



PARTNERSHIP AGREEMENT

BETWEEN

VISIT PEAK DISTRICT AND DERBYSHIRE

AND

DERBYSHIRE DALES DISTRICT COUNCIL

REGARDING

3 YEAR AGREEMENT FROM

APRIL 2023 – MARCH 2026

(SUBJECT TO ANNUAL REVIEW)

PARTNERSHIP AGREEMENT

This Partnership Agreement is entered into by and between:

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

And

DERBYSHIRE DALES DISTRICT COUNCIL Town Hall, Bank Hill, Matlock, DE4 3NN

1. Purpose

The purpose of this Agreement is to outline the guiding principles by which both organisations will work jointly together to grow the value and economic impact of the Visitor Economy Sector across the Peak District and Derbyshire. This Agreement is underpinned by the current Peak District and Derbyshire Visitor Economy Recovery Plan – 2020/2025 approved by partners and the Visit Peak District and Derbyshire Board, and by the Derbyshire Dales Economic Recovery Plan 2020 and the Derbyshire Dales Economic Plan 2019, both adopted by Derbyshire Dales District Council.

2. Background

Visit Peak District and Derbyshire

Visit Peak District and Derbyshire (VPDD) is the official Tourist Board and Destination Management Organisation for the area and represents one of the best opportunities to recover and grow the value of visitors to the area. To grasp the many opportunities VPDD needs to continue to raise the profile of 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. VPDD will continue to provide sector specific business support and will accelerate businesses to the next stage of growth by exploiting markets that show signs for growth, through a range of activities specific to the sector and wider supply chain.

Through this Partnership Agreement we will be seeking to create the environment for the continued development of the visitor economy and tourism in the Peak District and Derbyshire. We want to ensure that the visitor economy sector and tourism remains an effective and successful contributor to the local and regional economy.

This Agreement outlines Visit Peak District and Derbyshire's role in the visitor economy management of the Peak District and Derbyshire as a destination to the domestic and international visitor, and leading on seeking investment to develop the quality of the Peak District and Derbyshire product, supporting the delivery of competitive leisure, culture and heritage attractions that are able to compete with similar attractions across the country

In March 2023 VPDD applied to become a Local Visitor Economy Partnership (LVEP), joined by Visit Derby. Accreditation was successfully received in April 2023 with Visit Peak District, Derbyshire and Derby announced as 1 of 15 destinations by Visit England. VisitEngland will work closely with LVEPs during the set-up of the new structure and beyond, supported by a team of five new Regional Development Leads. As well as having a nationally recognised official status, LVEPs will also be able to access expert advice, dedicated toolkits and training programmes, targeting sector needs in areas ranging from distribution, accessibility, sustainability and marketing. An important strand of support

will be highlighting available Government funding streams as well as developing and providing a 'toolkit' to help LVEPs with bids to those streams.

VisitEngland welcomed the first three LVEPs, Newcastle Gateshead Initiative, Visit County Durham and Visit Northumberland, into the programme earlier this year. They form the pilot Destination Development Partnership (DDP) in the Northeast of England, led by Newcastle Gateshead Initiative, first announced by the UK Government in November 2022. The pilot will last until March 2025, this time will be used to test and prove the DDP concept and the impact the model can have on growing the visitor economy, strengthening the case for future funding. Visit England aim to set up and accredit 40 – 50 LVEP areas during this pilot phase.

Our priority for 2023/24 is to help reset how we deliver tourism, using the new LVEP structure, we will work with Local Authorities and stakeholders to develop strong Partnerships. This approach will help to eliminate duplication especially in overlap areas. By working collaboratively we can make sure that businesses get the best support to grow their business and consumers are offered compelling reasons to visit. 2023 will also see the launch of our Sustainable Tourism Action Plan, this plan developed in Partnership with the Peak District National Park and the National Forest will underpin future activity delivering tourism in a responsible way, protecting our cultural heritage, our attractions, events and activities that make our destination unique. We will work in partnership with our Local Authorities and stakeholders and communities to ensure all visitors and locals can have a fantastic experience, with enough resources for both.

The Derbyshire Dales

The visitor economy is a small but significant sector in the Derbyshire Dales. Accommodation and food service activities account for 14% of employment in the district, which is less than the manufacturing sector at 16% but greater than agriculture and quarrying at 3% of jobs (Source: Office for National Statistics UK Business Register and Employment Survey).

