



Linking product & place

A portfolio of possibilities for Peak Park & Derbyshire

**MARKETING
PEAK DISTRICT
& DERBYSHIRE**

**& PEOPLE
PLACES**



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A portfolio of possibilities for Peak Park & Derbyshire

Combining Product & Place

New customers will often come a business because they have heard about the products/services or are attracted to the place where it is based. This initiative seeks to combine both by presenting you with a portfolio of possibilities for place-based, business marketing. It is delivered by the [People & Places Partnership](#) with [Eventful Places](#) on behalf of [Marketing Peak District & Derbyshire](#) as part of a wider project on “[Growing and Developing the Visitor Economy within Derbyshire](#).”

Marketing Peak District & Derbyshire

Marketing Peak District & Derbyshire (MPDD) is the official tourist board for the Peak District and Derbyshire area. MPDD is responsible for delivering tourism promotion and marketing activity nationally and internationally. Our aim is to inspire our target audience through great offers, short breaks, products and experiences, to take decisive action and plan a visit to the Peak District area. MPDD is made up of all county, city and district councils and colleges and universities in Derbyshire and more than 600 private sector tourism providers across the whole of the Peak District and Derbyshire area.

MPPD's vision is to champion the Peak District and Derbyshire as a great place to visit, live and work, 'a world class destination' offering rich experiences in a cherished landscape, having an unrivalled reputation for heritage, culture, walking and cycling, with a year-round programme of festivals and events.

Market Towns Project Overview

With Derbyshire having such a large range of market towns, each with characteristics making them unique from one another, this project, which is part of the wider ERDF project of 'Growing and Developing the Visitor Economy within Derbyshire,' aims to boost the current visitor offer in each town, enhance the towns' individual personalities to ultimately make them a better place to visit. The market towns will be supported to realise their potential and improve vibrancy through a variety of different ways including, but not limited to:

- identifying business champions to inspire other businesses,
- changing the culture of how market towns operate to attract greater visitor numbers,
- unlocking additional funding opportunities to encourage local some investment within key destinations and hubs,
- improving the visitor experience by capitalising on the pull and attraction that these market towns can provide



Promoting Positive Town Centre Trends

Countering tales of High Street ‘gloom and doom’, the People & Places Partnership tracks positive [town centre trends](#) as part of its wider national work in [revitalising town centres](#). Here are just two examples that are especially relevant to Derbyshire towns.

A growing visitor economy

The visitor economy is a growing sector across Derbyshire and it is important for businesses to be fully prepared to make the most of the opportunities. Promoting individual businesses within the destination of local towns and the wider area is an important part of this.

The value of tourism to the Peak District and Derbyshire economy exceeded expectations in 2017; rising by six per cent to £2.15 billion. Research conducted by Marketing Peak District & Derbyshire revealed that the increase on 2016 was double the average annual rise of three per cent since 2011. Equally, annual visitor numbers rose to 40.45 million, an increase of more than 1.3 per cent, while the number of full-time equivalent jobs supported by the visitor economy was up by almost 2.5 per cent at 28,630.

The value of food and drink

Food and drink are important part of creating visitor destinations. It is also a very important part of the wider Derbyshire and East Midlands economy. Food and drink production is by far the biggest manufacturing sector in the United Kingdom and the East Midlands is the third biggest producer in the country. The visitor economy provides opportunities to showcase the quality and distinctiveness of locally-produced food and drink across Derbyshire.

According to recent research about eating out in town centres, improved performance of High Streets is being driven by a booming and inventive food and drink sector, such as street food or markets. Whilst day-time footfall has declined cumulatively by 3 per cent since 2013, footfall post-8pm has risen 1.4 per cent.



Getting together

Business network: An essential way for businesses to start working together is by creating ways to network and develop joint working in a town.



Good practice example: NOW (New Opportunities Wirksworth)

Description: NOW works to regenerate and boost the economy of Wirksworth and surrounding areas including by:

- playing to the town's strengths
- supporting creative industries
- developing links with local businesses

Achievements to-date include Broadband, the monthly Farmers' Market and [Go Wirksworth](#) website and [Destination Wirksworth Facebook](#) and Instagram pages for locals and visitors.

Other examples: [Vision Buxton](#) is a membership organisation which brings together local businesses, community groups and individuals who are all passionate about making Buxton an even better place to live, work and play. Its initiatives include: *Marketing Buxton* through the [Visit Buxton](#) website; *community consultation & engagement* ; *supporting local businesses*.

