Business Peak District

Networking Event

Wednesday 28th June

Welcome

Dr Peter Dewhurst

Chair of Business Peak District

Housekeeping

In the event of a fire alarm, please leave the venue from the nearest fire exit doors and meeting point outside

Please ensure you sign in if you have not already done so

Please complete an evaluation form before you leave

Toilets are signposted

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Agenda

17:00	Arrival, refreshments & informal networking
17:30	Welcome and introduction (Peter Dewhurst & Tracy Duggan)
17:40	BPD update (Peter Dewhurst)
18:00	BPD in listening mode (Tracy Duggan)
18:15	Table discussions
18:45	Break
18:55	High Peak Borough Council (HPBC) update (Amanda Brown)
19:00	Derbyshire Dales District Council (DDDC) update (Steve Capes)
19:05	East Midlands Chamber (EMC) update (Scott Knowles)
19:10	Visit Peak District & Derbyshire (VPDD) update (Lindsay Rae)
19:15	University of Derby (UoD) update (Adam Doyle)
19:20	Derbyshire County Council (DCC) update (Karl Apps)
19:25	Peak District National Park Authority (PDNPA) update (Brian Taylor)
19:30	Refreshments and networking opportunity
20:00	Thank you and formal wrap-up (Peter Dewhurst)
21:00	Close

BPD update

Peter Dewhurst

Chair of Business Peak District

Director of Strategic Projects at the University of Derby

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BPD History

BPD Concordat (2011)

- Our vision is that the Peak District will be a distinctive, high quality rural environment with an enterprising, growing and sustainable economy
- Our main aims are to stimulate business growth, enhance productivity and create quality jobs
- Our priorities

PRIORITY 1 – To become a connected Peak District with competitive **broadband** speeds and availability, *because* at present, poor broadband speed seriously disadvantages local firms and the ability to attract those in 'sunrise' knowledge-based sectors.

PRIORITY 2 – To raise the **brand profile** and value of Peak District products and services, and the profile of the area as a place to do business, *because* the products of the Peak District outside the visitor economy are seldom well recognised nationally and internationally.

PRIORITY 3 – To create the conditions that encourage the private sector to bring forward **development sites,** *because* in order for local firms to grow or new firms to be attracted to the area, there must be sites available which meet the needs of modern business.

PRIORITY 4 – To facilitate the advancement of **business skills and support** to help businesses grow, *because* most local firms are very small; and need to access support, training and skills to enable growth; and enable more people to increase skills, employment opportunities and enhance their quality of life.

PRIORITY 5 – To encourage businesses to provide employment **opportunities for local people**, especially younger people and through the National Apprentice Scheme, *because* the area has increasing youth unemployment and is dependent on the public sector at present for many jobs.

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BPD some Highlights

1. Inspired by the Peak District brand
2. Pandemic Webinar Programme
3. Partnership with East Midlands Chamber
4. Training support programme

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23 March – Ian Lockwood - Converting Website Visitors into Sales & Leads Chatsworth DD
25th April – Charles Barnascone – Sales Business Planning - Chatsworth DD
30th May – Ian Lockwood - Converting Website Visitors into Sales & Leads Venue The Old Hall HP
31st May – Paul Ince - Using Video in Your Content Marketing - Venue - The Leewood Hotel
6th June - Liam Lally – Gaining customers with Paid Display & Video Advertising - The Leewood HP
7th June – Ian Lockwood - Getting the most from Google Analytics (GA4) - Chatsworth DD
14th June - Sarah Loates - HR Essentials for SMEs - Old Hall Hotel HP
20th June - Paul Ince - Social Media Workshop - Cromford Mills Matlock DD
21st June – Ian Lockwood - Successful Search Engine Optimisation - The Leewood HP
27th June - Paul Ince - Blogging with authority and trust - The Leewood HP

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BPD what comes next?

1. Review of BPD's aims and priorities
2. Refresh of website and social media presence
3. Extending BPD member benefits
4. More events & training support
5. More networking opportunities
6. Amplifying the voice of the Peak District's business community – regionally and nationally
7. A physical BPD presence in the Peak District?
8. As well as ……

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Tracy Duggan

Vice Chair of Business Peak District

Director of Skillslocal Ltd

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Interactive Survey

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Join link: **Feedbeo.com**

Joining code: **#603965**

Instructions:

1. Open your browser and go to feedbeo.com

2. Where it says join an event enter the six-digit pin code:

   # 603965

3. Follow the instructions on screen.

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1. What is your business's top priority?
   E.g. growth, innovation, recruitment, reducing costs.

