

James Berresford
Chief Executive

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17 September 2015

Mr Derek Latham
Chairman
Derwent Valley Cycleway Group
Derwent Valley Trust
The Close School Lane
Birstall
Leicestershire
LE4 4EA

Dear Derek,

Proposal for the Derwent Valley Cycleway

I write as the Chief Executive of VisitEngland, the National Tourist Board, in support of the proposal for a Derwent Valley Cycleway through the Derwent Valley Mills World Heritage Site.

The recent Triennial Review of VisitEngland by the Government renewed our focus on developing the tourism sector across England by further developing quality tourism 'products', like cycleways. I am therefore delighted to see the Derwent Valley Trust engage with the local community and MPs to put together as strong business case for a new cycleway. The proposal puts forward a welcome vision to provide a significant boost to the local tourist economy by linking unique attractions in a stunning, but underutilised, World Heritage Site.

I would therefore like to add my name to the already long list of supporters, which, I understand, includes Derbyshire County Council, Derby City Council, Derbyshire Dales District Council, Amber Valley Borough Council, Erewash Borough Council, the National Cycling Charity, Sustrans, Derby Cycling Group, Derwent Valley Mills World Heritage Site, DerwentWISE, Transition Belper, Belper Town Council, Matlock Bath Parish Council, Duffield Parish Council, Duffield Cycle Group, Milford and Makeney Community, The Ecclesbourne Valley Railway, The Arkwright Society and Peak Cycle Links.



VisitEngland™

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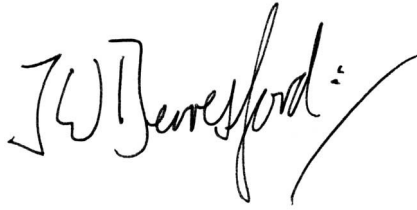
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I am particularly pleased to support this type of proposal as England's regional visitor economy currently underperforms in comparison to London. This disparity has grown in recent years, rather than improving. In order to address this issue, the Government has proposed a Product Development Fund for VisitEngland to support tourist 'products', especially in regional England. If this Product Development Fund is confirmed in the current Comprehensive Spending Review, then this project would be well placed to make an application for funding.

I look forward to working with the group as the proposal develops in the future.

Yours sincerely,

A handwritten signature in black ink, reading "J Berresford". The signature is written in a cursive style with a long, sweeping flourish at the end.

JAMES BERRESFORD
CHIEF EXECUTIVE