitors and leave them with positive, memorable experiences
- Positively promote the area with pride, knowledge and enthusiasm in a professional and friendly way
- Transform them into confident and knowledgeable ambassadors

“Tourism is extremely important to the Peak District and Derbyshire economy – it currently supports almost 28,000 jobs, brings in around 40 million visitors a year, and is worth an annual £2 billion,” said Lindsay Rae, Deputy Director, Marketing Peak District & Derbyshire.

“These workshops are aimed at anyone who is interested in making a positive contribution to complement the wider work we do at the tourist board and add value to the area's visitor economy for everyone's benefit.

“Everyone who comes along will get the chance to learn about the area’s rich history, culture, main events and attractions so they can then go out and spread the word about our unique and very special area with knowledge and confidence.

“We all need to work together to shape the destination’s future direction and prosperity, and this is the perfect opportunity to get actively involved in the process.”

The courses are funded by the European Social Fund (ESF) through learndirect, the UK’s largest provider of skills, training and employment services.

Dates on offer are: Wednesday May 23, East Lodge Hotel & Restaurant, Rowsley (10am – 2pm); Tuesday June 5, Callow Hall, Ashbourne (10am - 2pm); Thursday June 7, The Dragon, Willington (10am - 2pm); Tuesday June 19, Designate @ The Gate, Matlock (10am - 2pm); Thursday June 21, The Old Hall Hotel, Buxton (1 - 5pm); Tuesday July 3, The Dragon, Willington (10am - 2pm); Wednesday July 4, The Old Hall Hotel Buxton (1 - 5pm); Thursday July 5, The Old Hall Hotel Buxton 10am - 2pm); Wednesday July 11, East Lodge Hotel & Restaurant, Rowsley (10am - 2pm); Thursday July 12, Callow Hall, Ashbourne (1 - 5pm).

Anyone interested in taking part can find further details and enrol at <http://marketingpeakdistrictandderbyshire.eventbrite.com>.

Ends.

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

### **Note to Editors**

An accompanying high resolution image for digital and print media is attached.

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.

Launched in 2000, **learndirect** is the UK’s largest integrated training provider. We’ve changed the lives of around 4.5 million people, helping them get the skills they need for work and to progress in their careers.

With a mission to transform the skills and productivity of the working population by using technology to bring people together to work, share and learn online, we have shown how we can transform people’s lives and help businesses thrive.

Peak District and Derbyshire Welcome is supported by the European Social Fund; Marketing Peak District & Derbyshire; learndirect; D2N2, the Local Enterprise Partnership for Derby, Derbyshire, Nottingham and Nottinghamshire; People 1<sup>st</sup>, Performance through People and Skills Support for the Workforce.