2. What support would you like from BPD going forward?

3. What are the biggest challenges in your business?

Table Discussions

Table discussions on the challenges and opportunities faced by Peak District businesses

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Round table - instructions

1. Identify a scribe and a timekeeper (approx 10 mins per question)
2. On your table discuss the opportunities/challenges and possible solutions facing and write up your top three
3. How can BPD best support you with these?
4. Any other observations?
5. Hand in your feedback at the end.

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Comfort Break

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Amanda Brown

High Peak Borough Council (HPBC)

UK Shared Prosperity Fund (UKSPF)
31/1/23 -31/3/25

Staffordshire Moorlands District Council Allocation - £3,428,937

High Peak Borough Council Allocation - £2,432,071

Part of Government Levelling Up Agenda to build Pride in Place and increase life chances through supporting:

Government Identified Investment Priorities

	SMDC	HPBC
• Communities and place	- £1,498,116	£1,046,400
• Local business	- £1,409,663	£1,019,500
• People and skills	- £ 384,000	£ 249,600

Rural England Prosperity Fund

Staffordshire Moorlands DC - £410,000

High Peak Borough Council - £400,000

Capital grant fund – 31/3/25

The Rural Fund is to address specific challenges facing rural areas including:

- lower productivity rates
- poorer connectivity
- poorer access to key services

Investment Priorities: Communities - 1

Improvements to town centres and high streets, including better accessibility	**10 commercial buildings developed or improved/ 500 m2 public realm created or improved/ 5 jobs created/ 20 jobs safeguarded/10% increase in footfall** **reduction in CO2**
Support for local arts, cultural, heritage and creative activities	10 local events or activities supported/2 jobs created. increase in footfall/3 community-led arts, cultural, heritage and creative programmes
Support for active travel enhancements	10 new or improved cycleways or paths/10% increased use of cycleways or paths
Funding for the development and promotion of wider campaigns which encourage people to visit	5000 people reached/20% increase in number of web searches for a place/10% increase in footfall/10% increase in visitor numbers

Investment Priorities: Communities - 2

Investment in capacity building and infrastructure support for local civil society	**6 organisations receiving non financial support /4 organisations receiving grants/50 people attending training sessions/10% increase in (community) engagement numbers**
Community measures to reduce the cost of living	3 organisations receiving grants/200 households receiving support/50 households supported to take up energy efficiency measures/500 people reached/ 10% increased take up of energy efficiency measures
Funding to support relevant feasibility studies	1 feasibility study/20% increase in number of projects arising from funded feasibility studies
Investment and support for digital infrastructure for local community facilities –SMDC only	Organisations receiving grants/ facilities supported/created/5 premises with improved digital connectivity

Investment Priorities: Business - 1

Investment in open markets and improvements to town centre retail and service sector infrastructure, with wrap around support for small businesses – SMDC Only	**local markets supported/20 businesses receiving non-financial support/jobs created/safeguarded/ new businesses created/increased footfall/reduced vacancy rates**
Funding for the development and promotion (both trade and consumer) of the visitor economy	10 businesses receiving non-financial support/10,000 people reached/10% increased visitor numbers/10% increased footfall
Research and development grants supporting the development of innovative products and services	20 businesses receiving grants/5 businesses introducing new products to the firm/5 businesses adopting new to the firm technologies or processes/5 businesses adopting new or improved products or services
Investing in enterprise infrastructure and employment/innovation site development projects. This can help to unlock site development projects which will support growth in places **SMDC Only**	Commercial buildings developed or improved/1000 m2 of commercial buildings developed or improved/1000 m2 of rehabilitated land/20 jobs created/20 jobs safeguarded/10 new businesses created

