

How can tourism and the visitor economy support recovery

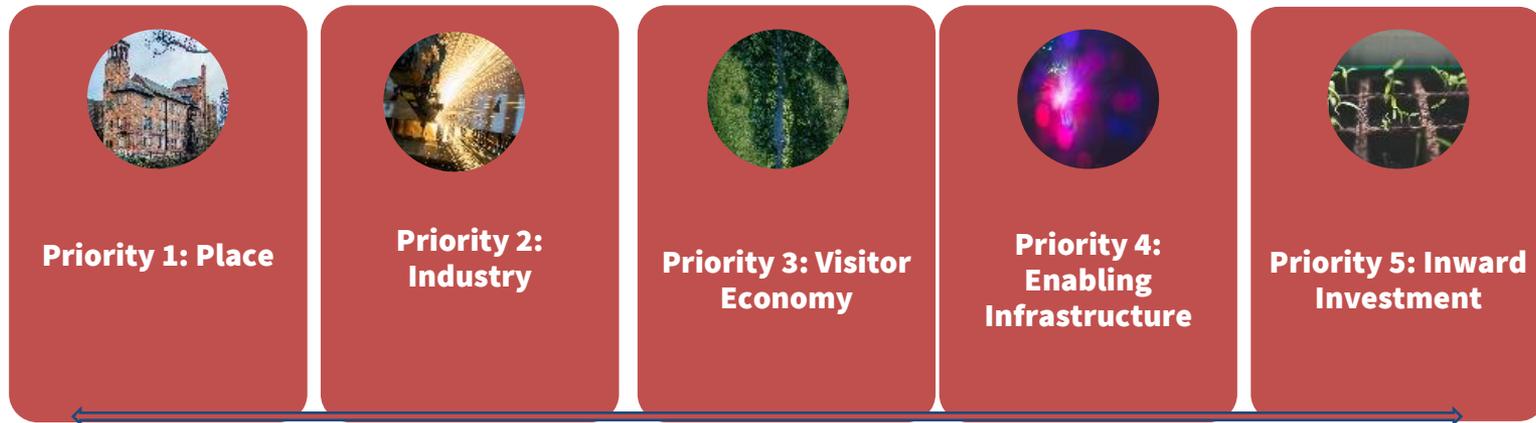
Cllr. Barry Lewis
Leader, Derbyshire County Council

Scale of the Challenge:

- ❖ 32,000 people employed in the visitor economy locally
- ❖ In 2019 tourism was worth £2.5 billion
- ❖ 11% loss of output in 1st lockdown equating to £1.8bn rises to 13% in 2nd lockdown across Derbyshire
- ❖ Retail and food and accommodation account for 28% of total predicted output losses
- ❖ Major impact on sectors with highest place making value
- ❖ Retail and food and accommodation 5th and 7th highest sector in Derbyshire economic profile
- ❖ Retail and Food and Accommodation 4th and 5th biggest sector employer (after health, education, manufacturing)

The Opportunity For Derbyshire's Economy:

COVID will be the catalyst for Derbyshire's economic renewal and we will balance protective and growth interventions to enable our economy to build back better



Business Support

- ❖ Provided support to over 2000 small businesses through DCC Business Hardship Fund
- ❖ Collaborated with districts on grant discretionary grant schemes to target visitor economy businesses
- ❖ www.Shopappy.com – funded an on line retail platform for businesses
- ❖ Employed specialist staff to support tourism sector / further 5 Business Advisors to be recruited
- ❖ Delivered over 60 webinars with key partners such EMC, FSB, MPDD Business Peak District
- ❖ Supported and encouraged applications to the governments Culture Recovery Fund
- ❖ Establishing a Landlord Commission to look at constraints and opportunities for businesses including consideration of progressive lease terms to encourage risk sharing and investment
- ❖ Developing a wifi town centres initiative to support business resilience
- ❖ Established the Green Entrepreneurs Fund

Marketing

- ❖ Delivering the Shine a Light on Derbyshire programme campaign to support the needs of businesses focusing on the events and makers of Derbyshire
- ❖ Developing a support programme for festival and large event organisers
- ❖ Supporting creative, arts and cultural industries to build distinctive town offer build vibrancy and drive footfall
- ❖ Launched a staycation marketing campaign - building on the strong domestic tourism brand that will allow businesses to build back quickly
- ❖ Meet Peak District and Derbyshire campaign to attract new markets driven by 'Wellness' and 'Health and Wellbeing' building on developments such The Crescent at Buxton
- ❖ On Your Doorstep Campaign promoting our outdoor offer, urban centres and market towns provide a compelling tourism product and can help us to rebuild demand quickly

Developing our Infrastructure

- ❖ Maximising opportunities and buildings within The World Heritage site for creative workspace
- ❖ Facilitating the development of small employment sites to support the growth and sustainability of rural businesses
- ❖ Market Town Renewal Programme - expression of interest to LEP- total £9,776,045; part of a potential £40,658,545.00 programme;
- ❖ Supporting town centre diversification plans to provide creative workspace, incubation, makerspace and touch down hubs
- ❖ Developing a Last Mile pilot in Buxton a transport hub incorporating electric vehicles and bikes
- ❖ Establish Derbyshire as a globally renowned sustainable tourism destination through the development of active travel solutions and public transport connectivity
- ❖ Lobbying for a Tourism Action Zone for Derbyshire
- ❖ Developing travel-trade partnerships to boost trade and international tourism in new markets such as Japan, Netherlands, USA