

## **6. CHIEF EXECUTIVE’S REPORT (SLF)**

### **1. Purpose of the report**

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

### **2. Recommendation**

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

### **3. Key Items**

#### **COVID-19 response**

Our messaging with partners focuses on the Peak District being both a safe home for residents and offering a safe welcome for visitors so we can all be #PeakDistrictProud.

We are asking visitors to the National Park to “know before you go” and plan ahead. Please see here for our latest advice [Visiting the Peak District during Covid-19 - your easy guide: Peak District National Park](#) and for my latest statement [A word from our chief executive, Sarah Fowler: Peak District National Park](#)

Our visitor centres, bike hire, car parks and toilets are all open as is our North Lees campsite. They are all operating slightly differently that previously as we work to meet the latest government's Covid-19 guidance

#### **English National Parks Experience Collection (ENPEC) – application to Year 5 Discover England Fund**

On 17 January 2020, following approval by the Programme and Resources Committee, we submitted an application, on behalf of the other participating National Park Authorities, for £250k of funding to Visit England to embed, amplify and secure a legacy for the English National Park Experience Collection. COVID-19 meant that VisitEngland were unable to complete this application process.

With the latest intelligence that the domestic market is likely to recover first from COVID-19, on 26 June 2020 we were offered the opportunity to resubmit our application to incorporate some changes that reflect the new landscape – in particular, the up-weighting of domestic activity to aid the recovery of your tourism products and for a smaller total pot. As a large-scale project, we were invited to bid for up to £175k.

In consultation with the sustainable tourism officers across the nine participating National Park Authorities, the Head of Finance and the Head of Law, we re-submitted an amended application for £175k on 10 July 2020. Our bid shifted its focus towards domestic tourism, offering a business to consumer offer and seeking opportunities for sustainable tourism – all of which were areas the Programme and Resources Committee asked us to focus on. We await to hear the outcome of this application.

#### **Report Author, Job Title and Publication Date**

Sarah Fowler, Chief Executive, 15 July 2020