Investment Priorities: Business - 2

Funding for new and improvements to existing training hubs, business support offers, 'incubators' and 'accelerators'	**Businesses receiving non-financial support/20 potential entrepreneurs provided assistance to be business ready/20 jobs created/20 jobs safeguarded/10 new businesses created**
Support for growing the local social economy, including community businesses, cooperatives and social enterprises	Businesses receiving grants/10 potential entrepreneurs provided assistance to be business ready/20 jobs created/20 jobs safeguarded/10 new businesses created
Funding to support relevant feasibility studies (Supporting business	1 feasibility study supported/20% increase in number of projects arising from funded feasibility studies

Investment Priorities: Skills

Employment support for economically inactive people	**100 economically inactive people engaging with keyworker support services/20 socially excluded people accessing support/20 people supported to engage in job-searching**
Support for local skills needs. Technical and vocational qualifications and courses up to level 2 and training for vocational licences relevant to local area needs	50 people receiving support to gain a vocational licence/50 people in in education/training
Green skills courses	40 people gaining a qualification or completing a course following support/50 people gaining a qualification or completing a course following support
Funding to support local digital skills.	50 people gaining a qualification or completing a course following support/50 people engaged in life skills support following interventions

Rural England Prosperity Fund - 1

Rural Business	Capital £	Indicative Outputs and Outcomes
Small scale investment in micro and small enterprises in rural areas.	200,000 HP £100,000	Businesses supported Farm Businesses supported Farm diversification Jobs created/safeguarded/new businesses/new technologies/improved productivity/improved growth
Funding for growing the local social economy and supporting innovation	£50,000 HP - £100,000	Business supported Farm Businesses supported Farm diversification Jobs created/safeguarded/new businesses/new technologies/processes/improved productivity/increased export capacity.
Funding for the development and promotion of the visitor economy	£55,000 HP £100,000	Businesses supported Visitor experiences supported Farm Businesses supported Jobs created/safeguarded/new businesses/increased turnover

Rural England Prosperity Fund - 2

Rural Communities		
Funding for investment in capacity building and infrastructure support for local civil society and community groups	£80,000 HP - £60,000	Number of organisations receiving grants Increased users of facilities/improved perception of facilities/accessibility/ Number of facilities supported, created or installed
Funding for local arts, cultural, heritage and creative activities.	£25,000 HP - £40,000	Number of potential entrepreneurs provided assistance to be business ready Organisations receiving grants Number of local events supported Jobs created/safeguarded/increased footfall/increased visitor numbers/improved engagement numbers/improved perception of facilities/numbers of community led – arts/cultural/heritage/creative programmes increased/improved perception of events

Opportunities

Grant funds opened:	Culture, Arts, Heritage closed 17/3/23 Feasibility Studies – Communities/business
July Launch	Small scale improvements to Town Centres/High Streets including improving accessibility Rural Innovation Grant Funds Funding to support VCS
Procurement:	*Investment in capacity building/infrastructure support for local civil society and support for growing the local social economy including community businesses/social enterprises* Funding for the development/promotion of the local visitor economy *Business Support Services*

Contact Details

- **Amanda Brown** - Principal Regeneration Officer

- **Lisa Hoyland** - Regeneration Officer

- UKSPF@Highpeak.gov.uk
- https://www.highpeak.gov.uk/article/7467/UKSPF-Grants-and-funding-Opportunities

- UKSPF@staffsmoorlands.gov.uk
- https://www.staffsmoorlands.gov.uk/article/7468/UKSPF-Grants-and-funding-Opportunities

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Steve Capes

Derbyshire Dales District Council (DDDC)



UK Shared Prosperity Fund

Invest in Derbyshire Dales

Derbyshire DALES District Council

Business support

Derbyshire Dales allocation

- **£2.7 million allocation**
- **Two year programme (ends March 2025)**
- **Approved Investment Plan covering**
  - UK Shared Prosperity Fund
  - Rural England Prosperity Fund (late announcement)
- **Main programmes**
  - Grants to local businesses
  - Energy audit and carbon reduction
  - Community grants available to local community and voluntary organisations
  - Town centre public realm improvements
  - Feasibility assessment of development sites on the edge of market towns



