

7. **CHIEF EXECUTIVE'S REPORT (SLF)**

1. **Purpose of the report**

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

2. **Recommendations(s)**

1. **For members to note the report**

3. **Key Items**

Long service awards – I had the opportunity to give two long service awards since the Authority meeting on 1 November 2019 to two staff who have given 35 years' service to the Authority.

Working nationally – under the auspices of National Parks England, the 10 English National Park Authorities have agreed to work collectively, and at scale, together on four key areas: Being National Parks for everyone; Being leaders in nature recovery; Shaping the future of farming; Leading in tackling the climate emergency. A National Park Officer will lead each of these areas for the 10 NPA, bringing together the relevant officer working groups. These four areas of focus will enable us to respond to the Landscapes Review: Final Report with both ambition vision and with substance on delivery.

Secretary of State appointments: applications are now open for the post of Secretary of State member for the Peak District National Park, alongside other National Park Authorities and Areas of Outstanding Natural Beauty Conservation Boards. There is one appointment open here in the Peak District National Park Authority. The closing date for applications is 6 March 2020. Details of the vacancies and how to apply are available on the cabinet office HM Public Appointments website. Defra are looking for a diverse group of passionate and committed individuals to help shape the strategic direction of our National Park Authorities and AONB Conservation Boards. Skills particularly sought are in communication, commercial, nature conservation and planning.

National Park Management Plan Advisory Group meeting 23 January 2020 – the advisory group received up-dates on:

- ***Climate Change Summit follow up*** - the key areas of focus following the climate change summit are on land management and transport. On transport, the Advisory Group supported partnership work to scale up our ambitions and energise key partners to develop a transport package to deliver on the sustainable transport recommendation in the Landscape Review; Final Report. The ambition is to develop a proposal, and necessary actions, to create a low carbon sustainable transport offer for all. While the NPA is not the transport authority, we have a vital leading role to play in leadership and engagement. The National Park Authority has set up an officer taskforce of PDNPA, Derbyshire County Council and Marketing Peak District and Derbyshire.
- ***Re-fresh of the Countryside Code*** - a range of partners and people of all ages, interests and occupations have come together to try to find a positive way to communicate to visitors to the area, reviewing and building on the messages of the Countryside Code. The group is now very close to launching a refreshed Countryside Code, for the Peak District National Park underpinning a Peak District brand for all partners to promote equally and consistently. Look out for

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Investors in People action plan – thank you to all members, staff and volunteers who responded to the survey in January 2020 on our draft short-listed values identified by the Investors in People Delivery Group, as reminder these five draft values were: Care, Inspiration, Ambitious, Innovate and Enjoy. We are now collating the results of the survey to inform the final draft ahead of the next Investors in People Delivery Group. Our aim is to have this work completed by 1 April 2020.

The English National Parks Experience Collection (ENPEC) – application to Year 5 Discover England Fund – following approval by the Programme and Resources Committee this application was submitted by the Authority, on behalf of the other participating National Park Authorities, on 17 January 2020. The focus of the bid is: to **embed** the existing product with the travel trade in existing markets; to **amplify** the ENPEC through creation of trade-focused itineraries and a Business to Consumer offer and in doing this to grow the environmental sustainability of the offer; and to secure a **legacy** through by developing the existing ENPEC website and explore the opportunity to be a TXGB distributor.

4. Appendices

None

Report Author, Job Title and Publication Date

Sarah Fowler, Chief Executive, 06 February 2020