Glossop Business Network (GBN) is a not-for-profit organisation, run by two local business women that provides local businesses with an opportunity to meet up and promote their services.



Marketing & digital

Town & business branding: There can be great synergy when a business promotes its own brand in a professional and complementarity way with the attractions of the place where it is based. In this way, different businesses can benefit by a reinforced brand and possible cross-marketing opportunities with other traders in the town.



BUXTON
ENGLAND'S LEADING SPA TOWN

Good practice example: Buxton Marketing Toolkit

Description: Vision Buxton has recognised the value of marketing the town and its businesses to visitors. As part of this they own and manage the [Visit Buxton website](#) that provides businesses with a free listing.

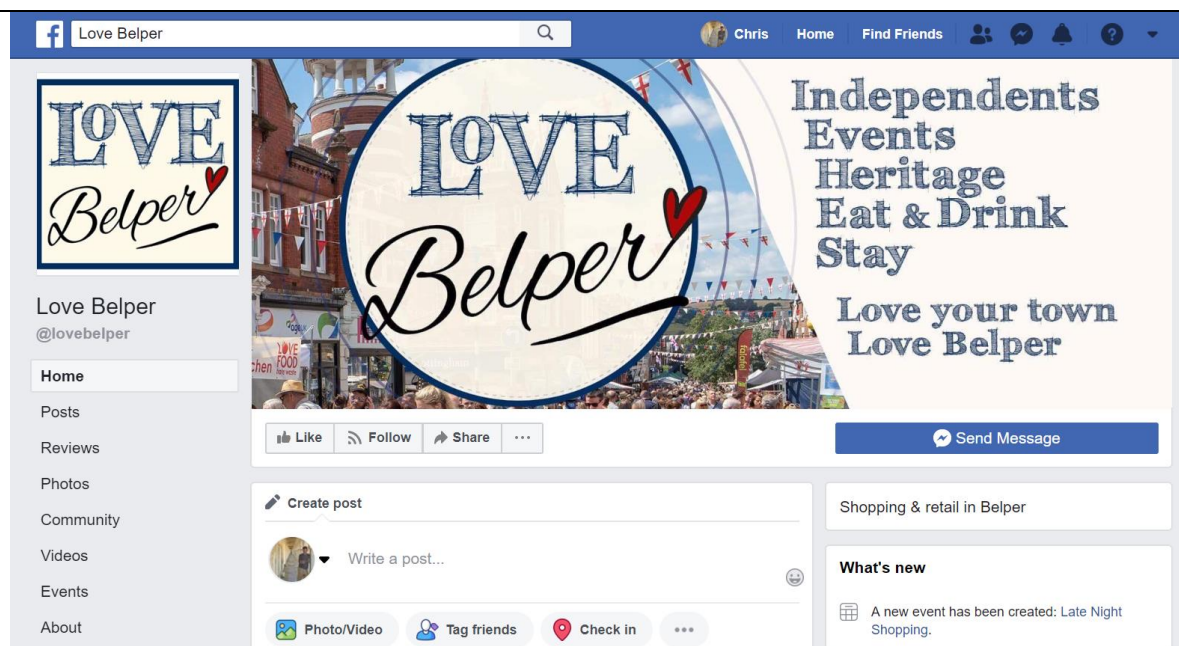
With the financial support of High Peak Borough Council, Vision Buxton also produced the [Buxton Marketing Toolkit](#). The toolkit gives consistent branding and images that reinforce the town's identity and its brand as "England's Leading Spa town". All tools are available for use by any business or organisation in Buxton free of charge.

Other examples: The '[Inspired by the Peak District](#)' initiative and brand has been developed to provide all types of businesses within the wider Peak District the opportunity to develop a marketing edge from their association with the distinctive and dramatic Peak District environment.

Guidance on good practice in place branding and marketing is provided by the [LGA Revitalising Town Centres Toolkit](#). This advises that stakeholders including businesses should collaborate to emphasise culture and character to create a collective and authentic 'place brand' by: a simple and engaging 'story'; flexible marketing material; a clear marketing strategy; links to involve community & business; target visitor economy; invest in arts & culture; organise festivals & events.

It is important to begin by understanding the 'true' identity of a town as perceived by the local community, businesses and visitors. This can then be adapted in tailored branding.

Social media campaigns: As the recent workshops on making social media marketing work for your business and town have demonstrated, there are great opportunities to boost profile and footfall using popular channels.



