

THE PEAK DISTRICT, DERBYSHIRE AND DERBY DESTINATION MANAGEMENT PLAN 2025-2035



Elevating Experiences

A Sustainable Vision for the Peak District, Derbyshire,
and Derby's Visitor Economy 2025-2035

The Peak District, Derbyshire and Derby stand as a beacon of natural beauty and rich heritage in the UK. Our vision for the visitor economy is to create a sustainable, vibrant, and inclusive ecosystem that fosters growth, enhances community well-being, creates jobs, and celebrates our natural landscapes and historical richness. This vision is built on collaboration and partnerships among local businesses, stakeholders, the local community, and visitors.



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Foreward

The Peak District, Derbyshire and Derby are poised to become a vibrant hub for visitors, residents, and businesses alike, as recognised by the Mayor's emphasis on the visitor economy sector's significant role in shaping an exciting and dynamic environment.

Tourism is not just a revenue stream; it is a powerful catalyst for transformation, driving inward investment and fostering sustainable growth. With the Government's ambitious target of welcoming 50 million international visitors by 2030, we at Visit Peak District & Derbyshire are committed to harnessing this potential to ensure our county thrives.

Despite being relatively new on the global tourism stage, the Peak District and Derbyshire boast immense opportunities for expansion in international markets. A modest 10% growth could translate into millions for our local economy, while a targeted effort to convert day-trippers into overnight visitors could yield even greater financial benefits, our region's appeal and ensure that we are not just a destination, but a cherished experience. The time to act is now—let's seize this opportunity to transform our region into a premier destination for visitors from near and far.



Chair Visit Peak District & Derbyshire

GROWTH TARGET ONE: International – Exceed central government's target of a 4% year on year increase in the numbers of international visitors to 2035.

GROWTH TARGET TWO: Domestic – Encourage the conversion of day visits into overnight stays, with the aim of increasing the average spend per trip to align with the England average, and extending the average length of stay in Derbyshire from 2.7 to 2.9 nights

GROWTH TARGET THREE: Increase the productivity of the sector in terms of its contribution to GVA measured by the long-term growth trend. By achieving an additional £1billion by 2035.

GROWTH TARGET FOUR: Maintain employment growth to trend over the period of this Plan between 2025 and 2035 and create 3,780 additional jobs by 2035.

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To capitalise on this potential, we are prioritising initiatives like the Hospitality Charter, launched in the wake of COVID-19, which aims to establish a Centre for Excellence in Hospitality. This initiative will not only elevate the region's profile but also provide vital career pathways for young people who may feel isolated in rural areas.

Our vision extends beyond statistics; we aim to be recognised for our warm welcome and thriving business community. Our destination is rich with charm, featuring a diverse array of micro and small businesses, family-run establishments, boutique hotels, quirky attractions, and exceptional local food and drink. Together, we offer a unique experience that delights visitors and surprises the global traveller, making our region a quintessentially English destination for all tastes and budgets.

As we look ahead, we are dedicated to building a brighter future for the Peak District, Derbyshire and Derby, transforming tourism into a driver of socio-economic growth and community connection. Join us on this journey to enhance our region's appeal and ensure that we are not just a destination, but a cherished experience.

The time to act is now—let's seize this opportunity to transform our region into a premier destination for visitors from near and far.

1 See Deloitte & Oxford Economics (2013) Tourism Jobs & Growth NB Cost per job uplift to current prices.

Section One: Introduction

The Peak District, Derbyshire and Derby are closely linked destinations known for their stunning natural scenery, rich historical landmarks, and a lively cultural offer.

The Peak District, a stunning area of natural beauty and the UK's first designated national park, is renowned for its breathtaking landscapes, rolling hills, and picturesque villages. Its dramatic landscape attracts millions of visitors each year who can indulge in a variety of outdoor activities, including hiking, cycling, and rock climbing, while exploring charming towns like Bakewell, famous for its delectable puddings, and Castleton, known for its captivating caves. The National Park supports a thriving outdoor tourism sector, while sustainable initiatives ensure the protection of its natural beauty.

The region is home to some of Britain's most magnificent stately homes, each contributing significantly to heritage tourism. Chatsworth, the 'Palace of the Peak,' attracts visitors with its art collections, gardens, and year-round events. Haddon Hall, a perfectly preserved medieval manor, provides a romantic backdrop for film and TV productions, while Hardwick Hall's Elizabethan grandeur continues to captivate history enthusiasts. In Derby, the Museum of Making—housed in the world's first factory, the Silk Mill—showcases the city's engineering legacy, linking past innovation with modern creativity.



The Derwent Valley Mills, the only UNESCO World Heritage Site in the East Midlands is a 24km corridor from Matlock Bath to Derby that celebrates the region's industrial heritage, blending significant historical sites such as the Cromford Mill with scenic riverside walks and Darley Abbey Mills a historic complex of mill buildings which have been converted into a range of workspaces, including offices, studios, showrooms, workshops, food and beverage outlets, galleries and a wedding venue.

Derby offers a unique combination of vibrant urban experiences and immediate access to outstanding natural landscapes, serving as a key gateway to the Peak District and the wider countryside. This strategic positioning makes the city an ideal base for visitors seeking both cultural excitement and outdoor adventure.

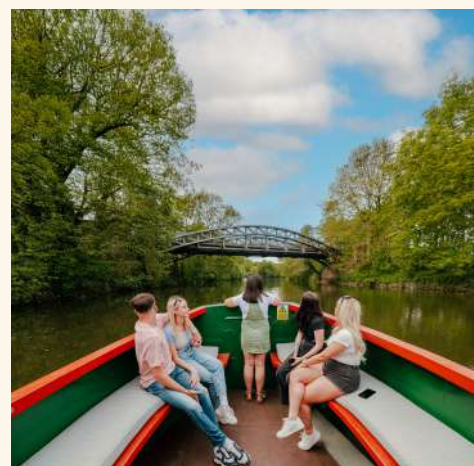
In the heart of the city, significant developments are set to transform the visitor experience. The opening of the Vaillant Live Arena and the restoration and reimagining of the Derby Market Hall are forecast to attract thousands of additional visitors, boosting the city's profile as a cultural and leisure destination. These major investments are expected to stimulate increased weekend overnight stays, supporting the growth of Derby's visitor economy and enhancing its appeal to both local and domestic audiences.

Derby is a city renowned for its strong industrial heritage, particularly in the rail and aerospace sectors, exemplified by the presence of major companies like Rolls-Royce and Bombardier. The city's strategic location in the heart of the UK makes it a hub for engineering excellence, attracting a wealth of talent and investment. This industrial strength has fostered a vibrant business environment, enabling Derby to host a variety of high-profile conferencing events. By leveraging its industrial legacy and state-of-the-art venues, Derby continues to position itself as a prime destination for industry-related conferences and events.

Derbyshire boasts a rich cultural and thriving arts scene, which includes Buxton Opera House and high-profile festivals such as the Buxton International Festival which draws opera and literature lovers to the elegant spa town each summer. The Well Dressing ceremonies in towns and villages offer a unique glimpse into Derbyshire's folklore. Meanwhile, Chatsworth hosts internationally acclaimed events, including its Christmas Market and the Chatsworth Country Fair, reinforcing the region's reputation as a major cultural destination.

Derbyshire's market towns and picturesque villages are key drivers of rural tourism. Bakewell, famous for its eponymous pudding, offers a delightful mix of independent shops and riverside walks, while Ashbourne's historic streets and annual Shrovetide football draw curious visitors. Matlock Bath, with its Victorian promenade and cable cars to the Heights of Abraham, provides family-friendly attractions, and the spa town of Buxton combines Georgian elegance with natural thermal springs. Bolsover and Chesterfield, both historic market towns, offer a unique blend of rich heritage, vibrant local markets, and scenic surroundings, making them appealing destinations. These towns not only preserve traditional charm but also support local artisans, farmers' markets, and boutique hospitality.

Together, the Peak District, Derbyshire, and Derby create a compelling destination for visitors seeking adventure, relaxation, and cultural exploration.



Section Two: About the Destination Management Plan (DMP)

This DMP functions as a strategic blueprint designed to maximise the tourism potential of the area while promoting sustainable practices, encouraging community involvement, and providing outstanding experiences for visitors. The DMP is for all interests and partners. While Visit Peak District, Derbyshire and Derby will drive implementation, it relies on the support of numerous other organisations for its success.

A DMP is a strategic framework designed to guide the development and management of a specific geographical area as a tourism destination; a strategy and action plan for promoting sustainable and inclusive tourism within a destination. A thriving visitor economy not only attracts investment within the tourism sector but also serves as a showcase for inward investment. A destination perceived as an excellent place to live, and visit is also viewed as an attractive area for investment. This DMP aims to create a platform that brings businesses together, offering them the inspiration and opportunities needed to sustain, develop, and grow their operations

In England, DMPs are essential tools for enhancing the visitor experience, promoting sustainable tourism, and fostering economic growth in local communities. This document outlines the goals, strategies, and actions necessary to achieve a cohesive vision for the destination.

DMPs encompass all essential elements of destination management, including assessing tourism performance and impacts, establishing working structures and communication channels, enhancing overall appeal and aesthetics, and improving access, infrastructure, and visitor services. Additionally, they address destination image, branding, promotion, and the development needs and opportunities of the product mix. Importantly, DMPs prioritise the protection of the local community's integrity, including their livelihoods and culture, as well as the conservation of the natural and built heritage that is crucial to the visitor experience.

The key components of this DMP include

A vision for the destination, a clear and inspiring statement that defines the long-term aspirations for Peak District, Derbyshire and Derby.

- Specific, measurable goals and objectives that guide the plan's implementation.
- Market analysis, covering visitor demographics and an analysis of the target audience, including age, interests, and travel behaviour. Market trends, to be clear about current trends in tourism to ensure the Peak District, Derbyshire and Derby can develop appropriate products and adapt offerings accordingly.
- Identification of sustainable destination and infrastructure development, including transport, parking, venues and attractions, information provision, and accessibility.
- The positioning of the Visitor Economy Sector as a key driver of growth across the region and recognised in the Local Growth Plan as a sector for growth – recognised by the Mayor as having a significant role in creating an exciting, dynamic place to visit, live, work and invest.
- The new Government is committed to enhancing devolution settlements for Combined Authorities, empowering Mayors with greater control over culture and tourism. This presents a significant opportunity for the visitor economy, which has immense potential for growth. By leveraging this sector, we can create job opportunities and attract vital investment across the region.

This DMP reflects the needs and desires of all parties involved, through stakeholder engagement, from across the public and private sectors, engaging and involving key partners in the planning process, with regular meetings, workshops, and collaborative projects. While VPDD and Visit Derby will drive implementation, wider stakeholder ownership is essential.

The fundamental principles of this plan are sustainability, inclusivity, collaboration, and engagement. The associated action plan will work to reduce the negative environmental and social effects of tourism while maximising the economic and cultural advantages for visitors, businesses, and local residents. The main outcomes will be to ensure that all activities deliver growth, positively contribute to the sustainability and revitalisation of communities and provide tangible benefits to local people.

Section Three: The Current Position

1. The Value of Tourism: The National Picture

England's tourism sector plays a crucial role in its economy, contributing significantly to employment, regional development, and cultural exchange. Understanding the performance of this sector involves examining various metrics, trends, and the impact of external factors.

