

# Welcome

**Charlotte Cain**  
**Visitor Economy Partnership Manager**





What is UKSPF...

... and how will it benefit visitor economy businesses in the Staffordshire Moorlands?

POWERED BY  
**LEVELLING  
— UP —**



Funded by  
UK Government



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PEAK DISTRICT  
& DERBYSHIRE





# The Programme



Local Visitor  
Economy  
Partnership



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# Phase 1





November 2023 - March 2024

## Launch, engagement and planning

- Conference – Business Support activity and UKSPF launch
- Business support tool kit and high streets
- Sentiment Study = Brand narrative



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# Phase 2





# Great Outdoors Campaign Branding – Staffordshire Moorlands version





April 2024 - June 2024

## Campaign and event delivery

Social media videos for Staffordshire Moorlands:





April 2024 - June 2024

## Campaign and event delivery

Social media videos for Staffordshire Moorlands:

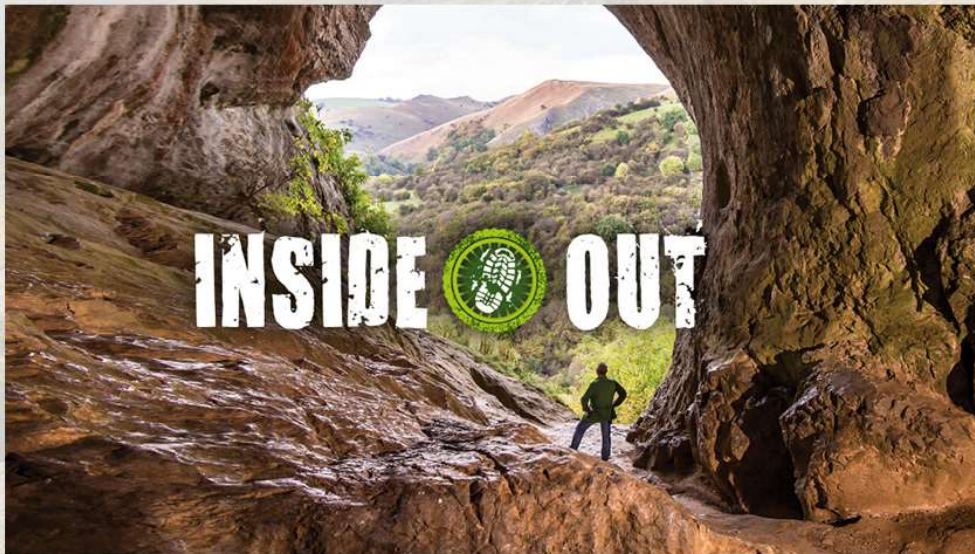




April 2024 - June 2024

## Campaign and event delivery

Social media videos for Staffordshire Moorlands:





April 2024 - June 2024

## Campaign and event delivery

Social media videos for Staffordshire Moorlands:





# Great Outdoors Campaign Banding – Visit Peak District version





April 2024 - June 2024

## Campaign and event delivery

Social media videos for Visit Peak District:

