



## National Park Management Plan: Travel Summit

### Workshop 2 – New ways of working across the visitor and transport sectors



Your key message from the day to take forward – what's it all been about?

**Group 1**

Joined up working and collaboration across agencies are key.

Innovation and courage is needed.

**Group 2**

We need to start taking the National Park out to the people.

There is an opportunity to improve the quality of life for people in the city by having better access to the National Park.

Transport problems are bigger than the park alone. There are better ways – opportunities – for future work.

Changing mind-set is the key – communities business and government.

**Group 3**

Traveline has the answer. What the question!

**Group 4**

Actions – we need to make a marketable product. Integrate what we have and make the best of it and improve it.

Rebrand/market existing products to meet the new need.

**Group 5**

Must keep the work going.. do we need a Peak District Travel Executive?

