

**VISIT
PEAK DISTRICT
& DERBYSHIRE**

Sustainable Tourism Action Plan

Ensuring a healthy future for
our environment, communities
and businesses.



Visit Peak District & Derbyshire Sustainable Tourism Action Plan

Thank you very much to everyone whose time, expertise and insights have contributed to the development of this Action Plan and informed the content.

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This Action Plan was developed with the support of the Travel Foundation and Tomorrow's Tourism.

Founded in 2003, The Travel Foundation is a UK charity working with many of the world's leading tourism destinations, companies and industry bodies. It helps develop a shared vision and build capacity around climate action, equity and destination stewardship to ensure that tourism brings the greatest benefits for people and the environment in destinations.

Tomorrow's Tourism is a company that draws together a unique blend of specialists supported by innovative technologies and proprietary tools to enable the practical application of sustainable tourism - encouraging long-term benefits for people, places and for the assets on which a successful tourism economy depends.



Foreword

The visitor economy is incredibly important to Derbyshire and the Peak District, attracting millions of visitors every year. It is a catalyst for growth in the local economy, providing good quality jobs, opportunities for investment and funds for infrastructure and conservation.

Although the tourism sector faces many challenges, the future holds great opportunities, and we stand proud of our world-class visitor offer. Derbyshire and the Peak District is home to Britain's original National Park, a UNESCO World Heritage Site and England's first forest to be created at scale in over 1,000 years.

It has breathtaking countryside, vibrant market towns and villages, a quality food and drink scene, unique places to stay, award-winning attractions, iconic walking and cycling routes and an abundance of annual events, ranging from those that celebrate our unique heritage to those that help us re-examine our relationship with the natural world. All of these, together with excellent transport links from major cities, make it one of England's most desirable tourism destinations.

The future holds great opportunities, and we stand proud of our world-class visitor offer

However, we all have a responsibility to help care for and protect the very assets that attract people here in the first place. This Sustainable Tourism Action Plan marks the culmination of consultation and surveys with both residents and stakeholders, underpinned by a tourism asset audit, and we would like to thank everyone who gave their time in this process.

Encouraging responsible visitor behaviour requires everyone to work together. We recognise more than ever the importance of building a strong partnership to deliver results and this plan highlights how we intend to work collaboratively to gain momentum and achieve success. It's imperative that tourism is a key consideration when partners develop strategic policy and development frameworks such as planning and transport etc, so that together, we can maximise the benefits of tourism and mitigate many of the challenges.

Making improvements could turn the reputation of the destination from good to truly excellent. So much has been achieved over the last decade to extend the tourism season and offer year-round products to visitors, but we know we can do better and now it is time to focus our attention on a refined list of actions to address the issues and opportunities that can make a real difference.

By delivering these actions, together we can work towards the vision of safeguarding our environment for the future, protecting local places, supporting local businesses and communities, and creating a compelling tourism destination that places sustainability at the heart of its visitor offer.



Phil Mulligan
Chief Executive
Peak District National Park Authority



John Everitt
Chief Executive
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Visit Peak District and Derbyshire

Introduction

Popular with visitors as well as those living within easy reach, Derbyshire received 29.26 million visitors in 2019. Over 60% came for the day¹ – reflecting the Peak District National Park’s status as the most accessible in the country, with 20 million people living within an hour’s journey. All are attracted by the region’s stunning natural landscapes and views; opportunities for walking, cycling, riding and a host of other outdoor activities; local food and drink; history, arts and culture; and lively communities in its attractive towns and villages.

Some areas have been welcoming visitors for generations, with particular sites being busy in the peak season; whilst other newer destinations, in particular the National Forest, are working to develop new products and services to attract visitors to discover everything they have to offer.

Against this background, this Sustainable Tourism Action Plan has been created to establish key activities for tourism planning, development and management across Derbyshire over the next five years. The plan is designed to encourage the responsible planning, development and management of tourism in the region, to encourage local tourism businesses to unite behind, and work together to deliver, a responsible vision for growth for the destination as a whole and ensure the region remains a world-class location in which to live, work and visit.



This is a plan for Derbyshire which includes most of the Peak District National Park and parts of the National Forest. The plan recognises that the area covered is broad and varied, in terms of its geography, character and maturity of the visitor economy. Some areas are experiencing visitor pressure and related impacts whilst other destinations like the National Forest are relatively young in the destination development cycle and will continue to grow responsibly as a national demonstration for sustainability and well-being. The plan does not therefore seek to create a ‘one size fits all’ model but does outline a broad approach, based on sustainability principles, for the area as a whole which can then be implemented in the relevant local context.

In consultation with the wider business and resident community, the Plan has been created by three agencies: Visit Peak District & Derbyshire; the Peak District National Park Authority and the National Forest Company. Whilst sustainability has long been at the heart of each individual organisation’s purpose and activities, we believe our impact can be even greater and deeper by working collaboratively. Recognising that tourism is now moving into a new chapter, there is no better time to align our priorities around a collective vision and agenda, and to be jointly responsible for putting forward and supporting the delivery of concrete actions against shared targets.

