



FUNDING AGREEMENT

BETWEEN

VISIT PEAK DISTRICT AND DERBYSHIRE

AND

DERBYSHIRE COUNTY COUNCIL

REGARDING

3 YEAR AGREEMENT FROM

APRIL 2023 TO MARCH 2026

FUNDING AGREEMENT

This Funding Agreement is entered into on 1st April 2023 by and between:

VISIT PEAK DISTRICT AND DERBYSHIRE (VPDD) with registered number 1785710 of East Midlands Chamber, Commerce House, Millennium Way, Chesterfield, S41 8ND

And

DERBYSHIRE COUNTY COUNCIL (DCC) of County Hall, Smedley Street, Matlock, DE4 3AG

1. THE FUNDING AGREEMENT

This Funding Agreement sets out the purpose and scope of the arrangement from DCC and relationship with VPDD, including defining the scope of funded activity and arrangements for monitoring performance.

Agreed Activity

VPDD will deliver the activities as defined in the Agreed Activity, which accompanies the Funding Agreement as set out in Section 4.

The Agreed Activity will form part of the basis for the reporting, monitoring and assessment of performance under this Funding Agreement.

Timescale

This Funding Agreement covers the 1 year period from 1 April 2023 to 31 March 2026 inclusive. Any renewal or extension will be subject to quarterly and end of year performance review.

Finances

This Funding Agreement confirms that, subject to relevant payment conditions being met, Derbyshire County Council will provide Visit Peak District and Derbyshire with £100,000 across the each financial year, made in six equal payments – See Payment Schedule for details.

Payment 1	£50,000	May 2023
Payment 2	£50,000	October 2023
Payment 3	£50,000	April 2024
Payment 4	£50,000	October 2024
Payment 5	£50,000	April 2025
Payment 6	£50,000	October 2025

Monitoring

The County Council will monitor performance against objectives and targets through the Sustainable Growth Service. A named Senior Economic Development Officer will provide day to day operational liaison and

- Act as the main point of contact for all matters relating to the grant and Agreed Activity
- Monitor VPDD, ensuring it complies with the terms of the Funding Agreement.
- Identify any issues and share these with the AD Sustainable Growth and other colleagues as appropriate.
- Act as a 'critical friend' to the organisation, supporting development and ensuring activities are mutually beneficial in delivering objectives of both parties.

Annual monitoring and reporting will be against the agreed objectives and targets as outlined in the Agreed Activity.

Review

The Funding Agreement will remain responsive to current and emerging visitor strategies, so will be subject to review and annual refresh.

The Agreed Activity outlines objectives and priorities for the full period of this Agreement.

Schedule of Payments and Associated Payment Conditions

Payment	Amount	Deadline for Receipt of Information	On the Condition that DCC has received to its satisfaction
No 1 May 2023	£50,000	24 th April 2023	<ul style="list-style-type: none"> • Year End (2022-23) Written Review of Performance, targets and objectives outlined in the 5 year Covid-19 recovery plan and the SLA 2020-2023
No 2 Oct 2023	£50,000	30 Sept 2023	<ul style="list-style-type: none"> • Interim Review (April – Sept 2023) period. Information relating to progress against the Agreed Activity set out in this Funding Agreement • Information relating to the final close down of 2022-23 data and successful completion of the agreed objectives, outputs and outcomes.
		1 st Feb 2024	<ul style="list-style-type: none"> • End of Yr 1 review – to inform any subsequent Funding Agreement. Review of performance over period 1 April 2023 to end of

			February 2024, including performance against agreed objectives, outputs and outcomes.
No 1 April 2024	£50,000	1 st April 2024	<ul style="list-style-type: none"> Year End (2022-23) Written Review of Performance, targets and objectives outlined in the 5 year Covid-19 recovery plan.
No 2 Oct 2024	£50,000	30 Sept 2024	<ul style="list-style-type: none"> Interim Review (April – Sept 2024) period. Information relating to progress against the Agreed Activity set out in this Funding Agreement Information relating to the final close down of 2023-24 data and successful completion of the agreed objectives, outputs and outcomes.
		1 st Feb 2024	<ul style="list-style-type: none"> End of Yr 2 review – to inform any subsequent Funding Agreement. Review of performance over period 1 April 2024 to end of February 2025, including performance against agreed objectives, outputs and outcomes.
No 1 April 2025	£50,000	1 st April 2025	<ul style="list-style-type: none"> Year End (2023-24) Written Review of Performance, targets and objectives outlined in the 5 year Covid-19 recovery plan.
No 2 Oct 2025	£50,000	30 Sept 2025	<ul style="list-style-type: none"> Interim Review (April – Sept 2025) period. Information relating to progress against the Agreed Activity set out in this Funding Agreement Information relating to the final close down of 2024-25 data and successful completion of the agreed objectives, outputs and outcomes
		1 st Feb 2026	<ul style="list-style-type: none"> End of Yr 3 review – to inform any subsequent Funding Agreement. Review of performance over period 1 April 2025 to end of February 2026, including performance against agreed objectives, outputs and outcomes.