UK Shared Prosperity Fund

Derbyshire DALES District Council

BUSINESS GRANTS – RURAL INNOVATION GRANT

1. Business Growth Grant

- Launched December 2022
- Micro & SME manufacturing businesses (esp advanced manufacturing and food and drink manufacturing) and engineering businesses (esp green and environmental engineering)
- Total project costs £40,001 to £100,000
- Grant intervention rate of up to 40% (i.e. maximum grants of £16,000 to £40,000)
- On hold due to late Government additional procurement guidance
- Plan to re-launch Summer 2023



www.investinderbyshiredales.org

Derbyshire DALES District Council

BUSINESS GRANTS – RURAL INNOVATION GRANT

2. Business Development Grant

- Launch Summer 2023
- Project costs £10,001 and £50,000
- Sector focus: Manufacturing; Engineering; Knowledge-based; Creative and digital industries; Visitor economy; Farm diversification
- Grant intervention rate up to 50%.



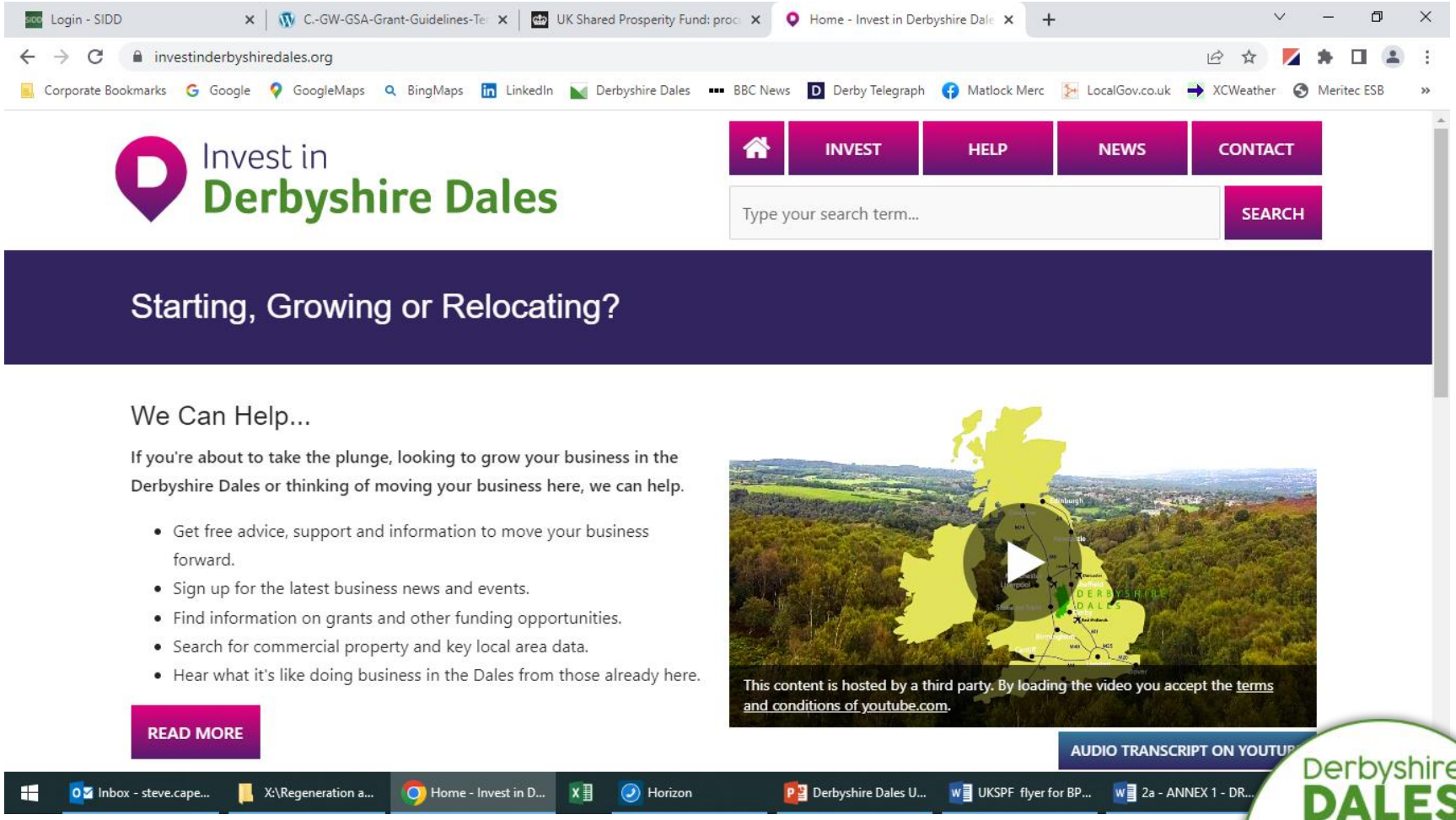
3. Business Adaptation Grant

- Launch end 2023/ early 2024
- Project costs £2,500 and £10,000
- All sectors
- Grant intervention rate up to 80%