This Sustainable Tourism Action Plan comes at a crucial time for tourism in Derbyshire and the Peak District. The COVID-19 pandemic posed significant challenges to our industry and we are proud of the incredible resilience and creativity our businesses and communities have already shown to weather the storm. The pandemic also exposed challenges around the fragility of our natural spaces and the vital need to minimise impacts such as vehicle congestion and pollution. It also highlighted the continuing value of our work with visitors to ensure that behaviours match the high expectations of our businesses and communities, and with local communities, to ensure that our tourism sector understands and delivers on their priorities and is perceived and realised as a benefit to their lives.

¹ These figures are taken from the Asset Audit conducted for this plan, based on actual estimates of visitor numbers and their spending in Derbyshire drawing from three national surveys. As this was a different focus and methodology from STEAM, the data differs from the 2019 STEAM data which covers the Peak District, Derbyshire and Derby City: Day visitors – 40,980m (Spend £1,594bn) and Overnight Visitors – 4,247m (Spend £900m).

What do we want to achieve?

Aligning our approaches to collaboratively tackle challenges and maximise opportunities will strengthen and transform the Peak District and Derbyshire's visitor economy for the future, ensuring that it thrives through continued investment and support. The Plan also positions us to work with the business community and local residents to ensure that tourism meets their needs, whilst attracting and encouraging visitors to help us care for the places they come to enjoy. Together, we will focus on:

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- Supporting our tourism businesses to thrive and be resilient by working with them at whatever point they are on their sustainability journey, building their capacity to offer new and improved responsible products and services;
 - Measuring success not by visitor numbers but by the value delivered by tourism for local people, the economy and the environment;
 - Offering products and services that provide attractive, responsible choices to visitors whilst contributing to protecting the environmental and cultural assets of our places and to a strong local economy;
 - Implementing visitor management principles to minimise the impacts to the Peak District and Derbyshire and ensuring that the benefits of tourism are maximised, shared with and understood by local communities;
 - Tackling the climate emergency by pooling resources and expertise;
 - Stimulating cross-sector working by identifying shared objectives, seeking opportunities to align local and regional destination management approaches, working on joint initiatives, coordinating funding priorities and applications with stakeholders from tourism and related sectors;
 - Engaging with key regional and national policy-makers, to input into relevant strategies and plans and advocate for increased recognition of the economic and strategic importance of tourism.
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Challenges and opportunities for tourism in the Peak District and Derbyshire

The stakeholder consultation process identified various current challenges to sustainable tourism in the Peak District and Derbyshire, as well as many opportunities to build on the work already being carried out on sustainable tourism. The lists below are not exhaustive, and do not all exist in all localities, but represent examples of the key challenges and opportunities pinpointed by a range of stakeholders from across Derbyshire.

Challenges

- Due to its proximity to and ease of access from urban areas, 60% of visitors to the Peak District and Derbyshire are day visitors;
- The majority of visitors arrive by car, contributing to congestion, illegal parking, inadequate parking provision, pollution and rising carbon emissions;
- A lack of sustainable, integrated and affordable public and active travel opportunities;
- An increase in (unregulated) short term holiday lets;
- Overcrowding at key sites at peak times and pressure on infrastructure and local services;
- Seasonality;
- A disconnect between tourism and wider planning and strategy;
- The need to strike a balance between ensuring tourism delivers high value for the local economy and ensuring access to the area for local people;
- Addressing issues of irresponsible visitor behaviour.

Opportunities

- Exploring the potential to scale up the National Forest's sustainable accommodation strategy;
- Working more closely with planning colleagues to maximise growth opportunities;
- Working with partners to improve public transport connectivity, offering active travel choices and exploring demand led transport solutions in peak season;
- Building business resilience by providing support to meet net zero objectives and work towards sustainability accreditation;
- Supporting the development of new products, services and experiences designed to contribute to sustainability goals;
- Providing visitors with inspirational content and information to encourage responsible and confident visitor choices;
- Aligning success with value rather than volume by further extending the visitor season as well as length of stay, deepening the value of 'shoulder' season and improving the offer of the winter season;
- Increasing the value delivered by tourism for the local economy and the environment;
- Engaging more deeply with our communities to create a shared vision for tourism and local places.



Our Vision: What does sustainable tourism mean for the Peak District and Derbyshire?

Collectively, our **Vision** is that:

Tourism in the Peak District and Derbyshire safeguards the environment on which it depends and supports thriving communities and places where visitors are welcomed and enjoy high quality, authentic local products and experiences.



Our shared goals

To achieve our vision for sustainable tourism, tackle these common challenges and seize the opportunities ahead, we and our stakeholders have defined six key goals to guide our activities:

1. Tourism makes a positive contribution to the wellbeing, prosperity and quality of life of local residents, communities and businesses;
 2. The area's special qualities and natural and cultural assets are celebrated and protected, whilst ensuring fair and equitable access for all;
 3. The environmental impacts of tourism are minimised and the climate impacts / carbon emissions associated with the visitor economy reduced;
 4. Partnership working results in businesses offering local, sustainable products and services, attracting visitors who are inspired to care for the places they visit, through education and authentic, memorable experiences;
 5. Businesses are supported and strengthened to be sustainable, profitable and resilient;
 6. Tourism is planned and continues to promote growth through working with stakeholders to promote local products encouraging visitors to stay longer.
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Action programmes

This Action Plan has been designed to offer a framework to facilitate collaboration and drive action forward. It is both *transitional* – building on the work already successfully carried out to convert day trips to stays, encourage longer trips and extend the visitor season² – as well as *transformational*, setting out actions that will shift the dial significantly for long-term stewardship of the destination.

