

# Public Document Pack

**Peak District National Park Authority**

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Aldern House, Baslow Road, Bakewell, Derbyshire. DE45 1AE



**Our Values: Care – Enjoy – Pioneer**

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Our Ref: A.1142/3372

Date: 20 April 2023



## NOTICE OF MEETING

Meeting: **Programmes and Resources Committee**

Date: **Friday 28 April 2023**

Time: **12:00 Noon \***

Venue: **Aldern House, Baslow Road, Bakewell**

**\*Please note that this meeting follows the Authority meeting being held at 10:00am on this day. In the event the Authority business taking longer than expected to conclude, there may be a delay to the start of this meeting.**

PHILIP MULLIGAN  
CHIEF EXECUTIVE

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## AGENDA

- 1 **Roll Call of Members Present, Apologies for Absence and Members Declarations of Interest**
- 2 **Minutes of Previous Meeting held on 20 January 2023** *(Pages 5 - 10)* 5 mins
- 3 **Urgent Business**
- 4 **Public Participation**  
To note any questions or to receive any statements, representations, deputations and petitions which relate to the published reports on Part A of the Agenda.

## FOR DECISION

- 5 **Landscape & Nature Recovery Aim Overview (SLF)** *(Pages 11 - 18)* 20 mins  
Appendix 1
- 6 **Welcoming Place Aim Overview (SW)** *(Pages 19 - 52)* 20 mins  
Appendix 1  
Appendix 2  
Appendix 3

## FOR INFORMATION

- 7 **Notes of the meeting of the Member Climate Change Task Group of 12th January 2023** *(Pages 53 - 54)*
- 8 **Exempt Information S100 (A) Local Government Act 1972**  
**Draft motion:**  
  
That the public be excluded from the meeting during consideration of agenda item No 7 to avoid the disclosure of Exempt Information under S100 (A) (4) Local Government Act 1972, Schedule 12 A, paragraph 3 'information relating to the financial or business affairs of any particular person (including the authority holding that information)'.  
  
9 **Exempt Minutes from meeting on the 20 January 2023** *(Pages 55 - 56)* 5 mins

## Duration of Meeting

In the event of not completing its business within 3 hours of the start of the meeting, in accordance with the Authority's Standing Orders, the Committee will decide whether or not to continue the meeting. If the Authority decides not to continue the meeting it will be adjourned and the remaining business considered at the next scheduled meeting.

If the Committee has not completed its business by 1.00pm and decides to continue the meeting the Chair will exercise discretion to adjourn the meeting at a suitable point for a 30 minute lunch break after which the committee will re-convene.

## **ACCESS TO INFORMATION - LOCAL GOVERNMENT ACT 1972 (as amended)**

### **Agendas and reports**

Copies of the Agenda and Part A reports are available for members of the public before and during the meeting on the website <http://democracy.peakdistrict.gov.uk>

### **Background Papers**

The Local Government Act 1972 requires that the Authority shall list any unpublished Background Papers necessarily used in the preparation of the Reports. The Background Papers referred to in each report, PART A, excluding those papers that contain Exempt or Confidential Information, PART B, can be inspected on the Authority's website.

### **Public Participation and Other Representations from third parties**

Since Coronavirus restrictions eased the Authority has returned to physical meetings. However, meetings of the Authority and its Committees may still take place at venues other than its offices at Aldern House, Bakewell when necessary. Public participation is still available and anyone wishing to participate at the meeting under the Authority's Public Participation Scheme is required to give notice to the Head of Law to be received not later than 12.00 noon on the Wednesday preceding the Friday meeting. The Scheme is available on the website <http://www.peakdistrict.gov.uk/looking-after/about-us/have-your-say> or on request from the Democratic and Legal Support Team 01629 816352, email address: [democraticandlegalsupport@peakdistrict.gov.uk](mailto:democraticandlegalsupport@peakdistrict.gov.uk).

### **Written Representations**

Other written representations on items on the agenda, except those from formal consultees, will not be reported to the meeting if received after 12 noon on the Wednesday preceding the Friday meeting.

### **Recording of Meetings**

In accordance with the Local Audit and Accountability Act 2014 members of the public may record and report on our open meetings using sound, video, film, photograph or any other means this includes blogging or tweeting, posts on social media sites or publishing on video sharing sites. If you intend to record or report on one of our meetings you are asked to contact the Democratic and Legal Support Team in advance of the meeting so we can make sure it will not disrupt the meeting and is carried out in accordance with any published protocols and guidance.

The Authority will make a digital sound recording available after the meeting which will be retained for three years after the date of the meeting. During the period May 2020 to April 2021, due to the Covid-19 pandemic situation, Planning Committee meetings were broadcast via Youtube and these meetings are also retained for three years after the date of the meeting.

### **General Information for Members of the Public Attending Meetings**

The Authority has returned to physical meetings however, meetings of the Authority and its Committees may still take place at venues other than its offices at Aldern House, Bakewell, when necessary. The venue for a meeting will be specified on the agenda. There may be limited spaces available for the public at meetings and priority will be given to those who are participating in the meeting. It is intended that the meetings will be audio visually broadcast and available live on the Authority's website.

This meeting will take place at Aldern House, Baslow Road, Bakewell, DE45 1AE.

Information on Public transport from surrounding areas can be obtained from Traveline on 0871 200 2233 or on the Traveline website at [www.travelineeastmidlands.co.uk](http://www.travelineeastmidlands.co.uk)

Please note there is no refreshment provision available.

**To: Members of Programmes and Resources Committee:**

Chair: Prof J Haddock-Fraser  
Vice Chair: Cllr C Greaves

Mr J W Berresford	Cllr C Farrell
Cllr C Furness	Cllr A Gregory
Mr Z Hamid	Cllr Mrs G Heath
Cllr A McCloy	Cllr C McLaren
Miss L Slack	Cllr P Tapping
Cllr D Taylor	Ms Y Witter
Cllr B Woods	

**Other invited Members:** (May speak but not vote)

Cllr P Brady	Mr K Smith
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Constituent Authorities  
Secretary of State for the Environment  
Natural England

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## MINUTES

Meeting: **Programmes and Resources Committee**

Date: Friday 20 January 2023 at 10.00 am

Venue: Aldern House, Baslow Road, Bakewell

Chair: Prof J Haddock-Fraser

Present: Cllr C Greaves, Mr J W Berresford, Cllr C Farrell, Cllr A Gregory, Cllr Mrs G Heath, Cllr A McCloy, Cllr C McLaren, Miss L Slack, Cllr P Tapping, Cllr D Taylor and Ms Y Witter

Apologies for absence: Cllr C Furness, Mr Z Hamid and Cllr B Woods

### **1/23 ROLL CALL OF MEMBERS PRESENT, APOLOGIES FOR ABSENCE AND MEMBERS DECLARATIONS OF INTEREST**

There were no declarations of interests by Members.

### **2/23 MINUTES OF PREVIOUS MEETING HELD ON 15 JULY 2022**

The minutes of the previous meeting held on 15 July 2022 were approved as a correct record.

### **3/23 URGENT BUSINESS**

There was no urgent business.