Good practice example: Love Belper

Description: [Love Belper](#) brings together independent, local businesses to promote the town and themselves through a collective Facebook page, short promotional videos, map of town businesses showing fashion, culture, eating, drinking and 'hidden gems', a series of events including late night shopping and a new website that will be launched in 2019.

Other example: SwadStyle is a new community lifestyle magazine for Swadlincote featuring local news, businesses, events, attractions and useful information. This is complemented by the [SwadStyle Facebook](#) page and Twitter accounts.



Local loyalty cards/schemes: Businesses benefit from digital promotion and increased sales in return for deals and loyalty stamps offered to customers.

Sign up for your FREE Loyalty Card

It's the **'must-have'** item for shopping and leisure in Loughborough town centre.

We would like to reward loyal customers by offering discounts and incentives for products and services in participating businesses.

Please check the offers regularly as they may change.



View Offers

Good practice example: Loughborough LoyalFree app

Description: Using the [Loughborough LoyalFree app](#), shoppers can find deals and collect loyalty stamps on their phones. They can also view local events and business reviews. Currently there are 108 participating businesses rewarding customers with discounts.

Digital impact: The approach provides a measure of the digital presence of a place the activity levels of individual businesses to help improve performance.



Good practice example: UK Digital Influence Index

Description: The [UK Digital Influence Index](#) helps towns and retailers to better understand how their digital output is impacting on physical footfall and map back to 1,300 UK towns and cities. Annual Place Report can assess a town's digital Influence and potential improvements

Other examples: The [Digital High Street Project](#) provides a comprehensive set of indicators to help place managers understand and improve how businesses are adopting digital.

Promoting produce

Artisan/farmers markets: These offer outlets and a 'shop window' for local producers and brings extra footfall in to town centre that provides good new customers for compatible businesses.



Good practice example: Ashbourne Artisan Market

Description: [Ashbourne Artisan Market](#) involves traders sourced to deliver a diverse mix and quality goods whilst avoiding any duplication both within the market and with local retailers. Priority is given to locally-based traders with complimentary traders from further afield to ensure a variety of goods. An accompanying street food arena is a popular place to sit and socialise. The market is held on the second Sunday of each month.

Other example: Wirksworth Farmer's Market is a new, lively market with local produce and free entertainment. It includes local producers, specialist makers running their businesses in and around Wirksworth, organic producers, free-range produce, natural ingredients, plants grown in Derbyshire, coffee roasted in Wirksworth and Fairtrade cafes.

Other Derbyshire examples: Matlock Makers Market; Bakewell Farmers Market

Online market: [ShopAppy](#) provides a simple way for local businesses to market produce online and for customers to conveniently 'click-and-collect' in the town centre.

Shop Local Online

Order from your local shops easily and collect your shopping daytime or evening.

#shoplocalonline

Enter your town / area to start shopping.

Get shopping

Shop locally and put the heart
back into your community
this Christmas

Food trails: Provides a diversification opportunity for the host business; can link to accommodation providers and showcases; creates sales for a diverse range of local producers within and around market towns.



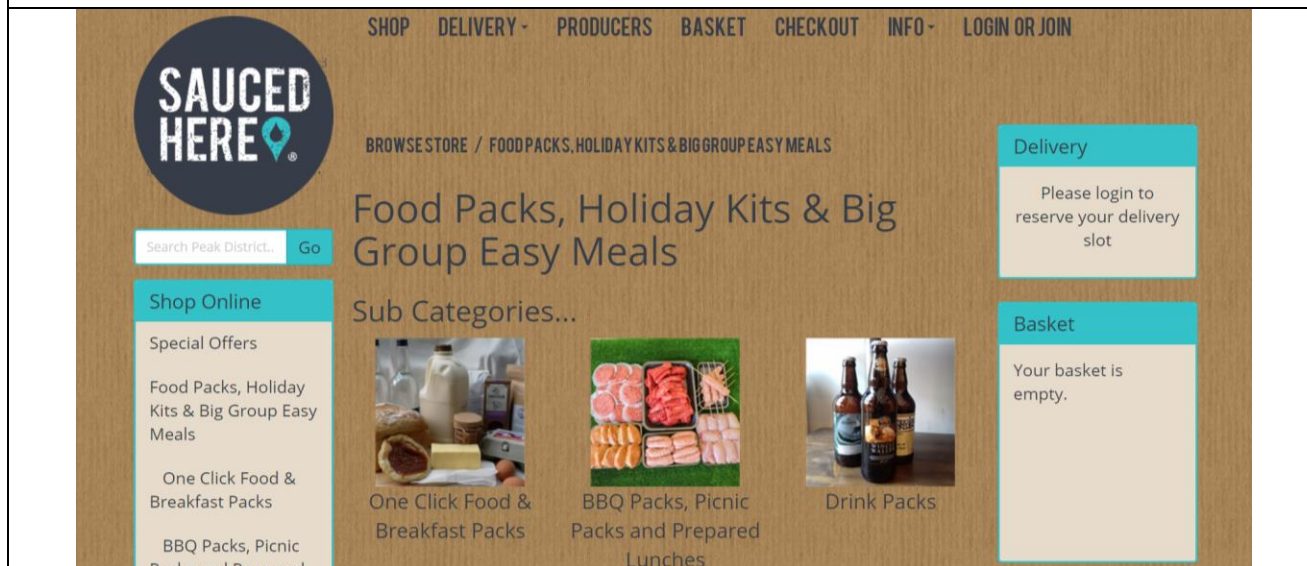
Good practice example: Yorkshire Food Trails

