



Derby City Council

Derby, Peak District and Derbyshire tourism receive new national status

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Local Visitor Economy Partnership status recognises exemplar tourism bodies

The two organisations responsible for bringing more tourists to the city, county and Peak District are joining forces to gain Local Visitor Economy Partnership (LVEP) status from VisitEngland.

Visit Peak District, Derbyshire and Derby is one of 12 new LVEPs to be announced by Visit England.

The new, formal partnership follows [‘The De Bois Review’](#) in 2021 and is part of the [Government’s response to the review](#). The change to destination management aims to encourage partnership working and increase visitor numbers in their area.

As part of the LVEP status, the Visit Peak District, Derbyshire and Derby team will be able to access specialist training on topics like sustainability and accessibility as well as support to make bids to the Government for funding to increase visitor numbers.

LVEP status recognises exemplar tourism bodies, that work in partnership to support the development of the tourism economy in their destination areas. This is achieved through ensuring the area is inclusive, accessible and sustainable for all visitors.

Visit Peak District, Derbyshire and Derby have joined the LVEP programme as one of 12 new partnerships alongside Marketing Cheshire, Experience Oxfordshire, Cornwall and the Isles of Scilly, Visit Hull and East Yorkshire, Visit West, Marketing Manchester, Visit Hertfordshire, Visit Kent, Liverpool City Region, Cumbria Tourism, and Birmingham, Solihull and the Black Country.

Rob Gorton, Chair of the Derby Destination Development Board commented:

“For Visit Derby and Visit Peak District and Derbyshire to be successful as one of the first VisitEngland accredited Local Visitor Economy Partnerships is a great achievement.

“Derby, with its rich heritage of making, and its vibrant and diverse cultural life today, is a fantastic partner and complement to Derbyshire and the Peak District’s offer.

“The opportunity for the city and its visitor facing businesses is huge, and access to national campaigns and support from the national Tourism Board will help significantly increase footfall in the city.

“We will work to help make Derby the best possible partner for the LVEP, and to increase the city’s attractiveness as a great place to visit, as a great place to do business, and as a great place to live and work.”

Rachel North, Strategic Director of Communities and Place at Derby City Council added:

“This is a real step forward for Derby. Our wonderful city is the beating heart of the county which much to recommend it to visitors from its vibrant nightlife , diverse cultural venues including the nationally acclaimed Museum of Making and the exciting Darley Park Weekender to the hugely successful Derbion shopping centre.

“Achieving national accreditation will help the city to reach wider audiences and attract more domestic and international visitors. We look forward to working in partnership alongside Visit England to develop the LVEP model and help to transform the visitor economy in Derby.”