www.investinderbyshiredales.org

Derbyshire DALES District Council

FIND OUT MORE



www.investinderbyshiredales.org

Derbyshire DALES District Council

MORE FROM DERBYSHIRE DALES DISTRICT COUNCIL

Community Grants for eligible social enterprises, parish and town councils etc.

Energy Saving audits and grants for eligible businesses to identify energy cost savings and reduce their carbon footprint.

1:1 advice for businesses and new start-ups

Levelling Up Fund – *Ashbourne Reborn*:

£15-million town centre regeneration programme of **public realm improvements**; highways improvements including **footway widening** and new crossings; and a new **community hub** in Ashbourne Methodist Church



Derbyshire DALES District Council

Other support

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Scott Knowles

East Midlands Chamber (EMC)

Business Peak District
Thornbridge Hall

28 June 2023

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Business Information Line

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0330 053 8639

info@emc-dnl.co.uk

Sustainable East Midlands Campaign

Helping businesses transition to a sustainable and low-carbon economy

www.emc-dnl.co.uk/services/sustainable-east-midlands/



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Events Programme

- Sales and Marketing
- HR and Employment Law
- Leadership and Management
- Lean Finance
- Web Design and Ecommerce
- Organic Search, Measurement and Conversion
- Social Media and Content Marketing
- Paid Digital Advertising
- Email Marketing, CRM and Automation

Dales and Peak Manufacturing Network

If you're a Manufacturer, register to join the Chamber's Manufacturing Network:

www.emc-dnl.co.uk/services/east-midlands-manufacturing-network/



Made Smarter East Midlands

Made Smarter has launched a £3 million digital adoption push to drive growth in East Midlands manufacturing SMEs and help them boost productivity

www.madesmarter.uk/adoption/in-my-region/east-midlands/

Generation Next

Supporting our next generation of business leaders aged 18-35, this network unlocks valuable opportunities by connecting young, forward-thinkers



generationnextemc.co.uk/

Business Awards

Our Business Awards celebrate the success of organisations and individuals in the East Midlands

www.emc-dnl.co.uk/services/business-awards/



Conferences & Summits - 2023

- CSR Summit – 6 July
- Sustainability Summit – 20 Sept
- Energy Conference
- State of the Economy Conference



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Lindsay Rae

Visit Peak District & Derbyshire (VPDD)







VISIT PEAK DISTRICT & DERBYSHIRE

Lindsay Rae

Deputy Director









Local Visitor Economy Partnership (LVEP)

Local Visitor Economy Partnership (LVEP)

- The LVEP programme is one of the key recommendations in the Government's response to the de Bois Review of DMOs.
- Create a national portfolio of strategic and high-performing LVEPs working in collaboration locally, regionally and nationally on shared priorities and targets to support and grow the visitor economy.
- Visit Peak District & Derbyshire has achieved LVEP status which covers the geography of the Peak District, Derbyshire and Derby, as part of the first wave of accreditation, becoming initially one of 15 with in England.
- As an LVEP we will be able to access expert advice, dedicated toolkits and training programmes from VisitBritain/VisitEngland in areas ranging from commercialisation, distribution, accessibility and sustainability to business support and marketing.



Business Support

Business Support

Focus of business support for 2023/24

- Accessibility
- Sustainability
- Quality
- Digital
- Networking



- Peak District, Derbyshire & Derby Tourism Awards – applications open 14 July
- Annual Tourism Conference - 22 November
- Member's Christmas Networking – Chatsworth, 05 December

Stay in touch

www.visitpeakdistrict.com/industry

- Latest workshops, webinars and events
- Research and data
- Resources and toolkits
- Signposting to business grants

Monthly Industry e-newsletter

B2B Social Media

- LinkedIn
- Facebook



VISIT PEAK DISTRICT & DERBYSHIRE

Thank you

Questions?

