

6. CHIEF EXECUTIVE’S REPORT (SF)

1. Purpose of the report

To up-date members of key activities since the previous Authority meeting.

2. Recommendation

1. To note the report.

3. Up-date

Our Achievements in 2018/19. This reports our progress and achievements of 2018/19, which was the final year of our Corporate Strategy 2016-19. Printed copied will be available at the Authority meeting and is available online. This year we have not included a look forward section overviewing our priorities for the next year as this is covered in our new [Corporate Strategy 2019-24 which has already been approved by member](#) (minute reference 43/18.) In line with a move to more digital availability of reports, we intend to print fewer copies of the report next year. If a Member would like a printed copy of the report next year 2019/20 please advise Democratic and Legal Support Team by the end of October 2019

Government responds to House of Lords report on the Rural Economy – 3rd July 2019. On rural proofing, the report states that Defra will establish a Rural Affairs Board to support and steer work on rural proofing and the government has stated it believes that Local Enterprise Partnership and the Local Industrial Strategies will be the key structures for facilitating local, place-based delivery of a national rural strategy. On the Shared Prosperity Fund (SPF) the report makes no commitment to dedicated/ring-fenced funding within the SPF for rural economies and communities. On housing, the report confirms there will not be a presumption in favour of home construction in protected landscapes. It states an expectation that local planning authorities will use the government’s optional technical standards for accessible and adaptable housing.

Tourism sector deal launched by Government – 28 June 2019: The Tourism Sector Deal sets out how the government and industry will work in partnership to boost productivity, develop the skills of the UK workforce and support destinations to enhance their visitor offer. In the words of Visit Britain “This is a game-changer for tourism, spelling a step-change in how we underpin the success of tourism for a generation, moving it to the top table as a leading industry for the UK Government’s future economic planning.” Highlights of the deal include creating a new independent tourism data hub; piloting up to five new Tourism Zones; and joint working to ensure support for the Government’s ambition to make the UK the most accessible tourism destination in Europe. The report also recognises that covering nearly 25 per cent of England, England’s National Parks and Areas of Outstanding Natural Beauty are pivotal to the UK’s tourism offer by helping to disperse tourism across the country and attract international visitors and our work to curate the English National Park Experience Collection.

Report Author, Job Title and Publication Date

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