- **GDP Contribution:** In 2019, tourism contributed approximately £106 billion to the UK economy, with England accounting for the majority of this figure. The sector represents around 5% of the total GDP.
- **Employment:** The tourism industry supports over 2.5 million jobs in England, making it one of the largest employment sectors. This includes roles in hospitality, attractions, transport, and retail.
- **Domestic Tourism:** In 2022, domestic overnight trips to England reached approximately 100 million, reflecting a recovery from the COVID-19 pandemic. The average spend per trip was around £85, contributing significantly to local economies.
- **International Tourism:** England remains a top destination for international visitors. In 2023, 38 million international tourists visited the UK.



2. The Value of Tourism to The Peak District, Derbyshire and Derby

Overall Visitor numbers: In 2023, there were some **3.9 million overnight tourist trips** to Derbyshire, with related spending of **£993 million**.² In the same year, the area attracted 38.5 million-day visitors who spent a further £1.9 billion.

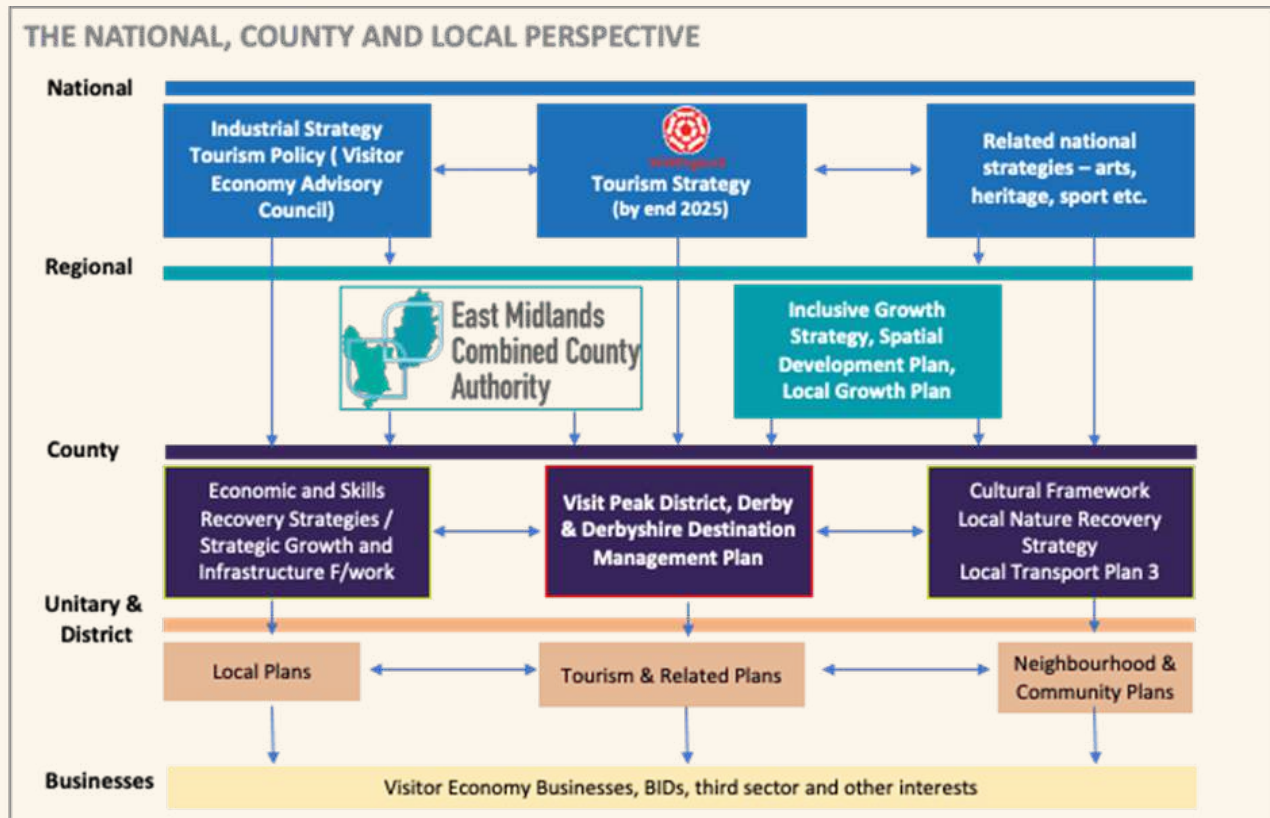
International Visitors: Over **1 million international tourists** visited the East Midlands in 2023, according to the International Passenger Survey. In terms of purpose of travel, both VRF and business travel outperform the holiday market in both county and city.

The National Park attracts large volumes of day visitors with 21% of visitors staying for three hours or less. The Peak District is estimated to attract 12.6 million visitor days per year. The average length of visit for those that stay overnight was 2.9 days. Four out of every five visitors stayed three nights or less. Mobile data based on 1.5 million data points across the LVEP area supports these trends, indicating that some 20% of all visitors are staying tourists.

Economic Impact & Employment: Overall the industry was worth £2.9 billion to the area in 2023, employing a total of almost 30,000 people, with 23,371 employed directly (full time equivalents) and a further 6,180 people (20% of the total) employed within the supply chain – supporting many other local businesses.

2. Global Tourism Solutions, 2023 STEAM model
3. International Passenger Survey, 2023.

3. Strategic Alignment



The Mayor's strong support for the visitor economy underscores its vital role in driving growth, revitalising town centres, and enhancing culture, skills, and transport. Tourism is not just a sector; it's a powerful engine for local job creation and sustainable development, with clear benefits:

Rapid Job Creation: The visitor economy generates entry-level jobs quickly and with modest investment, while also offering clear career pathways that support long-term employment and the development of sustainable careers.

Rural Employment: It provides crucial employment opportunities in rural areas where options are limited.

Flexible Opportunities: The sector offers seasonal and part-time jobs that fit modern lifestyles, paving the way for long-term careers, and for people returning to work.

Current strategies highlight key areas for investment, particularly in the Local Transport Plan 2011-2026, which focuses on sustainable tourism and infrastructure improvements. However, challenges like inadequate transport links, limited public transport, poor digital coverage, and insufficient power networks remain barriers to growth.

Supportive planning policies are essential for unlocking potential, as emphasised in a recent Planning Review that calls for alignment between local plans and tourism strategies. Smaller businesses would greatly benefit from guidance on navigating the planning system to support their development goals.

Exciting projects in the pipeline illustrate the visitor economy's potential to rapidly boost employment and income across various areas, including remote rural locations:

PEAK Resort: A massive 168,000m² mixed-use space with 2,000 hotel rooms and wellness facilities, launching in 2027.

Smedleys Hydro: Revitalising the historic County Hall in Matlock into a hotel and event space by 2030.

Great Wolf Resorts: A family-oriented water park and resort near Clowne, featuring a 500+ bedroom hotel and extensive leisure offerings.

Buxton Reboot: A £100m investment in The Springs shopping centre, integrating new homes and green spaces.

Ashbourne Reborn: Over £15m in town centre improvements to enhance public spaces and community facilities.

Cromford Mills Restoration: £1.3m for planning and design to restore this UNESCO World Heritage site.

Derby City Assembly Rooms: Transforming the site into a multifunctional cultural and commercial hub.

The Heart of Chesterfield scheme: focussed on delivery of improved public realm throughout the Town Centre including the Market Squares. Plus investment in Stephenson's Memorial Hall creating a new theatre and events space.

The Clay Cross Regeneration: designed to create more public space for visitors, improving the food and drink offer, providing flexible accommodation for businesses in pop-up enterprise units and providing a space for community activities.

The development of the **National Stone Centre** in Wirksworth; and the potential value of the **Strutt's Mill development** in Belper.

Current skills and business support strategies, often funded by central government, require better regional coordination to maximise their impact. Business initiatives will target market access, net-zero goals, and digitisation to bolster micro-businesses in tourism and increase overnight stays.

District councils play a critical role, evidenced by investments in cycling and walking routes like the White Peak Loop and Heritage Way. These initiatives not only enhance accessibility but also promote the region as a premier destination for outdoor activities. Looking ahead, District and Borough Councils will play an increasingly vital and strategic role in shaping the future of tourism and place-based economic development. Their involvement is far broader than infrastructure delivery alone — they are key enablers in bringing forward transformational projects through collaboration with the private sector, national agencies, and regional bodies.

Major developments outlined above underline the scale and ambition of current opportunities — all require early and ongoing District/Borough Council involvement to succeed. Their planning expertise, local knowledge, and ability to align investment with community needs make them essential partners in the development process. Future success will depend on these councils continuing to lead, support, and facilitate innovative, high-quality projects that drive growth, attract visitors, and enhance the overall destination offer.

Robust research and data analysis are essential to inform strategic decisions and evaluate the impact of initiatives. Currently, gaps in coordination among partners hinder progress, presenting opportunities for improvement. A review of digital marketing efforts by local authorities indicates a need for better alignment in tourism content and communications. National themes such as sustainability, accessibility, and quality are often underrepresented at the district level in Derbyshire, limiting our appeal to diverse visitor demographics.

By fostering collaboration among key stakeholders—including the Local Visitor Economy Partnership (LVEP), EMCCA, and local businesses—we can enhance performance and achieve economies of scale. This collaboration will also improve connections between the Destination Management Plan (DMP) and broader policy areas, such as transport, infrastructure, inclusivity, business support and workforce development, yielding long-term benefits for the region.

With strong support from the Mayor and a clear vision for the future, the Peak District, Derbyshire, and Derby are positioned to harness the full potential of the visitor economy. By addressing infrastructural challenges, aligning planning policies, and fostering collaboration, a thriving, sustainable tourism sector can be created to benefit all stakeholders.

4. LVEP for the Peak District, Derbyshire and Derby

In April 2023, VPDD partnered with Visit Derby to become one of the first VisitEngland accredited Local Visitor Economy Partnership (LVEPs). Our mission is clear: to lead, market, and manage the visitor economy of the Peak District, Derbyshire, and Derby, driving growth while ensuring sustainability.

The LVEP is a collaborative initiative uniting local government, businesses, community organisations, and cultural institutions. Together, we aim to position tourism as a vital economic driver that benefits both residents and visitors. With support from the East Midlands Combined County Authority (EMCCA), the LVEP will create a unified call to action across the region.

The strong partnership between stakeholders and Visit Peak District & Derbyshire and Visit Derby focuses on priority actions aligned with the strategic goals of EMCCA and VisitEngland. We're committed to boosting visitor numbers and length of stays, supporting local businesses in the process. Our digital assets will continue to evolve, and regular surveys will gather insights to identify growth opportunities and address business needs.

Building robust partnerships is key. The LVEP will continue to collaborate with eight local authorities and organisations like the Peak District National Park Authority and the Derwent Valley Mills World Heritage Site. This collective effort, backed by the experienced VPDD team and private sector advocacy, will enhance the visitor experience and promote sustainable tourism growth.

VisitEngland's LVEP programme aims to transform England's visitor economy with a strong governance structure, fostering local leadership and collaboration. Together, we will support and grow the visitor economy through effective destination management and strategic planning.

5. The Regional Landscape

Local Government Reorganisation (LGR) involves restructuring local government areas, including administrative boundaries, functions, and responsibilities. This initiative addresses key challenges in local governance, such as efficiency, accountability, and service delivery. The main objectives of LGR are to improve efficiency by streamlining services to minimise duplication and enhance operational effectiveness; to enhance accountability by clarifying governance structures so that residents know who to hold responsible for local services; and to ensure better service delivery by tailoring services to meet the diverse needs of local communities

In Derbyshire, the current governance operates under a two-tier system, comprising Derbyshire County Council and several district councils. There are ongoing discussions regarding a potential transition to a new model, which would consolidate these functions. The region's diverse demographics, ranging from urban areas to rural communities in the Peak District, complicate governance. LGR aims to create more representative and effective governance structures that cater to these varied local needs. A ministerial decision is not expected until spring 2026, with implementation of any changes likely between 2027 and 2028.