Jobs in the visitor economy are often characterised by part-time working, low wages, and seasonal/casual conditions. It is therefore important to the economic health of the Derbyshire Dales to grow the value of the visitor economy, with a view to creating better jobs in the sector. To achieve this, a Derbyshire Dales District Council aim is to **encourage visitors to spend more when they come to the Derbyshire Dales**. Providing better visitor 'experiences' and working towards a higher-value visitor 'offer' to help achieve this aim.

There are estimated to be some 5 million visitors to the Derbyshire Dales each year (Source: STEAM model). 85% of these are day visitors – people coming to the Dales for a few hours, mostly by car, and going home the same day. Day visitors contribute, relatively speaking, little to the local economy. By contrast, 15% of visitors to the Derbyshire Dales are staying visitors – people whose visits include an overnight stay(s) in the district. Staying visitors contribute more to the Dales economy, both in terms of spend per head and overall spending.

Higher skilled, better paid, higher quality jobs can come from the visitor economy, but for that to occur higher visitor spend must be generated. This in turn depends on staying visitors. Staying visitors spend on accommodation, food and drink, and multiple attractions. To generate more staying visitors, two things must come together: **more, better quality accommodation** (rural hotels); **AND more, better quality rural visitor attractions**. The Derbyshire Dales needs the local tourism **industry to come together to create, market and sell experiences** that bring these two together – e.g. cycling weekends based around quality local food and drink establishments; walking holidays using existing routes staying in accommodation that offers good food. The green agenda can be captured here through active travel and local purchasing. The 'Inspired by the Peak District' brand is

helping local businesses develop a marketing edge based on their association with the Peak District National Park which is an iconic brand.

The tourism resource at Derbyshire Dales District Council comprises approximately:

- 0.5 FTE tourism officer capacity
- £6,000 p.a. net budget for tourism publications
- £2,000 p.a. IT support for Visitor Information Points in the district
- £17,000 p.a. contribution passed directly to VPDD

Given the small resource of the District Council, it cannot achieve the above on its own. Therefore Derbyshire Dales District Council looks to Visit Peak District and Derbyshire to take the lead in delivering the above priorities.

3. Core Aims

- To work with Local Authority Partners in setting strategic direction for the development of the visitor economy in the Peak District and Derbyshire.
- To ensure that the visitor economy sector remains an effective and successful contributor to the Peak District and Derbyshire economy and making the area a more attractive and vibrant destination for both residents and visitors.
- Promote the improvement of quality in every aspect of the product and service to visitors
- Provide a strategic lead for the development and marketing of tourism in the area
- Reduce the environmental impact and maximise the social benefits of our operations
- Optimise the profile and recognition of the iconic Peak District and Derbyshire brand and its market towns
- Promote the area through tactical marketing campaigns agreed in advance with the VPDD Board to identified target market and demographics
- Ensure that high quality research and market intelligence is applied and shared with the industry
- Continue to develop the website www.visitpeakdistrict.com and Consumer Relationship Management System (CRM) as the foundation of effective marketing and business support services
- Act as a 'front door' for visitor economy sector businesses to access advice, business support, grants and help with workforce skills, signposting businesses when appropriate
- Provide networking opportunities and encourage collaboration between tourism businesses in the area
- Represent the interests of Peak District and Derbyshire tourism businesses and organisations at regional and national level and lobby Government for support on their behalf.
- Advise on public investment in tourism products, such as hotels, attractions, activities and events

4. Core Objectives

- Attract higher spending visitors who are likely to buy local products and able to repeat and recommend
- Encourage visitors to spend more, by staying longer and increase the value of each visitor
- Increase the ratio of staying visitors versus day visitors
- Improve the perception of tourism and the impact of visitors with local communities

- Deepen the economic value of tourism, especially across the Autumn and winter months through promoting year-round tourism activity including local accommodation, events, attractions and products to visitors, whilst being conscious of capacity of destinations.
- Reduce the impact of transport - provide visitors with better information on 'how to get here' and how to get to and from attractions from major transport hubs, and work towards zero carbon targets
- Grow new products such as business tourism and the development of business incentive travel itineraries
- Sharpen business practice and assist business growth through sector specific business support programmes, encouraging businesses to expand their offer, develop their products and enter into new markets – e.g.skills, digital, accessible best practice , sustainable, business travel and events, international etc.
- Deliver a digital programme designed to support the sector - Increase bookability and increase the bookable product offer to customers, e.g. assist businesses to replace 'Guestlink'.
- Improve the quality of tourism jobs – support initiatives to improve the quality of jobs across the tourism sector creating more year round employment opportunities.
- Make tourism inclusive and available for all - support the development of inclusive tourism, create products with the right imagery and calls to action where everyone feels welcome.
- Support the development of a sustainable accommodation mix, explore opportunities to increase the amount of accommodation/bedspaces working with planners to enable this growth.
- Grow the international profile of Peak District, Derbyshire by working with key partners such as UKInbound, Destination Management Companies, and Visit Britain to increase international visits.

