



Linking product & place

A portfolio of possibilities for Peak Park & Derbyshire

MARKETING
PEAK DISTRICT
& DERBYSHIRE

& PEOPLE
PLACES

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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 and 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



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: Vision Buxton (<http://www.visionbuxton.co.uk/>)

Description: 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 including through the website <https://www.visitbuxton.co.uk/>
- Community consultation & engagement
- Supporting local businesses and organisations

Other example: NOW (New Opportunities Wirksworth) 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 achieved include Broadband, the monthly Farmers' Market and Go Wirksworth website and Destination Wirksworth Facebook and Instagram pages for locals and visitors (<http://gowirksworth.com/>).

Glossop Business Network (GBN) provides local businesses with an opportunity to meet up and promote their businesses. It is a not-for-profit organisation, run by two local business women and meets the 3rd Friday of each month.

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.



Good practice example: Buxton Marketing Toolkit

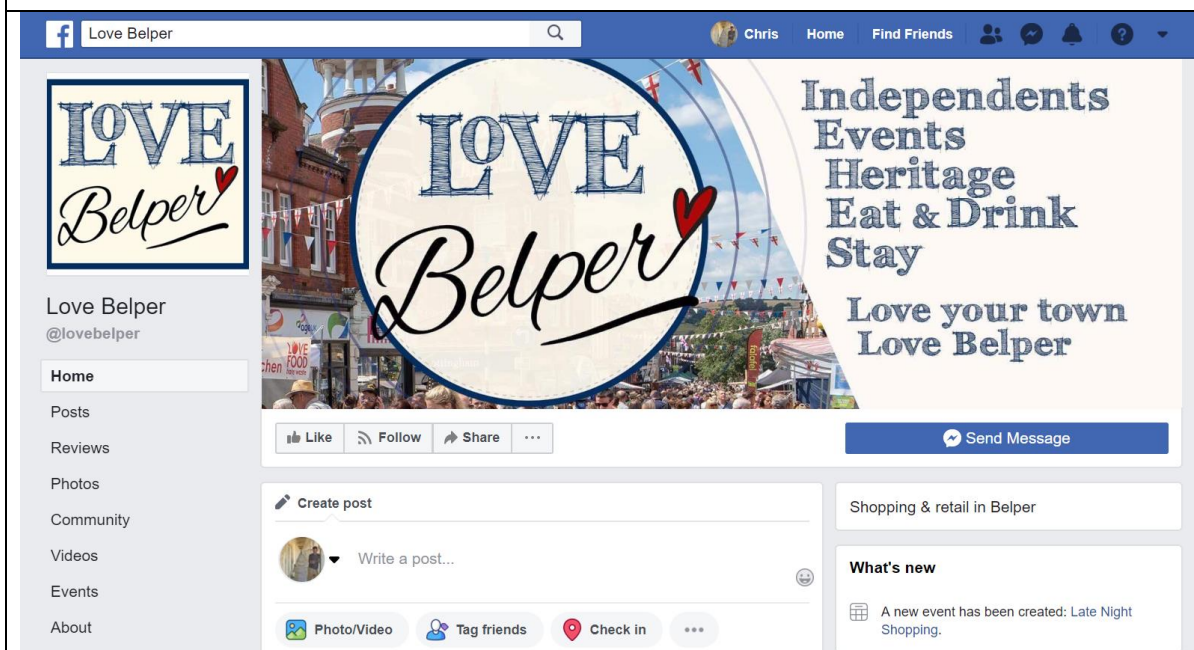
Description: Vision Buxton has recognised the value of marketing the town and its businesses to visitors. As part of this they own and manage the website www.visitbuxton.co.uk, that provides businesses with a free listing.

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 & character to create a collective & authentic 'place brand' by: simple & engaging 'story'; flexible marketing material; clear marketing strategy; involve community & business; target visitor economy; invest in arts & culture; organise festivals & events.

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, a new web site, map of town businesses showing fashion, culture, eating, drinking and 'hidden gems' plus a series of events including late night shopping.

Other example: Destination Wirksworth Facebook and Instagram pages provide inspiration for locals and visitors (<http://gowirksworth.com/>).

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. To encourage local shopping and the buying of local services, 108 participating businesses are rewarding loyal customers by offering discounts and incentives on their products and services.
<https://www.loyalfree.co.uk/case-studies/>

Other examples: There are various other loyalty card products available.