The East Midlands Combined County Authority (EMCCA) was formed in March 2024; the organisation is led by an elected Mayor and covers the four local authority areas of Derbyshire, Nottinghamshire, Derby and Nottingham. EMCCA's ambition is to harness the potential of the region, by working alongside partners and local authorities to make the East Midlands the best place to live, to work and to learn. EMCCA has one shared mission - **to unlock opportunity, improve lives, and build a stronger, greener, and fairer East Midlands** and has plans and projects that work to improve the whole region, including:

- Growing the economy
- Transport
- Skills and adult education
- Housing
- Environment

Section Four: Trends in Tourism

These trends reflect the evolving landscape of tourism in England, emphasising the importance of adaptability and sustainability in meeting the changing preferences of visitors.

Many of these trends play to the strengths of the Peak District, Derbyshire and Derby.

Growth in Domestic Tourism: Domestic tourism at a national level shows some signs of rebounding, with an increase in staycations. Consumers are prioritising quality over quantity, opting for premium experiences. There has been a shift to shoulder seasons, potentially due to cost-of-living pressures or the prioritising outbound travel during the summer season. Spend on tourism day visits in England in 2024 rose by 6% to £48.4 billion, following a 15% year-on-year increase in 2023.

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There has been a significant rise in staycations, with more individuals opting to explore domestic destinations. This trend has persisted as visitors increasingly show interest in rural and coastal areas. Regions that offer natural beauty and outdoor activities have become particularly popular, reflecting a shift in preferences towards local experiences.

The pace of growth of the UK visitor economy is forecast to increase in real terms in the next few years. Value growth will be led by premium sectors such as holiday cottages, luxury hotels and wellness breaks. A climate-induced staycation trend is expected as warmer UK weather extends peak seasons and extreme Mediterranean weather patterns deter more travellers.

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Growth in Inbound Tourism: The government have made a commitment to grow international visitor volumes from 38 million to 50 million over the next six years. This presents the partners with the opportunity to transform inbound performance from good to great.

Experiential and 'Undertourism' Travel: Travellers continue to seek unique experiences over traditional sightseeing. There is a strong demand for lesser-known destinations to combat over-tourism. Hybrid holidays (e.g., rail journeys mixed with adventure travel) are growing in popularity.

AI-Powered and Personalised Travel: AI tools are increasingly being used for travel planning. Younger travellers (25-34) are the most engaged with AI-based recommendations. Demand for customised itineraries and flexible booking options is rising.

Sustainable and Ethical Tourism: There is a growing demand for sustainable travel and tourism, with many visitors actively seeking eco-friendly accommodation and experiences. 45% of travellers say they prefer UK holidays to reduce their carbon footprint.

Cultural and Heritage Tourism: England's rich history and cultural heritage continue to attract visitors who are interested in exploring heritage sites, museums, and cultural festivals. This trend highlights the importance of preserving historic landmarks and offering immersive experiences that educate visitors about the local culture and traditions. It is a fundamental product strength of the area.

Inclusion and Accessibility: Inclusion remains a key focus, with businesses encouraged to improve accessibility for travellers with disabilities. While there is undoubtedly a specialist market, the LVEP has seen boosted demand via its accessible tourism business support activity.

Health and Wellbeing: UK day visits that included a wellbeing experience showed a continuous increase trend from 2022 to 2024, and had the highest average spend (per visit per person) of all activities at £124 per visit in 2024 (vs £52 on an average day visit)† The short-stay rental market is related to this trend, including quirky glamping pods, of which there are many in Derbyshire.



4. VisitEngland, Great Britain Tourism Survey: Day Visits 2024
5. Mintel – Domestic Tourism UK 2023

The National Challenge

Recent global economic challenges have created significant uncertainty, affecting visitor confidence and spending. New travel regulations, visa requirements, and trade agreements in flux, potentially increase costs for international travellers due to currency fluctuations. Rising inflation and the cost-of-living crisis have reduced domestic disposable income, leading to fluctuations in trips and spending.

Changes to employer National Insurance Contributions and minimum wage increases (April 2025), particularly impact businesses like restaurants, bars, and hotels that typically employ many entry level staff. Mitigating strategies include reducing investment, reducing staff numbers or raising prices. Since April 2025 the hospitality sector has lost 69,000 jobs nationally.⁶

Overcrowding during peak seasons, often exacerbated by social media trends and "aspirational influencers," can compromise the visitor experience and strain local services in certain places. The rapid spread of positive experiences via social media can lead to certain destinations becoming overly popular, necessitating effective visitor flow management to mitigate impacts.

The tourism sector must also address its environmental impact. Climate change is altering the seasons, with warmer temperatures potentially extending summer but also bringing adverse weather that can affect outdoor activities. Stakeholders need to continue to work hard to minimise negative impacts on local ecosystems and communities.

As technology evolves, the tourism sector must also fully embrace digital transformation, enhancing online booking systems, utilising data analytics for personalised marketing, and improving contactless services.



⁶ The Times July 5th 2025 Quoting UK Hospitality and ONS figures.

Section Five: Strengths, Challenges and Opportunities

1. The Strengths: Peak District, Derbyshire and Derby

Catchment: The region's proximity to major urban centres like Manchester, Sheffield, and Nottingham makes it easily accessible for day trips and short breaks. Some 13 million people live within a 90-minute drivetime with a further 19 million within three hours. National transport links, including rail and road connections, facilitate access for visitors.

Infrastructure: Strategies in the Peak District, Derby, and Derbyshire focus on cohesive planning and infrastructure development to support a thriving visitor economy while preserving the region's natural and cultural assets. A cornerstone is the Peak District National Park Authority's Local Management Plan, which focuses on sustainable development and tourism promotion.

Derbyshire County Council is working to improve road infrastructure to reduce congestion during peak seasons. Additionally, the Bus Service Improvement Plan (BSIP) outlines a vision for enhancing bus services in the area and the necessary actions to increase ridership. There is also a local transport plan being developed by EMCCA.

Marketing: VPDD's dynamic marketing strategies, including targeted digital campaigns and collaborations with local influencers, have significantly raised awareness of Derbyshire's attractions. The region is celebrated for its culinary delights, such as Bakewell Pudding and Derbyshire oatcakes. Initiatives like the "Eat, Drink, Explore Peak District and Derbyshire" campaign have showcased local food and drink, supporting local producers and enhancing the appeal in culinary tourism.

Derbyshire also hosts a vibrant calendar of events and festivals throughout the year, celebrating a rich culture, arts, and heritage. Notable examples include the Ashbourne Shrovetide Football, the Chatsworth Country Fair, and various music and food festivals. These events not only attract visitors but also strengthen community spirit, making Derbyshire a must-visit destination for all.

Accommodation Product: The Peak District and Derbyshire offer a range of accommodation types, from luxury hotels and boutique guesthouses to self-catering cottages, campsites and glamping. Local businesses, communities, and organisations actively collaborate to promote tourism initiatives, ensuring that the visitor economy reflects the needs and aspirations of residents.

Flagship attractions: Derbyshire and the Peak District boast flagship attractions that provide strong family-oriented experiences and rich heritage. These include the interactive exhibits at the Derby Museum and Art Gallery; Haddon Hall, a stunning medieval country house dating back to the 11th century; the thrilling adventure activities at Gulliver's Kingdom; and the iconic Crooked Spire in Chesterfield; all of which create memorable outings for families while celebrating the region's historical significance and natural beauty.

Product: Product development in the Peak District, Derbyshire, and Derby focuses on creating a diverse and sustainable visitor economy. By showcasing natural attractions, walking and cycling, cultural heritage, culinary experiences, varied accommodations, wellness, business tourism, digital engagement, sustainability, and community involvement, the region aims to attract a wide array of visitors while preserving its unique character and environment. This holistic approach enhances the visitor experience and supports local economic growth and community well-being.



Recognising this opportunity for growth in international markets, VPDD has launched an international travel trade brochure and allocated a dedicated budget to target this market effectively. This initiative is part of a broader business support effort aimed at enhancing the destination's presence in the travel trade sector and unlocking the full potential of tourism in the Peak District, Derbyshire, and Derby. Focusing on strategic measures, to significantly expand reach and impact in the international tourism market.

Sustainability: There is a growing emphasis on sustainability within the visitor economy, with efforts to promote eco-friendly practices among businesses spearheaded by a five-year programme to support the region's tourism businesses and their visitors to become greener.

Job Creation: The visitor economy in the Peak District, Derbyshire, and Derby is essential for job creation and local business growth, making effective collaboration vital for sustainable and inclusive tourism management.

Skills and Business Support Initiatives: Current skills initiatives in the visitor economy have focused on enhancing workforce capabilities to meet the tourism sector's growing demands. These initiatives aim to equip individuals and businesses with skills to improve service quality, promote sustainability, accessibility and adapt to changing visitor expectations. Visit Peak District & Derbyshire supports local businesses by providing training and resources to enhance service delivery and build capacity to access new markets.

The University of Derby, and local colleges, including Chesterfield, and Derby College, offer vocational training and apprenticeships in hospitality and tourism management. Additionally, the VPDD runs programmes to educate local businesses on sustainable tourism practices.

There are programmes offering workshops, mentoring, and personalised business advice for local entrepreneurs in the tourism sector. Initiatives focused on enhancing workforce skills in hospitality and tourism, including training in customer service, sustainability, and digital marketing, are essential. Networking events and seminars provide valuable insights into best practices and emerging trends in the visitor economy.

From 2017 to 2023 Visit Peak District and Derbyshire supported the long-term improvement of many of the county's visitor economy businesses with over 900 businesses receiving tailored and specialist support to grow and prosper, with over 100 of these bringing new products to the market as a direct result. This was in addition to mainstream business support.

Partnerships: Visit Peak District & Derbyshire, the Peak District National Park Authority, and local councils are all crucial in the development of strategies for the visitor economy. Collaboration with businesses helps to enhance the visitor experience, promote the area as a tourist destination, coordinates marketing efforts, and provides resources to invest. Funding opportunities available through local council initiatives and other external funding sources should be prioritised to support tourism-related projects.

Using this DMP as the reference, the Local Visitor Economy Partnership (LVEP) can clarify roles and enhance accountability within the tourism sector. It can maintain strong collaboration between Visit Peak District and Derbyshire with Visit Derby as a partner, focusing on actions that promote regional growth. By aligning with the East Midlands Combined Authority (EMCCA) and VisitEngland, the LVEP is able to position the visitor economy as a key growth driver and strengthen partnerships with local authorities; establishing shared goals that benefit the region.

As the primary governance body for the visitor economy, the LVEP can bring together key stakeholders to develop a cohesive tourism strategy and enhance collaboration across sectors. While this Plan involves all stakeholders, the LVEP will play a central role in coordinating its implementation.

2. The Challenge: Peak District, Derbyshire and Derby Challenge

Governance: The governance of the visitor economy can be a challenge. Clearly defined roles within the Local Visitor Economy Partnership (LVEP) will promote and facilitate collaboration and align to business needs. Tourism is often difficult to plan and develop because of the many stakeholders involved, their different roles and the wide-ranging priorities of partners. **This DMP is designed to deliver a step-change in the way we work together in the coordination and development of tourism.** A cohesive and collective vision for tourism can unlock the full potential of the visitor economy. Collaboration on this Destination Management Plan is designed to create a unified approach, while cross-promotion and partnerships among cultural attractions can enhance the local tourism landscape.