5. Overall Targets for 2023/24			
Project	Key Performance Indicators	Target KPI (pa)	Outputs
VPDD annual Core Products			
Launch the 'Everything England' Campaign and new branding	<ul style="list-style-type: none"> Early 2023 Maintain the awareness of the destination as a place to visit and take holiday across all domestic audiences and develop international markets.	Increase volume and value of visitors YoY	Achieve 2019 visitor numbers by the end of 2023/24 (2021 STEAM – 80% of 2019 achieved)
Attractions Map and	<ul style="list-style-type: none"> 200,000 printed and distributed in year – fully commercial i.e. paid for via advertising sales. Raise £45k in advertising sales to pay for the print and distribution of the map 	Print 200,000 Distribute 200,000 in year In and out of Destination	DDDC content to be included – e.g. attractions, experiences, walking and cycling etc.
Membership and advertising	VPDD Launched a new membership rate card January 2023 and has set a target to increase commercial income by 15%	Achieve a total income target of £265,000 by March 2024.	+15% Grow membership numbers across the Derbyshire Dales – Work with DDDC to increase membership businesses by 15%

<p>Digital Marketing www.visitpeakdsitric.com & Social media; Facebook, Instagram, Twitter, LinkedIn and TikTok</p>	<p>To develop Derbyshire Dales Content to reflect and promote the offer and meet the objectives for growth</p> <p>Current no of business records supported.</p> <p>Total: 267 records</p>	<p>Maintain traffic to the site and awareness of the Derbyshire Dales area as a place to visit and stay –</p> <p>agree a baseline</p> <p>267 product listings Incl. attractions, accommodation and events etc.</p>	<p>Work with the DDDC to continually improve product and content for area</p> <p>Meet quarterly to discuss new ideas for content and support any offers and events. Continue to attend Derbyshire Tourism Meetings – formerly (TOGS)</p> <p>There are c 1,500 visitor economy businesses across the Derbyshire Dales – we must increase the number of businesses that we are currently representing.</p>
<p>PR and Media</p>	<p>Continue to build relations with media/journalists and influencers</p>	<p>Host Journalists during 2023/24 from domestic and international markets</p>	<p>Include Derbyshire Dales content in at least 2 of the featured articles.</p>
<p>DDDC specific targets</p>			
<p>Data collection</p> <p>Business Sentiment surveys</p> <p>STEAM Data</p> <p>Mobile Data</p>	<p>Deliver quarterly survey of visitor economy business with questions measuring:</p> <ul style="list-style-type: none"> - No. and value of overnight stays (+ annual % increase/decrease) - % increase/decrease in turnover - % increase/decrease in overseas visitors 	<p>Min 50 businesses surveyed in Derbyshire Dales</p>	<p>survey completed quarterly</p>
<p>Website satisfaction</p>	<p>- % of Derbyshire Dales businesses who consider the DMO website good or excellent</p>	<p>{TBD with JD using current baselines}</p>	<p>TBD</p>

Economic Growth: STEAM Figures growth	Baseline 2019	Grow the Value and volume of the sector by 5% YoY. Using 2019 as the baseline	Meet Tourism strategy growth targets.
Marketing: Develop Derbyshire Dales content landing page on www.visitpeakdistrict.com	<u>Welcome to the Derbyshire Dales Landing page (commercial value of £3,000)</u> Inspire visitors – providing information on all tourism products and events increasing footfall to market town high streets and spend.	Increase web traffic by 5% YoY (Establish a baseline with VPDD)	The Landing pages will include all relevant businesses within your area, as well as relevant events, itineraries, special offers, competitions, walking and cycling trails.
Marketing: Social media Digital bundle	Social media posts featuring content from Derbyshire Dales (commercial value of £7,500)	Facebook, Instagram, Twitter Blog post: 1 per year i.e. 'best places to visit in the Derbyshire Dales / hidden gems Short form video content - TikTok, Reels TBC with VPDD	A minimum 1 post per month featuring DDDC businesses and Events Share relevant content posted by DDDC on their social media platform/ work with partner allocated via UKSPF if relevant. 1 x dedicated blog post, plus inclusion in the VPDD regular round ups of what's on, events in monthly e-Newsletters (posted Thursdays) where possible. VPDD - Visits (minimum 2 per year) scheduled tying into local events or key openings where possible. Content created and used for a mixture of videos