### **4/23 PUBLIC PARTICIPATION**

No members of the public had given notice to make representations at the meeting.

### **5/23 VAT PARTIAL EXEMPTION AND OPT TO TAX AUTHORITY LAND AND PROPERTY**

The Head of Finance introduced the report which requested the Committee to approve a programme of opting to tax specific Authority properties with a view to remaining within the annual de minimis VAT exemption (Section 33 calculation otherwise referred to as the Partial Exemption Calculation) of 5%. It was noted that there were 3 principal disadvantages to opting tax a property and details of these were set out in the report.

Members queried the effect on the Authority's current tenants at Aldern House and Officers responded to say that all leases included reference to the possibility of implementing VAT as a partial exemption so they were all aware. The majority of current tenants were VAT registered so the impact on them would be minimal as they could reclaim it, for the few that weren't Officers would consider if the Authority was able to absorb the cost for them. It was

noted that the Authority's residential tenants would not be affected by these proposals.. Officers could ensure tenants were fully aware and given notice of any proposals to proceed to opt to tax.

The recommendation as set out in the report was moved and seconded, put to the vote and carried.

**RESOLVED:**

- 1. To approve opting to tax properties owned by the Authority on a property by property basis.**
- 2. To delegate to the Head of Finance the schedule for which property is opted to tax to coincide with lease renewals in consultation with the Head of Law and Head of Asset Management.**

**6/23 AWARD OF MILLERS DALE STATION CATERING AND VISITOR INFORMATION POINT LEASE**

The Interim Head of Asset Management introduced the report and the Corporate Property Support Officer was present to answer any questions. The report sought approval to award the Millers Dale Station catering and visitor information point lease to Blueberry Café (Castleton) Ltd at a proposed rent of £40,101 per annum (total rent of £120,303 over the 3-year lease) for the period 1 April 2023 to 31 March 2026.

In response to Members' queries Officers stated that they were aware of the recycling issues on the site and were looking at improving them, they were also aware of problems with the car park pay machines and that this was due to poor broadband reception however, the broadband had now been changed and it was hoped this would improve the working of the machines. Officers accepted Members request to encourage café staff to be able to give information to visitors and would work to try to progress this.

The recommendation as set out in the report was moved and seconded, put to the vote and carried.

**RESOLVED:**

**To approve the proposal to proceed to grant a lease to Blueberry Café (Castleton) Ltd at an annual rent of £40,101 per annum (exclusive of VAT) payable quarterly in advance for a term of three years.**

**7/23 REVIEW OF OCCUPATIONAL SAFETY AND HEALTH POLICY (2023)**

The Occupational Safety and Health Advisor introduced the report which requested approval of the Occupational Safety and Health (OSH) Policy for 2023. The Policy is reviewed annually to ensure it is up to date with both the Authority organisation and our arrangements to deliver OSH within current legislation.

It was noted that the recent fire drill at Aldern House when Members were present had highlighted a problem with the security log on the main Reception door which had now been addressed. The process had also been improved by arranging for the Customer and Business Support Team to have access to the data to action a roll call in the event of an emergency evacuation of Aldern House.

It was confirmed that the OSH Policy would be shared with all Members after the meeting. It was noted that OSH Policy would be included in the new Member induction process and the provision of a training session for all Members was being considered by the Chair of the Authority and the Member Champion for Member Learning & Development.

The recommendation as set out in the report was moved and seconded, put to the vote and carried.

**RESOLVED:**

**To approve the revised Occupational Safety and Health Policy (2023) as Authority policy from 20 January 2023.**

**8/23 CLIMATE CHANGE AIM OVERVIEW**

Due to illness of the report author, the Deputy Chief Executive Officer and Head of Law introduced the report providing details of the role Members had taken in driving forward the Climate Change agenda with the Chair of Programmes and Resources Committee, who was also the Chair of the Climate Change Steering Group ('the Steering Group') and the Member Champion for Climate Change.

The report followed on from the approval of the programme of work for the Programmes and Resources Committee by Authority in July last year, where it was agreed to align the programmes for the Committee with the aims of the new National Park Management Plan 2023-28 (NPMP). This was the first theme for the Committee and the report gave details of the NPMP climate change aim, the Authority Plan climate change objective, the Authority's progress in responding to climate change since October 2021 and what this would mean for the future.

As a result of the work done by the Steering Group climate change was now embedded in the Authority's policies and practices. Therefore the report proposed recommending to the Authority that the Steering Group no longer be appointed to at the annual meeting in July. The Steering Group would continue to meet until the end of March 2023 only. The Chair of the Committee thanked all Officers and Members for their hard work and time.

Cllr McCloy, as Chair of the Authority and Chair of National Parks England, stated that all 10 English National Park Authorities were more or less at the same stage regarding the development of a consistent carbon budget baseline for the National Parks which would allow identification of the biggest emitters in National Parks' influence. Further information on this initiative would be brought to a future meeting of the Programmes and Resources Committee..

It was meantime it was noted that how climate change will be monitored and reported to Members, moving forward was being considered.

The recommendation as set out in the report was moved and seconded, put to the vote and carried.

**RESOLVED:**

- 1. To note the Peak District National Park Management Plan 2023-28 aim on climate change, progress in responding to climate change since October 2021 and what this means for the future.**

- 2. To recommend to the Authority that Members should not be appointed to the Member Climate Change Steering Group at the July 2023 Annual General Meeting reflecting that climate change is now fully embedded in the Authority Plan and National Park Management Plan 2023-2028.**

## **9/23 CARBON MANAGEMENT PROGRESS REPORT 2020/21 (A595/MF)**

The Interim Head of Asset Management introduced the report which gave details of the environmental performance data for the 2021/22 financial year (the 'reporting period') and progress towards the Authority's goal of becoming zero carbon by 2050. The data related to the greenhouse gas emissions arising from the Authority's operations and reflected the scope and methodology of reporting as established in the Authority's Carbon Management Plan 2 (CMP2).

The Officer stated that with regard to Scope 1 and 3 emissions, referred to in paragraph 5 of the report, the Authority would need to consider its fleet vehicles and built assets. Scope 3 emissions would improve as more vehicles were replaced by electric ones. With regard to land emissions it was noted that EQM were gathering data on Authority owned land, excluding that let on long term leases such as the Eastern Moors, and that when the final report was received it would be shared with Members.

In response to Member queries regarding moorland restoration Officers stated that this work helped to reduce emissions and also aided flood prevention, water quality biodiversity and nature habitat recovery.

*11.30 Ms Y Witter left the room.*

The recommendations as set out in the report were moved and seconded, put to the vote and carried.

### **RESOLVED:**

- 1. To adopt the environmental performance data detailed in Appendix 1 of the report as the detail supporting the position on the Authority's operational environmental performance over the 2020/21 reporting period.**
- 2. To note the data on emissions, sequestration and stored carbon resulting from the Authority's land.**

**The meeting adjourned for a short break at 11.32 and reconvened at 11.40.**

## **10/23 ANNUAL REPORT OF THE DUE DILIGENCE PANEL**

The Head of Law and Chair of the Due Diligence Panel ('the Panel') introduced the annual report of the Panel which gave details of items it had considered over the last 12 months and the review of the various reports highlighted at paragraph 6 in the report.