Rooted in the outcomes of the consultation process and the key challenges and opportunities identified, four action programmes have been developed:

- A. Enhancing and coordinating visitor management** to minimise the negative impacts of tourism, and maximise and share its benefits;
 - B. Supporting and promoting sustainable travel and transport** to offer visitors easy, responsible and healthy choices and to build on the political will locally and regionally to prioritise the issue;
 - C. Strengthening business resilience and sustainability** to contribute to good and healthy growth for the local visitor economy;
 - D. Aligning marketing and communications approaches** to encourage visitors to care about the places they are visiting and actively contribute to their wellbeing.
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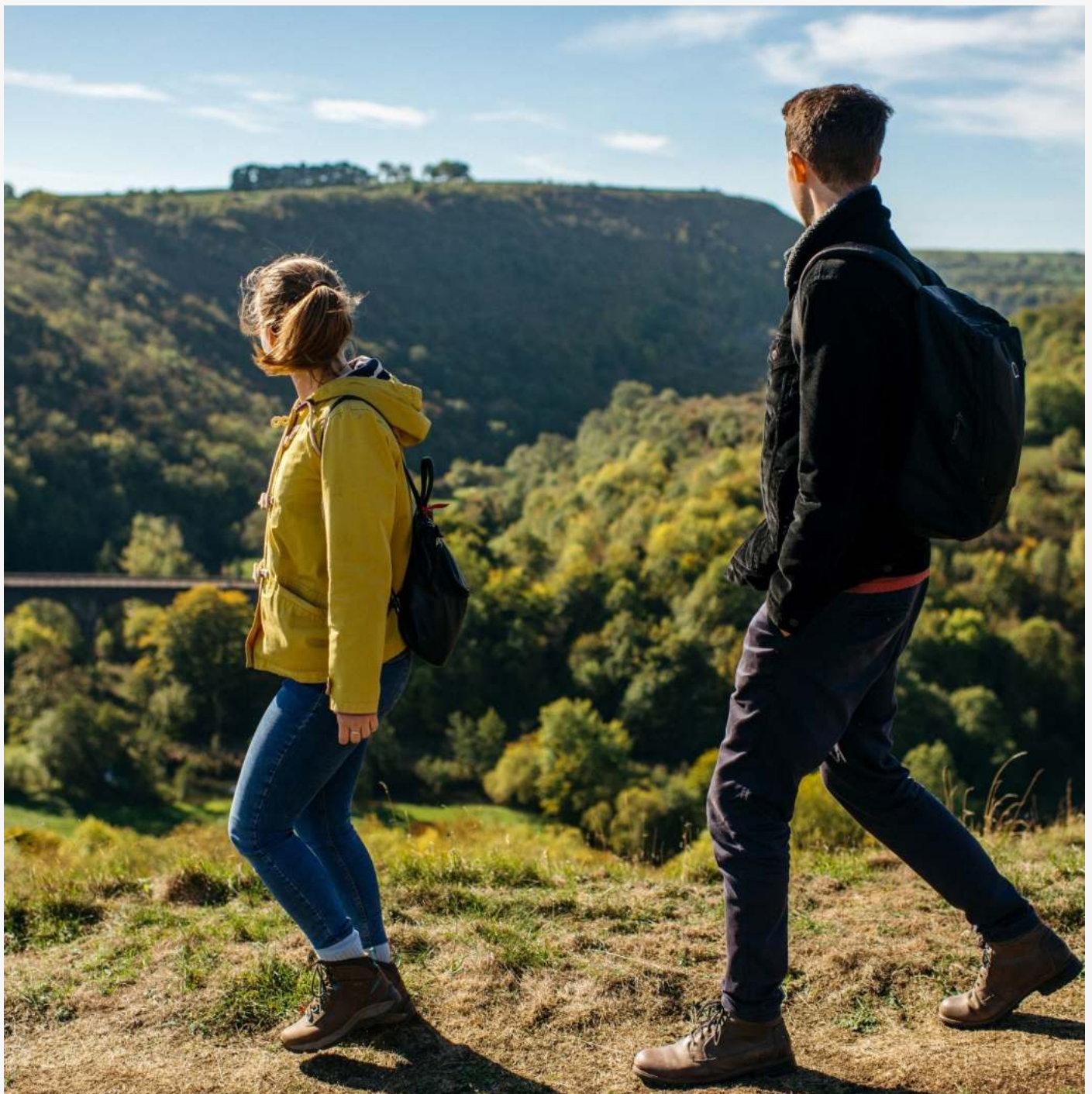
²Total income from tourism has risen by 70% in the last decade (£1.468bn to £2.495bn) with a more even distribution across the year.