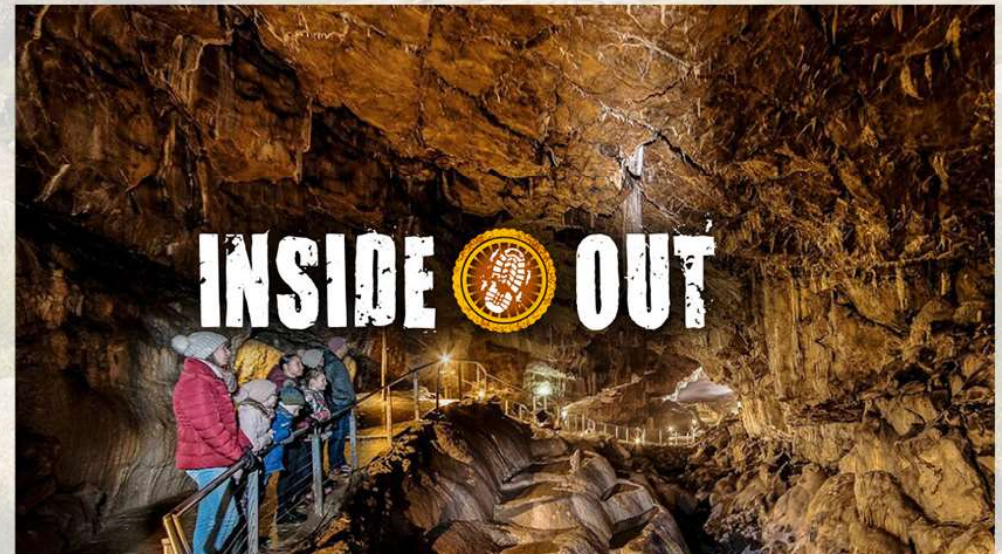




April 2024 - June 2024

## Campaign and event delivery

Social media videos for Visit Peak District:





April 2024 - June 2024

## Campaign and event delivery

Social media videos for Visit Peak District:

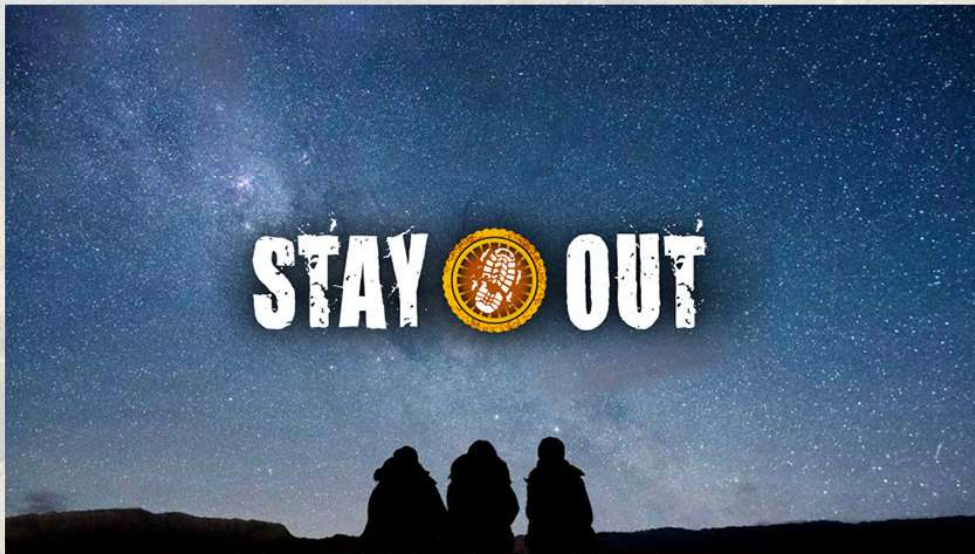




April 2024 - June 2024

## Campaign and event delivery

Social media videos for Visit Peak District:





