

**DERBYSHIRE COUNTY COUNCIL**

**CABINET MEMBER MEETING – JOBS, ECONOMY AND  
TRANSPORT**

**1 October 2013**

Report of the Acting Strategic Director – Environmental Services

**PROPOSED PROMOTIONAL OFFERS FOR VISITORS TO  
COUNTRYSIDE SITES**

(1) **Purpose of the Report** To consider a proposal to use a number of promotional offers to attract visitors to countryside sites and facilities.

(2) **Information and Analysis** Countryside service staff currently attend eight shows and events throughout the summer in order to promote the work of the Authority and encourage visitors to use its sites and facilities. The number of shows attended is currently being reviewed and include the Food Fair, Chatsworth Country Fair, the Woodland Festival and the World Heritage Site Discovery days. The work includes promoting:

- County Council countryside sites, the Greenway and rights of way networks to encourage visits/use.
- Our events programme including the Woodland Festival.
- Access for disabled persons and easy access generally.
- Making people aware of the services the Council offers and how to contact the Countryside Service over issues they wish to raise (Rights of Way).
- People to visit the Countryside for both exercise and recreation as part of the public health agenda.
- Encouraging Volunteers.

Apart from providing information and some leaflets, there is little that can be given to visitors to actually encourage them to visit. It is therefore suggested that consideration is given for the 2014 season to having a number of offers to be given out at shows. The proposals are to give:

- A 'buy one get one free' offer on cycle hire.
- A day's free parking, using a self-validating form, at any one of the Countryside sites' pay and display car parks.

## Public

- Free entry to Middleton Top Engine House and High Peak Junction Visitor Centre for a family (2 adults 3 children).
- A 'buy one get one free' offer for a hot drink at the visitor centres.

The use of offers would allow the Countryside Service to monitor the effectiveness of using shows as a promotional medium and also hopefully create additional business by generation of new visitors. The offers would all have to be time limited to the end of October 2014 and the number limited to 100 offers per event. The cost of these offers would be in the form of loss of income. As it will not be known whether the offers are being used by regular users of the Countryside Services or are "new visitors", it will be impossible to say if that is real cost. However, assuming a 25% take up and that all the use represents a real loss of income, the costs are:

25 x 1 days cycle hire (£12.00)	= £300
25 x 1 days free parking (3.60)	= £90
25 x free family entry to Middleton Top or High Peak Junction (£5.00)	= £125
25 x free hot drink (£1.00)	= £25

Hopefully, this will be offset by 'other' spending on site and spending on future visits.

The maximum cost of implementing the scheme is £4,320.

(3) **Financial Considerations** As set out in the report above.

In preparing this report the relevance of the following factors has been considered: legal, prevention of crime and disorder, equality and diversity, human resources, environmental, health, property and transport considerations.

(4) **Key Decision** No.

(5) **Call-In** Is it required that call-in be waived in respect of the decisions proposed in the report? No.

(6) **Background Papers** None. Officer contact details – Chris Coombs, extension 39821.

(7) **OFFICER'S RECOMMENDATION** That a package of promotional offers for 2014 be agreed to distribute at events promoting the work of the Countryside Service.

**Mike Ashworth**  
**Acting Strategic Director – Environmental Services**