Strategic alignment

The Plan aligns with the strategic objectives of key delivery partners, including:

- Visit Peak District & Derbyshire’s plan ‘The Rescue and Rebuilding of the Peak District and Derbyshire’s Visitor Economy’;
 - The National Forest’s 25 Year Vision, Heart of the Forest Masterplan and Sustainable Tourism Accommodation Design Guide;
 - The Peak District National Park’s Management Plan;
 - D2N2 Local Enterprise Partnership (LEP) Recovery Strategy ‘The Heart of UK’s Green Revolution’
 - DCMS Tourism Recovery Plan – June 2021
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Delivery of this plan

Led by a dedicated team from Visit Peak District & Derbyshire, the Peak District National Park Authority and the National Forest Company, the Sustainable Tourism Action Plan for the Peak District and Derbyshire has been developed with the support of wider partners, businesses, and communities.



Tourism creates jobs, sustains communities, enriches lives and contributes significantly to the economy. However, it has become clear that the industry's future success is dependent on responsible and sustainable development. Direct action needs to be taken by partners on issues under its control and in engaging, influencing and supporting strategic partners, businesses, destination communities and visitors, to enable and encourage the adoption of responsible tourism practices.

The Visit Peak District & Derbyshire Board will oversee this work, supported by The Cultural, Heritage and Tourism (CHAT) Board bringing together respective organisations, and where required focussed project groups to take forward specific initiatives.

By engaging and involving individuals and groups in actions and projects, we will identify champions to replicate their success across the region. In particular, we will continue to ensure that community views are actively sought and reflected in the development of tourism, transport and planning strategies; and will consider the climate and environmental impacts of decisions relating to tourism planning, development and marketing.

Funding

This plan is intended to complement strategies being developed at national, regional, county and district levels. By working in collaboration with our key partners, it outlines a set of actions for the short, medium and long term. Some of the actions are business as usual with sustainable tourism being at the core of all marketing and business support plans, whilst other actions will require a scaling up of investment and funding from both the private and public sectors to ensure we have the right infrastructure and products in place to enable us to continue to grow tourism responsibly. This plan also aims to drive investment into the area by strengthening future funding applications and changing the perceptions on the value of tourism amongst residents, reinforcing the area's reputation as a compelling visitor destination.



Case Studies

Car free itineraries

Visit Peak District & Derbyshire has created a series of car free itineraries to encourage visitors and residents alike to leave their vehicle at home and discover the Peak District and Derbyshire by public transport. They are invited to “swap traffic queues for terrific views, soak up the sights from a new angle and discover amazing attractions for the whole family to enjoy on a more sustainable trip to the area”.

Inspirational itineraries can be downloaded from the visitpeakdistrict.com website by people looking for adventures using the train or bus in a variety of locations, such as:

Great walks starting from railway stations: Pull on your walking boots and take the train to enjoy these stunning, circular walks in the Peak District & Derbyshire - no car required!

48 hours in the Derwent Valley: Marvel at historic mills, discover peaceful gardens bursting with autumn colour, take a distillery tour and enjoy one of Britain's best High Streets on the railway line between Matlock and Derby.

48 hours in the Hope Valley: Soak up dramatic views, explore iconic Peak District sites, discover charming villages, head on an underground adventure and find wonderful walks in the beautiful Hope Valley.

Explore Chesterfield and beyond: Climb the town's legendary spire, visit one of the UK's finest outdoor markets, enjoy a night at the theatre and explore nearby stately gems on this car-free adventure.

Discover the glorious Goyt Valley: Journey through breathtaking countryside and leave the bright lights of Sheffield and Manchester behind to discover the 'hidden gems' of Whaley Bridge, Chapel-en-le-Frith and New Mills.



The first year of promotion across Visit Peak District & Derbyshire’s digital channels saw over 10,000 landing page hits on the website and 7,000 itinerary views, with content such as ‘circular walks from railway stations’ proving especially popular with over 15,000 page views. Social media activity promoting car-free itineraries reached over 60,000 people and over 5,000 engagements.

Encouraging the use of public transport not just as a means of ‘getting from A to B’ but as an integral part of the experience is one element of our commitment to increasing opportunities for visitors to choose sustainable transport and active travel options. We aim to make it easy for them to find information to make those choices, and to promote the wider social and health benefits for our visitors, local people and communities.

Swap traffic queues for terrific views, soak up the sights from a new angle and discover amazing attractions for the whole family

National Forest Sustainable Tourism Design Guide

The National Forest is one of the boldest environmentally-led regeneration initiatives in the country – transforming a post-industrial landscape by creating a forest across 200 square miles of the Midlands including parts of Derbyshire, Leicestershire and Staffordshire.

Since the early 1990s, millions of trees have been planted in one of the previously least wooded parts of the country. In addition, over 5,000 new tourism jobs have been established by using the new woodlands as a catalyst for change, and as a backdrop for a new sustainable tourism destination. The National Forest has always been a tree-led response to the climate crisis, but the climate emergency requires more ambition and faster action.

5000 new tourism jobs have been established by using the new woodlands as a catalyst for change and as a backdrop for a new sustainable tourism

To accelerate the development of the National Forest as a flagship sustainable tourism destination responsive to the urgency of climate change, the National Forest Company and its partners have launched a Design Guide to help bring forward a new wave of investment in sustainable tourism accommodation.

