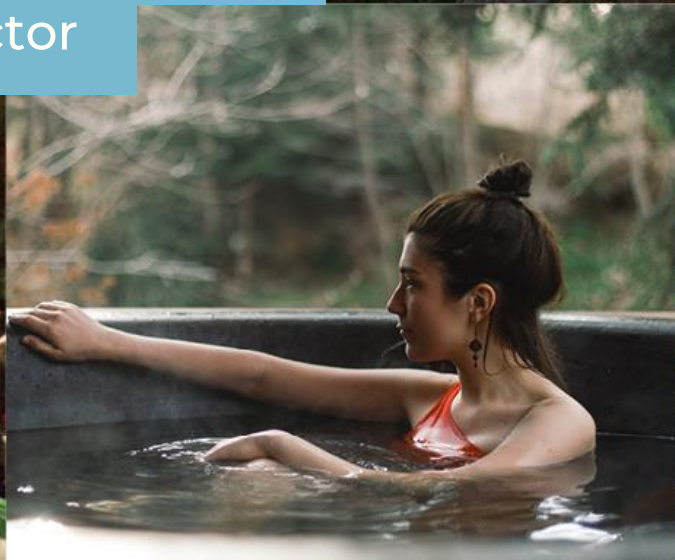




**VISIT
PEAK DISTRICT
& DERBYSHIRE**

Jo Dilley
Managing Director





Local Visitor Economy Partnership (LVEP)

One of the first 15 announced

- April 2023 - Collaboration agreement signed with VisitEngland – **partnering up with the team at Visit Derby.**
- LVEPs recognised by Government Departments as the main body to deliver tourism on behalf of the sector – underpinned by **partnership and collaborative ways of working**
- DCMS, DHLUC, DBT, DfT plus - Arts Council, Heritage Lottery etc.

**Local Visitor
Economy
Partnership**

Recognised by



VisitEngland



Working in partnership



Currently working on

- Partnership Agreement with Derby City/Visit Derby
- Development of a new Destination Management Plan for the area
- Reviewed Board membership and Governance to reflect the new LVEP structure
- Improve how we work with Local Authority Partners – replacing Service Level Agreements with partnership agreements – collaboration is key to unlocking success



Delivering growth together



The Visitor Journey must be central to all plans going forward – from how visitors arrive to their journey home

Welcoming – Quality - Memorable

- Plan to have the **Destination Management Plan** complete by April/May 2024 in readiness for the East Midlands Combined Authority Mayor.
- An ambitious plan that will deliver sustainable growth, with a strong sense of community and place.
- To be successful we must be inclusive, accessible and sustainable and promote a compelling offer to both national and international visitors.



Peak District, Derbyshire and Derby 2022 Performance STEAM

- Back to 2019 levels in terms of value **£2.59bn** (2019 *£2.49bn*)
- **Inflation** – cost of living increases
- Jobs supported across the sector are still down **28,000** (2019, 32,000) – Nationally - **20% down**
- Largest spend increase is across **staying visitors...**
 - Non serviced accommodation **+9.5%**
 - Staying with friends and relatives **+11.4%**





Quarterly Business Sentiment Survey Results 2023 (July to September 2023)

- 53% confident for Q4 ahead (October to December)
- 63% Q3 up on 2022
- 58% increase in overseas visitors (Europe, USA)





Business Resilience

Cost management / risk	Positive Growth
<ul style="list-style-type: none">• 63% have put prices up	<ul style="list-style-type: none">• 42% increased staff
<ul style="list-style-type: none">• 68% have cut costs across the business	<ul style="list-style-type: none">• 26% progressed with investment
<ul style="list-style-type: none">• 32% delayed investment	
<ul style="list-style-type: none">• 11% frozen salaries	

Main factors affecting businesses

- Cost of living – increases in supply chain costs – **ENERGY costs.**
- Weather (July/plus recent flooding)
- Costs of **staff/Recruitment/Retention**

When asked about Sustainability and Accessibility practises

- 100% implemented sustainable practices – (95% of visitors arrive by car)
- 100% implemented accessible practices – (only 26% promote accessibility)



VisitEngland consumer sentiment survey October 2023

- 46% UK Adults think the worst is yet to come – cost of living crisis
- 78% intend to take a UK overnight trip within the next 12months +2%
- 60% intend to take an overseas trip in the next 12 months -2%
- 29% intend to take fewer overnight trips in the UK – cost of living crisis (no change)
- 33% intending to take fewer day trips – (increased by 1%)



Consumer sentiment



VisitEngland consumer sentiment survey October 2023

Top 3 barriers continue to be



Rising cost of living



Weather



Personal finances

Top destination types for Autumn/Winter
City/Large Town closely followed by Countryside Village