# Event Development and Delivery

## Walking Festival branding...





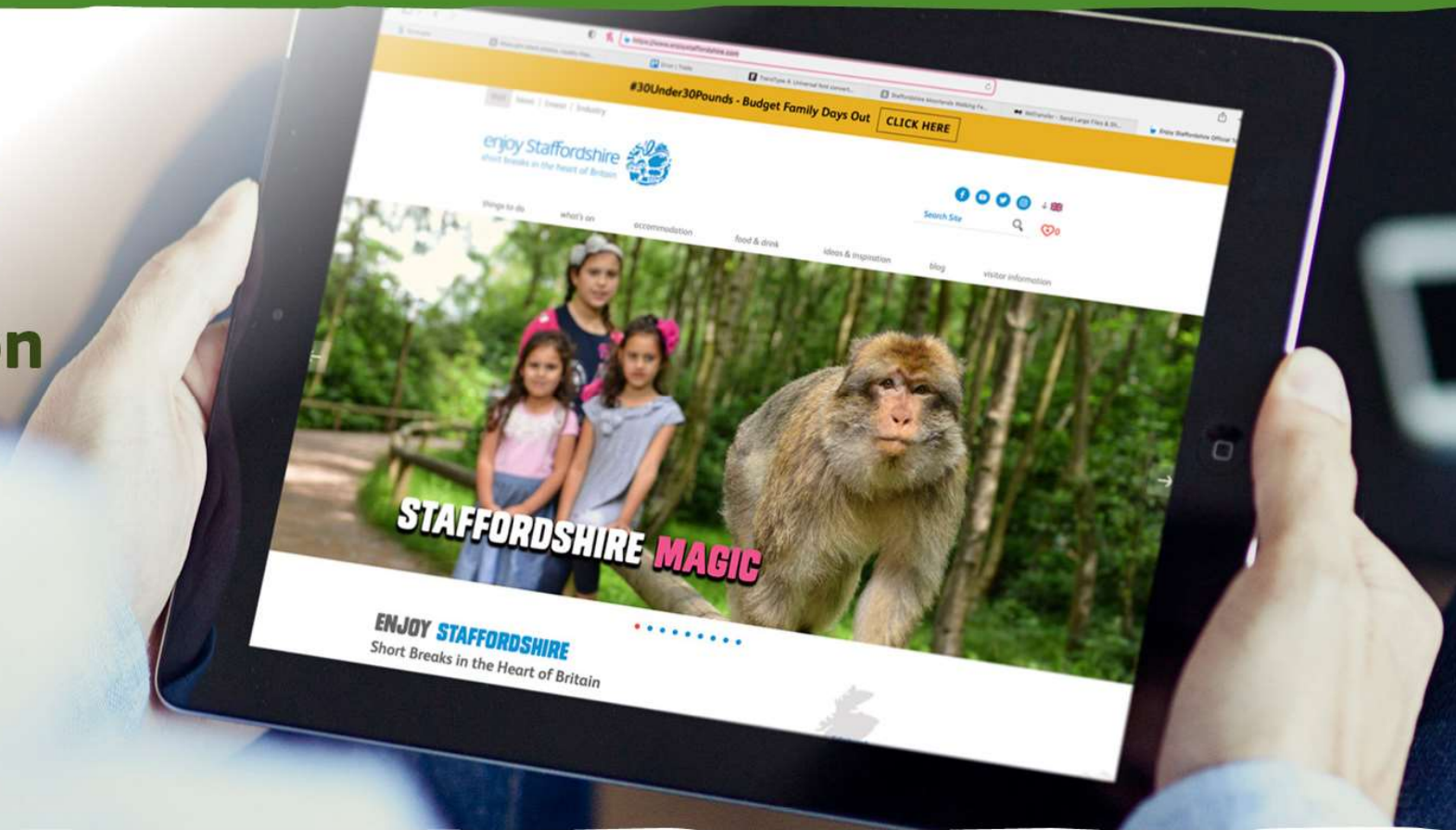
# Phase 3





# Summer 2024 - Winter 2024

## Website development and business representation





# Event Development and Delivery

## Discover Staffordshire branding (preliminary designs)...

1





# Event Development and Delivery

## Discover Staffordshire branding (preliminary designs)...

2





# Event Development and Delivery

## Discover Staffordshire branding (preliminary designs)...

3



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# Event Development and Delivery

## Discover Staffordshire branding (preliminary designs)...

4



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MOORLANDS





# Phase 4





# Spring 2024 - Spring 2025

## Future product development and data

- **STEAM and Rove data**
- **Accommodation Activation plan**
- **Free funded places for SMDC businesses ref  
Staffordshire Environmental Quality Mark**





# Thank you

## Any questions?

To register for your business support tool kit  
and to take part in our campaign,  
please email [info@enjoystaffordshire.com](mailto:info@enjoystaffordshire.com)

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