For landowners and new tourism businesses looking to establish a presence in the National Forest, the area presents a unique investment opportunity: a developing destination with the potential for further responsible growth and a sympathetic planning system, a central location with untapped audiences on the doorstep, and a green offer within a maturing natural environment.



The Design Guide offers a helpful tool to support the sector on its journey to net zero. It also sets out a rationale for encouraging responsible development that helps create a distinctive National Forest character and sense of place.

The Guide explores seven key sustainability principles covering a multitude of tourism accommodation development types including both new builds and retrofit options. By following the principles, developers and landowners will be able to demonstrate how sustainable development can benefit the local community, work in harmony with the environment and stand out from the competition – whilst keeping ahead of likely future legislation changes and delivering long-term operational savings and an improved return on investment.

The Guide has been produced with input from local authority planning officers and may be used as a material consideration in the determination of planning applications. The intention is for future Local Plans to align with the Design Guide.

To support the implementation of the Design Guide, the National Forest Company have developed a complementary programme of developer and landowner support. This includes free advisory visits and a further 12 hours of intensive consultancy support to develop a business case and be able to seek pre-application planning advice from the Local Planning Authority.

For further information see <https://www.nationalforest.org/tourism>

Timber Festival

Timber is a three-day camping festival that takes place at Feanedock, a former industrial coal mining landscape in the heart of the National Forest. It aims to engage audiences in a celebration of the National Forest and sustainable living through a rich programme of music, dance, performance, art, workshops and film.



Photo: Andrew Allcock

Organisers Wild Rumpus, a Community Interest Company, work collaboratively with many partners to embed sustainability across the whole organisation, responding to an increasing appetite among consumers for sustainable events and experiences and trialling new initiatives to encourage pro-environmental behaviour. Vendors are provided with information on local suppliers and Green Trader Awards are given to vendors who demonstrate sustainable practices. Festival staff are also engaged in sustainability activities and receive carbon literacy training. Festival goers are also encouraged to actively play their part. Volunteers are also recruited as part of a green team to advise and report on sustainability impacts and solutions.

Timber's environmental action plan identifies ways to practically mitigate its principal areas of impact: travel, energy, food/drink, waste and water:

- **Travel:** Timber has worked with local transport providers to introduce and subsidise a free shuttle bus from local train stations. They have also incentivised bike riding and walking to the site through a ticket discount scheme and free bike storage. An affordable pre-pitch camping service also encourages audiences to come by public transport.
- **Energy:** Energy use is monitored and reported and the festival organisers have joined a pledge to achieve a 50% reduction in emissions by 2025. The festival has introduced solar and wind power energy as well as use of hybrid generators and battery storage, whilst the majority of site and stage lighting is LED / energy efficient.
- **Food and drink:** Meat-free catering is provided for staff and volunteers and the festival ensures that there are also vegetarian and vegan food vendors at the event. Food waste bins are also provided.
- **Waste:** Everything on the site is designed to be repurposed year after year; and waste management practices ensure that everything possible is recycled or reused. Steps have been taken to remove any single use plastics from site and disposable serve wear has been eliminated from staff catering. A reusable cup scheme operates at all bars and visitor wristbands are made from recycled PET fabric.
- **Water:** The organisers have introduced and increased the number of compost toilets on site, aiming for these to comprise the majority of facilities on site.

A celebration of the National Forest and sustainable living through a rich programme of dance, performance, workshops and film.

Sources: <https://timberfestival.org.uk>; <https://www.futurefestivaltools.eu/green-festival-stories-a-collection-of-inspiring-examples-from-across-europe-en/>

National Forest eBike Holidays

National Forest eBike Holidays provide gentle, self-guided electric bike and walking holidays, in and around the National Forest. A personalised service is offered to guests seeking an easy walking or cycling holiday, away from the crowds, staying in high quality accommodation with high levels of customer service, including daily luggage transfers.

Low mileage (and carbon) routes allow guests to travel “slow” and explore lesser-known sights as well as larger attractions, stopping at local shops, pubs and cafes along the way. Routes designed to tell the story of the National Forest leave guests impressed by a destination they may previously have sped past on the motorway, amazed at the diversity of the scenery and inspired by how quickly an industrial landscape can be transformed.

Routes designed to tell the story
of the National Forest leave
guests impressed by a destination
they may have sped past

The business works with small, luxurious B&Bs, inns and independent hotels (prioritising those with strong sustainability credentials), promotes local businesses on social media and has an events calendar on its website. Daily itineraries highlight local food heroes and independent and artisan retail shopping opportunities. Guests can also combine two nights in one location with a forest bathing or woodland crafts experience.

Sustainability, alongside quality, is at the heart of the business. Its website includes a link to the Good Journey rail planner and guests are encouraged to arrive by public transport with a 5% discount. Holidays are circular with accommodation along the walking and cycling routes, to eliminate taxis or transfers. The business owners operate within 30 minutes from their home and luggage transfers and daily business are planned to minimise car miles.



Bikes provided are selected for quality, comfort and sustainability, with high performing recycled tyres. Few consumables are used and the business is paper-free where possible, with no printed brochures, nor plastic promotional gifts. Route guides are offered digitally or printed in-house to order, black and white and double-sided to minimise paper; and paper maps are available to borrow – as are picnic rucksacks, with reusable cutlery and glasses to discourage plastic throwaways. Hi-vis vests are also cleaned and reused. Details are given to guests of cafes offering a discount for using their own thermal mug.

