

**DERBYSHIRE COUNTY COUNCIL**

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

**18 June 2013**

Report of the Acting Strategic Director – Environmental Services

**PEAK DISTRICT CYCLING FESTIVAL – PROPOSED DISCOUNT  
ON CYCLE HIRE**

(1) **Purpose of the Report** To seek approval to offer a 50% discount to encourage cycle hire use during the Peak District Cycling Festival.

(2) **Information and Analysis** Visit Peak District is promoting a Peak District Cycling Festival at the beginning of September to encourage visitors to the Peak District to travel by bike. As part of the proposal it has discussed with the various cycle hire operators in the Peak District the possibility of offering half price cycle hire at participating Centres (subject to availability) for the period Monday 9 – Friday 13 September.

The cycle hire centre at Middleton Top will have just moved over to midweek closure that week. However, given the level of publicity involved in the campaign, it is considered worthwhile to open that week and offer the discount. The Centre will be staffed by existing staff members on normal working days so there will be no additional costs involved in the scheme

(3) **Financial Considerations** There will be no additional costs involved in opening the centre. As the Centre would normally be closed at this time, any income received will be additional income to the revenue budget.

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 approval be given to offer a 50% discount on cycle hire at Middleton Top Cycle Hire Centre (subject to availability) for the period Monday 9 – Friday 13 September as part of the Peak District Cycling Festival be approved.

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