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Adam Doyle

University of Derby (UoD)

University of Derby
Business Support

Solutions based approach

Four main themes:

- Skills/CPD/Executive Education
- Research/Knowledge Exchange/Consultancy
- Facilities/R&D/Testing
- Talent/Graduate Opportunities

Transformational not Transactional

Working with key partners to make a difference for the business community

The University of Derby Regional Economic Observatory (UDREO)



Mark Gilman

The University of Derby Regional Economic Observatory

- We are **committed to engaging** with business and people to identify what the underlying research questions and agendas we focus on are
- We will rely on **robust and focused analysis** to inform our search to identify the fundamental solutions to the problems underpinning the big issues
- We will identify potential solutions only when the underpinning **evidence and analysis** is strong
- We are about **evidence based informed solutions** not policy based evidence making

What we know so far…..

Few entrepreneurs/owner-managers are achieving their aspirations for sustained growth & profitability…why?

- Managerial and leadership capabilities
- Strategy, Vision and Values
- Value Chain and Value proposition
- Exploiting knowledge
    - Skills and capabilities
- Marketing and Engagement
- Performance measurement & management
    - Cost benefit analysis and financial planning



The Diagnostic

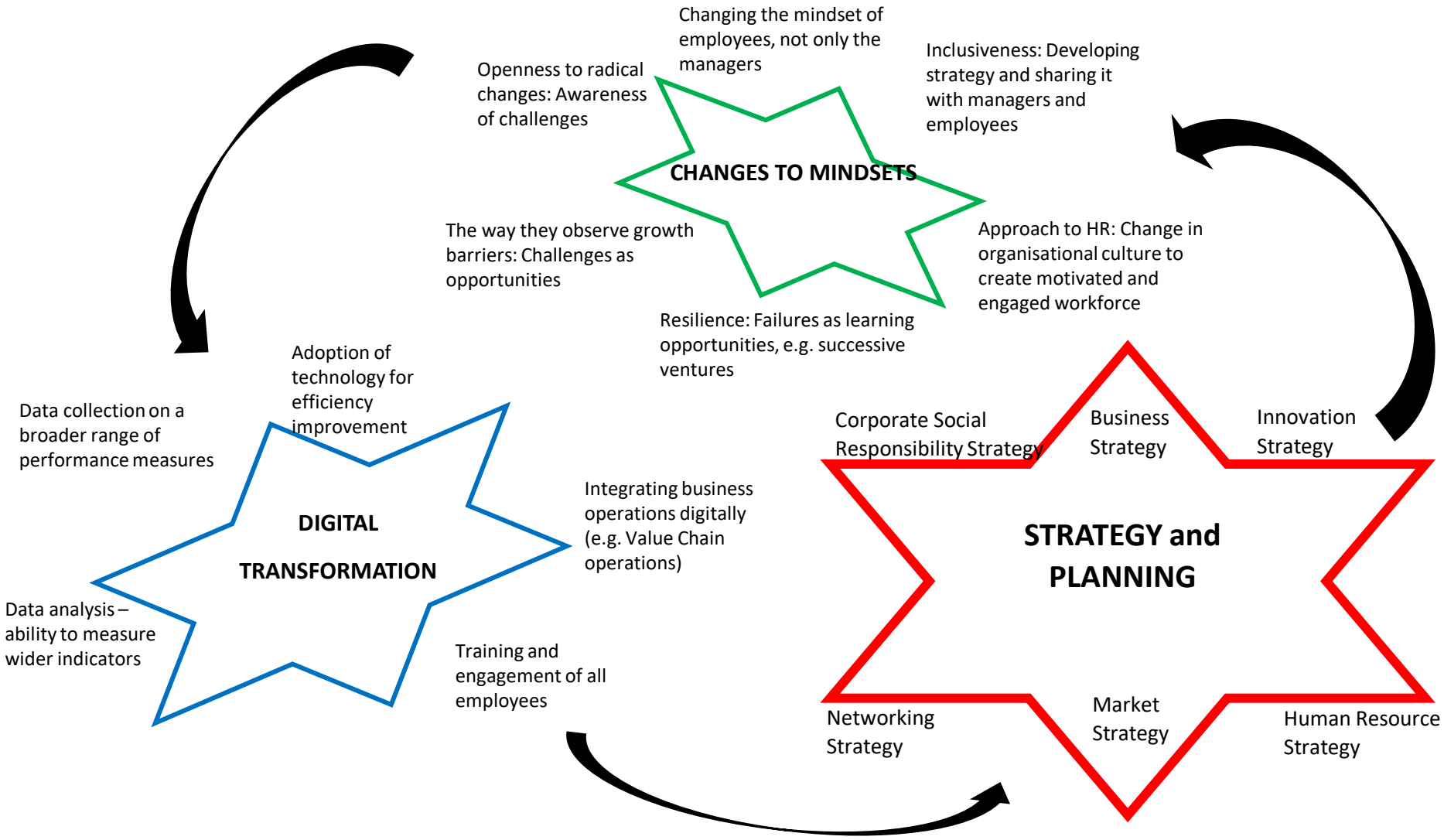
- Easy to fill in
- Breaks down your growth into 5 key areas – Important to all SMEs
    - Knowledge and Resource Management
    - Added Value
    - Performance and Planning
    - External Relations
    - Characteristics
- 49 different business variables
- Allows for discussion between company and a growth expert/mentor