A contribution of £10 per booking is made toward the upkeep of the National Forest. The business’ website and information pack provides information about responsible tourism and social media and newsletters offer regular sustainability communications. Guests are also given sustainability information in welcome briefings.

Whilst this relatively new business’ commitment has already earned them a Green Tourism Gold Award and the accolade of Best Sustainable and Responsible Tourism Business in Leicestershire Tourism awards, they are still striving to do more. For example, they recognise the importance of developing baseline measures for areas such as greenhouse gas emissions, so they can identify what they can further improve, including investigating adding carbon labels to their different holiday options.

<https://www.ebikeholiday.co.uk>

The Peak District Environmental Quality Mark

The Peak District Environmental Quality Mark (EQM) is the Peak District National Park Authority's certification mark for businesses which:

- Support the local economy
- Protect the global environment
- Enhance the local environment
- Invest in people and communities
- Celebrate what's special about the Peak District National Park.



Established in 2013, the award scheme has been run on the Authority's behalf by not-for-profit organisation The Environmental Quality Mark Community Interest Company (EQM CIC). Director Faith Johnson says: "EQM is an award for businesses that are doing their bit to look after this wonderful environment.

EQM is an award for businesses that are doing their bit to look after this wonderful environment.

"The process of applying is designed to encourage applicants to think in a green way about all their business activities but, very importantly, to ask themselves: 'What am I doing to inspire my customers to care for the Peak District and to be more sustainable in their own lives?'

"Award holders really take this to heart and are doing so many amazing things in their businesses. Whenever I do an audit, I'm so impressed with how much great 'green' stuff is going on. As part of the assessment process award holders complete a carbon footprint and we've now developed a net zero tool, to help participants get to grips with what this means for their business."

Participants include a range of businesses making up the wider visitor economy including holiday accommodation, attractions, food producers, cafes and pubs, artists and makers. The EQM scheme encourages business to business trade and networking amongst award holders.

Carol Wilson makes handcrafted felt pieces and 'wool paintings' through her business, English Tilly. Carol says: "English Tilly was already a green business but EQM has given me an even greater focus on the environmental side of things. It's also helped me as a sole trader, giving me a community of business people to talk to and bounce ideas off.



"My landscape pictures are like painting to me – just using a different medium. I use local, sustainable wool from rare breed Whitefaced Woodland sheep and natural dyes including woad, weld, madder, onion skins, logwood, marigold and iris root. I use natural products - olive oil and handmade soap from a fellow EQM award holder - to felt the fibres together and I pass on my skills and knowledge to holiday makers by teaching workshops for people staying in holiday cottages in the Peak District."

The EQM CIC also deliver the Staffordshire Environmental Quality Mark on behalf of Staffordshire County Council and this year have soft-launched a national scheme so that businesses across the UK can join the EQM family.

Interviews by Fiona Stubbs, Peak District National Park Authority

Hoe Grange Holidays

Hoe Grange Holidays specialise in sustainable and accessible self-catering stays. Sustainability has been at the heart of the business since it began in 2005. Today, the only fossil fuel used at Hoe Grange is a small amount of diesel to run the farm vehicles. On-site wind and solar power generation systems produce nearly all the electricity needed. The benefits are multiplied by using this renewable energy to run ground and air source heating systems, a water extraction borehole and electric vehicle charging points. Even the main farmhouse and office are heated by a bio-mass boiler system. Installing these systems has not only boosted the business' sustainability, but has also dramatically reduced operating costs.



It's not just about major infrastructure, however: sustainability runs right through the business to the smallest details. This commitment attracts guests looking for a holiday that will benefit the destination, and who favour the business for its ethos and eco-credentials. As a local family, the business owners are very aware of the impact of tourism on the Peak District National Park, so have produced itineraries for guests, encouraging car-free days out or very short local journeys. Guests who bring their own horse on holiday often don't use their vehicles during their stay, but ride over to the local pub instead.

The business owners also post about sustainability on their blog and social media channels and talk to guests on-site about everything they do. Having won local and national awards for sustainable tourism, they're frequent ambassadors for sustainable tourism.

How could some of the things Hoe Grange does, be replicated by other businesses? Here are some of their tips:

- *Wherever possible, buy from and promote local businesses, such as pubs, food producers and other suppliers. The small on-site honesty shop at Hoe Grange only stocks local products.*
- *Aim for a paperless office, online booking, accounts, guest communications etc. – not always easy and still a work in progress at Hoe Grange.*
- *Source eco-friendly cleaning products and supplies in bulk to reduce your carbon footprint.*
- *Reduce waste and recycling – Hoe Grange has a 'Zero to landfill' contract with a hyperlocal waste company.*
- *Air source heating and solar panels are quick and easy to install, and any businesses with a bit more space – for example, based on a farm or out in the countryside – can more easily explore ground source systems.*
- *Look at the whole picture. If you can't install renewable energy systems, can you reduce waste, review transport or look at where you get your supplies from? Don't let perfectionism put you off – every step you take to protect the environment and the beautiful Peak District is worth it.*

Sustainability runs right through the business to the smallest details

Hope Valley Travelling Light

Hope Valley Climate Action is one of the biggest and most active climate groups in Derbyshire. Travelling Light, is its landmark pilot project being funded by the Department of Transport to pioneer creative, sustainable and inclusive rural travel solutions in the Peak District National Park's Hope Valley.



