



Peak District Toolkit

David Thornton

(Presented to Live & Work Rural)



Where is the Peak District?



- **Previously Government funding via administrative boundaries through RDA's caused a fragmentation of the Peak District brand**
- **In 2011 a new government way of funding and supporting tourism has led to the recognition of a unified Peak District as a destination of distinction**



- **The Peak District is not about lines on the ground – it's defined by the people who live, work and visit – that's what makes it distinctive.**
- **BUT ... The Peak District is more than tourism isn't it?**



**Let's open up the
Common Ground!**



- **We are all proud of our association with the Peak District**
- **The profile, reputation and “image” of the Peak District is important to us all**
- **Many believe that associating with the Peak District may widen the appeal of our products & services – giving us an edge in a competitive market place where we need to stand out from the crowd**



In 2010 (launch of the source campaign) Buxton Water's market share rose by 9.4% compared with the previous year

Volvic's share fell by 9%

Evian's share fell by 7.4%



- **We believe that the Peak District is a good place to do business, a great place to live and a special place to visit**
- **Where a product or service is made is increasingly important to consumers, investors and visitors.**



The Opportunity
**“It’s about waking up the
area”**



- **We all have the potential to be advocates & ambassadors for the Peak District: Both as individuals and via the services and products we own**
- **A Tool-kit is being created to help us demonstrate our Peak District origins and associations.**



- **If we all use the toolkit then Peak District recognition will become stronger, and our own distinctiveness will be enhanced in the market places in which we all operate.**
- **Together, we are greater than the sum of our parts**

**The tool kit costs
£250**

**But.. It's free to members of
the Tourist Board & partner
DMO's, Business Peak
District, & EQM holders**

So... what's the catch?

It may be free but you still have an investment to make

1. You will do what you can to support the **values** of the Peak District
2. You will be an **ambassador** for the Peak District
3. You will ensure that the Peak District marque is used appropriately
4. You will do what you can to promote the Peak District for the benefit of all who are associated with it



Is this right for you?



- **Does your PASSION for the Peak District, its unique landscapes, character and experiences motivate your organisation?**



- **Does your organisation help to CARE for the Peak District environment and its surrounding areas?**



- Do you **CELEBRATE** the Peak District in your everyday activities of creating goods and providing services for your markets?

....and if so, can you promise to...



- **You will do what you can to communicate your proud association with Peak District to your customers, employees and colleagues ?**

Toolkit parts at launch

- A PDF document that explains your responsibilities if you use this kit
- Supportive words from key business leaders explaining the value of this activity and what it means to the area and your business
- Downloadable marque in various formats.
- Positioning statements that we can all use to describe the area / our origins – the values – the themes – the experiences – the personality

The Great Escape

- Peak District offers relaxation and accessible adventure for all with real sense of wildness and remoteness.
- Be active in the Peak District without costing the earth! (challenging recreation, all-year-round experiences, landscape plays a huge role in quality of life).
- Great place to live, visit and work.

Pure Peak

- Understanding and promoting local products the Peak District has to offer ... 'new localism' of peoples passion for connection to places. Build on sense of distinctiveness.
 - Promotion of authentic local food and drink ... offer to visitors, but help sustain local producers, market towns etc.
 - Showcase local arts and crafts, enhance local disincentives, improve products and visitor experience.
- ... challenge to give Peak District business sectors meaningful opportunity to use the brand to reinforce distinctiveness.

Explore More

- Discover and experience a place of contrasts ... get beneath the surface and gain deeper understanding of its natural and cultural qualities.
 - Wealth of industrial heritage, often much overlooked by mainstream visitors.
 - Peak District rich with historic towns and villages, part of a diverse area.
- ... opportunities to bring peripheral into the heart of the Peak District ... build on historical links with the iconic Peak District visitor area.

Closer than you think

- Centrally located ... England's most accessible outdoor destination ... see and do a lot in a short time.
- Easy to get here, affordable and sensible holiday option. Peak District accessible from neighbouring cities, making the area a great place to work, live and do business.
- Parts of National Cycle Network passes through the Peak District, with links through the area with growing number of cycle links (Pedal Peak District).

More Toolkit parts at launch

- A PDF of brand colours & fonts and how to use the marque (examples and references)
- PDF of Sense of place themes and content and useful links etc..
- Ambassador kit (symbol / badge / pocket book)
- Useful data (steam / stats / demographics)
- Other Resources: Photo library / Video's that can be embedded / links to other resources



Love – Protect – Share - Enjoy

Ambassadors Marque



Policing the brand

- **The brand marque is a copyright owned item issued under licence by the Peak District DMO & partners**
- **It is the responsibility of everyone who uses the brand to ensure that themselves and others are using the tools appropriately.**

Policing the brand

- **There is no formal policing or monitoring of the brand use, however, like a social network, users can report abuse of the brand and – under extreme circumstances, the license to use the marque could be withdrawn.**
- **Overall, the Brand Toolkit should enable business to simply and confidently carry the Peak District brand identity into their wider markets and increase their own marketability.**

Brand Development

- The toolkit is a digital resource, downloaded from either the DMO & partners or Business Peak District's website
- You will need to register in order to unlock the kit, at which time you will be asked to acknowledge that you accept the principles of use and support the values of the brand
- New versions will replace older versions automatically
- Toolkit resources will be expanded as users contribute appropriate materials. All toolkit resources are “pure labelled”
- The toolkit is intended as an “accelerant” for establishing the brand

Who is controlling the brand?

- You – in everything you do and say, produce and create.
- The Peak District Attract brand team are responsible for creating and updating the toolkit on behalf of Business Peak District & the DMO & partners.
- The “Peak District value” will be monitored and the effectiveness and suitability of the toolkit will be evaluated. Improvements will be added in later versions



**Thank You for your
attention!**