2. CONTEXT

The Peak District & Derbyshire comprises several distinct destinations: Derby city; the Peak District National Park; the market towns and other places of interest across Derbyshire and The National Forest. The county's central location, with good transport connections via road, rail and air, means it is accessible to over 16 million people within a 90-minute drive.

The rapid growth of Derbyshire's visitor economy and level of investment in culture and heritage assets has helped to build a strong, positive reputation of the area. The Peak District and Derbyshire saw one of its most successful years during 2019 - worth £2.5bn to the economy, supporting 32,000 jobs and achieving 7.7% growth in GVA on the previous year. As a destination, Derbyshire attracted 41million day visitors and just over 4.3million staying visitors, increasing overnight stays by 25%.

The impact of the pandemic however, has been devastating, with the visitor economy disproportionately affected and incurring a loss of circa. £1 billion to Derbyshire's economy.

Visit Peak District and Derbyshire

Established in 2005, Visit Peak District and Derbyshire is the official Destination Management Organisation (DMO) for the Peak District and Derbyshire area. VPDD works in partnership with national tourism bodies such as VisitBritain and Visit England to maximise the profile of the County's assets across the world.

The key purpose of VPDDs is to;

- Act as voice for the sector and provide specialist support in relation to tourism marketing and industry promotion.
- To showcase the Peak District and Derbyshire by creating tactical marketing campaigns inspiring visitors to take decisive action by booking their next holiday/short break in the area.
- To raise the profile of the Peak District and Derbyshire, package up its assets and make the most of its location and accessibility to convince consumers both from domestic and overseas markets that it is a great place to visit and stay.
- To work closely with partners including Local Authorities, private sector partners and key strategic stakeholders to grow the strength and purpose of the sector.
- To align strategies with national partners including, Visit England/ Visit Britain, the Midlands Engine and D2N2 LEP and the emerging Combined Authority, whilst also supporting local visitor economy development priorities, via Local Authorities.
- To support the area's tourism businesses, enabling them to grow by offering business support, opportunities to network, chances to advertise to wide audiences and access to national and international marketing campaigns.

As the DMO, VPDD has helped set out the strategic direction for the visitor economy sector within the **Peak District and Derbyshire Five Year Tourism Recovery Plan**. The document sits within a framework of national policies, including the [Derbyshire Economic Partnership](#)

Economic and Skills Recovery Plan, the D2N2 LEP Recovery Plan and the Government’s Tourism Action Plan

The current strategic landscape is likely to evolve as devolution is rolled out and progress is made on the proposed East Midlands County Combined Authority - due to be stood up in May 2024. It is essential that VPDD remains responsive and aligned to the changing priorities and structures as they emerge to ensure full support to the growth ambitions not only of DCC, but through representation, the wider ambitions of the D2N2 area.

3. VPDD STRATEGIC AIMS & TARGETS

The **Peak District and Derbyshire Five Year Tourism Recovery Plan** was led and published by VPDD (formerly Marketing Peak District and Derbyshire), and acts as the Strategic Plan for the organisation.

The Plan identifies 10 strategic aims:

- SP1 We will boost domestic tourism to the Peak District and Derbyshire
- SP2 We will position the Peak District and Derbyshire as a destination for the corporate sector
- SP3 We will support businesses to bounce-back, rebuild and grow
- SP4 We will rebuild international connectivity and grow inbound tourism
- SP5 We will become a destination for active travel and transport connectivity
- SP6 We will lead the way with sustainable tourism
- SP7 We will bid to become a Tourism Zone
- SP8 We will promote the sector as a place to be proud to work within
- SP9 We will work with partners to revitalise market towns
- SP10 We will support our local authority partners to deliver their Tourism Strategies

Performance against a core set of measures is outlined below:

Please Note figures still to be ratified, some discrepancy between historic figures and latest STEAM data- which is highlighted in yellow

	Objective	2011 Baseline Position	2019	2021	2022 Outturn	2023	2025 Target
SP1 i	Achieve 70% 2019 visitor numbers in 2021 (STEAM VPPD 21 data)	35m	41m	70% of 2019 = 28.7m 35.1m	TBC		
SP1 ii	Increase the stay to day share from 10% to 15% by 2025	11.1% 3.9m	10.4% 4.3m	8.6% 2.79m	TBC		15%

