

*Welcome to the*

**GREAT  
OUTDOORS**



**Derbyshire's High Peak**

Support for Businesses in Derbyshire's High Peak



# The UK Shared Prosperity Fund (UKSPF)



Funded by  
UK Government

## What is the UK Shared Prosperity Fund and how can it help your business?

The UK Shared Prosperity Fund (UKSPF) is a central pillar of the UK government's Levelling Up agenda. It runs until March 2025 and aims to improve pride in place and increase life chances across the UK via three investment priorities: communities and place, supporting local business, and people and skills.

Visit Peak District, Derbyshire & Derby and Enjoy Staffordshire – both accredited Local Visitor Economy Partnerships (LVEP) – are working together along with High Peak Borough Council and Staffordshire Moorlands District Council to deliver two complementary UKSPF projects designed to attract visitors, support businesses and boost skills in the High Peak and Staffordshire Moorlands area.



# The UK Shared Prosperity Fund (UKSPF)

## How will it work?

The High Peak is an area of dramatic natural beauty, comprising high moorland plateaus in the magnificent Dark Peak area of the Peak District National Park. It has some of the area's finest walking and cycling routes, including routes around the beautiful Upper Derwent Valley reservoirs of Ladybower, Derwent and Howden, plus popular Peak District walks such as the numerous routes around the Goyt Valley and Kinder Scout.

In addition, the High Peak has a wealth of charming towns and villages, independent shops, great places to visit, eat and drink, and good transport links to the cities of Sheffield and Manchester.

By funding a major promotional campaign, we can showcase the region to the rest of the country, encouraging visitors to:

- Stay longer
- Spend more
- Do more
- Enjoy the countryside
- Explore local towns and villages

## More to do in the High Peak

This campaign will not only promote the beautiful natural assets of the region by highlighting walking and cycling activities, it will also draw visitors onto the high streets of our towns and villages to do and experience more from our great businesses and services.

# Welcome to the Great Outdoors campaign

This promotional campaign, called **‘Welcome to the Great Outdoors’**, will showcase the region to the country, encouraging visitors to make the most of their time here – maybe stepping out on one of our High Peak walking trails or perhaps jumping on a bike exploring the lovely cycle routes.

And when our visitors are not being active, they can relax enjoying our local food and drink or shopping in our diverse and independent shops.

## Who are we talking to?

Working with VisitEngland we have identified 3 main audiences who will be the most receptive to what we can offer here in the High Peak...

### 1 Country Loving Traditionalists

These discerning couples are looking for a break where they can relax and recharge exploring beautiful countryside, sampling local food and drink and staying in high quality accommodation. They love tradition and authenticity.



### 2 Aspirational family fun

This audience is a vibrant and dynamic group who want a break where they can make magical memories. They are keen to do something different and out of the ordinary. They are always on the lookout for excitement.



### 3 Free and easy mini breakers

This carefree group of spirited adventurers want to be spontaneous on their breaks. A sense of adventure and endless curiosity means they want to choose their own path exploring at their own pace. They love an unpackaged holiday.





# Get involved, reap the rewards

There will be a great High Peak marketing campaign using posters, social media, radio and more, all kicking off this summer...

## Now we need YOUR help!

We invite local businesses to join us in promoting the Great Outdoors across social media, websites, publicity material and even your own shop windows – if you have one.

You can download logos, graphics and imagery from the link in the box opposite (examples shown across the next few pages). Window stickers are also available on request, please email [rachel.briody@visitpeakdistrict.com](mailto:rachel.briody@visitpeakdistrict.com).

Being seen to be part of the Great Outdoors campaign will help spread the word about this wonderful and unique area, which will benefit the region and your business.



Welcome to the  
**GREAT OUTDOORS**  
Derbyshire's High Peak

Click or visit this page to download all GREAT OUTDOORS campaign logos and imagery ...

[visitpeakdistrict.com/greatoutdoors](https://visitpeakdistrict.com/greatoutdoors)