As a business grows…

- Identify and address your core challenges



The Future: The SME Growth Framework



Next stages of UDREO Development

- Business growth analysis
- Sustainable Futures
- Social Attitudes
- Labour market analysis

Thank you

Any Questions



Karl Apps

Derbyshire County Council (DCC)

Vision Derbyshire Business Start Up Support Scheme

Karl Apps

Shaping the future of Derbyshire, together

Vision Derbyshire Business Support Scheme

About the scheme…

- A collaboration between DCC and District Authorities
- Open to people who live in Derbyshire who are starting their own business or have recently set up a business in the last year
- A team of expert business advisers who offer free advice and support
- Grant funding of up to £10,000 per applicant

Vision Derbyshire Business Support Scheme

Our activities…

- Responded to over 800 enquiries, currently supporting 450 ‘live’ clients
- Successfully supported £252k of grant funding being awarded
- Attended and delivered a range of business, networking and workshop events across the County
- Nominated as finalists for Economic Support at the LGC Awards

Vision Derbyshire Business Support Scheme

A range of businesses…

- Hair & Beauty
- Retail
- Food & Drink
- Management Consultants
- Creative Industries
- Fitness, Health and Well-being



Hot Chocolaterie, Buxton

"I was lucky to receive a grant towards equipment for my shop, which helped immensely. My advisor Pete was brilliant, supporting me thoroughly throughout the whole process, picking up anything I had missed and making sure my application was the best it could be. "

Thank You!

VISION DERBYSHIRE

Vision Derbyshire Business Start Up Support Scheme

business@derbyshire.gov.uk

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Brian Taylor

Peak District National Park Authority (PDNPA)

Peak District National Park Management Plan

Introduction

The National Park and its Special Qualities ▸

Vision

Aims and Objectives ▸

Delivery Plan ▸

Appendices ▸










Coffee & Walnut Cake £2.75

Peak District National Park Management Plan

Aim

The Peak District National Park is more resilient and net-zero by 2040 through its exemplary response to climate change.

Aim

The Peak District National Park is a resilient landscape in which nature, beauty, and cultural heritage are significantly enhanced.

Vision

By 2043 the Peak District National Park is exemplary in its response to climate change and nature recovery. Its special qualities and resilience as a living landscape have been significantly enhanced. It is a welcoming place where all are inspired to care and communities thrive.