			<p>shared across our channels.</p> <p>Maintain alignment with the ambitions of DDDC and help drive this content where possible.</p>
<p>Business Support and Product Development</p> <p>Sector specific Business support:</p> <p>Set against national priorities to include:</p> <p>Improved employee Skills and employability Accessibility best practice Sustainability Digital marketing (online bookability) Business events/visits Data</p>	<p>Businesses joining VPDD as members will have access to a calendar of sector business support workshops, webinars and peer to peer networking events – membership fee £90 plus Vat.</p> <p><i>VPDD will refer businesses to generic support activity offered by the Growth Hub etc.</i></p> <p>Work with wider partners to develop groups tour itineraries in readiness for Coach tour markets</p>	<p>Workshop calendar Includes: VPDD quarterly updates, and webinars featuring speakers from the Tourism Management Institute, Visit England, UKinbound and Association of Attractions etc.</p>	<p>Target: to engage with a minimum 50 Derbyshire Dales businesses per year.</p>
Other			
LVEP Structure	Meet the requirements of the recently signed collaboration Agreement with VisitEngland/VisitBritain	<p>Agree an annual Tourism Action Plan – July 2023 – June 2024</p> <p>Sign an MOU with Visit Derby</p> <p>Develop a new Destination Management Plan to reflect Peak District, Derbyshire and Derby Plans</p>	<p>Plan signed off 30th June 2023</p> <p>Signed by both parties 30th September 2023</p> <p>Signed off by stakeholders 30th September 2023.</p>

Sustainable Tourism	Launch the Sustainable Tourism Action Plan 2023.	Develop sustainable tourism products in the Derbyshire Dales. Support transport connectivity. Providing better information about bus routes and how to get here.	Disseminate the plan to DDDC Partners – share through distribution channels
Deliver BSIP Pilot (Bus Service Improvement Plan)	Work with a number of accommodation providers and attractions to promote the use of public transport and the wayfarer ticket	Deliver campaign for the summer 2023 and 2024	Include Derbyshire Dales routes and content.

6. Staff Resources

VPDD is a small team of 7 FTEs, and the structure below outlines how the team will be managed from 2023/24.

VPDD Core team	
<p>Managing Director</p> <p>Jo Dilley</p> <p>Jo.Dilley@visitpeakdistrict.com</p>	<p>Leadership of the organisation; managing change within the new DMO structure, ensuring that VPDD meets the new criteria to become a Local Visitor Economy Partnership (LVEP); responsible to the VPDD Board and for advice on strategy and policy and for all operational performance. Ensures strong stakeholder relations are maintained. Responsibility to manage, train and develop members of the VPDD team.</p> <p>Acts quickly, responding to opportunities for external funding, securing external funds and maintaining important national strategic relationships and visibility with, for example, VisitEngland/VisitBritain</p>
<p>Head of Industry Engagement</p> <p>Lindsay Rae</p>	<p>Responsible for all B2B communications and delivery of all business support activity, events and management of the ERDF</p>

<p>Lindsay.Rae@visitpeakdistrict.com</p>	<p>programme and the wrap up of the Programme in March 2023, ensuring that best practice against audit requirements is maintained, managing financial risk against the business.</p> <p>Represent the organisation sitting on a number of Boards across the D2 area.</p> <p>Line Management of all ERDF/Industry Support staff.</p>
<p>Commercial Manager</p> <p>Lisa Woolhouse</p> <p>Lisa.Woolhouse@visitpeakdistrict.com</p>	<p>Delivery of all commercial targets – and leveraging private sector income where possible. Maintaining strong relationships with private sector through professional account management</p>
<p>Industry Support Executive</p> <p>Caroline Cordasco</p> <p>Caroline.Cordasco@visitpeakdistrict.com</p>	<p>To provide support and training for businesses so they participate and profit fully from their investment as a VPDD member. Provide support to Tourism Officers who input data and operate the CRM locally</p> <p>Assist the commercial manager with admin support for membership and advertising sales.</p> <p>Ensure that all business records are accurate and up to date</p>
Marketing and Communications	
<p>Marketing Campaigns Manager</p> <p>Rachel Briody</p> <p>Rachel.Briody@visitpeakdistrict.com</p>	<p>Coordinate and implement the marketing strategy and action plan including brand management, marketing programmes in liaison with partner organisations, involving the delivery of domestic and international campaigns. Oversee development of the destination website and any e-marketing opportunities.</p>
<p>Social Media and Digital Content Manager</p> <p>Amy Noton</p> <p>Amy.Noton@visitpeakdistrict.com</p>	<p>Management of all social media channels and delivery of growth targets.</p> <p>Twitter</p> <p>Facebook</p> <p>Instagram</p>