The Panel had considered and supported the development of three new relationships with organisations to work with the Moors for the Future Partnership and the wider Authority which it was hoped would be developed further and would include on-going partnership working and exchanges of skills.

Mr Berresford, the Member representative on the Panel, stated that the Panel followed a robust process and that it embodied good governance which he fully commended to Members.

The recommendations as set out in the report were moved and seconded, put to the vote and carried.

**RESOLVED:**

- 1. To note the items considered by the Due Diligence Panel over the last 12 months, as set out in paragraph 9 of the report.**
- 2. To note that the Panel reviewed the financial register of sponsorships and donations, the in-kind register of sponsorships and donations and the staff/Member benefits register in May and October 2022.**

**11/23 EXEMPT INFORMATION S100 (A) LOCAL GOVERNMENT ACT 1972**

**RESOLVED:**

**That the public be excluded from the meeting during consideration of agenda item No 12 to avoid the disclosure of Exempt Information under S100 (A) (4) Local Government Act 1972, Schedule 12 A, paragraph 3 'information relating to the financial or business affairs of any particular person (including the authority holding that information)'.**

**12/23 WARSLOW MOORS ESTATE - KNOTBURY END FARMHOUSE AND BARN,  
QUARNFORD, NR FLASH, BUXTON - PROPOSED DISPOSAL**

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## 5. **LANDSCAPE AND NATURE RECOVERY AIM OVERVIEW (SLF)**

### 1. **Purpose of the report**

To inform Members about the Peak District National Park Management Plan (NPMP) and Authority Plan landscape and nature recovery aim, and the Authority's progress in landscape and nature recovery since April 2022 and what this means for the future.

#### **Key Issues**

- The July 2022 Authority meeting agreed to align the programmes for Programmes and Resources to the National Park Management Plan (NPMP) 2023-28 aims, and that the second paper would focus on the landscape and nature recovery aim.
- The NPMP vision includes the Peak District National Park (PDNP) being exemplary in its response to nature recovery and that its special qualities and resilience as a living landscape should be significantly enhanced.
- The 25 Year Environment Plan 2018 set out the framework and vision for what we will do to improve the environment within a generation. The Environmental Improvement Plan (EIP) 2023 revises the original plan and sets out the plan to deliver the ten goals with the “apex” goal of thriving plants and wildlife. Specific Protected Landscape targets are also now in development.
- There has been a plethora of Government announcements about nature recovery including a Defra update on [Environmental Land Management \(ELM\) update: how government will pay for land-based environment and climate goods and services - GOV.UK \(www.gov.uk\)](#), [Local Nature Recovery Strategy statutory guidance](#), the launch of the [People's Plan for Nature](#) and [BSI Defra Nature Investment Standards Programme](#). Biodiversity Net Gain will become mandatory for certain developments from November 2023, in alignment with new Conservation Covenants, and Nutrient Neutrality has already become a consideration for development within the Upper Wye catchment. Increasingly more “players” are getting involved with nature recovery and seeking ways to attract private as well as public funds.
- The Farming in Protected Landscapes (FiPL) programme has been extremely successful nationally and in the PDNP resulting in additional funding and a fourth year of the programme for 2024/2025 being announced as part of the EIP 2023. A report seeking permission to continue the temporary suspension of Standing Orders to enable a fourth year of programme delivery will be brought to Authority shortly.
- Since the last PDNP update reports on National Parks England (NPE) Delivery Plans for Wildlife and for Environmental Land Management in December 2021 and April 2022, the Authority has undertaken many activities, both on our own and in partnership, that assist in meeting our ambitions. These are outlined at paragraph 6, the majority of which will continue to be delivered and developed through 2023-24 together additional actions detailed in the Authority Plan 2023-28.

### 2. **Recommendations**

1. **To note the Peak District National Park Management Plan 2023-28 aim on landscape and nature recovery, progress in landscape and nature recovery since April 2022 and what this means for the future.**
2. **To note that a report will be brought to Authority seeking permission to continue the temporary suspension of Standing Orders to enable a fourth year of FiPL programme delivery.**

### **How does this contribute to our policies and legal obligations?**

3. The activities described in this report contribute to a number of our policies and legal obligations:
- The 30 by 30 target through which the Government has agreed to conserve (protect) 30% of land by 2030.
  - National Parks England (NPE) Delivery Plans for both Wildlife and for Environmental Land Management in National Parks.
  - All seven of the [special qualities](#), and Aim Two [Landscape and Nature Recovery](#) including the three objectives with their targets and headline delivery; and the [Authority Plan](#) Aim two actions.
  - The Landscape Strategy 2023 was approved by Members at the Authority meeting in December 2022. It describes what is special about the Peak District landscapes, sets out the issues affecting the landscape and provides management guidelines to address the issues, conserve and enhance the landscape (minute reference 99/22).
  - The Peak District Nature Recovery Plan is being developed with key partners and will complement the six future county-based Local Nature Recovery Strategies. Once completed the Nature Recovery Plan will sit as part of the NPMP and the revised Local Plan.

### **Background Information**

4. Members agreed at the 22 July 2022 Authority meeting to align the programmes for Programmes and Resources to the National Park Management Plan 2023-28 aims (minute reference 65/22). The same paper also agreed that landscape and nature recovery would be the second aim reported to Programmes and Resources. This paper fulfils that commitment.

### **Proposals**

5. As Programmes and Resources will be aware from the reports to this Committee in December 2021 and April 2022 that noted how the NPE's Delivery Plan for Wildlife and Environmental Land Management was informing the future National Park Management Plan (minute reference 38/21 and 15/22), the Authority is already undertaking many activities, both on our own and in partnership, that assist in delivering our landscape and nature recovery ambitions. The summary below updates Members on the activities we have focussed our resources on since April 2022 and look to continue and develop.
6. Influencing
- The work of the Authority's Officers at national stakeholder meetings representing both the English National Park Authorities and the PDNPA.
  - Substantial preparatory work with partners towards the production of the One Nature Recovery Plan for the Peak District.
  - Delivering the FiPL Programme for Defra, learnings from which are feeding in to the design of the ELM schemes.
  - Existing Landscape scale partnerships – Moors for the Future, South West Peak Landscape (completed June 2022) and the White Peak Partnerships.
  - Peak District Land Manager's Forum (representative range of farmers, land managers, land owners and organisations) met in December 2022 to explore the

challenges and solutions to nature recovery. Please see [Land Managers Forum 2022 Workshop Notes](#).

- Moorland Management Group has continued to work on five key topics – resilient sustainable moorland, visitor engagement, fire risk, moorland birds (including the Bird of Prey Initiative currently being reviewed), rural and wildlife crime. The focus in 2022/23 has been on the prevention and mitigation of moorland fire. Natural England have commissioned an independent peer review of the Pilot Project Wildfire Risk Assessment, the results of which are due shortly.
- The Authority's own land demonstrates environmental land management.