SP1 iii	Increase domestic staying visitor spending in 2021 by 2% on 2019 data (STEAM data)			+2%	TBC		
SP4 i	Increase in international visitors to domestic share from 10% to 15% by 2025				TBC	15%	
SP8 ii	Increase the total number of jobs (direct and non direct) created by the visitor economy by 3% each year between 2023 and 2025	27,071	31,932	23,115	TBC		
	Total Value of Visitor Economy – Direct and Indirect	£1.72bn	£2.5bn	£1.96bn	TBC		
	Average spend per visitor						

All figures extracted from Peak District & Derbyshire STEAM Report 2010 - 21

NB: STEAM (Scarborough Tourism Economic Activity Monitor) is a visitor economy impact modelling tool. It provides a Destination with annual tourism data on areas such as visitor numbers, spend, overnight stays, numbers employed in tourism sector and importantly the economic impact of tourism to a Destination.

4. ROLES AND RESPONSIBILITIES WITHIN THE FUNDING AGREEMENT

The two parties to this Funding Agreement are Derbyshire County Council and Visit Peak District and Derbyshire. This section outlines the roles and responsibilities expected of each partner in fulfilling the objectives of the Agreement and ensure best value for the funding being granted.

Role of MD for VPDD

Role of other named officers within VPDD

4.1 Meetings frequency and content

SLA Management meetings will be held quarterly between the MD for VPDD, Assistant Director for Sustainable Growth and other officers invited as appropriate.

In this meeting progress against the SLA will be discussed and monitored. Corrective action will be agreed for missing KPIs and the next quarters workplan will be discussed and agreed.

Reporting on VPDD activities within wider workstreams will be discussed including contribution to the devolution agenda as a sector lead.

Briefing meeting to be held in advance of the VPDD board meeting with the Assistant Director for Sustainable Growth and the relevant elected member for DCC (currently Leader for DCC). This will ensure effective participation within the VPDD board meeting.

VPDD will work with DCC - and other partners as appropriate - to deliver the Strategy and to grow the value and economic impact of the visitor economy across the Peak District and Derbyshire.

Over the forthcoming year, the DMO landscape is likely to change significantly, following the DeBois Review. At the time of writing, it is expected that VPDD will become accredited to the new portfolio of Local Visitor Economy Partnerships (LVEP) – however, its purpose, roles and responsibilities are expected to remain in line with those outlined within this Agreement.

DCC

The County Council will work with VPDD to achieve joint objectives, primarily through the Sustainable Growth Service, which:

- Co-ordinates the Council's partnership activity and strategic delivery in relation to culture, heritage, tourism and international development priorities.
- Provides the strategic lead on sustainable travel, active travel and transport connectivity.
- Co-ordinates a strategic approach to employment and skills provision across the county, including hospitality and visitor economy.
- Supports roll out of broadband infrastructure and connectivity across the county.
- Supports the Council's role in relation to place promotion and development and manages partnership arrangements to strengthen tourism investment in the county.
- Co-ordinates and administer key strategic partnerships, including Culture, Heritage and Tourism (CHAT) Board, Business, Economy and Place Workstream, D2, DEP etc ensuring the voice of the Visitor Economy Sector is well represented.
- Works with District and Borough partners to ensure a strategic approach to the delivery of economic development activities.

The Assistant Director – Sustainable Growth will be the senior responsible officer ensuring value for money in the delivery of this Funding Agreement. The AD Sustainable Growth will be a member of the VPDD Board, along with the appropriate Cabinet Member.

Strategic oversight of the Agreement will be provided by the Director, Economy and Regeneration.

A named officer from within the Sustainable Growth service will provide day to day operational contact and work alongside VPDD to achieve the shared objectives set out below.

5. THE AGREED ACTIVITY

- **As part of this Service Level Agreement, VPDD will be expected to deliver the following:**
- 3 active travel solutions for Derbyshire developed by March 2026
- 1 Tourism Sector Deal Repurposed by March 2024
- 6 international travel-trade partnerships developed by March 2026
- 3% annual increase in overnight stays in Derbyshire by March 2026
- Of which, 7% are from BAME Community and also 7% are from other minority groups (such as disabled groups etc)
- 108 new Visitor Events promoted in Derbyshire by March 2026
- 2,400 new Tourism sector businesses supported by March 2026
- Of which 7% are from BAME Community and also 7% are from other minority groups
- 3% annual increase in Tourism sector jobs in Derbyshire by March 2027
- Of which 7% are from BAME Community and also 7% are from other minority groups
- 12 new Tourism Campaigns rolled out by March 2026