Economic Context: In 2024, 39% of businesses reported year on year decline, with the accommodation sector particularly hard hit—with almost half of these businesses experiencing declines due to rising operational costs and shifts in visitor behaviour, such as fewer overnight stays. Advance bookings, which are increasingly made closer to the date, complicates cashflow for smaller businesses. Over half of surveyed businesses reported that over 75% of bookings are now made online. To address rising expenses, 39% of businesses raised prices in 2024, with 67% planning an average increase of 6% in the next six months, potentially deterring price-sensitive consumers.

Information and Connectivity: The proliferation of information sources can confuse visitors and stakeholders, compounded by poor connectivity among service providers. Establishing a single point of contact for tourism inquiries and prioritising accessibility in planning can enhance communication and create inclusive experiences. The issue of digital connectivity is a key area for wider focus and supported in this Plan.

Resources for Business Support: Visit Peak District and Derbyshire received ERDF funding from 2016 to 2023 for a comprehensive business support programme that delivered sector specific support to over 900 businesses. This sort of support, and mainstream business support, should be continued and developed as a key action.

Workforce and Skills: The skills challenges in the Peak District, Derbyshire, and Derby reflect a nationwide crisis in the tourism and hospitality sectors, making it crucial to address these issues for the visitor economy's success. Negative perceptions of the sector, fuelled by misconceptions about low pay and poor working conditions, deter potential entrants. Seasonal staff shortages and a lack of young ambassadors can exacerbate the problem.

The visitor economy struggles with hiring and retaining staff, particularly in specialised roles such as chefs, which affects the visitor experience. Smaller businesses, which comprise 85% of the sector and typically employ only 2-10 people, find it difficult to manage staffing levels and access training opportunities. Additionally, lack of, or unreliable public transport, high housing costs and limited amounts of affordable housing hinder efforts to attract and retain talent, despite the county's natural beauty and promising work-life balance. The recent launch of EMCCA'S Local Growth Commission report will play a role in supporting people getting better jobs and improve their standard of living and presents the sector with a real opportunity to address the skills challenges.

Congestion: There is a pressing need for greater education on responsible tourism, as misunderstandings of the countryside code can lead to environmental degradation and tensions with residents. Due to instances of over-crowding in visitor hotspots, effective communication strategies are essential to promote responsible access and appreciation of the countryside. Stakeholders such as the National Park have visitor management strategies in place but addressing instances of overcrowding from day visitors in a more strategic way remain important. Initiatives that encourage the dispersal of visitors to less sensitive areas to protect the National Park's special qualities should be continued.

Transport: The geography of the area, characterised by dispersed visitor attractions and communities, presents significant challenges for public transport services. The combination of long distances, low population density, and seasonal fluctuations in visitor numbers makes it difficult to deliver commercially viable transport options. This limited frequency of services not only complicates commuting for staff but also restricts employment opportunities in the visitor economy, particularly in remote rural areas. For visitors, the inadequate public transport options force an over-reliance on private cars, leading to localised congestion at popular sites.

The pressure on infrastructure, especially parking facilities, is evident as a high percentage of visitors arrive by car. The scarcity of public transport routes complicates access to alternative travel options. Additionally, insufficient awareness and promotion of public transport routes hinder navigation for visitors, compounded by poor signage, unclear walking paths, and inadequate investment in the Public Rights of Way network. Many rural areas also struggle with unreliable digital connectivity, limiting access to information and services, which negatively impacts both visitor experiences and the ability of employees and businesses to function effectively.

Moreover, disparities in planning and support for the visitor economy across councils lead to inconsistent promotion and management. Some councils, facing funding constraints, are forced to close visitor-facing facilities in towns and villages, with a notable lack of public toilets often cited as a complaint among visitors who typically seek amenities during their travels. This issue is further complicated by competing demands between preserving green spaces and accommodating housing developments, which can alter the character and ambiance of these areas.

As a result, many market towns are losing their unique identities due to the closure of key businesses, leading to empty shops and declining foot traffic. Public realm improvements often overlook enhancements to the visitor experience, further diminishing the appeal of these areas.

Town Centres: Many town centres are losing their unique identities due to business closures and declining footfall. Planning and support for the visitor economy vary among councils, leading to disparities in promotion and management. Some councils, constrained by funding, have had to close visitor facilities, leading to common complaints about a lack of essential visitor services like toilets. The challenge of balancing green space preservation with housing development further complicates the situation, potentially impacting the region's character and ambiance.

This DMP showcases the unique character, history, and charm of each local authority area, aligning them with growth ambitions. Recognising the distinct identities, sector assets, and aspirations of individual districts is crucial for creating a balanced, inclusive, and resilient development plan.

These diverse identities enhance the visitor experience, attracting a wider range of audiences and encouraging targeted investments within each local authority. By acknowledging the varying stages of sector development across the region, a framework will be adopted focused on developing, diversifying, promoting, and growing our tourism assets.

This inclusive and collaborative approach not only drives success but also fosters community pride. It enables a unified strategy that honours local uniqueness while promoting shared growth across the region.

As Derby's renaissance gets into full swing with new plans for Market Square and the Assembly Rooms site, there is a recognised need for investment in 4 star serviced accommodation in the city centre to boost economic impact across the week. In addition, the regeneration in Chesterfield is aligned with visitor economy aspirations.

Data: Uncertainty regarding data availability and accessibility can hamper decision-making and planning, ultimately reducing productivity. Duplication in data collection among businesses and local authorities incurs unnecessary costs and leads to inefficiencies. A lack of clarity about data responsibilities can hinder customer insights.

Ensuring easy access to data for visitor economy partners is essential for effective collaboration while considering resource implications for businesses. Many believe improved data collection could help redirect visitor flows from popular destinations. Clearly defining data needs, understanding knowledge gaps, and engaging stakeholders in data gathering are critical first steps.

The fragmented approach to data collection complicates cohesive strategy development. Creating a unified system for data capture and sharing will enhance assessment of the visitor economy's performance and support responsive strategies that benefit both the public sector and local businesses, ultimately aiding visitors and the community.

Further action on Sustainability and Accessibility: Green Tourism and organisations such as the Environmental Quality Mark (EQM) offer a crucial framework for promoting sustainability across Visitor Economy businesses. By raising awareness through case studies of successful businesses, such as Hoe Grange, and Masson Mills, alongside a business support package, could engage more stakeholders.

Financial challenges hinder the adoption of sustainable practice; there is a need for robust support systems and sector-specific grants. Providing financial assistance, training, and best practice examples can encourage businesses to implement regenerative tourism initiatives, particularly those related to net-zero goals. A heavy reliance on private transport, with over 90% of visitors arriving by car, highlights the need for improved transport infrastructure, including parking and EV charging, to meet climate targets. Visitor-related issues like overcrowding and environmental degradation further threaten the area's special qualities.

Small businesses often hesitate to create fully accessible services for all types of visitors due to funding limitations and a lack of market insight, restricting the experience for visitors with disabilities. Addressing these challenges is essential for fostering inclusivity and enhancing the overall visitor experience, particularly for minority and underrepresented communities.

3. The Opportunity: Peak District, Derbyshire and Derby.

Collaboration and partnership

The LVEP should secure funding that promotes diversity and visibility in tourism networks across the Peak District, Derbyshire, and Derby. This funding is crucial for initiatives that enhance the region's attractiveness to visitors while advocating for financial support for cultural and regenerative tourism projects, which strengthen community identity and protect the destination.

Local stakeholders will benefit from aligning with national and regional initiatives to foster connections to the visitor economy, promote growth, and access resources. Integrating digital skills training in educational institutions will prepare students for emerging roles in tourism. Effective consultation processes and community engagement are vital for improving involvement and perceptions of tourism initiatives.

Business and People Development

Providing training for local businesses can significantly enhance the visitor experience in essential areas like customer service, sustainability, accessibility and working with international travel trade. This training not only equips businesses with vital skills but also fosters a welcoming atmosphere for visitors. Innovative training methods should be explored to engage a broader audience.

Celebrating local success stories and promoting responsible tourism practices can inspire stakeholders to adopt sustainable models. Highlighting businesses excelling in sustainability and accessibility, such as Wildhive Callow Hall, Masson Mills, and Hoe Grange Holidays, serves as a powerful example for others to follow. The LVEP can cultivate a sustainability culture within the visitor economy by showcasing these models.

Supporting businesses to improve accessibility and sustainable practices will enhance the region's reputation as a desirable destination. Establishing quality marks and loyalty programmes can encourage repeat visits, while prioritising visitor welcome and developing diverse, bookable products will further improve customer service and satisfaction.

VPDD has identified international market growth as a key strategic objective over the next decade. Improving the skills of businesses to attract overseas visitors is essential to driving sector expansion and ensuring Derbyshire and the Peak District capitalise on national ambitions, including the Tourism Minister's goal of attracting 50 million international visitors by 2030. Accessing this growth not only supports the region's visitor economy but also contributes to higher-quality experiences, better-paid employment, and the long-term vitality of the destination as a premier holiday choice.

Focusing on career development by connecting schools, colleges, and local businesses, and aligning curricula with the tourism sector's needs is essential. Continuous partnerships should offer real-world experiences for all students, including those facing exclusion, with barriers to employment, while promoting the benefits of living in the county.

Collaboration with educational institutions, especially the University of Derby [and Sheffield Hallam due to its close proximity], is vital for developing specialised courses and internships. Implementing peer-to-peer training, mentoring, and tailored internship programmes will improve service quality and provide practical experience for students, benefiting both individuals and local businesses, as demonstrated by the successful partnership between the Arkwright Society and the University of Derby.

To ensure equitable access to training, resources beyond Derby are necessary, including a review of existing skills to identify gaps. Establishing mentorship programmes and local workshops will foster skill development and a culture of lifelong learning in tourism. Providing resources for small businesses to host work experience students and apprentices can enhance local workforce engagement. A centralised platform for work experience and a tailored approach to apprenticeships can streamline processes, address hiring challenges, and promote local skills and community pride.

The Peak District, Derbyshire and Derby, provides an ideal location for a Centre of Excellence in Hospitality, aligning with the Tourism Minister's objective of establishing five such sites across the country. The opportunity to move forward with skills improvements is underpinned by EMCCA's skills strategy.

Product Development and Marketing

The co-ordination of events, festivals, and markets will highlight the region's offer, strengthen community ties, and promote local talent. Investing in technology and digital platforms will improve visitor engagement by providing real-time information about events and attractions.

Expanding attractions—such as interactive museums, adventure parks, and cultural festivals—will enhance the area's appeal. Improving the night-time economy through high-quality pubs and eateries can encourage longer stays, making the region more attractive to visitors.

Promoting lesser-known areas and attractions can help distribute visitors evenly across the region, alleviating pressure on popular sites and enhancing the overall visitor experience. Initiatives to highlight these hidden gems support the development of smaller attractions and contribute to sustainability. Investing in quality hotel developments and renovating existing properties can significantly raise accommodation standards.

Development of serviced accommodation suitable for use by the international travel trade should be a priority.

The International Travel Trade Plan is an opportunity to increase international visitors to the Peak District and Derbyshire, offering tailored support for local tourism and hospitality businesses to effectively engage with international trade buyers. This will also include participation in key international travel trade events to raise the destination's profile and foster connections with trade buyers. The plan targets growth markets such as the United States, China, Germany, and the Netherlands and supports the long-term goals of the DMP by diversifying markets, enhancing business resilience, and increasing high-value visits throughout the year.