#### Delivering

- The work of the Authority's farm advisers with farmers and land managers brokering national agri-environment schemes and supporting the delivery of FiPL.
- Existing Landscape scale partnerships – Moors for the Future, South West Peak Landscape (through legacy projects) and the White Peak Partnership.
- A range of smaller-scale projects such as the invasive species project.
- The Countryside Stewardship Historic Building Restoration Pilot within the PDNP restored 16 traditional farm buildings, please see Appendix 1 below for more detail.
- Completion and sharing of the findings from the [Peak District ELM Test](#) and the continuing White Peak Practical Field Trials. The Authority has been asked to deliver a further ELM Test around local convenor and local delivery on behalf of the English National Park Authorities and this is currently being explored.
- FiPL has continued to deliver farmer and land manager projects under the four themes of climate, nature, people and place. Successful delivery of FiPL across all 44 protected landscapes has led to additional funding and an additional fourth year for the programme.
- The Woodland Trust Partnership extending and growing the arrangements for small-scale woodland creation using Nature for Climate funds.
- Authority owned land is also one of the key delivery mechanisms for landscape and nature recovery for example rewetting of a large proportion of moorland.
- Landscape Enhancement Initiatives and undergrounding overhead electric wires.

#### Regulatory

- Regulatory work, notably planning, including developing the Authority's approach for the delivery of Biodiversity Net Gain.
- Environmental Impact Assessment Regulations advice and support.
- Land management consultations e.g. for felling Licences, Section 156 disposals (sale or lease of Water Company land).

Partners also continue to deliver for landscape and nature recovery, often with input from Authority officers, for example:

- Sheffield Moors Landscape Partnership.
- Sheffield Lakeland Landscape Partnership led by Sheffield and Rotherham Wildlife Trust with a range of complimentary projects.
- Derwent, Dove and other Catchment Partnerships, including the Derwent Connections tree planting and Natural Flood Management project led by Derbyshire Wildlife Trust with funding from the Green Recovery Challenge Fund.
- The Natural England (NE) led partnership LIFE in the Ravines is mitigating the impacts of Ash Dieback on the designated ash woodlands of the dales.
- NE continues to work towards our collective ambitions for nature recovery in the White Peak including working with Severn Trent Water who provide funding for nature recovery.
- The National Trust have been renewing their vision for the High Peak Estate with a focus on nature recovery.
- Wild Peak project led by Derbyshire Wildlife Trust.

**Are there any corporate implications members should be concerned about?**

**Financial:**

7. The activities in the early years of the Authority Plan 2023-28 and National Park Management Plan 2023-28 have funding and resources identified to deliver them. However, this will need to be reviewed following the Authority's organisational change process and future funding as we move through the delivery period.

**Risk Management:**

The main risks of the Authority being unable to deliver to the landscape and nature recovery aim is the resource challenge of both the Authority in terms of a flat cash settlement, its partners and the adequacy of financial incentives, such as ELM scheme payments and requirements for farmers, land managers and land owners to engage with landscape and nature recovery. Whilst these risks are being mitigated by focussing on the priority aims and objectives in the Authority Plan they are not wholly within the control of the Authority.

**Sustainability:**

8. Our work on landscape and nature recovery directly improves the sustainability of the National Park as a place.

**Equality, Diversity and Inclusion:**

9. There are no direct implications for equalities in the activities contained within this report. Indirectly, responding to landscape and nature recovery could have a positive impact on the nine protected characteristics by providing a more resilient environment.

**10. Climate Change**

Many of the activities being delivered for landscape and nature recovery also contribute to the Authority's role in climate change. The work with farmers, land managers and land owners supports the conservation and enhancement of moorland, woodland and trees, species rich grassland, herbal leys and water corridors. The use of both national and private sector funding are involved. There is growing interest in regenerative farming and in particular the use of herbal leys and wood pasture.

**11. Background papers (not previously published)**

None.

**12. Appendices**

Appendix 1 - Countryside Stewardship Historic Building Restoration Pilot.

**Report Author, Job Title and Publication Date**

Suzanne Fletcher, Head of Landscape 20<sup>th</sup> April 2023

# Appendix 1 - Countryside Stewardship Historic Building Restoration Pilot

## Background

Between 2008 & 2014 the PDNPA worked in partnership with Natural England (NE) to deliver traditional building restoration projects via the Environmental Stewardship Higher Level Scheme (HLS). 25 buildings and other structures were restored at a total cost of £1,559,387; landowner input £311,877 (grant at 80%).

In 2017 NE & Historic England (HE) invited all National Parks (NPs) to work in partnership to deliver historic building restoration projects. The original budget was £2m; this was later increased to £8m. Only 5 NPs joined the partnership including the Peak District, Yorkshire Dales, Lake District, Northumberland, Dartmoor.

The importance of having local NP advisers and specialists in-house who can communicate with applicants/agreement holders and assist NE/HE to deliver the Pilot within the boundaries of NPs was recognised. A PDNPA farm adviser led on the Pilot with input from conservation officers.

## The Pilot

The starting point was to create a Pilot Scheme process within a short timeframe. With past experience of delivering HLS restoration projects the lead PDNPA adviser had significant input in to the design and development of the scheme.

The Pilot used the lessons learnt from HLS including:

- NPA specialist involvement
- Management plan costs 100% funded
- Assessment criteria & threshold
- 2 year capital grant agreements
- 5 year maintenance requirement
- Short application window - opening in April and closing in June 2018.

## Peak District Projects

There were 70 expressions of interest, all scored and assessed for eligibility, looking at the historic and landscape significance of the building, wildlife value and potential, proximity to public access routes and potential for public enjoyment. Any projects that met the scheme threshold score were progressed. This resulted in:

- 18 Applications (24 buildings - 4 Listed Buildings (LB), 4 Curtilage Listed Buildings (CLB), 1 Scheduled Monument (SM))
- 15 Management plans – funded at 100% grant (£193,978)
- 15 formal consents required e.g. Planning Permission, General Permitted Development Order, Listed Building and Scheduled Monument consent
- 4 projects withdrawn (involving 8 barns)

Buildings Restored:

- 16 buildings (5 field barns and 11 yard barns)
- 8 barns have protected species
- Total cost £2.7 million (Grant 80% (£2,193,308) (25% of whole pilot budget) Landowner input 20% (£548,327))

## Appendix 1 - Countryside Stewardship Historic Building Restoration Pilot

Delivery of the Pilot was significantly impacted by Brexit and the Covid 19 outbreak which lead to cash flow issues, contract down time, problems sourcing materials and the substantial rises in costs.

### The Pilot Review

A review of the Pilot is currently being undertaken. It is hoped that funding for traditional building restoration projects will be made available as part of Defra's Environmental Land Management (ELM) Schemes. There is the opportunity to consider whether traditional building restoration projects including low-key change of use should be funded as part of ELM. Some of the Farming in Protected Landscapes programme projects will also provide experience and learnings.

