

Project: Peak District and Derbyshire Visitor Services Action Plan

Client: Derbyshire Chamber of Commerce

Date: January 2005 – May 2005

The Peak District and Derbyshire Destination Management Partnership (DMP) is part of the East Midlands Tourism (EMT) region. EMT asked each of its DMPs to develop a Visitor Services Action Plan (VSAP) and approached TEAM to undertake the amalgamation of all the VSAPs into one document for the EMT region.

The Peak District and Derbyshire DMP had some additional complexities and TEAM was invited to support this process with 15 - 20 days work over a four month period.

The project involved TIC postal questionnaires and key player interviews including TIC managers, tourism officers, commercial players, members of the DMP and EMT. There were also a couple of brainstorming sessions to look at future customer needs and the impact on existing visitor services. Three drafts were prepared by TEAM, with the final draft being submitted by the DMP to East Midlands Tourism in September 2005.