Shared Objectives with DCC for 2023/24

As partners, VPDD and DCC will work towards the following outcomes to be achieved by the end of the Funding Agreement

- Efficiencies and economies of scale achieved through joint working with strategic partners such as Derby City 'Visit Derby' (especially as the LVEP emerges) and Local Authority Economic Development and Tourism Officers.
- Input from the DMO on behalf of the sector in the development of the County Combined Authority.
- Successful accreditation of VPDD to become a LVEP
- Working towards a more comprehensive and central source of data and intelligence to support the sector, including more specific place based data to evidence impact of local government investment
- A broad range of Visitor Economy business supported.
- Product development initiatives supported through various methods including but not limited to promotion, design, delivery, review and so on. In particular the Shine a Light and Festival of Making marketing campaigns.
- Continued and enhanced collaboration with the DCC Sustainable Travel Team to ensure key messages are shared, to increase engagement from business and the public and to gear up to promote new products, such as the White Peak Trail.
- Continued promotion of the Hospitality Charter, promoting the industry as an attractive career choice to support improved recruitment into the sector. Working together to influence, negotiate and persuade stakeholders including Derbyshire colleges.
- Oversight of sign up to the Charter, ensuring pledge activities are monitored and impact measured, with the relevant partner leading on any corrective action required to deliver the Charter.
- Strategic partnerships supported, in particular Local Authority and International organisations including Local Authorities, businesses and organisations.

6. MONITORING

Performance will be reported against the following objectives, outcomes and outputs.

VPDD will provide regular progress reports, as outlined in Section 1 - **Schedule of Payments and Associated Payment Conditions**

Obj No	Objective	Key Performance Indicators	Current Baseline 2022/23 outputs	Target Output / Outcome by 31 March 2024
SP1i	Increase the number of visitors each year.	Total No of Visitors	35.1 million	
SP1ii	Increase the stay to day share from 10% to 15% by 2025	Total No of Day Visitors Total No of Staying Visitors		
SP1iii	Increase domestic staying visitor spending each year.	Total No of Domestic Visitors Total Domestic Visitor Spend Total Spend Per Head		
SP4i	Increase in international visitors to domestic share from 10% to 15% by 2025	Total No of Domestic Visitors Total No of International Visitors		
SP8ii	Increase the number of jobs created by the visitor economy by 3% each year between 2023 and 2025	Total No of people employed in the Visitor Economy – Direct and Non Direct		
SP1v	Reaching and attracting more visitors from BAME and other diverse communities	Total		
SP2i	Launch meetpeakdistrict.com in readiness for the re-opening of corporate events	Website hits Social media growth Facebook/ Insta/ Twitter		
SP3i	Extend MPDD's business support programme to 2023	No of businesses supported through the programme		

SP6i	Create bookable experiences to extend the season and increase visitor numbers during the shoulder season of October to March	No of bookable experiences created		
SP8i	Work with visitor economy businesses to retain and recruit talent to the sector through targeted marketing campaigns	No of businesses signed up to Hospitality Charter Social Media Growth/ Reach		
	Efficiencies and economies of scale achieved through joint working with strategic partners.	Examples of efficiencies achieved		
	Successful accreditation of VPDD to become a LVEP	Accreditation Awarded		
	A more comprehensive and central source of data and intelligence to support the sector.	New Data gathering strategy agreed. Data providing a stronger evidence base Place specific data available to support District and Borough investment		
	A broad range of Visitor Economy business supported.	No of business supported. Postcodes of businesses supported		
	Product development initiatives supported, in particular the Shine a Light and Festival of Making marketing campaigns.	Shine a Light campaign delivered. Level of reach Festival of Making campaign delivered Level of reach		

	Continued and enhanced collaboration with the DCC Sustainable Travel Team to ensure key messages are shared, to increase engagement from business and the public and to gear up to promote new products, such as the White Peak Trail.	Level of engagement with the Sustainable Travel Team Social Media Growth/ Reach		
	Continued promotion of the Hospitality Charter, promoting the industry as an attractive career choice to support improved recruitment into the sector.	Social Media Growth/ Reach		
	Oversite of sign up to the Charter, ensuring pledge activities are monitored and impact measured.	No of businesses signed up to the Charter Monitoring pledge activities		
	Strategic partnerships supported, in particular Local Authority and International.	No of active		

Signed for and on behalf of VISIT PEAK DISTRICT AND DERBYSHIRE:

Signed..... Date.....

Print Name.....

Job Title.....

Acceptance for and on behalf of DERBYSHIRE COUNTY COUNCIL:

Signed..... Date.....

Print Name.....

Job Title.....

DRAFT