### Example photographs of two barns before and after restoration

#### FIELD BARN



**Knowle House  
Barn,  
Warslow Moors  
Estate**

**Barn owl & bats  
GPDO Consent & Wildlife Licence**



## Appendix 1 - Countryside Stewardship Historic Building Restoration Pilot



**One Ash Grange  
Barns, Monyash**

**Curtilage Listed Buildings  
GPDO & LB Consent**



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## **6. WELCOMING PLACE AIM OVERVIEW (SW)**

### **1. Purpose of the report**

To inform Members about the Peak District National Park Management Plan Welcoming Place aim, the Authority Plan welcoming place objective, and the Authority's progress in responding to Landscapes for All since October 2021 and what this means for the future.

#### **Key Issues**

- The July 2022 Authority meeting agreed to align the programmes for Programmes and Resources to the National Park Management Plan 2023-28 aims, and that the third paper would focus on the Welcoming Place aim.
- Welcoming Place is prominent in the vision, is one of the aims and has three associated objectives in the National Park Management Plan 2023-28. See paragraph 3
- Since the last report on the Landscapes for All programme to Programmes and Resources in October 2021, the Authority has undertaken many activities, both on our own and in partnership, that assist in meeting our ambitions. These are outlined at paragraph 5.
- Paragraph 6 outlines Welcoming Place actions where the Authority is the lead or a key delivery partner in the National Park Management Plan 2023-28 that help the National Park
- Paragraph 7 outlines actions in the Authority Plan 2023-28 that will assist in the Authority to achieve its own ambitions to develop as a welcoming place
- The Diverse Audience Plan has been updated to align with the new NPMP and Authority Plan. See appendix 1

### **2. Recommendations**

- 1. To note the Peak District National Park Management Plan 2023-28, aim on Welcoming Place and progress in delivering against the NPE Landscapes for All since October 2021 and what this means for the future.**
- 2. To note the updated Diverse Audience Plan (DAP) as a detailed document to support the Authorities delivery in this area see appendix 1**

### **3. How does this contribute to our policies and legal obligations?**

In December 2020, National Parks England published its Delivery Plan for National Parks for Everyone setting out a shared programme to achieve the vision the vision that 'Everyone should be able to discover and engage with protected landscapes to benefit the health and wellbeing of the whole nation'. The Authority continues to deliver its commitments to the Delivery Plan through our existing and new Corporate Strategy and National Park Management Plans.

National Park Management Plan Welcoming Place for All, links closely to Special quality 3:- Undeveloped places of tranquillity and dark night skies within reach of millions, Special Quality 6 - An inspiring space for escape, adventure, discovery and quiet reflection and Special Quality 7 - Vital benefits for millions of people that flow beyond the landscape boundary. However, it is by developing a connection with the place that means our visitors will benefit from all 7 special qualities and lead to support and understanding of the natural environment.

#### 4. Background Information

Members agreed at the 22 July 2022 Authority meeting to align the programmes for Programmes and Resources to the National Park Management Plan 2023-28 aims (minute reference 65/22). The same paper also agreed that Welcoming Place would be the third aim reported to Programmes and Resources.

Members adopted the National Park Management Plan 2023-28 at the 2 December 2022 Authority meeting (minute reference 98/22). In terms of Welcoming Place, this is prominent in the 20-year vision for the document, which is as follows. “By 2043 the Peak District National Park is exemplary in its response to climate change and nature recovery. Its Special Qualities and resilience as a living landscape have been significantly enhanced. It is a welcoming place where all are inspired to care and communities thrive.”.

One of the four 20 year aims for the National Park Management Plan is focussed on developing the National Park as a place where ‘all are welcomed and inspired to care for and connect to its special qualities.’ The five-year objectives that underpin this aim, and prioritise delivery over the plan period, are as follows.

- Objective 7: To encourage a sustainable visitor economy that supports local businesses, cares for the National Park’s special qualities and respects the well-being of local communities.
- Objective 8: To create opportunities for young people and those from underserved communities to connect with and enjoy the National Park
- Objective 9: To promote the National Park as a place where there are opportunities for the improvement of physical and mental health and well-being

The targets that relate to the National Park Management Plan

- **Target:** By 2028 there will have been an increase in people recognising sustainable visitor practices
- **Target:** By 2028 visitors that connect to and enjoy the National Park are substantially closer to national population demographics.
- **Target:** By 2028 users feel their time in the National Park has contributed to their improved health and wellbeing.

#### 5. Proposals

As Programmes and Resources will be aware from the report to this Committee in January 2022 that noted how the National Parks England Delivery Plan for Landscapes for All was informing the future National Park Management Plan (minute reference), the Authority is already undertaking many activities, both on our own and in partnership, that assist in delivering our Landscapes for All/Welcoming Place ambitions. The summary below updates Members on these related activities we have focussed our resources on since January 2022 and look to continue and develop.

Diverse Audience Plan brought to this committee on July 17th 2020(minute reference 23/20). The Diverse Audience Plan has been updated March 2023 in line with the new NPMP, with a review of progress and lessons learnt undertaken. See appendix 1.

## Actions and areas

### 5.1 Young People

- Ambassador Centres – Over 2022/23 a regular meeting pattern has been established post COVID. The Ambassador Centres have joined the Peak District Educators Group meetings and have held their first joint skill share session in March 2023 hosted by Chatsworth House.
- Ambassador schools – Now has 14 schools signed up with an ambition for a further 10 over 2023/24. The 8.5k Hydroflask Funding has successfully supported 8 of these schools with new outdoor learning equipment and clothing in schools and funding for a visit out to the National Park. Through the Peak District Foundation, we have also secured additional funding from Spotty Otter with 2k of clothing for young people each year for 3 years and Equip UK supporting 3 Derbyshire Ambassador Schools for 3 years. With funding from the Peak District Foundation we have also been able to offer a member of staff an additional 1.5 FTE to develop and administer this project. This includes delivery of in school assemblies.
- Targeted direct school delivery – The school visits over 2022/23 have been back to full delivery targets with demand very high. The team has continued to target schools and other youth organisations from urban communities, including visits from organisations working with Young Carers.
- Outreach – We have continued to support Buxton Wild Weeks as a legacy from the SWPLP. Working in partnership and with young people in their communities to take actions, learn about the Peak District and understand the natural world.
- Junior Rangers -This programme continues to thrive and provide an ongoing connection to the National Park for many young people. At the start of 2022 we produced JR logbooks for the young people to record their achievement and journey.
- Generation Green – Meetings with Access Unlimited (the coalition of partners involved with Generation Green) has still continued to meet since the completion of the project. The group has been exploring opportunities for further funding with one expression of interest application submitted to Heritage Climate Action Fund. [Link to final report](#)

### 5.2 Underserved Audiences

- Mosaic – NHLF bid submitted November 2021 in partnership with YDNP and NYMNP. This application was successful, see appendix 3.
- Work with community groups – We have continued to work with a range of community groups including New Beginnings, who are a Sheffield based charity for refugees, and Darnell Wellbeing, a Sheffield based charity. Regular delivery with CRISIS charity continues with the Ranger Service.

