



**VISIT
PEAK DISTRICT
& DERBYSHIRE**

Lindsay Rae

Deputy Director & Head of Industry Engagement



£2.6m sector specific business support

- 936 businesses received at least 2 hours support
- 325 workshops and webinars
- 25 large scale events
- 6 Trade shows and events
- £400,000 business grants to 79 businesses



- Supported 199 attendees from 143 businesses
- Delivered 8 member's familiarisation/networking events
- 12 webinars
- Supported 52 makers and creators to attend Chatsworth Country Fair
- Members Christmas networking evening at Chatsworth on Tuesday 05 December
- Delivering marketing campaigns
- Attending trade shows
- Representing the sector with policy makers



2022/23 Awards cycle

- Awards dinner for 180 guests at Casa Hotel, Chesterfield 02 March 2023
- 3 Gold winners shortlisted for the VisitEngland Awards for Excellence

2023/24 Awards cycle

- Applications opened 14 July 2023
- 97 applications across 14 categories
- Awards dinner at The Museum of Making 07 March 2024



High Peak Borough Council Business Support



- Marketing toolkits
- Attracting walkers and cyclists toolkits
- Digital marketing toolkits
- Walkers and Cyclist Welcome workshops
- Peer to peer networking for creators and makers
- Meet the maker event
- Support creators and makers to attend Chatworth Country Fair 2024



Business support 2024/25

Working in partnership with East Midlands Chamber to deliver sector specific business support

- Accessibility
- Inclusivity
- Sustainability
- Walking and cycling friendly
- Peer to peer networking events
- 2024 Season opener and leaflet swap
- 2024 Annual Tourism Conference



Stay in touch



www.visitpeakdistrict.com/industry

- Latest workshops, webinars and events
- Research and data
- Resources and toolkits
- Signposting to business grants

Monthly Industry e-newsletter

B2B Social Media

- LinkedIn
- Facebook



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Thank you