# Spreading the word

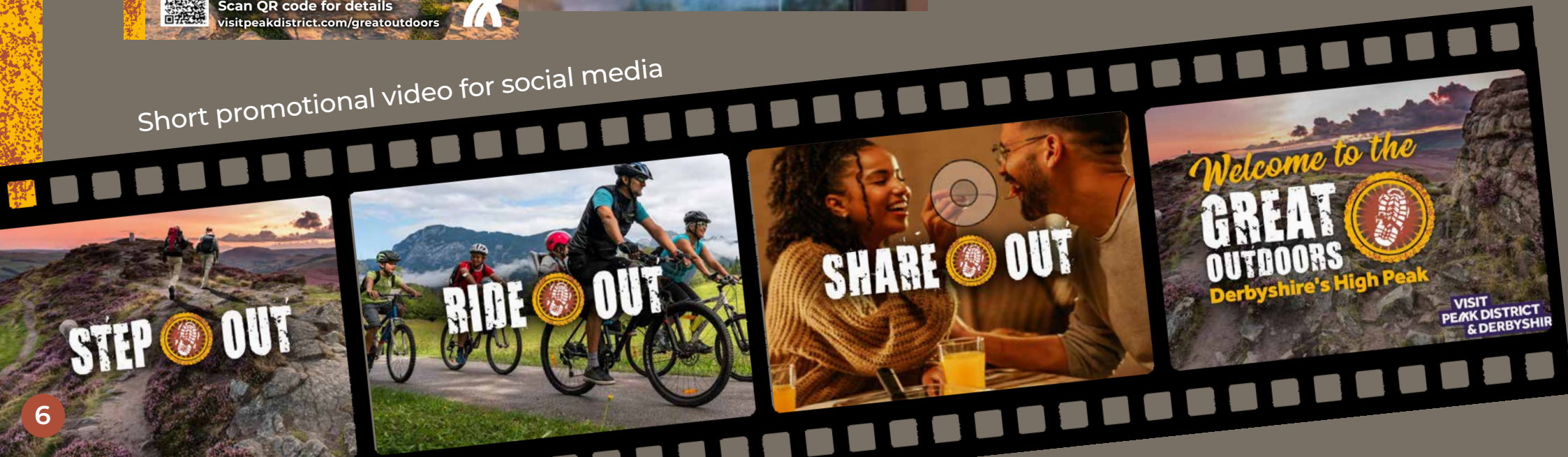
Window stickers



Posters



Short promotional video for social media





# Campaign assets - Logo

[DOWNLOAD](#)