### 5.3 Health and Wellbeing

- Prevent – There has been much closer working around on the groups accessibility with the development of 3 Sensory Trails.
- Restore – There has been a lot of very successful projects over 2023/23 including, 3k funding for Derbyshire Dales Health walks, 11.9k funding for Wellbeing in Nature Sessions at Longdendale Environmental Centre, A wide ranger of accessible walks including dementia walks and grapevine walks. Working in partnership with RSBP and local NHS developed '[Nature Prescriptions](#)' in the High Peak. The new project, led by the RSPB and the Peak District National Park Authority, is working with social prescribing services to trial Nature Prescriptions, a novel way to improve quality of life and wellbeing for people

through nature. It is the first time the project has been trialled in England.

- Excel – We have delivered in partnership with SOAR a Sheffield based health and wellbeing charity a project funded through the Sheffield and Bassetlaw NHS test and learn pilot. This has brought out three cohorts of participants, some living with chronic pain, to experience the National Park for health and wellbeing benefits. This project is feeding in to wider research on the benefits for green and blue social prescribing. We have delivered the Defra access funding made available for 2022/23 that covers purchase or investment in physical items or assets to improve accessibility for all users. See appendix 2.

6. The National Park Management Plan 2023-28 sets out actions that will assist in the National Park to develop as a welcoming place that supports visitors and local communities. The NPMP clearly shows where the Authority is the lead or a key delivery partner for these actions: [Delivery Plan: Aim Three - Welcoming Place | Peak District National Park Management Plan 2023-28](#)

7. The Authority Plan 2023-28 sets out actions that will assist in the Authority as a business objective in the Authority Plan 2023- 28 to

- Adopt Local Plan policies that promote sustainable visiting through identification of recreation hubs and gateway sites.
- Manage our visitor assets and facilities in a sustainable and inclusive way so users are inspired to enjoy, care for and connect to the special qualities of the National Park.
- Implement developments on Warslow Moors Estate.
- Enable young people living within an hour's travel time of the National Park to develop an appreciation and understanding of the special qualities and a connection to nature.
- Provide opportunities for underserved communities to develop an appreciation and understanding of the special qualities and a connection to nature.
- Extend our reach and appeal by actively recruiting volunteers from underserved communities and providing volunteer programmes that engage a wider audience.
- Deliver health and wellbeing activities.
- Deliver visitor engagement so everyone is inspired to enjoy, care for and connect to the special qualities.

## **8. Are there any corporate implications members should be concerned about?**

### **8.1 Financial:**

The activities in the early years of the Authority Plan 2023-28 and National Park Management Plan 2023-28 have funding and resources identified to deliver them. The resources for activities in future years will be identified as we move through the delivery period

### **8.2 Risk Management:**

The main risk of the Authority being unable to deliver to the welcoming place aim is the resource challenge of both our partners and the Authority in terms of a flat cash settlement. However, this risk is mitigated by focussing on the three priorities that the objectives outline

### **8.3 Sustainability:**

No issues to raise

### **8.4 Equality, Diversity and Inclusion:**

The delivery of the Welcoming Place aim through the Diverse Audience Plan work speaks directly to our ambition to ensure equity of access (physical and intellectual) to the Peak District National Park. It acknowledges the areas where there is most unequal access and where there are gaps in our provision. It sets out a clear plan to address these inequalities and ways to evaluate and report this work.

### **8.5 Climate Change**

Climate change and its impacts feature in all our engagement programmes. We encourage connection to the place as we know research shows this leads to positive pro-environmental behaviours. This is also a measure, which research has shown, we can make via the Derby University Connection to Nature Index.

Engagement programmes highlight examples of good practice and encourage personal responsibility to take positive action

This work focuses on reaching out and engaging with communities that do not traditionally work with us and to deepen the knowledge and understanding of those that do – linking to points above

Engaging with communities that use the National Park to encourage connection to the place and responsible pro-environmental behaviours, including sustainable transport use

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### **9. Background papers (not previously published)**

None

### **Appendices**

Appendix 1 - Diverse Audience Plan 2024-28

Appendix 2 – Access Funding Update 2023

Appendix 3 – CNPfE Project April 2023

### **Report Author, Job Title and Publication Date**

Sarah Wilks Head of Engagement, 20 April 2023

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# **Diverse Audience Delivery Plan V2 2023/28**

Updated March 2023

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# 1. Document Purpose

This document lays out what diverse audience engagement in the Peak District National Park Authority (PDNPA) will look like. The Peak District National Park Management (PDNPMP) Plan for 2023-28 focuses on actively supporting communities to feel part of this special place, and diversifying and re-awakening public support and love of national parks. It sets the outcomes we want to achieve over this five-year period, as well as aspirations to 2040. It provides the framework for us to align our resources to help achieve this.

With the publication of the Peak District National Park Management Plan 2023-28 there is a need to update the Diverse Audience Plan. This updated Diverse Audience Plan takes in to account the learning since and the aspirations of the Peak District National Park Management Plan. Appendix 1 is a review of work to date and lessons learnt.

This document sets out the detailed vision, the projects that will help achieve this and describes where the various responsibilities/accountabilities lie. This will enable the PDNPA to allocate suitable resources necessary to achieve the vision below.

UK national parks are a breathing space for millions of people, providing countless opportunities for learning, discovery and enjoyment. We are designated protected areas because of the mix of spectacular landscapes, wildlife and cultural heritage. These special qualities continue to make national parks as important today as when our founding legation came into being 70 years ago. The Peak District National Park is the UK's original national park. Lying at the heart of the country surrounded by urban areas, it is easily accessed by the 16 million people living within an hour's travel. This plan explains how we will monitor our reach to these people and how we will work to ensure equality of access for all.

The direction of our audience delivery can clearly be seen in the purpose and vision for the Peak District National Park:

