I have operated a holiday park in the Peak District for 17 years, also collaborating with an EU based marketing organization & attending tourism expositions in Utrecht, (Netherlands), Sweden, as well as the NEC, GMEX, Manchester and so on.

1. The marketing budget in the UK is totally inadequate. The Vakantieboeurers outdoor show in Utrecht is a perfect example with huge stands for France, Spain, Italy – and the UK represented a few tiny stands lumped in the smallest salon with the likes of Latvia.

2. At the last tourism conference I attended, Visit Peak District cited a 25:1 return on marketing investment. Obviously the marginal return will fall as more money is invested – but at that return there is a long, long way to go.

3. Visit England did not even exist for years – and is grossly & unfairly underfunded compared to visit Scotland, both in outright terms – still more relative to population and receipts from English businesses. What funding there is is totally London centric – there was virtually zero dispersal of tourism spend from the London Olympics.

4. In my experience there is virtually zero awareness abroad of England apart from York & London.

Actions –

- increase UK marketing budget, particularly for English regions.
- Allow SME’s to work alongside tourism staff to communicate their superior knowledge and passion for their area.

Access

The local bus stops directly outside our site - and is often used by our guests – but no account is taken of their usage patterns, even though they probably use it as much as the locals. There is also nil information given out. We have provided a lot of accommodation that is suitable for people who don’t own cars – but the bus service is now under threat, due to budget cuts.

- Maintain the bus service.
- Improve the timetable & marketing of the same – start by consulting with tourism businesses.

Funding & Fiscal Policies

Tourist businesses need to be sustainable in the long term, therefore there is no point giving tax breaks for start-ups only for them to founder when they end. In the long run you need more customers, otherwise more businesses with the same number of clients just leads to a churn of business start ups & failures. However, our rates have increased about 20 fold in 17 years, in return for which we get – nothing. We have no mains sewer, no street lighting, a 3rd world broadband & mobile phone
service, we pay for waste disposal on top. Local fire, ambulance & police services have been cut, weekend A & E is 45 minutes away at weekends.

**Actions**

- Cut local rates to a fair level commensurate with the poor level of service provision in rural areas for ALL tourist businesses.
- Increase the marketing to attract new customers for business to serve.

**Planning etc**

Planning policies are applied with a broad brush, even where (for example) local topography may result in no visual impact. Greater consideration should be given to the detail of each individual application & its landscape impact – but the latter should remain of prime importance.

**Actions**

- Alter planning policy to be supportive of development where there is (strictly) no visual impact.

**Infrastructure and skills - Issues**

1. There is a chronic shortage of affordable housing in the area considering the wages in tourism are fairly low, and, with current VAT, rates etc there is little scope to increase them.
2. There is a lack of skilled labour.

**Actions:**

- Permit tourism businesses to provide staff accommodation.
- Provide more training opportunities to re-train older staff who are ineligible for apprenticeships.

**Local environment and character**

*August 2016*