

Corporate Outcome H: Promote sustainable tourism to improve the economic viability of the Peak District whilst ensuring a positive environmental and social impact by ...

- 1. Encouraging improvements in the quality of tourism services and products particular to the National Park and compatible with its special qualities (Priority level 2)*
- 2. Influencing tourism partnerships to achieve the targets of the sustainable tourism strategy (Priority level 2)*
- 3. Encouraging visitors to consider the environmental impact of their visit and take positive action (Priority level 2)*

The number of Peak District tourism businesses participating in Authority-led tourism schemes has fallen significantly over the year mainly due to the closure of the New Environmental Economy Scheme. Nevertheless, improvements for tourism businesses included the provision of an online forum to discuss issues. Improvements in products and service included the development of the Peak Experience multi-media learning facilities and improved signage and displays in visitor centres.

We feel that over the year we have been able to influence our partners' tourism development plans and documents, to ensure that they promote sustainable tourism objectives in the way that we had planned.

We worked closely with the Visit Peak District Destination Management Partnership on an East Midlands Development Agency funded project: 'Growing the Peak District Tourism Product'. The project will result in a sustainable tourism masterplan for product development across the Peak District tourism sectors.

We delivered 8 new initiatives that promote positive action, exceeding our target of 3. These included the use of promotional offers on public transport linked to cycle hire and the provision of more locally sourced products in our Visitor Centres.

Looking ahead to 2009/10

For 2009/10 we plan again to ensure that we have an expected level of influence on new tourism documents and set targets for our other work as part of the Peak Connections business plan.

Key actions for 2009/10 include:

- Encourage new and improved products/ services through Authority led or supported sustainable tourism schemes (L1) PIP3.8/2*
- Work with tourism partners to promote sustainable tourism products and services (L1) PIP3.8/2*
- Influence partners' tourism development plans (L1) PIP3.8/1 and 3.8/3*
- Provide website pages providing quality information that aims to influence visitor behaviour and travel patterns (L2)*

Visitor Centres - A National Park Experience

The Authority is reaching out to visitors and residents alike through a range of types of information. These include the development of audio trails that can be downloaded onto your own MP3 player or mobile phone and podcasts to explore interesting aspects of the National Park. There is a download centre at Bakewell Visitor Centre.

Our four National Park Visitor Centres, managed in partnership, (at Bakewell, Castleton, Upper Derwent and Edale) play a key role. The centres receive on average 440,000 visitors per year where they can see interpretation and interactive displays showing the area's rich historical, cultural and natural heritage and landscape value. In 2008, Castleton Visitor Centre received the Silver Award in the East Midlands Enjoy England Excellence awards for the quality of its tourism information services.

Future developments include identifying local tourism products and providers that are unique to the Peak District and what support could be given to help their future development for example, through Live & Work Rural.