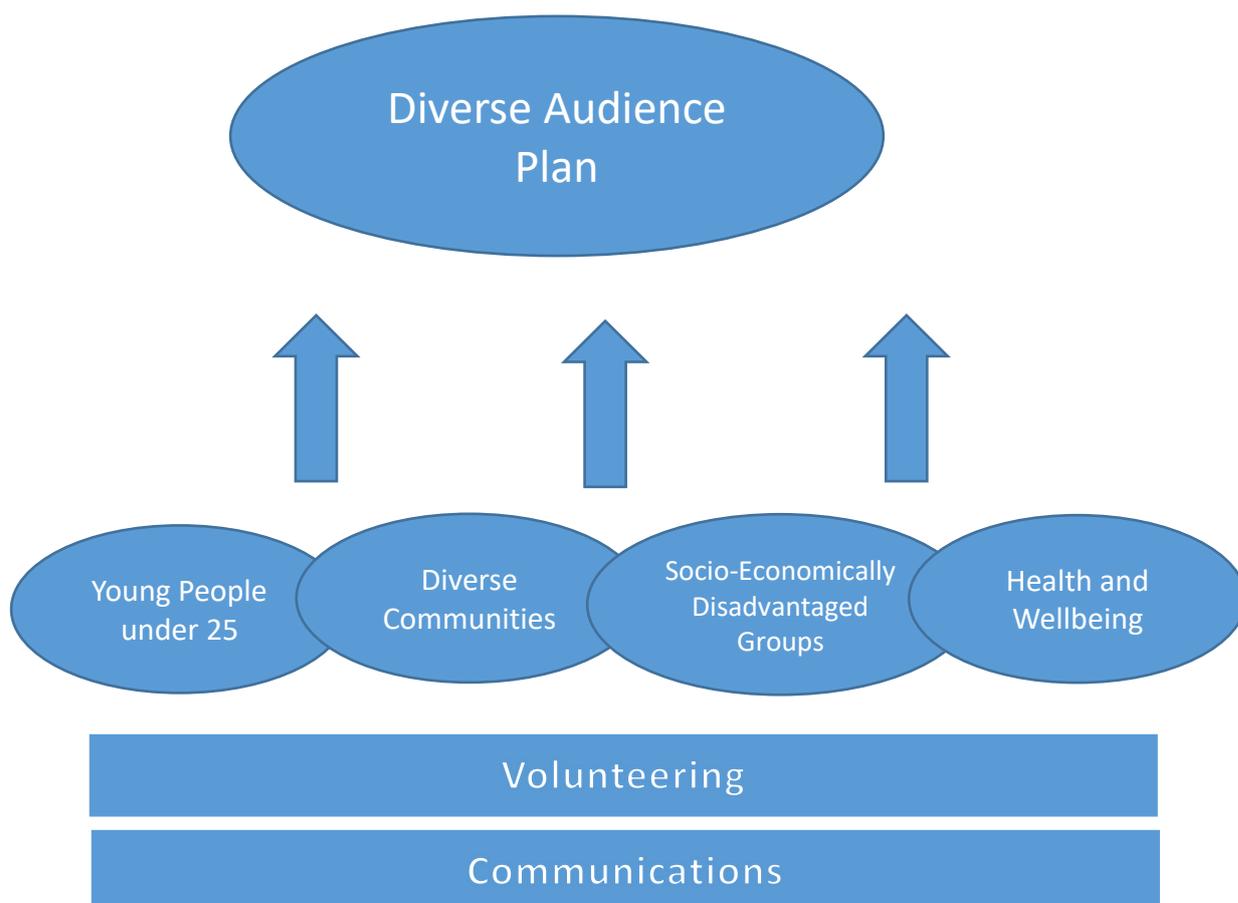
## **Our Purpose:**

To speak up for and care for the Peak District National Park for all to enjoy forever.

## **Our Vision:**

By 2043 the Peak District National Park is exemplary in its response to climate change and nature recovery. Its special qualities and resilience as a living landscape have been significantly enhanced. It is a welcoming place where all are inspired to care and communities thrive.

This plan works by bringing together the key deliverables for the Authority teams in one overarching document. Communication, volunteering, accessibility and Investors in People are key element of delivering each element of the diverse audience plan. The diverse audience plan clearly demonstrates how the connected elements support each other for the benefit of our audiences and the PDNPMP.



### 1.1. Background

The Peak District National Park Authority has a well-established visitor base, a good reputation in visitor engagements across a wide range of interventions that help people connect more deeply with the National Park. The current data shows us as having a good visitor representation from diverse communities and young people. However, we know we can do more and go further to grow diversity in our volunteering, more for the nation's health and wellbeing, reach further into diverse communities and young people and improve communication about what the National Park has to offer. We know we can do more internally to raise the profile of Equality, Diversity and Inclusion, looking internally to improve opportunities and reduce barriers, such as in recruitment, to encourage more diverse applications for both staff and volunteers.

We need to do more to reach beyond our boundaries, to encourage people to feel empowered to visit independently in a sustainable way. We need to listen and learn from our communities and work collaboratively to grow 'everyone welcome, every day' and provide quality opportunities to deepen people's connection and understanding to support the National Park.

## 2. National Park Management Plan

The vision and ambition for our audience outcomes has been set out in the NPMP 2023 – 28.

Aim Three: The Peak District is a welcoming place where all are inspired to enjoy, care for and connect to its special qualities.

Objective 8: To create opportunities for young people and those from under-served communities to connect with and enjoy the National Park.

Objective 9: To promote the National Park as a place where there are opportunities for the improvement of physical and mental health and well-being

Detailed Actions and critical success factors can be seen in the NPMP [Aim Three: Welcoming Place | Peak District National Park Management Plan 2023-28](#) and Authority Plan 2023-28

## 3. Diverse Audience Plan 2023 - 28

### 3.1 New Diverse Audience Plan Principles

After two years of delivery of the DAP the opportunity was taken to review the progress and the principles. This was in line with the new NPMP and Authority Plan which will start delivery from April 2023. This ensures that the DAP is still in line with the strategic vision of the National Park and still focused on the correct outcomes.

Principles to Support Delivery

- Build our reach and amplify our voice to connect with our diverse audiences.  
Work beyond the National Park boundaries by choosing key strategic partnerships that support and facilitate our ambition to link more directly to our diverse audience.
- Enable a journey of engagement to ensure equity of opportunity and targeted resource.
- Be a leader in Equality and Diversity, actively seeking wider representation, new voices, and co-creation.
- Supporting our ambition to move closer to an intelligent client model, enabling delivery through others.
- Evidence led with fit for purpose monitoring and evaluation
- Affordable and sustainable plan, growing income sources and external funding.

#### 3.1.1 Target groups

We are continuing to focus on work with young people, improving health and wellbeing and other underrepresented groups for the reasons below.

Why a focus on Under 25's?

- Research shows that children are spending less time in the natural environment and are less connected to the natural world

- Data has consistently shown that under 25's are less represented in visitors to the National Parks
- Under 25's are not well represented in the life of the National Park, in staff volunteers or decision making
- Research shows that if you can connect a child between the ages of 7 and 11 to the natural environment they are more likely to show sustainable behaviours in later life
- A focus on young people is a feature in national strategic plans such as landscape review, Defra 25-year plan

Why a focus on diverse communities?

- Data has consistently shown that people from Black, Asian and minority ethnic backgrounds less represented in visitors to National Parks
- A key aim of our NPMP is to work reach more under-served communities so we better represent and are relevant the surrounding population
- The diverse communities are not well represented in the life of the National Park, in staff volunteers or decision making
- Recognised in national strategic plans such as landscape review, Defra 25-year plan

Why a focus on health and wellbeing?

- There has been a growing recognition of the benefits of the natural environment for the health and wellbeing of the nation, and evidence to support this. Not least the legislation from 70 years ago and the second purpose of National Parks having provenance as 'breathing spaces' for the nation.
- This has been recognized in several key strategic documents, 25-year Environment Plan, Landscape Review – Proposal 10: Landscapes that cater for and improve the nation's health and wellbeing
- Recognised by NPE in the 3x3 paper and supported by Chairs and CEO's

Why a focus on socio-economically disadvantaged groups?

- Research shows people from these groups are less represented in visitors to the national park
- Research shows that people from this group benefit most from connection to the natural environment
- Recognised in national strategic plans such as landscape review, Defra 25-year plan

### **3.1.2 Key strategic partnerships and communities**

During April 2022 – March 2023 an aim of the DAP has been to develop partnerships and networks that help us reach new audiences. We were aware that we aren't in the right position to directly reach all the communities with in 1 hour of the National Park. There needed to be a targeted approach that matched our resource and ambition.