The project aims to tackle climate change by encouraging active travel (walking and cycling), increasing the use of high-quality public transport, and reducing reliance on vehicles powered by fossil fuels – all of which will also improve the quality of life of residents and visitors alike. The project is based around four inter-related themes: (1) Switching to public & shared transport; (2) Designing & communicating a new visitor experience; (3) Active travel - switching to everyday walking & cycling and (4) Reimagining car ownership.

The project work explores innovative and sustainable travel solutions for residents, visitors and businesses, such as integrated transport links and improved services; last mile connections, demand responsive transport, e-bike hire and safer routes for walkers and cyclists. The group is also looking to work with local visitor accommodation and tourist attraction providers to create sustainable travel packages including free station/bus pick up and cycle/e-bike hire during the visit; as well as running events on electric vehicle use and charging, electric bikes, car sharing and community car clubs.

A key aspect of the Travelling Light Project is to spread change and shared learning across other areas of the Peak District National Park and also beyond to other rural communities with high visitor numbers. This includes developing and promoting sustainable travel solutions in the form of accessible toolkits, best practice case studies, VLOGS, running webinars and training. A number of community engagement events are being conducted across the Hope Valley to ensure that the project is truly representative of the people who live and work there, through meeting with and listening to residents and business owners. There will also be opportunities to respond to on-line consultations and attend workshops focusing on sustainable travel solutions.

The project work explores innovative and sustainable travel solutions for residents, visitors and businesses

Sources: <https://hopevalleyclimateaction.org.uk/travel-and-transport/travelling-light/>; <https://fcc.co.uk/field-guide-for-the-future/finding-common-ground>

On Street electric vehicle charging bays at Holmcroft Library, Stafford

Urban Electric has been collaborating with Staffordshire County Council (SCC) and Amey to build and install four free electric vehicle charging bays at Holmcroft Library in Stafford, as part of the Department for Transport (DfT) funded £22.9m Association of Directors of Environment, Economy, Planning & Transport ADEPT SMART Places Live Labs programme.



Facilitating more sustainable methods of transport for residents is one of the objectives of the SIMULATE programme and is a key part of Staffordshire County Council's sustainability strategy.

The 7kW 'fast' chargers which are now ready for people to use, were developed by Urban Electric Networks Ltd. The low impact 'pop-up' chargers reduce the streetscape impact of charge points by retracting fully underground when not in use, whilst simultaneously improving accessibility and minimising pavement obstruction, compared to traditional charging posts.

Charlotte Cain, Visitor Economy Partnership Manager, Enjoy Staffordshire, said: "The installation of the electric charge points at Holmcroft library is an exciting development in our Live Labs programme and supports our drive for cleaner transport options for Staffordshire people and visitors to the county."

"Electric vehicle use is increasing all of the time and we will need the infrastructure in place as this continues. The data collected will help us plan how we can lay the foundations for electric vehicle infrastructure across Staffordshire in the coming years."

The chargers are being trialled for up to six months, during which time they will be free to use. Usage data will be collected from the charging points. This will help to better understand the possible requirement for more charging infrastructure in Staffordshire and to understand how well the chargers perform in their environment.

Users of the charging points are encouraged to download the Urban Electric app from the App Store or Google Play and register a debit or credit card to the app the first time using a charge point – users will not be charged during the trial period to use the charge points at Holmcroft Library.

"Electrical vehicle use is increasing all of the time and we will need the infrastructure in place as this continues. The data collected will help us plan how we can lay the foundations for electric vehicle infrastructure across Staffordshire in the coming years."



Action programme A: Enhancing and coordinating visitor management (Goals 1, 2, 3, 4, 6)

Key actions	A1. Ensure locations wishing to attract more visitors are well prepared and supported to plan for tourism development
	A2. Work with busy sites and locations to develop robust visitor management strategies
	A3. Deepen local community engagement
	A4. Support the development of a sustainable accommodation mix
Intended outcomes	<ul style="list-style-type: none"> • Pressure from tourism at busy locations and times is relieved • Natural and cultural assets are protected, with destination identity and distinctiveness maintained and enhanced • Any negative environmental impacts of tourism are minimised • Work with businesses to encourage and support positive visitor behaviour • Support targeted traffic management in suitable locations through community pilots (e.g. Hope Valley Travelling Light project) • Develop and deliver attract and disperse marketing plans • Encourage businesses to upgrade information to encourage and inform sustainable travel between all modes • Communities participate in tourism decision-making and delivery, are proud of where they live and see benefits from a sustainable tourism industry • The region's accommodation mix is sustainable and delivers local benefits • Implement shared learning and best practice
Working with	Local authorities, BME, Rural Action Derbyshire, Active Derbyshire Invest in Derbyshire (DCC), National policymakers (DCMS), DMO networks and VisitEngland/VisitBritain, Transport Companies
Measures of success	<ul style="list-style-type: none"> • Number of visitor management plans developed • Regular tracking of resident sentiment and monitoring of results • Number of initiatives designed to promote inclusive access for all • Tracking the pipeline / approval of sustainable tourism developments that come forward
Potential funding sources	Town Deals, Levelling Up, UKSPF, BSIP, EM MCCA, joint funding bids e.g. with YHA, Third Sector, landowners support funding, private sector investment.