Transport and Spatial Planning

EMCCA is collaborating with constituent authorities, who serve as the Highway Authority, to enhance place-to-place connectivity by providing affordable, accessible, and sustainable travel options that reduce car dependency. Improved transport solutions are vital for linking potential workers to jobs and ensuring visitors can easily access attractions throughout the county.

With the transfer of Public Transport Functions from four local authorities to EMCCA, there is a unique opportunity to adopt a regional approach to connectivity and integration, enhancing public transport options and increasing the availability of transport information. This strategic shift will help manage demand, improve accessibility to various attractions, and allow visitors to explore the region without the stress of parking, thereby enhancing the destination's appeal.

Investing in the maintenance and improvement of green spaces is crucial for creating attractive environments that benefit both visitors and residents, promoting outdoor activities and well-being. Additionally, better promotion of public transport services, coupled with improvements in service quality, reliability, affordability, and awareness, will encourage greater use among visitors. Developing safe walking and cycling routes, along with providing incentives, can further promote active travel, while integrated transport modes can better meet diverse visitor needs.

Incorporating the visitor economy into infrastructure planning will foster sustainable, carbon-positive developments that benefit both businesses and the environment. Enhancements should consider local characteristics, improve digital connectivity, and promote sustainable travel options, such as electric vehicle chargers. Strengthening mobile network infrastructure will also help visitors stay connected and fully enjoy their experience in the area.

Furthermore, revitalising and proactively managing the night-time economy is essential for attracting visitors. Typical initiatives should promote evening activities in pubs, restaurants, and events, supported by safeguards and partnerships with police and business improvement districts. Repurposing vacant spaces for community events and popup shops can enrich local culture and enhance the overall visitor experience. Derby serves as a leading example in this regard, offering a model for managing the evening economy in other market towns.

Data and intelligence

Online suppliers have significantly enhanced the volume and variety of data related to the visitor economy over the past five years. Establishing a centralised data-sharing network and standardising data collection will improve insights, boost productivity, and drive business growth.

Investing in robust management information systems is crucial for real-time data insights that inform infrastructure planning and visitor management. Collecting data on visitor preferences, spending patterns, and experiences—especially for key groups like disabled visitors—can enhance offerings and reflect community needs. Additionally, analysing environmental data, such as visitor carbon footprints, is essential for developing eco-friendly practices.

Using mobile data and monitoring social media can provide real-time insights into visitor behaviours, enabling timely service adjustments. This understanding can help attract environmentally conscious visitors and support targeted marketing campaigns to engage diverse demographics.

To enhance data collection, best practices and new AI tools should be assessed. Creating a dedicated data group to identify necessary data and collaborating with the Visitor Economy Research Group at the University of Derby can foster innovation. A central platform for data sharing and a dashboard for key metrics will streamline access to information, improving decision-making for businesses and the public sector alike.

This offers a clear opportunity to collaborate with Nottinghamshire to collect and share data at a combined authority level.

Sustainability, Welcome and Accessibility

Implementing educational programmes on responsible tourism and recycling can promote sustainable behaviour. Introducing payback and volunteering schemes can strengthen visitor connections to the area and encourage positive contributions to the environment and community. A revamped visitor payback scheme in the National Park could engage many new visitors very effectively.

Creating incentives for businesses, such as Visit Peak District & Derbyshire's 'Meet the Maker' events, supports local sourcing and enhances sustainability. Building on the success of the 2019 marketing campaign "Eat, Drink, Explore Peak District and Derbyshire," which highlighted local flavours, can attract visitors while fostering relationships between tourism businesses and local producers, shortening supply chains.

Visitors increasingly expect commitments to recycling, food waste management, and responsible resource use. Integrating accessibility and sustainability through activities like nature walks and community gardening promotes inclusivity and community involvement. Developing comprehensive accessibility resources is crucial for improving visitor experiences, and a centralised online platform could aggregate these options. Using VisitEngland's toolkit will help local businesses implement effective accessibility measures.

Section Six: Looking to the Future

There is great potential to grow the visitor economy. In 2006 the value of the sector was £1.3 billion, and in 2023 it had risen to £2.9 billion; on average the sector has grown by £2 billion since the creation of VPDD. Therefore, the region, with its focus, development and investment, is now chasing and set to achieve an additional £1 billion value by 2035.

Correctly positioning the visitor economy in the Peak District, Derbyshire, and Derby, will actively promote its economic value, ensuring that its significance as a key driver of growth is well understood, creating broader career opportunities within the sector, fostering sustainable economic growth for the community.

The importance of maintaining and improving collaborative partnerships among stakeholders will facilitate a united effort to promote and enhance the visitor economy collectively. A commitment to sustainability will ensure that community needs are central to all initiatives, while fostering a culture of innovation will enhance competitiveness and adaptability to market trends.



An improved transportation and accessibility infrastructure, will make it easier for visitors to navigate the region and connect with attractions, including seamless travel options for those arriving via the airport. Effective destination management will ensure positive community impacts, enhancing local pride and engagement in tourism initiatives. Strategies will be implemented to manage visitor flow and experiences, allowing both residents and visitors to comfortably enjoy the region's attractions.

Continuous improvement in the quality of the visitor experience will be a priority, with high service standards set to ensure that tourism initiatives are well-managed, quality-focused, and responsive to community needs. By positioning the Peak District, Derbyshire, and Derby as a premier UK destination of choice, the region's diverse activities, from outdoor adventures to cultural experiences will be showcased. Additionally, the night-time economy will be developed through a variety of evening offerings, such as entertainment, dining, and cultural events, to attract visitors after dark.

To strengthen the vision further, we will include tourism development opportunities in the National Forest and South Derbyshire; and collaborate with partners such as Derbyshire Wildlife Trust, Down to Earth, and the Peak District National Park Authority to enhance the Delivery Management Plan (DMP) by leveraging our collective expertise in regenerative and nature-based tourism.

We will also spotlight key initiatives, including the Heart of the Forest vision, the reimagining of Conkers, the sustainable tourist accommodation program, the potential reopening of the National Forest rail line, and the efforts at Calke Abbey to connect the estate with nearby attractions. By prioritising these projects, we can significantly add value to the plan and unlock its full potential.

Overall, creating a vibrant and sustainable visitor economy that benefits both the community and visitors alike.

1. Vision

The Peak District, Derbyshire and Derby stand as a beacon of natural beauty and rich heritage in the UK. Our vision for the visitor economy is to become Europe's leading rural and heritage-based visitor economy that fosters growth, enhances community well-being, creates jobs, and celebrates our natural landscapes and historical richness. This vision is built on collaboration and partnerships among local businesses, stakeholders, the local community, and visitors.

2. Goals

Economic progress: Actively promoting the visitor economy to unlock broader career opportunities and boost visitor spending. By encouraging both domestic and international guests to extend their stays and showcasing the diverse activities our region has to offer.

Regenerative and Innovative Focus: A commitment to sustainability prioritises community needs, enhances biodiversity, and aims for net-zero actions. Using the visitor economy as a catalyst for regeneration, helping businesses develop more sustainable products and services while fostering a culture of innovation to stay competitive.

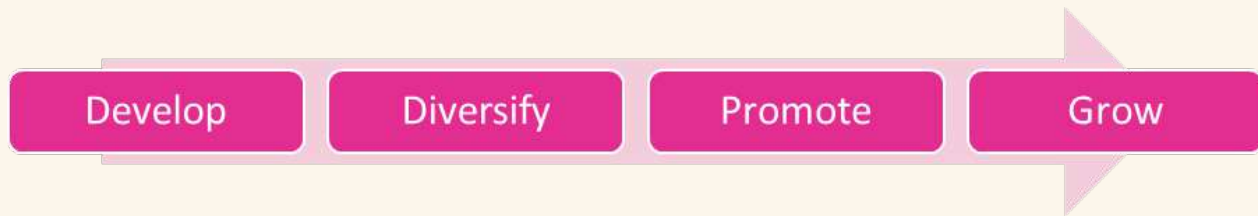
Connectivity: Enhancing transport and digital infrastructure and services to improve accessibility, broadband and mobile, making it easier for visitors to explore our attractions while ensuring residents can enjoy them comfortably.

Exceptional Visitor Experience: Continuously elevating service quality and standards, positioning the Peak District, Derbyshire, and Derby as premier destinations. The diverse offer, from outdoor adventures to urban experiences, are backed by a commitment to exceptional customer service and investment in people, products, and places.

Visitor Management: Focus on effective visitor management to improve community perceptions of tourism. By helping residents understand the value of the visitor economy, this enhances local pride and overall quality of life.



3. Objectives

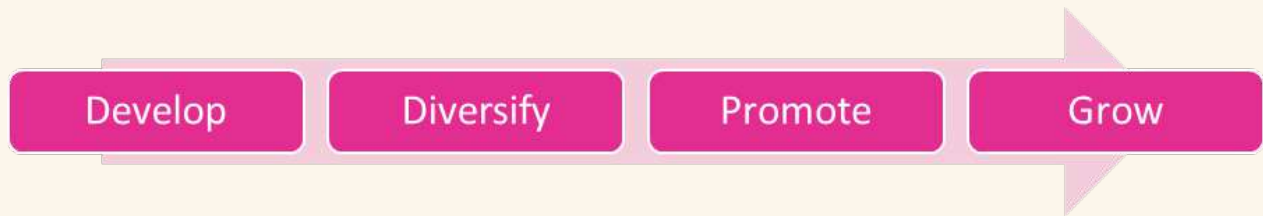


DEVELOP: Partnerships, Places and Businesses

- Encourage collaboration among local businesses, educational institutions, and government agencies to collectively promote the visitor economy and boost community engagement.
- Establish strong partnerships among local stakeholders to effectively share resources and best practices.
- Facilitate programmes for local entrepreneurs and independent retailers to cultivate a diverse and vibrant retail landscape.
- Improve public spaces in market towns to create inviting environments that attract both visitors and residents, fostering community pride.
- Identify and secure various funding sources to support tourism initiatives focused on sustainability and enhancing the visitor experience.
- Encourage businesses to adopt sustainable practices across their supply chains, fostering environmental responsibility within the community.
- Ensure consistent funding for the Local Visitor Economy Partnership (LVEP) and visitor economy initiatives to enable ongoing development.
- Invest in new businesses and developments to strengthen the local economy and enhance the visitor offer.

DIVERSIFY: The Visitor Offer

- Create a diverse range of experiences to cater to different interests and demographics, promoting longer stays, extend the season, and encouraging repeat visits.
- Develop experiences that reflect the unique culture, landscape, and heritage of the Peak District, Derbyshire, and Derby for meaningful visitor connections.
- Diversify the visitor experience by incorporating experiences such as virtual and augmented reality
- Highlight distinctive accommodation options, from boutique hotels to eco-friendly lodges and glamping sites, to enhance the visitor experience.
- Secure and diversify the events and festivals calendar in Derby City and surrounding towns to increase investment and year-round activity.
- Develop a diverse evening offer, including entertainment, dining, and cultural events, to attract visitors after dark.
- Leverage recent investments in towns like Ashbourne, Bolsover, Clay Cross, Chesterfield, and Buxton to enhance the high street and increase footfall.
- Encourage short supply chains for local products and services in tourism, promoting sustainability and supporting local businesses.
- Incorporate local culinary offerings into visitor experiences to ensure authenticity and sustainability while showcasing regional flavours.



