

Peak District National Park Tourism Charter

The Peak District enjoys significant economic benefits from those using and visiting the National Park. Each year, there are over 13m visits to the National Park. There are over 20m people who live within an hour's travel of the National Park, making the Peak District one of the most accessible and heavily visited National Parks in the UK.

The National Park was established to help conserve and enhance the area's special qualities whilst also promoting enjoyment and understanding. As well as providing economic benefit for the region, those using and visiting the National Park enjoy the health and wellbeing advantages of being outdoors, connecting with nature and experiencing stunning landscapes.

There is, however, a growing concern that the volume and pattern of visitation is having a significant impact on the area's communities, its natural environment and many of its cultural heritage assets as well as making the achievement of net-zero targets more challenging.

The National Park Authority, as a principal stakeholder able to influence change, is now setting out this Tourism Charter. Through this Charter we will work in partnership to understand and identify areas where we can influence use of the National Park to achieve better experiences for visitors and positive outcomes for communities, nature and the landscape.

Charter mission statement

To make the National Park a welcoming place for all visitors and users whilst seeking to deliver new approaches to management and attract investment to help secure the National Park's special qualities for future generations.

Delivering the Charter

The Charter will be delivered through:

- Undertaking research and data sharing to better understand the volumes, patterns and impacts of those using and visiting the National Park and monitoring the impact of any interventions
- Working in partnership to agree high level outcomes and influence resource allocation for managing the impact of visitor pressure
- Taking an area-based management approach at key locations to improve the visitor experience and reduce negative impacts
- Increasing opportunities for visiting and using the National Park without a private vehicle whilst seeking new or better ways to manage the impact of vehicle use within the National Park
- Coordinating consistent multi-channelled visitor communications that inform and reinforce responsible behaviour
- Agreeing protocols around what, where and when we promote aspects of the National Park

Next steps

The signatories of this Charter intend to work together to develop a more detailed action plan for delivering the Charter's mission. This action plan will set high level targets, identify practical next steps and agree ways of measuring impact.

Charter signatories

The signatories below support the mission statement of this Tourism Charter and are committed to helping deliver the Charter.

[List signatories]