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](#) produced by Maybe helps towns and retailers to better understand how their digital output is impacting physical footfall and sales. The Index helps measure the digital output and associated influence of every retailer in the UK every day and map it back to 1,300 UK towns and cities. From this it produces a weekly ranking of activity.

In addition, an annual Place Report can assess a town's digital Influence and shows how to start improving it. It shows which retailers are having the most impact and helps monitor changes over time. you are supporting them.

Other examples: The Digital High Street Project provides a comprehensive set of indicators to help place managers understand and improve the ways that local businesses are adopting digital technologies.

<https://www.local.gov.uk/digital-high-street-project-warwickshire>

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

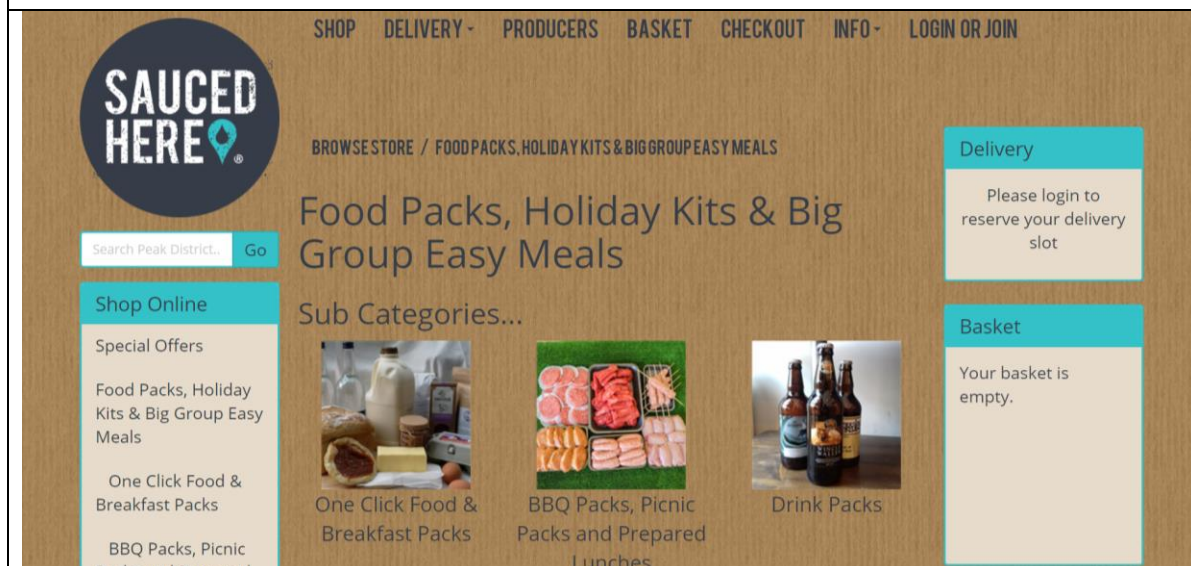
Description: Ashbourne Artisan Market involves traders sourced to deliver a diverse mix and quality goods whilst avoiding any duplication both within the market and with local retailers. Priority is given to locally-based traders with complimentary traders from further afield to ensure a variety of goods. An accompanying street food arena is a popular place to sit and socialise. The market is held on the second Sunday of each month. <https://themarketco.co.uk/markets/ashbourne-artisan-market/>

Other example: Wirksworth Farmer's is a new, lively farmers' 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 here in Wirksworth and Fairtrade cafes.

Other Derbyshire examples:

- Matlock Makers Market & Matlock Victorian Christmas Market
- Chesterfield Flea Market, Artisan Market, Street Food and Craft Market, Farmers Market
- Ashbourne Artisan Market
- Bakewell Farmers Market

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.

Food trails: 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.



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-dailes-trail>

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 accommodation.

The [Peak District Cycle Tourism Toolkit](#) provides a wealth of guidance and advice

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: Ballinasloe, Ireland

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.

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. Here we reflect on good practice summarised as part of the Local Government Association handbook and toolkit on revitalising town centres focusing on [Christmas Markets](#) though with wider applications. 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, including through park and ride schemes.

Heritage interpretation: local 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 development will provide a number of craft workshops for new & up & coming businesses, as well as a showroom & exhibition space. In the initial phase there will be 5 craft workshops, the biggest of these being the 'home' of Ethos Upcycling.