PROMOTE: Authentic experiences

- Develop unique offerings that highlight the region's heritage, culture, and local stories to stand out from competitors.
- Continue to develop marketing strategies that encourage visitors to explore attractions beyond popular "honey-pot" sites.
- Launch initiatives to attract more visitors to market towns and high streets, boosting local economies and community vibrancy.
- Maximise opportunities from Visiting Friends and Relatives (VFR) and incentivise business visitors to return, promoting family leisure visits.
- Develop marketing strategies aimed at attracting domestic and international visitors for extended stays, highlighting unique local offerings.
- Create tailored packages for international visitors that include guided tours, cultural experiences, and language support.
- Position Peak District and Derbyshire as a prime destination for international visitors, focusing on key markets like Germany, the Netherlands, North America, and China.
- Provide essential tools, support services, data, and training to help businesses meet international travel trade requirements and stay competitive.
- Encourage businesses to offer off-season products to operate year-round and distribute visitor traffic more evenly.

GROW: The Value of the Visitor Economy

- Shift focus from merely boosting visitor numbers to enhancing annual visitor expenditure through targeted marketing campaigns that promote longer stays and higher leisure spending.
- Invest in transport and digital infrastructure for seamless access to attractions and services for both international and domestic visitors.
- Prioritise meaningful job creation and career progression opportunities within the visitor economy to attract and retain talent.
- Implement training and support programmes to equip businesses and employees with the skills necessary to meet the evolving demands of the tourism industry.
- Increase the number and type of meetings, incentives, conferences and exhibitions in the Peak District, Derbyshire and Derby to boost regional visibility and economic impact.

4. Strategic Growth Targets

The most important function of this Plan is for it to provide the framework to enable the continued growth of the Derbyshire Visitor Economy. The first three objectives will all contribute to the growth ambition. **This objective aims to provide the conditions to double the current value of the visitor economy by the end of the next decade.**

For this to happen there needs to be action both on the demand and supply sides.

GROWTH TARGET ONE: International – Exceed central government’s target of a 4% year-on-year increase in the numbers of international visitors by 2035.

An average 4.1% growth year on year means an additional 50,000 overseas visitors arriving in the region each year making an additional 350,000 overseas visitors spending an estimated potentially £287m by 2035. Our goal is to reverse a 3% decline in staying visitors and achieve a 4% increase during this Plan’s duration. This requires focused marketing to key demographics, particularly international travellers, to capitalise on the Government’s target of 50 million inbound visitors by 2035.

GROWTH TARGET TWO: Domestic – Grow the average spend per trip to Derbyshire to move towards the England average and extend the trip length, also to meet the England average from 2.7 nights to 2.9 nights.

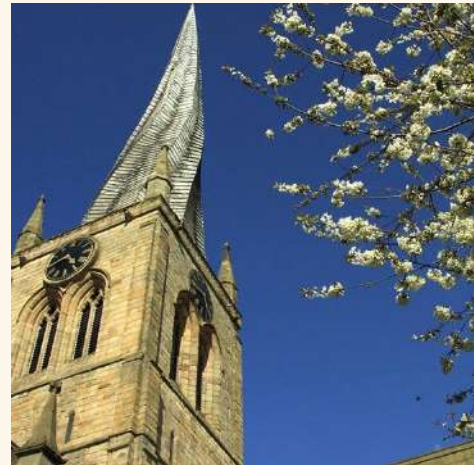
We will also target higher-spending segments, such as longer-stay leisure visitors, who are currently under-represented. Additionally, there’s potential to boost occupancy throughout the week and year. While weekend occupancy is generally higher in the Peak District and Derbyshire, Derby City typically sees more visitors midweek.

GROWTH TARGET THREE: Increase the productivity of the sector in terms of its contribution to GVA measured by the long-term growth trend. By achieving an additional £1.2 billion by 2035.

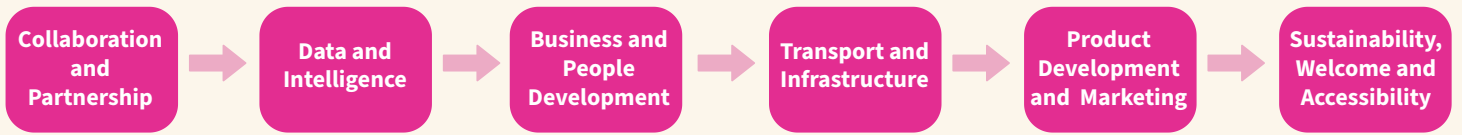
GROWTH TARGET FOUR: Maintain employment growth to trend over the period of this Plan between 2025 and 2035 and target 5,000 new jobs by 2035. [with a focus on high-quality, year-round employment – linked to the Get Britain Working Plan]

We aim to revolutionise the visitor economy by implementing long-term programmes that upskill this dynamic, often under-invested sector, enabling it to deliver greater value, leading to increased industry turnover and higher GVA through enhanced productivity.

Additionally, improving our accommodation offer is crucial to ensure that our heightened international marketing meets the expectations of the travel trade. Together, these efforts will position the sector for sustainable growth and success.



Section Seven: Priorities & Actions



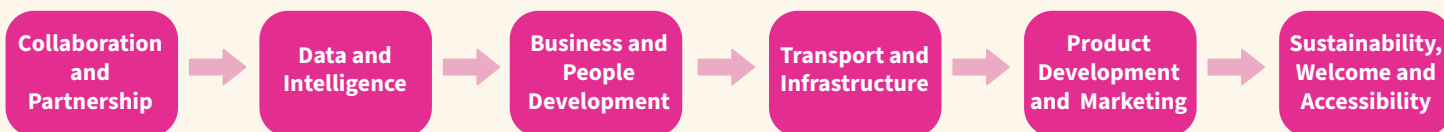
PRIORITY ONE: Collaboration and Partnership

The Local Visitor Economy Partnership (LVEP) is crucial for defining partner roles and enhancing accountability within the tourism sector through the Destination Management Plan (DMP). By fostering collaboration among local businesses, community members, and tourism professionals, the LVEP boosts visibility and access to tourism networks across the Peak District, Derbyshire, and Derby.

Creating stakeholder networks enhances community engagement and aligns tourism goals, improving the quality and diversity of regional attractions. By showcasing eco-friendly practices, accessibility, and local culture, we strengthen the area's identity and appeal, ensuring we meet evolving visitor needs. Additionally, advocating for increased funding for the cultural sector is essential, particularly for eco-tourism projects and local festivals that celebrate our heritage, attract tourists, and reinforce community cohesion.

PRIORITY ONE: Collaboration and Partnership

COLLABORATION AND PARTNERSHIP ACTIONS		
THEME	ACTIONS	LEAD
MISSION CRITICAL	Prioritise the EMCCA plan objectives before establishing detailed governance and action groups to ensure initiatives align with broader regional goals. Ensure the DMP is integrated into the EMCCA Growth Plan with agreed related action.	EMCCA, LVEP, LA's
MISSION CRITICAL	Develop a DMP governance framework that clearly outlines roles, responsibilities, and decision-making processes to ensure transparency and accountability.	EMCCA, LVEP, LA's
Revise the Governance structure – LVEP Board	LVEP Board includes key stakeholders from local authorities, tourism operators, and business representatives, overseeing the strategic direction of the visitor economy - priority leads for the DMP actions to be included in this group.	LVEP Board, stakeholder partners
LVEP Board	Ensure local authorities are attending and represented on the LVEP Board to provide governance and strategic oversight, facilitating better alignment with local policies and initiatives.	LVEP Board, stakeholder partners
LVEP Board	Engage representatives from diverse sectors such as hospitality, transport, education, and cultural heritage to ensure a comprehensive understanding of the visitor economy landscape.	LVEP Board, stakeholder partners
Improve communication channels	Establish effective communication channels among stakeholders and partners in the DMP to facilitate coordination and share best practice. Establish feedback mechanisms to align future strategies with community expectations and continuously improve tourism initiatives.	LVEP, LA's
Improve communication channels	Leverage the existing Tourism Officers group to act as the operational board, focusing on implementing the strategies and initiatives outlined by the LVEP Board	LVEP, LA's
Strengthen partnership working	Schedule regular meetings between the LVEP Board and the Tourism Officers group to maintain ongoing communication and alignment with the objectives.	LVEP, LA's
Strengthen partnership working	Form sub-groups dedicated to specific areas such as marketing, data, sustainability, and community engagement, connecting with existing groups for focused expertise and action.	All stakeholder partners
Strengthen partnership working	Engage local volunteers and community members in tourism initiatives to foster ownership and pride, enriching projects with valuable insights and strengthening community ties.	LVEP, Stakeholder partners



PRIORITY TWO: Data and Intelligence

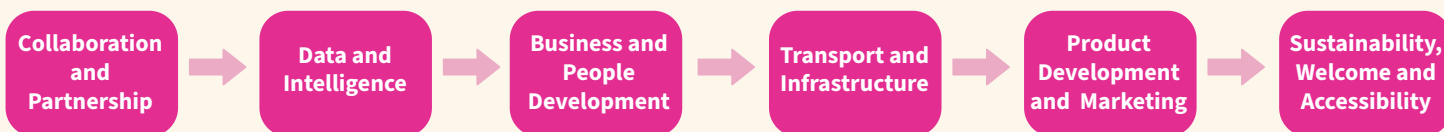
Improving data collection in the Peak District involves studying best practices and leveraging AI to analyse visitor trends. Collaborating with universities can provide valuable insights, while data-driven projects encourage innovation.

Establishing a dedicated data group is essential for effective stakeholder collaboration. A central data-sharing platform, complete with a dashboard for key metrics, will streamline access to vital information. Investing in robust management information systems will ensure real-time data informs infrastructure planning and visitor management.

Collecting data on visitor preferences and spending patterns, especially for disabled visitors, will enhance offerings and address community needs. Using Geographic Information Systems (GIS) to analyse visitor patterns and environmental impacts will support informed tourism development. Additionally, mobile apps and social media monitoring will offer real-time insights into visitor behaviours, enabling timely service adjustments.