Wider logo for use on a white background



Wider logo for use on a dark background



Narrower logo for use on a white background



Narrower logo for use on a dark background



# Campaign assets – Logo usage rules

## PLEASE DO NOT...

...distort in either direction



...make them too small to read



...distort in either direction



...make them too small to read





GREAT... Business specific intro graphics

Welcome to  
**GREAT**  
*Food & drink*

Welcome to  
**GREAT**  
*Experiences*

Welcome to  
**GREAT**  
*Shopping*

Welcome to  
**GREAT**  
*Events*

Welcome to  
**GREAT**  
*Accommodation*

Welcome to  
**GREAT**  
*Culture*

GREAT... Business specific intro graphics

Welcome to  
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*Shopping*

Welcome to  
**GREAT**  
*Events*

Welcome to  
**GREAT**  
*Accommodation*

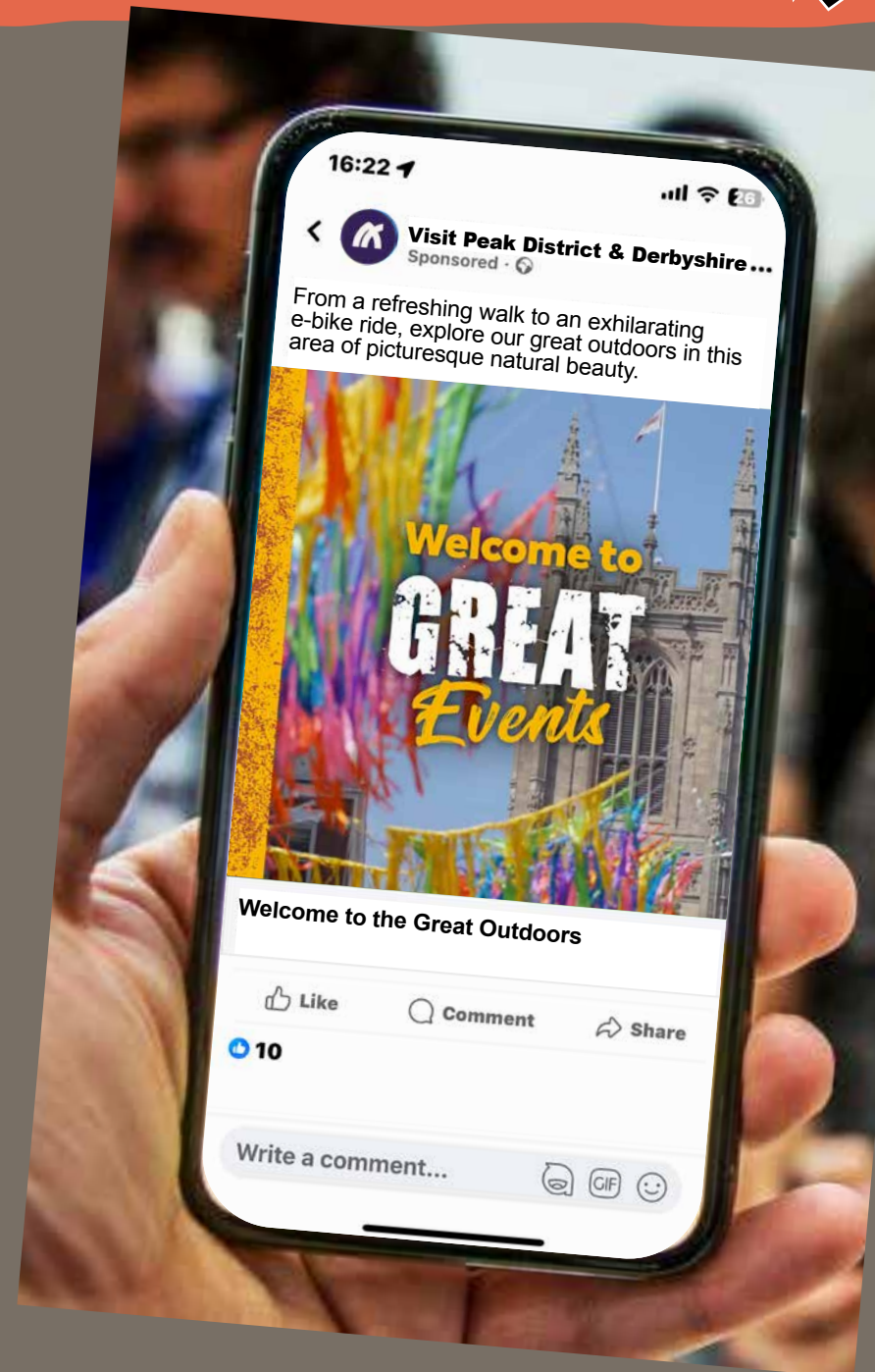
Welcome to  
**GREAT**  
*Culture*



# A great way to promote your business

DOWNLOAD 

GREAT... Business specific intro graphics, examples of uses



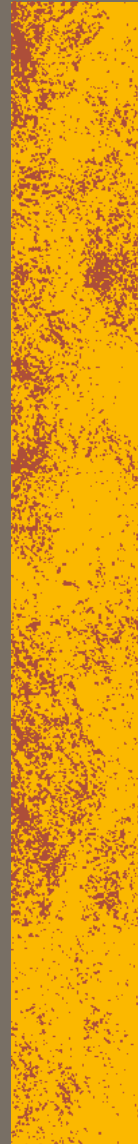


# Campaign assets

DOWNLOAD

Additional graphic devices, to add interest and maintain campaign synergy

Muddy edge strip  
(Only use one per  
image or page.  
Only use at the  
edge of a design).



Wheel & boot  
print roundel.



