





VISIT PEAK DISTRICT & DERBYSHIRE

Developing and Attracting Future Hospitality Starts in a Rural Location





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The Rural Reality/Challenge

- Stunning location with logistical challenges
- Smaller labour pool
- Limited public transport
- Lack of affordable housing
- Perception of the sector



Opportunities to Seize

- Sector identified by EMCCA as a sector for growth
- Ambition to create a **Centre of Excellence** for visitor economy skills, including hospitality, heritage and culture.
- Target to increase employment by **8%** by 2035
- Peak Partnership established to address transport and training



The Opportunity Escalator

Barriers to getting on	Help getting up
Health conditions	Non-graduate entry routes
Caring responsibilities	Opportunities for pay progression
Need for flexibility	Clear learning pathways to higher skills
Lack of housing	Employer-supported training
Lack of transport	'Good work' at the heart of the approach
Low social capital	





- "Get on" and "get up"
- Take manageable steps
- Improve skills and job prospects

Areas to Build and Develop

Highlight and develop “high value” visitor economy employment

- Social Media
- Customer Relations Management (CRM)
- Conservation
- HR
- Finance



The Role of Employers

- Demonstrate commitment to your staff
- Invest in staff training and continuous development
- Commit to developing opportunities locally
- Work with like-minded businesses
- Develop and promote best practice
- Help to change current perceptions of the sector
- Offer opportunities for those returning to employment or looking for a career change



Collaboration is Key

- Employers
- Education
- Local Authorities
- County
- East Midlands Combined County Authority
- Local Visitor Economy Partnership



Key Takeaways

- The talent challenge is real – but solvable
- Rural restraints require creative, collaborate responses
- Invest in people early, and continue to invest in them – and they'll invest in your business
- We can lead the way in redefining rural hospitality careers



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Thank you