Action programme B: Supporting, influencing and promoting sustainable travel and transport (Goals 1, 2, 3)

Key actions	<p>B1. Contribute to a region-wide, integrated network of sustainable transport and travel options for visitors, connecting public transport, active travel and electric vehicle provision</p> <p>B2. Support provision of sustainable, affordable, integrated public transport to and within the region</p> <p>B3. Support increased provision of active travel infrastructure and facilities</p> <p>B4. Support provision of electric vehicle charging infrastructure across the region</p>
Intended outcomes	<p>Advocate and support the following initiatives:</p> <ul style="list-style-type: none"> • Transport solutions such as hop on, hop off bus routes • Park and ride solutions • Integrated transport projects based on carbon reduction technology for example the PEAK Express based at Unstone • Support Campaign to Reopen the Ivanhoe Line (CRIL) and the Department for Transport (DfT) to prepare a business case advocating the reopening of the Leicester to Burton railway line. • Fully integrated public transport ticketing solutions connecting rail and bus routes and multi modal transport options • Information hubs, designed and promoted consistently across partners making it easy for visitors and residents to access • A map of EV charging points for both cars and e-bikes that can be promoted via visitor websites • Work with Community Rail Partnerships to deliver rail improvements and visitor information at key sites • Affordable and practicable sustainable travel options • Better passenger waiting facilities and interchanges at key sites • An increase in active travel products e.g. completion of the White Peak Loop
Working with	<p>DCC, Local Authorities, EM MCCA, Local Transport initiatives i.e. Hope Valley and the Campaign to Reopen the Ivanhoe Line (CRIL), Local Public Transport providers, local tourism authorities, Sustrans</p>
Measures of success	<ul style="list-style-type: none"> • Number of new car free itineraries developed and number of downloads (with a target to increase by 10%) • New products and packages based around sustainable transport / active travel • Reduction of carbon emissions • Reduction of cars particularly at hotspot destinations
Potential funding sources	<p>BSIP, Town Deals, Cultural Development Fund, Levelling Up, EM MCCA, DfT, Rural England Prosperity funding, Core budgets</p>



Action Programme C: Strengthening business resilience and sustainability (Goals 1,4, 5, 6)

Key actions	C1. Provide and signpost support, guidance and tools for tourism and hospitality businesses, including delivery of a sector specific business support programme that will help build resilience and improve productivity
	C2. Support product and service development designed to contribute to a low carbon visitor economy; encourage longer stays; attract new types of visitors and strengthen the local economy
	C3. Align with and support partner and industry climate goals and plans
Intended outcomes	<ul style="list-style-type: none"> • Tourism and hospitality businesses across the region are resilient and sustainable • Digital platforms are improved to promote and inform sustainable travel on and between all modes • The area's economy grows in a sustainable way, with strong supply chains and local linkages • Visitor season is extended and new product is developed • Visitors are well dispersed across the region • New markets and audiences are attracted and the number of repeat visitors is increased • The number of overnight visitors is increased and length of stay is increased • More non seasonal jobs are created
Working with	LSIP, VPDD Hospitality taskforce group, Local Authority UKSPF, DCC, EMC, PD EQM, D2N2, UoD
Measures of success	<ul style="list-style-type: none"> • % increase in ratio of stay vs day visitors • Number of businesses making low carbon adaptations / developing climate action plans and accreditation • % Optimal occupancy reached by season / month • Glasgow Declaration signed • Destination level Climate Action Plan created
Potential funding sources	UKSPF, UoD, EMC, D2N2, DCC, LSIP as well as core budgets



Action Programme D: Gaining insight and aligning marketing and communication approaches (Goals 1, 2, 3, 4, 6)

Key actions	D1. Gather and use data and insight to drive decision-making and support sustainable tourism
	D2. Identify and target optimal visitor markets
	D3. Provide visitor information & communications to encourage responsible behaviour, facilitate sustainable choices & support visitor management
Intended outcomes	<ul style="list-style-type: none"> • Visitors receive consistent, informative messaging enabling them to make sustainable choices • Visitors are encouraged to have a low carbon impact and make a strong contribution to the local economy • Visitors increasingly understand the importance of caring for the area and its natural environment and act responsibly • Real time mobile data and research is available to inform product development needs, marketing campaigns and marketing plans
Working with	Local authorities, VisitEngland/VisitBritain, DMO Networks
Measures of success	<ul style="list-style-type: none"> • Increase in per visitor spend and duration • Off peak months will see stronger growth in visitor numbers compared to peak months • The volume of positive coverage associated with sustainable tourism products in Derbyshire in national and international media • Increase in people recognising sustainable visitor practices
Potential funding sources	UKSPF, EM MCCA, Core budgets, VisitEngland/VisitBritain





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