PRIORITY TWO: Data and Intelligence

Priority Action 2: Data and Intelligence		
THEME	ACTION	LEAD
MISSION CRITICAL	Analyse existing data to understand the gaps	LVEP, LA Partners, VisitEngland
MISSION CRITICAL	Create a consistent approach for gathering data to inform marketing and investment	LVEP, LA Partners, VisitEngland
Digital information	Develop a data strategy to help analysis of data sources and provide meaningful insights, to assist with more targeted marketing campaigns and to share with industry.	EMCCA, LVEP, LA's, PDNP Universities
Analysis of data	Create a digital taskforce group – with the aim of creating a digital hub accessed by stakeholders, to inform growth opportunities and meeting visitor demands.	EMCCA, LVEP, LA's, PDNP, Universities
Intelligence/Data	Create a visitor economy dashboard, bringing all data sources, inc. real-time data to provide more meaningful insights, scope research and industry sharing. Align with data taskforce work currently managed by VisitEngland, and benchmark with other destinations	EMCCA, LVEP, LA's, PDNP, Universities
Feasibility studies	Conduct feasibility studies to understand the value of products, visitor profiles, audience surveys etc. For areas that historically underperform e.g. the Derwent Valley World Heritage Site	EMMCA, LA's, LVEP
Infrastructure	Develop an accommodation strategy, a refresh of 2017, to ensure that supply meets demand and challenges including the short-term lets and impact on communities are considered.	EMMCA, LA's, LVEP
Private Partnerships	Work closely with large businesses and organisations (e.g., East Midlands and Manchester Airports) to gather customer data and insights on inbound travellers. Establish partnerships with these organisations to share relevant data.	EMMCA, LA's, LVEP
Management	Organise periodic meetings with key stakeholders to review data findings and discuss their implications for the visitor economy.	EMMCA, LA's, LVEP
Future plans	<p>Set our sights on working collaboratively to devise a new AI informed model for replacing the now widely discredited STEAM economic impact modelling process, which could be applied in Derbyshire, but also elsewhere across the UK.</p> <p>Establish a Visitor Economy Innovation Lab with the University of Derby to pilot smart tourism, AR/VR experiences, and AI-driven visitor services.</p> <p>Implement real-time visitor flow management using mobile data, footfall monitoring, and geospatial analytics.</p> <p>Develop a carbon footprint tracker to encourage low-impact travel choices among visitors.</p>	All stakeholders



PRIORITY THREE: Business and People Development

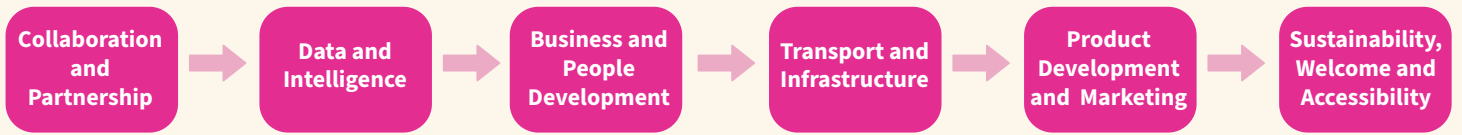
Equitable access to training opportunities in the Peak District, Derbyshire, and Derby requires resources beyond the region and a review of existing skills to identify gaps. Establishing mentorship programmes and local workshops will facilitate skill development and promote lifelong learning in the tourism sector.

Creating a career development academy 'centre for excellence' that connects schools, colleges, and local businesses is essential for aligning curricula with industry needs. Continuous partnerships should provide real-world experiences for students, especially those facing exclusions, while highlighting the benefits of living in the area. Collaboration with institutions like the University of Derby and FE Colleges is crucial for developing specialised courses and internships in tourism and hospitality.

Implementing peer-to-peer training, mentoring, and tailored internship programmes will enhance service quality and provide practical experience for both students and businesses. Resources for small businesses to host work experience students and apprentices are vital for engaging the local workforce. A centralised platform for work experience opportunities and a shared apprenticeship programme can streamline processes, address hiring challenges, and promote local skills, enhancing community pride.

PRIORITY THREE: Business and People Development

Priority Action 3: Business and People Development	
THEME	ACTION
MISSION CRITICAL	Expand the tourism economy by securing funding to provide sector specific support programmes designed to attract, scale up and retain visitors
MISSION CRITICAL	Establish a Centre for Excellence in hospitality developing a pipeline of talent and incorporate this into EMCCA skills plans
Business Engagement	Maximise uptake of business support schemes to increase business engagement and improve the quality and welcome for all visitors
Working with the travel trade	Deliver a 'working with the travel trade' strategy – on board businesses to take to overseas market – seize the opportunity locally to grow international visitors
Accessible/ Sustainable	Continue to deliver training programmes focused on welcome, quality, accessibility and sustainability for local businesses, providing them with the tools and knowledge to improve their offerings. Follow best practice guidance and support tools developed by VisitEngland.
Programme Events	Create a shared calendar using digital tools, and user friendly for partners to update – avoid clashes – assist with dispersing visitors around the area.
Supply chain network	Create a supply chain network to promote local businesses in the sector – with a particular reference to food and drink suppliers, transport partners etc.
Commercial Strategy	Continue to attract private sector income – identify new private sector businesses and strategic partnerships to increase commercial income. Work with LAs to drive business referrals.
Skills strategy	Develop employer led work readiness programmes – such as the Skills Passport developed by UKHospitality
Skills strategy	Create opportunities for progression to level 2 apprenticeships
Build capacity	Work with employers to create employment opportunities at the end of training
Develop Partnerships	Work closely with schools, colleges, training providers and Universities to continually improve career pathways for people joining the sector
Future planning	Launch a National Centre of Excellence in Rural Hospitality & Tourism with international accreditation. Introduce micro-credentialing and digital badges for tourism skills, accessible to all ages. Create a Youth Tourism Leadership Programme to cultivate future sector champions.



PRIORITY FOUR: Transport and Infrastructure

The region has a unique opportunity to shape the future of travel and transport across the area with the creation of EMCCA and the significant additional available funding. As a new transport authority, EMCCA has the ability to work collaboratively to create an ambitious Transport Strategy that can address the key challenges and issues and seize on the opportunities across the region. It will work to devise and build capacity to deliver an ambitious transport investment programme with constituent councils and key partners.

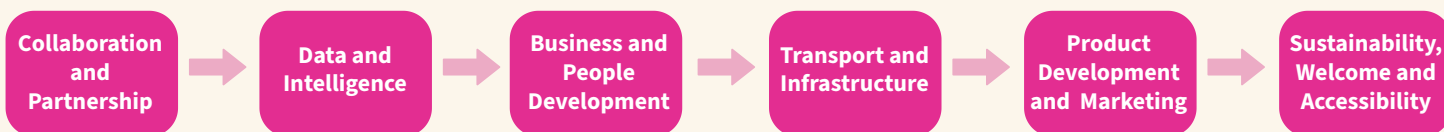
Collaboration among local authorities is key to developing cohesive tourism growth strategies. Engaging local businesses to identify infrastructure needs and involving communities in planning fosters ownership and enhances visitor satisfaction.

Integrating the visitor economy into infrastructure planning is vital for sustainable, carbon-positive developments that benefit both tourism and the environment. Improvements should enhance local characteristics, boost digital connectivity, and promote sustainable travel options, such as electric vehicle (EV) chargers.

A unified policy for brown signage will guide visitors to attractions, while incorporating cultural heritage into infrastructure projects that will enhance regional appeal. Investing in green spaces is essential for creating inviting environments for both visitors and residents.

Improving public transport quality and awareness is critical to encourage usage, alongside developing safe walking and cycling routes with incentives for active travel. Revitalising the night-time economy is also important; initiatives promoting evening activities in pubs and cultural events can attract visitors. Additionally, repurposing vacant spaces for community events and pop-up shops can enrich local culture and enhance the overall visitor experience.

Priority Action 4: Transport connectivity, Planning		
THEME	ACTION	LEAD
Mission Critical	Recognise the visitor economy needs as part of EMCCA's transport plan and active travel objectives highlighted within the Spatial Plan	EMCCA,
Mission Critical	Conduct a feasibility study on the demand and need for alternative transport / parking schemes, such as park and ride facilities, to manage congestion in the high season/honeypot areas	EMCCA
Develop partnerships with transport partners	Continue to develop partnerships with transport partners to develop value offers/ discounts with attractions to encourage public transport use. Bus, Rail, and Airport partners.	LVEP
Sustainability/best practice	Ensure there continues to be regular meetings of collective planning groups that involve local authorities, transport providers and visitor economy stakeholders to discuss transport issues and potential solutions.	LVEP, PDNP, NF,
Marketing/ product development	Continue to develop itineraries to inspire visitors to travel using public transport. Or Active travel alternatives.	LVEP, Transport Partners
Business Support	Work with businesses to encourage value offers for visitors using public transport. Encourage businesses to lead with public transport on their 'how to get here' page.	LVEP, Private sector
Signage	Review planning and guidance around brown signage across the Peak District, Derbyshire and Derby to ensure a consistent and joined up approach.	LA's, EMCCA
Digital	Address the digital challenge to ensure that both businesses and visitors benefit from excellent digital communication.	LA's, EMCCA
Future planning	Advocate for zero-emission transport corridors and mobility hubs in market towns through the Mayor's Transport Plan. Push for 5G rollout and gigabit-capable broadband in rural areas to enhance digital tourism and remote work. Launch a "Green Gateway" initiative to connect East Midlands Airport with the Peak District via low-carbon transit.	All stakeholders



PRIORITY FIVE: Product Development and Marketing

Effective communication among partners is essential for coordinating efforts, sharing best practices, and promoting the unique heritage of the Peak District, Derbyshire, and Derby. Developing a strong brand identity and feedback mechanisms will align strategies with community expectations.

Coordinating events like festivals and markets will showcase regional offerings and strengthen community ties. Investing in technology and digital platforms will enhance visitor engagement with real-time information about events and attractions.

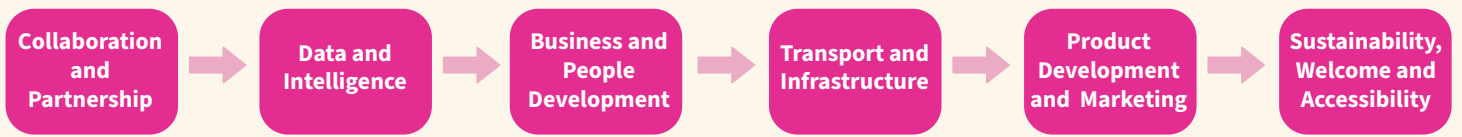
Using data for targeted marketing can improve outreach, attracting a diverse range of visitors by aligning initiatives with specific demographics. Storytelling will build a strong brand identity by highlighting local narratives and attractions. Themed itineraries—like Derby's pioneering history—combined with innovative technologies like AR and VR can elevate visitor experiences.

Marketing campaigns that spotlight local flavours and culinary events can draw visitors while fostering relationships between tourism businesses and local producers. Comprehensive accessibility resources and a centralised online platform will improve visitor experiences by aggregating accessibility options.

International visitors are crucial for the economic growth and cultural vibrancy of Derbyshire and the Peak District. By investing in targeted marketing, improving infrastructure, and enhancing visitor experiences, we can showcase the region's breathtaking landscapes, historic sites, and rich local traditions, unlocking significant market potential.

PRIORITY FIVE: Product Development and Marketing

Priority Action 5: Product Development and Marketing	
THEME	ACTION
Mission Critical	Secure funding to position the area as a major destination for domestic and international visitors and maximise overnight stays.
Mission Critical	Work in partnership with towns and Derby City, use their distinctive selling points to disperse visitors away from hotpots.
Promoting key assets	Create a marketing strategy based on growth from the analysis of data and intelligence insights for international and domestic markets
Develop new product	Develop destination themes, storytelling of key products that have the potential for growth i.e. Derwent Valley World Heritage Site
Raise the profile of the destination	Drive short term growth from existing assets and identify longer term growth markets – i.e. through market town development plans, Derby City's Pioneering brand.
Increase Product	<p>Identify key themes for product development that align with regional strengths and visitor interests, such as:</p> <ul style="list-style-type: none"> ▪ Developing infrastructure for business tourism, including conference facilities and corporate retreats. ▪ Creating immersive experiences that showcase local culture, history, well-being and natural environments. ▪ Strengthening connections between local producers and tourism businesses, showcasing local supply chains in marketing materials.
Strengthen our international offer	Position the Peak District and Derbyshire as a global brand complemented by local hero place and thematic brands
Brand awareness	Identify opportunities to increase brand awareness through trade missions, mayoral visits and wider partner investment opportunities
Raise awareness of the value of the sector in economic terms	Target strategic communications about the visitor economy and its value to key stakeholders
Future planning	<p>Consideration should be given to proactively working to attract a major investor to develop a game changing mega attraction equivalent to the Eden Project in Cornwall, or Alton Towers in Staffordshire.</p> <p>Launch a Global Ambassador Programme with influencers and cultural figures to promote the region internationally.</p> <p>Develop multi-language digital platforms and AI-powered itinerary builders for international visitors.</p> <p>Create flagship international events, such as a "Festival of English Heritage" featuring for e.g. Chatsworth, Haddon Hall, Hardwick Hall, and Bolsover Castle etc.</p> <p>Launch a global digital campaign with immersive storytelling, drone footage, and interactive maps.</p>



PRIORITY SIX: Sustainability, Welcome and Accessibility

Highlighting businesses that excel in sustainability and accessibility can elevate the region's reputation and inspire others. Training local businesses in customer service, sustainability, and accessibility will enhance the visitor experience. Establishing quality marks and loyalty programmes encourages repeat visits, while engaging local volunteers fosters ownership and pride in tourism initiatives.