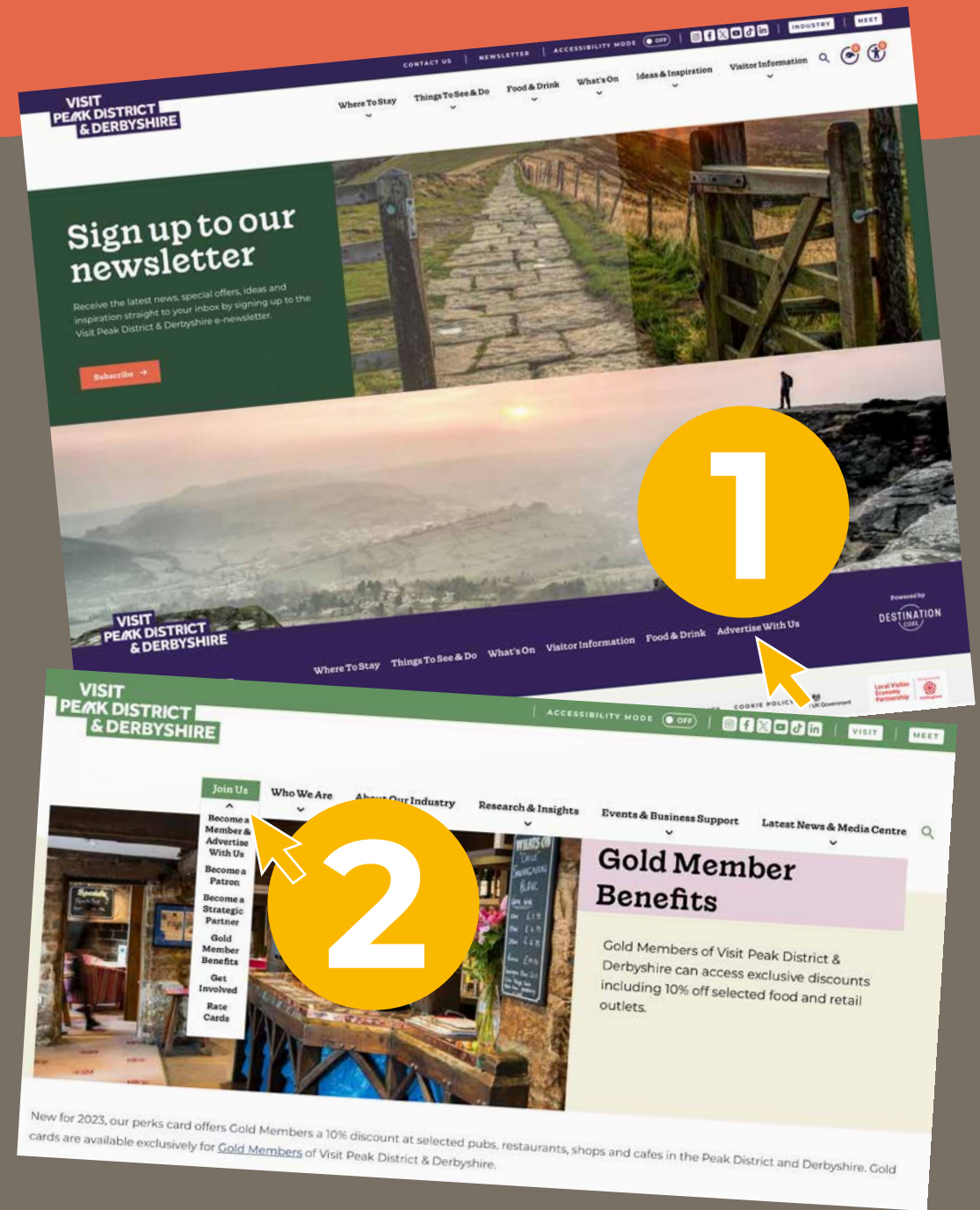
Best when used as a large  
watermark graphic to  
add interest to a page...



# Become a member

## Why become a member of Visit Peak District & Derbyshire?

1. We are the area's official tourism body; experts on marketing the area.
2. We work with regional and national partners including VisitBritain/VisitEngland to inform an exciting, sustainable tourism strategy for the destination.
3. We are the only organisation that offers international and domestic marketing opportunities, unique to partners.
4. Members have access to business support opportunities including training, workshops, one-to-one-support and grants.
5. We secure valuable Press & PR coverage for the area and work closely with regional, national and international print titles, TV and radio.
6. We're a skilled and dedicated team, passionate about helping your business grow.
7. Gain exclusive invitations to FAM trips, networking events and our annual Tourism Conference.
8. Access a wide range of affordable advertising opportunities, bespoke to suit your budget.



Visit our website for details on how to join... [www.visitpeakdistrict.com/industry](http://www.visitpeakdistrict.com/industry)



# High Peak Walking & Cycling Festival

20th to 29th September 2024



The High Peak Walking & Cycling Festival will take place in September, combining both online and in-person activities in a celebration of the great outdoors.

## Get involved

Are you a walking or cycling guide or experience provider based in the High Peak? We'd love to work with you. If you'd like to provide a special offer, event or guided experience that will be valid during the Walking & Cycling Festival (20th-29th September 2024), please contact [rachel.briody@visitpeakdistrict.com](mailto:rachel.briody@visitpeakdistrict.com)

Once approved, your events and offers will be featured on our website **free of charge** at:

[visitpeakdistrict.com/greatoutdoors](https://visitpeakdistrict.com/greatoutdoors)





# Walkers and Cyclists Welcome



Visitor economy businesses based in the High Peak have the opportunity to access a programme of tailored support aimed at improving skills, including workshops and toolkits on how to attract walkers and cyclists.

To register your funded place and find out more visit

[visitpeakdistrict.com/industry/high-peak-business-support](https://visitpeakdistrict.com/industry/high-peak-business-support)







Funded by  
UK Government



**High Peak**  
Borough Council

**VISIT**  
**PEAK DISTRICT**  
**& DERBYSHIRE**