	<p>TikTok/Reels</p> <p>Blogs</p> <p>And maintain digital content across the destination website – providing digital editorial content that’s relevant across 365 days reflecting the needs of customers; to assist partner organisations to contribute local content; to manage the digital image library.</p> <p>Deliver all PR activity and provide a PR function for all corporate and marketing comms.</p>
<p>Business Support Officer</p> <p>Claire Barnes</p> <p>Claire.Barnes@visitpeakdistrict.com</p>	<p>Responsible for the delivery of sector specific business support, organising the annual calendar of events, webinars, workshops and peer to peer networking events. Distributing national business toolkits as they come on stream via the new LVEP structure supported by Visit England. To also complete quarterly business sentiment surveys.</p>

DDDC Contacts	
<p>Amanda Brown Economic Development Manager tbd</p> <p>Gill Chapman Economic Development and Tourism Officer Gill.Chapman@derbyshiredales.gov.uk</p> <p>Jim Fearn - Communication and Marketing Manager jim.fearn@derbyshiredales.gov.uk</p>	<p>To facilitate two-way communications between local authority and the DMO; providing local expertise and advice on content to be included in marketing campaigns and initiatives to ensure local relevance and buy-in by local operators.</p>

7. Finances

This Agreement confirms that Derbyshire Dales District Council will provide VPDD with £17,000 in 2023/24. Subject to available resources and achievement of the Outputs specified in this Agreement, it is the intention of the District Council to continue to contribute funding in 2024/25 and 2025/26. Performance against this Agreement will be reviewed annually. Should resources not be available at that level, or should the Outputs not be achieved in full, then the funding contribution from the District Council may be reduced.

8. Guiding Principles

The following Guiding Principles will underpin this Partnership Agreement.

- Work in partnership to support businesses to further develop their offer in line with the aims of Derbyshire Dales Economic Recovery Plan.
- Deliver efficiencies through cross promotion and best practice working via VPDD and DDDC through good partnership working.
- Ensure continuity of strong content representing Derbyshire Dales as a great place to visit. Maintain and grow the awareness of events and places to visit, and signposting visitor economy businesses to the services offered by VPDD.
- Collect and share data and undertake research on behalf of the sector, providing key insights and detail the needs of future visitors – for example, growth markets, accessible, sustainable, international etc. (Includes STEAM, mobile data, business sentiment surveys etc.)
- Work with partners such to develop plans to attract more higher spending visitors, by staying longer and spending more on local products and services.
- Provide DDDC with quarterly reports on digital, social media reach, engagement, and KPIs.
- Work together on campaigns
- Attend Tourism meetings, with all partners providing updates on campaigns and actively explore new ideas to support the sector.
- Where available, provide good quality imagery and content for events, social media content, blog posts, and e-newsletters
- To refer new business start-ups to the commercial manager, supporting the growth of membership and the private sector income targets of VPDD.
- Offer letters of support to secure funding, to improve the visitor offer through new products services and investment.
- Acknowledge in publicity and publications the contribution of Derbyshire Dales District Council as a funding partner of VPDD; to include use of the Derbyshire Dales District Council approved logo, naming Derbyshire Dales District Council in text where appropriate, and including an agreed quote from a Derbyshire Dales District Council representative where appropriate

9. Annual Review

The Agreement is subject to review on an annual basis to agree any amendments and overview performance. The review will be undertaken prior to the release of the annual contribution as set out in section 7 above

10. General Principles for Collaboration, Support and Communication

10.1 VPDD and DDDC to agree to commit to working in partnership to secure mutual aims and objectives.

10.2 All expenditure and commitment of finances, including in kind valuations, are subject to VPDD DMO and local authority financial regulations. VPDD accounts will be open to DDDC.