Celebrating local success stories and promoting responsible tourism practices will motivate stakeholders to adopt sustainable models. Collecting and analysing environmental data, such as carbon footprints and waste generation, is crucial for developing eco-friendly tourism practices that attract environmentally conscious visitors.

Creating incentives for businesses to sell locally sourced products supports sustainability and bolsters the local economy. Leveraging resources like VisitEngland's toolkit will aid in implementing effective accessibility measures. Combining accessibility and sustainability through activities like nature walks and community gardening promotes inclusivity and community involvement.

Encouraging recycling, waste management, and educational initiatives on responsible tourism is vital for fostering sustainable behaviour and deepening visitor connections to the area. The Sustainable Tourism Action Plan provides a clear framework for partners to advance tourism businesses on their regenerative journey, increase value over volume, improve visitor management at hotspots, and develop new local products that benefit visitors, communities, and the environment.

PRIORITY SIX: Sustainability, Welcome and Accessibility

Priority Action 6: Welcome – Sustainability and Accessibility		
THEME	ACTION	LEAD
MISSION CRITICAL	Increase value over volume, improve visitor management at hotspots; and develop new local products that are good for the visitor, the community and the environment	LVEP, PDNP, LA's, Community Partners
MISSION CRITICAL	Training local businesses in customer service, sustainability, and accessibility to improve the visitor experience. Establish quality marks and loyalty programmes to encourage repeat visits. Work with the community to develop community led experiences.	LVEP, Community Partners
Develop Low carbon Experiences	Encourage tourism businesses to partner with local producers and suppliers, creating a sustainable supply chain that benefits the local economy.	LVEP
Improve quality	Reinforce a minimum set of quality standards for tourism businesses, working with existing organisations and programmes, such as Peak District Quality Mark and Green Tourism accreditations, to boost accommodation, visitor attractions, and related services in that scheme.	LVEP, VisitEngland, Training providers
Improve quality	Conduct comprehensive audits of attractions, accommodations and transport to identify any barriers to access. Work with accessibility experts to provide recommendations for improvements and to ensure compliance with standards.	LVEP, Training providers
Signposting	Signpost businesses to grant programmes to implement investment to improve sustainability and accessibility credentials.	LVEP, LA's.
Future planning	Ensure 100% accessibility compliance across all major attractions by 2035. Promote minority-led tourism enterprises and inclusive storytelling in marketing. Set a goal for the region to become net-zero for tourism by 2035. Expand the sustainable accreditations to include social impact metrics.	LVEP, Training providers, VisitEngland

Section Eight: Implementation

This plan represents a significant opportunity for the Peak District, Derbyshire, and Derby to develop its visitor economy and achieve real growth for the region. To maximise this potential, funding support is essential for implementation to ensure realistic progress. The existing resources of the Local Visitor Economy Partnership (LVEP) are limited and cannot sustain growth without investment, highlighting the need for a long-term funding approach.

Action Groups

To focus the implementation of the DMP, dynamic Action Groups will be established focusing on the key priorities. These groups will be pivotal in reviewing the actions within this Plan, agreeing and detailing the necessary activities, identifying key organisations involved and designating individuals to take the lead and assume responsibility for each initiative.

Each Action Planning Group will appoint a lead representative, who will then become a member of the LVEP Board.

This plan outlines actions and opportunities where a collaborative approach among Peak District, Derbyshire, Derby, and Nottinghamshire are beneficial. By working together, this will reduce duplication, focus investment, and achieve broader outcomes. The action planning process will identify these opportunities and facilitate the engagement of stakeholders.



Key Responsibilities of Action Groups

1. Agreement on Actions and Activity Detailing: Each group will outline the specific actions required to achieve the set priorities.
2. Stakeholder Identification: They will identify and engage relevant organisations and stakeholders who can contribute to the initiatives.
3. Leadership Designation: Each Action Group will appoint a lead representative responsible for coordinating efforts and reporting progress. This lead representative will also serve as a member of the LVEP Board, ensuring direct communication and integration of group activities with the overall strategy.

Role of the LVEP Board

The LVEP Board, along with other partners such as EMCCA, will play a role in overseeing these Action Groups and their plans. They will regularly monitor progress, ensuring appropriate use of funding allocations and that outcomes are effectively communicated across the industry and to all stakeholders. By maintaining open lines of communication, the Board will also identify any potential challenges or barriers that arise and facilitate collaborative discussions to address these issues throughout the county.

1. Progress Monitoring: Regularly reviewing the progress of each Action Group to ensure alignment with the DMP objectives and that the resources needed to deliver the Plan are provided by the delivery partners and stakeholders.
2. Communication: Effectively communicating outcomes and developments to stakeholders across the visitor economy, ensuring transparency and shared understanding.
3. Challenge Identification: Maintaining open channels for feedback will allow the Board to identify potential challenges or barriers to progress. The Board will facilitate collaborative discussions to address these challenges, fostering a problem-solving approach throughout The Peak District, Derbyshire and Derby.
4. Regenerative Tourism Thread: Ensure that the destination's tourism offer is competitive, sustainable, and inclusive and that related action is continuing progress on the agenda.

Reporting and Accountability

The LVEP Board will provide comprehensive reports on progress to EMCCA and other key strategic partners, including local authorities. This structured approach will not only enhance accountability but also foster a culture of transparency and collaboration across all levels of the initiative. This framework is designed to empower all involved to contribute effectively, leading to successful implementation and meaningful outcomes.

Section Nine: Detailed Action Plan

See detailed spreadsheet for detailed actions – for action planning groups to develop,



Annexes

ANNEX ONE – Destination Audit

Number of Accommodation Establishments

1,195 accommodation establishments make up the tourism economy (defined as establishments that typically will have their own website, will employ staff and/or pay VAT). These businesses can be seen as the professional sector. In the sharing economy (i.e. those establishments trading via Airbnb and Vrbo channels), there are a further 7,169 small properties, with an average of 1.8 rooms. There is a high ratio of non-serviced to serviced properties, although the number of serviced rooms still dominates with 57% of the share.

The total figure is down significantly (35%) from the last audit in 2022, when 2,047 establishments were recorded. However, part of this reflects methodological changes made between the 2022 and 2025 audits. The data suggests the majority of these properties have moved to the sharing economy as the largest decreases are seen in self-catering units and in B&Bs, meanwhile the number of Airbnb properties (the majority of which are self-catering) has increased by 30%. The most significant decreases in tourism economy accommodation have been in Amber Valley (-56%) and Chesterfield (-58%), while Bolsover and Erewash have seen less dramatic decreases.

While many micro-businesses have experienced trading difficulties during the cost-of-living crisis, ONS data suggests that the numbers of larger non-serviced businesses have grown by 8% over the last three years. This is reflecting customer trends in favour of more flexible self-catering accommodation as well as an increase in sales channels to provide routes to market. The success of larger scale businesses, such as Derbyshire Country Houses for example, appears to have prompted other companies to invest in the sector.

The area has a large number of camping and caravan sites relative to other parts of the UK, providing a combined total of approximately 3,824 pitches. The Peak District National Park estimates that 40% of its overnight visitors stay in camper vans, caravans or tents.

Number of Visitor Attractions

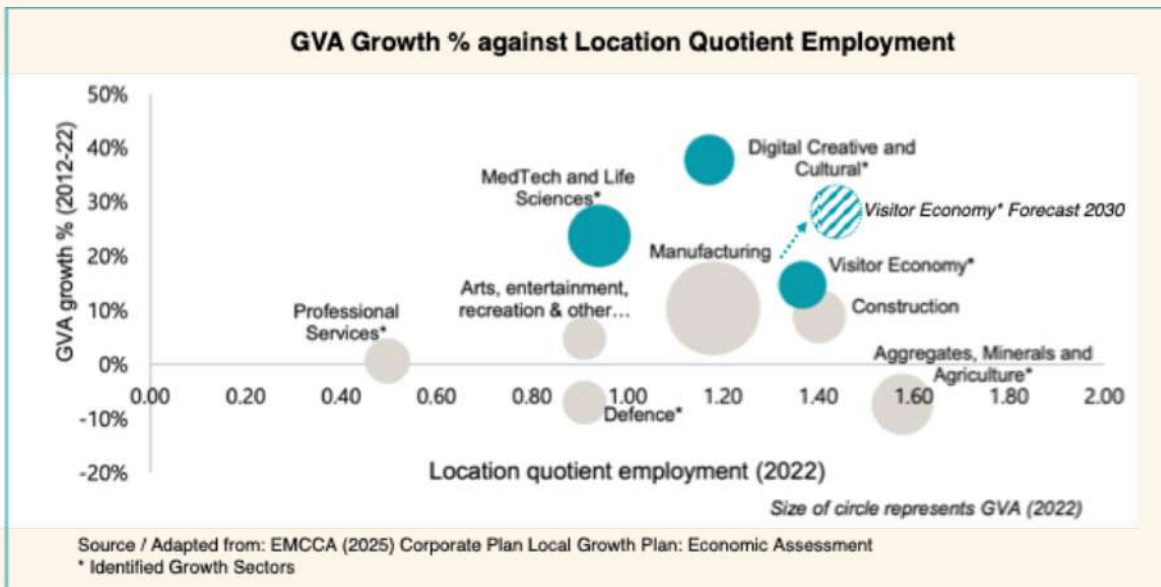
High value landscapes and a large catchment helps to sustain 320 visitor attractions across the LVEP. Over a third are experiences, many of which are micro-enterprises, operating outside and making the most of the landscape. This may mean a more seasonal offer. Walking and cycling experiences are important with various car-free trails seen as increasingly important. Over and above experiences, the area has a rich 'traditional' attractions stock of historic properties, gardens, museums and art galleries. There is also an important collection of country parks, which include numerous nature reserves and lakes, in addition to parks that are easily accessible to visitors such as Darley Park and Markeaton Park in Derby, and Belper River Gardens.

ANNEX TWO

2

Key documents and their alignment with the objectives of this Plan, using a color-coded system: green indicates strong alignment, while yellow denotes weaker connections.

ANNEX THREE



The X axis of this graph shows that EMCCA's Visitor Economy is already proportionately 40% larger than it is in the national economy. Efforts to help businesses to become more productive via this DMP can further boost both the size of the Visitor Economy and also the Sector's GVA.

Elevating Experiences

A Sustainable Vision for the Peak District, Derbyshire,
and Derby's Visitor Economy 2025-2035

The Peak District, Derbyshire, and Derby stand as a beacon of natural beauty and rich heritage in the UK. Our vision for the visitor economy is to create a sustainable, vibrant, and inclusive ecosystem that fosters growth, enhances community well-being, creates jobs, and celebrates our natural landscapes and historical richness. This vision is built on collaboration and partnerships among local businesses, stakeholders, the local community, and visitors.