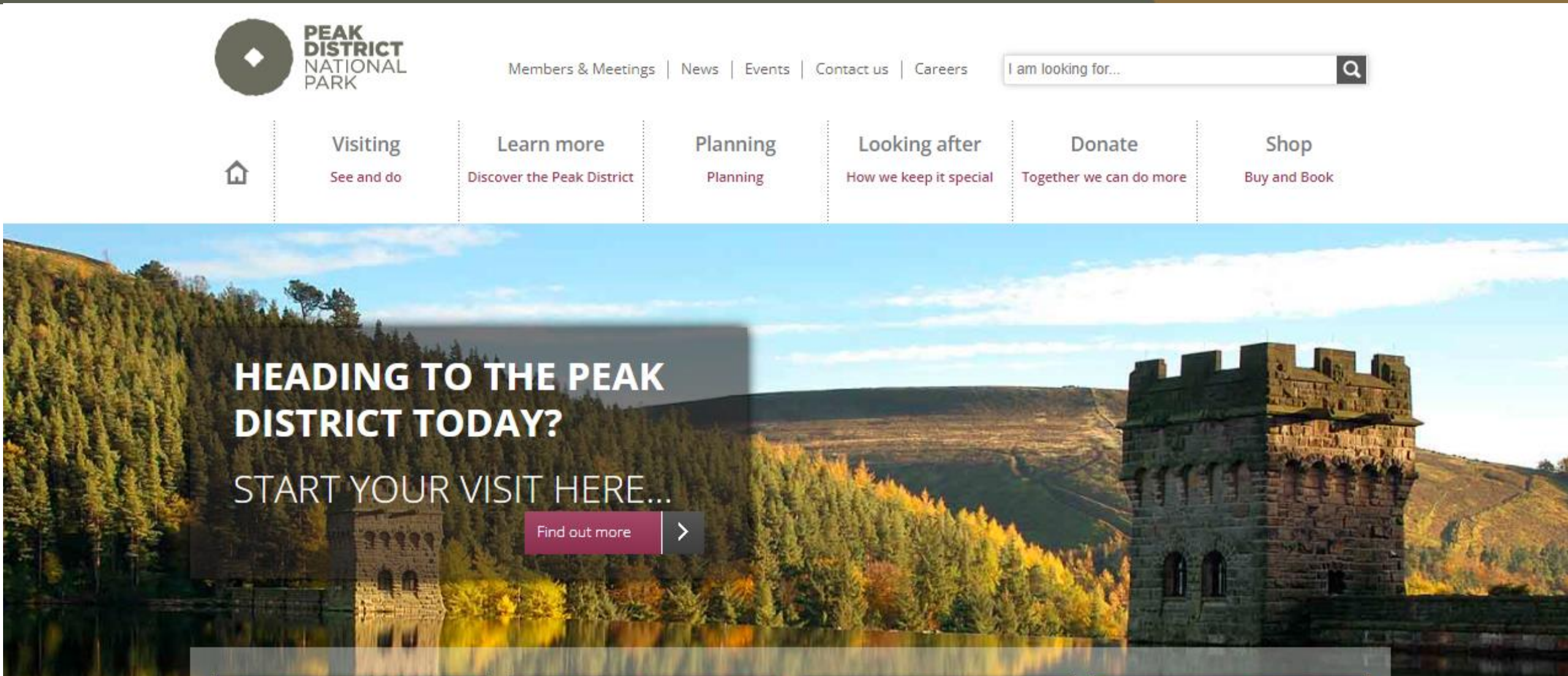
Aim

The Peak District is a welcoming place where all are inspired to enjoy, care for and connect to its special qualities.

Aim

Peak District National Park communities are thriving and sustainable places where all generations can live healthy and fulfilled lives.

Peak District National Park Management Plan



Peak District National Park Management Plan

Key Objectives for business -Carbon reduction and nature recovery

- Whole estate plans
- Sustainable Visitor economy and recreation hubs
- Access to services (sustainable travel, mobile and broadband)
- UK Shared prosperity fund
- Local Plan review (business sites, farm diversification, rural enterprise and sustainable minerals supply)

Peak District National Park
Wider issues for Planning



- Local Plan review and evidence base
- Issues and Options and new consultation platform
- National consultations
- Potential for designation and special measures…..
  - Performance improving since last October
  - Greater staff stability with support from consultants
  - Better communications
  - Re-engaging with local agents
  - Re-visiting fee structures to support high quality service
  - Organisational change investing in planning, recruitment and retention with apprenticeships and better career structures (Investors in People)



Refreshments and Networking

Close

Dr Peter Dewhurst

Chair of Business Peak District

Director of Strategic Projects

Innovation and Research

University of Derby