

REPORT TO: ENVIRONMENTAL SERVICES
COMMITTEE

AGENDA ITEM

5

DATE OF MEETING: 28TH MARCH 2002

REPORT FROM: COUNCILLOR L. J. BROOKS

OPEN

SUBJECT: DERBYSHIRE TOURISM FORUM

1.0 Recommendations

1.1 That the report be noted

2.0 Purpose of Report

2.1 For Members Information

3.0 Financial Implications

3.1 None

4.0 Content

4.1 This was the first meeting of the newly formed Derbyshire Tourist Forum set up to enhance tourism within the County.

4.2 Councillor Geoff Carlisle (D.C.C.) was elected Chair.

4.3 A draft Constitution was adopted, (attached), with minor amendments. The Membership of the Forum is listed in this Constitution.

4.4 The Chair expressed the view that the Forum should concentrate on short term objectives at this stage because of the urgent need for progress arising from the recent calamitous foot and mouth outbreak.

4.5 It was decided to set up small working groups who could examine various aspects of tourism and report rapidly with a view to taking action as quickly as possible.

4.6 One such group is to look at the possibility of extending the Derbyshire Passport scheme, which I believe applies at present to students, to include business visitors, i.e. attendees to Conferences etc. This Passport provides discounts to various attractions in the County. It was also suggested that providers of accommodation may be prepared to join the scheme. The group was given carte blanche to look at any aspect which would encourage people to visit and stay over night.

- 4.6 A second group was set up to examine the possibilities of better access to the Press and Television. It was stressed the Derbyshire is not only the Peak Park but extends for many miles South and East, where many and varied attractions exist. It is felt that even within Derbyshire there is a North South divide and an East West divide where people have very little knowledge of what goes on in other areas. Derbyshire is served by a multiplicity of Newspapers and even more serious, several different Television Stations. Efforts have to be made to co-ordinate news and information in order that the general public, nationally, should obtain a better understanding of Derbyshire.
- 4.7 It was suggested that Officer tours should take place in order to familiarise them with the possibilities of the Passport.
- 4.8 The County Council are setting up a telephone call service in order to receive complaints and compliments on tourism performance by any section of the industry which will be passed on to the appropriate body or person concerned.
- 4.9 Web Site development was discussed. Unfortunately I was not present due to the need for me to attend the Special Council meeting on February 28th.
- 4.10 Pamphlets were circulated advertising the "Food and Drink Fayre" to be held on Friday 24th and Saturday 25th May 2002 at Bolsover Castle. This should be a good day out for all! The fair concentrates on local food and cookery.