10.3 VPDD will set up and maintain communication systems that enable a regular, consistent and accurate flow of information on contractual obligations and funding issues.

10.4 The Chairman and Chief Executive of the VPDD DMO will engage with elected members and officers of DDDC if so requested.

11. Breach of Conditions and Recovery of Funds

11.1 Partners may reduce, suspend or withhold payments, or require all or part of the contribution to be repaid if there has been a failure by VPDD to comply with the requirements set out in this Agreement in particular where: -

- Insolvency – VPDD becomes insolvent and unable to pay its debts within the meaning of Section 123 of the Insolvency Act 1986.
- Misuse of partner contribution – VPDD applies the contribution otherwise than for the project purpose.
- Poor progress – successful completion of the project in accordance with the project time plan or becomes unlikely to occur.
- Change of project purpose in accordance with this Agreement, if at any time, the proposed or actual use or operation of the project ceases to materially comply with the project particulars.
- Fraud and negligence – at any time, VPDD has acted fraudulently or negligently in relation to this Agreement or the project.

12. Termination

12.1 This Agreement is for a three-year period from April 1st 2023 until 31st March 2026

12.2 If VPDD commits a material breach of this Agreement, which is not capable of remedy, then DDDC may terminate this Agreement with immediate effect by notice in writing.

12.3 If VPDD commits a material breach which it is able to remedy, then DDDC may serve notice on VPDD specifying a period of not more than 28 working days in which the breach is to be remedied and may not terminate the contract during that period in respect of that breach. If the breach is not remedied in that period, DDDC may terminate this Agreement with immediate effect by notice in writing.

12.4 A material breach will include, but is not limited to:

- a) There is a meeting of creditors of VPDD or any arrangement or composition with or for the benefit of VPDD's creditors (including any voluntary arrangement as defined in Part 1 of the Insolvency Act 1986) is proposed or entered into by or in relation to VPDD; or
- b) A receiver, administrator, administrative receiver, liquidator or similar officer takes possession of or is appointed over the whole or any substantial part of VPDD's assets; or

- c) VPDD ceases to carry on business or is unable to pay its debt within the meaning of Section 123 of the Insolvency Act 1986; or
- d) A petition is presented, or a meeting convened for the purpose of considering a resolution for the making of an administration order, the winding up or dissolution of VPDD; or
- e) An event of Force Majeure (any circumstances beyond the reasonable control of VPDD affected by it) prevents VPDD from performing any or a substantial part of its obligations under this Agreement for more than 28 days: or
- f) Either party not achieving the Objectives detailed in this Agreement.

13. Rights and Obligations on Termination

13.1 Within 3 calendar months of termination of this Agreement (whether by notice, expiry or otherwise) VPDD shall:

- Forward to DDDC any assets or property or any unused DDDC funds in its possession or control.
- Immediately refrain from holding itself out in any manner whatsoever as having any connection with DDDC.
- Assist DDDC as necessary in ensuring that the duties of VPDD under this Agreement are efficiently transferred to DDDC. This may include (without limitation) handover of all documents and data in the possession of VPDD.

14. Variation

14.1 In the event that VPDD and DDDC agree that changes to the project are required then such changes (including any change in the amount or timing) will be negotiated between VPDD and DDDC. Any changes will be recorded in writing and appended to this Agreement.

15. Equal Opportunities

15.1 VPDD shall have a written equal opportunities policy statement and shall promote equality of opportunity between all individuals and groups having access to the services.

15.2 VPDD shall ensure that any allegations of discrimination or complaints made against it are properly investigated and that appropriate action is taken.

16. Freedom of information

16.1 Each party acknowledges that they are subject to the requirements of the FOIA, and the Environmental Information Regulations 2004 ("EIR") and each party shall assist and cooperate with each other (at their own expense) to enable them to comply with these information disclosure obligations.

17. Equalities

17.1 Each party shall, in the performance of this Agreement and in undertaking and implementing the core objectives, comply with and follow best practice and all applicable legislation, regulations and guidance in relation to equal opportunities, race equality and human rights.

18. Third Party Rights

18.1 The provisions of the Contracts (Rights of Third Parties) Act 1999 are hereby expressly excluded from and do not apply to this Agreement.

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

Signed: _____ Date _____

Print Name: Jo Dilley

Job Title: Managing Director

Acceptance for and on behalf of DERBYSHIRE DALES DISTRICT COUNCIL:

Signed _____ Date _____

Print Name Steve Capes

Job Title Director of Regeneration and Policy