Description: The trail is all about linking food lovers from far and wide with the county's finest artisan food and drink producers and great Yorkshire restaurants. A series of themed escorted gourmet food trails explore how some of Yorkshire's quality foods are created, bred or grown. Guests enjoy these foods showcased on specially-themed menus at some of the best eating places in the county. The 'Dales Trail, for example, begins at the Grassington House Hotel with coffee and on arrival. <http://yorkshirefoodfinder.org/trails/the-dales-trail>

Food & drink workshops: There is a series of free [food & drink workshops](#) in January and February for Derbyshire-based businesses. The courses are being organized by the [Food & Drink Forum](#) on behalf of Marketing Peak District & Derbyshire. The courses will cover:

- food photography
- digital marketing
- Instagram success
- branding & marketing
- 'selling the sizzle' sales training
- packaging & design
- product design
- food labelling
- procurement -keeping it local
- internal audit and accreditation

Local produce online store: Providing an on-line outlet for local producers for residents and tourist customers keen to source high quality food and drink with a strong connection to place.



Good practice example: Sauced Here

Description: [Sauced Here](#) offers the convenience and similar choice that you might get from an online supermarket experience except everything is sourced from the area's top providers. Customers place their order and Sourced Here collect the items and delivers to their home, holiday cottage or campsite providing supermarket convenience and artisan quality.

Dates for your diary: a special Meet the Buyer event on 5th February 2019 will provide a chance for food and drink plus other local producers to interact with outlets. The event is part of [free events programme organised](#) by Marketing Peak District & Derbyshire to help grow the visitor economy. Other events provided as part of the programme early in 2019 include:

- how to film and edit videos
- marketing made easy
- digital business skills
- how to do your own PR
- customer service excellence



**MARKETING
PEAK DISTRICT
& DERBYSHIRE**



Activities & events

Cycle tourism: Provides a diversification opportunity for the host business, can link to accommodation providers and showcases and creates sales for a diverse range of local producers within and around market towns.



THE ULTIMATE PEAK DISTRICT TOUR



This amazing tour starts in the historic High Peak village of Hathersage, nestling beneath a series of spectacular ridges and tors. A leisurely cycle to Castleton takes you around the alpine banks of the Upper Derwent ...

FROM: £295.00

5 DAYS AND 5 NIGHTS

[SEE THE DETAILS](#)



HEART OF THE PEAK



This unique tour combines some of the Peak District's best known attractions with numerous hidden gems best discovered by bike. From the attractive spa town of Buxton to the more rugged crags around Stanage this tour ...

FROM: £240.00

4 DAYS AND 4 NIGHTS

[SEE THE DETAILS](#)

Good practice example: Peak Tours

Description: Self-led bike tours like those provided by [Peak Tours](#) provide opportunities for local businesses to work together and attract cyclist's spend. Businesses can focus on providing cyclist friendly food such as special meal deals; water bottle re-fills; secure cycle parking; pre-ordered food parcels to self-catering accommodation; bike pick-up/drop-off; discounted stays.

Peak Tours is amongst a number of case studies featured in the [Peak District Cycle Tourism Toolkit](#) that also provides a wealth of guidance and advice for businesses looking to participating in the growing cycle tourism market across Derbyshire.

Other examples: [Hassop Station](#) café and cycle hire is located on the Monsal Trail near Bakewell. The business also received a [Pedal Peak](#) grant towards the cost of extra bike racks. Co-owner Duncan Stokes says: "We're always looking at ways to improve the customer experience and these additional facilities are much appreciated by the growing numbers of people of all ages who like to cycle."

A good example of businesses linking-up to promote cycle tourism is [Peak Venues](#) who provide quality group accommodation and who have created a comprehensive list of activities and providers on their website including Hassop Station.

As Pedal Peak participants, both Hassop Station and Peak Venue qualify for a free listing in the national [Cyclists Welcome web site](#) that includes a Peak District feature. The [Peak District Cycling Facebook group](#) is proving useful in promoting collaboration and is being used by businesses to promote their cycling offer as well as customers who like to cycle looking for recommendations.



Festival & events: In organising business-focused festivals and events it is important to work with local traders and eateries to provide an enjoyable experience and maximise the local benefits.



Good practice example: Matlock Bath Frankenstein Festival

Description: This nine-day [Frankenstein Festival](#) involved businesses and community groups running a variety of events. The festival builds on an unusual though authentic connection between the town and Mary Shelley's infamous scientist. It also seeks to boost visitor numbers and business activity in the off-season with plenty of evening activities like music and steam punk evenings.

Other good practice: Derbyshire abounds with good examples of festivals including [Buxton Spring Fair](#) which is now in its fifth year.

Good practice is town centre events is summarised as part of the Local Government Association handbook and toolkit on revitalising town centres focusing on [Christmas Markets](#). There are common themes to delivering a successful Christmas market or other events to spread the economic success across the town centre:

- well designed and laid out including good customer flow so that all areas benefit; creative layout to guide visitors towards local traders
- showcase for local producers, artisans and crafters as part of growing demand for products that are not readily available on the high street.
- maximising benefits for local business by working closely with local business partnerships and community groups to develop wider opportunities.
- trading times: carefully selecting trading times alongside existing traders and in ways that enhance the evening economy.
- good transport links and extra parking provided in advance.

Heritage interpretation: Local heritage is a big attraction to customers and it is important to maximise the opportunity for contact with local businesses.



Good practice example: Vital Valley

Description: Running until the end of 2020, “Vital Valley” is a programme of activities focused on engaging people with the uniqueness of the Derwent Valley Mills World Heritage Site.

There are 20 Vital Valley projects including business support; business ambassador scheme, young entrepreneurs, encouraging urban audiences, putting the Valley on the map, wayfinding in Belper and Milford.

The Business Ambassador Scheme was developed with a focus on Belper. It was so successful that it helped Belper win the Great British High Street Competition in 2014. The Scheme offers businesses an opportunity to learn more about the heritage of their local community, along with finding out what there is for visitors to do and meeting other business owners in the area. The business support programme is similarly a communication and advocacy programme to promote the benefits of the World Heritage Site to businesses.

Other examples: [Old Bolsover Yard](#) is an exciting project bringing new life to a small, previously underdeveloped heritage site in the heart of Bolsover. The small development is close to Bolsover Castle and provides several craft workshops for new & up-and-coming businesses, as well a showroom and exhibition space. In the initial phase there will be a café and 5 craft workshops. There will also be a regular programme of events that will help attract visitors to the Yard in a way that will also benefit other Bolsover businesses and provide opportunities for cross-marketing.



Window dressing themes: Businesses coordinate themed window dressing for occasions like Christmas, Easter, Midsummer, Halloween to attract people in to and around the town.



Good practice example: Ashbourne Sheep Fair

Description: Building on the guidance provided by the series of visual display workshops, there is the opportunity for businesses to work together using appropriate themes across the town. This allows individual businesses to shine as well as the town as a whole. Strong visual images can be used on social media to encourage footfall and foot-flow around the town as part of key celebrations. The window dressing can be combined with a treasure hunt to encourage movement around the town and to different businesses.

Date for your diary: Peak District & Derbyshire Towns and Business Forum, 27 February 2019 from 12:00 to 17:00 at Thornbridge Hall, Ashford in the Water. Organised by Marketing Peak District & Derbyshire, this special forum for market town businesses will focus on how they can work together to promote product and place in growing and developing the visitor economy within Derbyshire. The interactive afternoon will give businesses a chance to learn and share experiences with specialists and groups from other towns who are already working closely. Come along with other businesses and fine-tune your plans for joint working in 2019 to link your products and place. Register to attend the free [Towns and Business Forum](#) on 27 February.