Target areas of Sheffield, Greater Manchester and Derbyshire were identified as key, but within these areas there is a local picture of where best to place our resource to reach those communities which are underserved. Especially those with high socio-economic need and high cultural diversity. Key partnerships have now been identified.

### 3.1.3 Partnerships and Networks

#### Sheffield & Rotherham

- ESCAPE partnership - working with Sheffield City Council promoting outdoor learning, teacher training across Sheffield to support young people accessing the National Park and being more active in local green space. Ambition to deliver an Outdoor Learning Conference in Sheffield for three years starting 2023.
- SOAR – Community Based Health and Wellbeing Charity located across the North East of Sheffield. Delivering health and wellbeing opportunities and training for underserved communities
- Sheffield Universities – Co-creation and support for Green Leaders volunteer opportunities and pathways to employment
- Darnell Wellbeing - Community Based Health and Wellbeing Charity
- Peak District Mosaic
- CRISIS – Sheffield Homeless Charity
- New Beginnings Project – Volunteer Action Sheffield – supporting refugees and asylum seekers

#### Derbyshire

- Walk Derbyshire – working with Walk Lead co-ordinators throughout Derbyshire to deliver the vision of Walk Derbyshire to get more people walking in Derbyshire to improve activity and health.
- Derbyshire Police – Police Cadets and Mini Police. Working to better connect young people
- Equip UK – supporters of Ambassador Schools targeted to low socio-economic areas of Derbyshire
- GreenSprings – part of the network to deliver the Derbyshire GSP pilot test and learn
- Derbyshire Dales and High Peak CVSs – networking and connecting with social Prescribing bodies
- Community organisations providing support to communities – Grapevine Wellbeing Centre, Still Waters Dementia Support Café, Zink Community organisation

#### Greater Manchester

- The Bureau in Glossop
- 30 Community organisations invited to Championing National Parks for Everyone Networking event
- British Mountaineering Council

**National Park wide networks** - Peak District Educators Group and Ambassador Centres,  
Peak District MOSAIC

### National partnership/networks

- Access Unlimited (young people), National Park Education and Outreach Group (young people and communities), National Park Health and Wellbeing Leads (Health and Wellbeing linked with PHE)
- YHA Outdoor Citizens
- National Park UK networks: Educators and Outreach; Volunteering; Health and wellbeing.

### 3.1.4 Ladder of engagement

From the 2015 People and Park Connected strategy the Peak District National Park adopted a three-tier ladder of participation for its outreach and engagement work. This work recognised that our audiences engage with the park at different levels and many travel through these stages as their connection with the place builds. This pathway helps to support us in developing opportunities at each level.

The three levels of participation reach across our priority audiences;

Enjoying the park  Understanding the park  Supporting the park

From the research conducted in the People and Park Connected strategy which is still supported today through much of the evidence gathered, we can say about each of these groups:

#### Enjoying the park

Many people, even those living close by, do not visit, engage with or take the opportunity to enjoy the National Park. The reasons for this are complex. However, we can do more to minimise some of the barriers, and to work with partner organisations to target more diverse audiences. We will provide a range of accessible, high quality experiences, in accessible, high quality places. People will know they are in a National Park and what a special place this is. Audiences will be able to access on line information and have opportunity to feel welcome and to visit independently.

#### Understanding the park

We are proud of the range and depth of our work that deepens people's understanding of the National Park. We want to continue and build on this so that people who visit or live here understand and value this special place. We will focus our activity on key properties, sites and learning partnerships. We will also enable others to feel confident, knowledgeable and skilled.

#### Supporting the Park

We want more people to support and care for the National Park to help protect it for the future. Support may be through volunteering, by giving time to work for committees, forums and 'friends of' groups whose work helps to look after the National Park, buying our products and using our services and by donating cash. Support may also be through advocacy and championing of this iconic landscape. This is a longer-term deeper relationship with two-way benefits and mutual understanding.

For each of these levels of engagement there will be a number of possible interventions we could offer to engage people and deepen their connection with the National Park.

These steps have been made more relevant to the audience categories, and utilised developed communication 2019-22 to tell the story of the individuals journey and opportunities.

### [Green Pathways](#)

As part of the delivery of Generation Green a gap was identified in telling our collective story, from here Green Pathways were created, a collection of programmes and learning resources for educators and youth leaders. Designed to support accessible and inclusive opportunities for young people. Green Pathways is made up of 3 projects: Green Shoots, Green Leaders and Green Beacons. These make up the journey and 3 steps in the ladder of engagement.

A toolkit has been developed, and website now live with films and case studies. This is a great celebration and legacy of a successful project that will continue to be built on.

## **3.2 Monitoring and Evaluation of audience work**

Since 2019, we have been using the NFP Synergy to provided us with insight into the general public and their views on the National Park Authority and the Peak District. This is a syndicated research package called Charity Awareness Monitor that carries out quarterly surveys of a representative sample of 1,000 UK adults (aged 16+) across the UK. The research tests public awareness, support and trust of not for profit organisations including many of our partners. The survey has allowed us to track public awareness of brands, logos, campaigns, key environmental and social issues whilst also providing insight into the understanding of specific demographic groups across the UK. However, we have not been able to measure levels of engagement within the National Park or with our services.

To better understand the impact and reach of our work with our local and regional audience we have been developing better ways to collect and manage our own data. During 2022 we have been reviewing our service users survey (see evaluation toolkit) which runs across a range of our customer facing interventions such as schools, health and wellbeing groups, cycle hire, PPCV and guided walks. These new surveys will start to be used in April 2023. In monitoring our wider destination, we have also partnered with a leading travel & tourism data and analytics company, to analyse visitors to the Peak District using Human movement data (mobile location data). This will allow us to measure and track volumes of visitors to the wider landscape, where they go, where they came from, how long they stay here and how they interact with the Peak District. Alongside this, we are using the ArcGIS mapping portal to start to map our interventions more closely with the communities we are targeting. Both these data solutions give us new opportunities to interrogate our data and understand our reach more systematically over different years to see where and who we are engaging with. Finally, we will be updating a syndicated panel survey to provide more representative sample of the National Park audience to develop our understanding of the behavioral and altitudinal metrics of the audiences we are reaching, and which we aren't. This insight will be collected, analysed and presented on a quarterly basis, to deliver accurate performance insight to our engagement team and National Park staff on a rolling basis, rather than one-off large-scale surveys that only provide a snapshot.

As the focus of our work continues to shift from an emphasis on direct delivery to empowering and supporting communities to access the PDNP, and influencing our partners to deliver our messages we will need to develop new ways to monitor and report our work.

For reporting on the NPMP we are using data from NFP Synergy research. This is giving us a broad picture of how widespread understanding of the general population is about the National Park and

the work of the Authority. It also gives us a good insight which diverse audience we are reaching, and which we aren't.

## 4: Action Plans for Target Audiences

To support the delivery of the work on the ground we have a volunteer action plan, 3x3 health and wellbeing plan, diverse communities plan and young people plan. The communications plan, Investors in People and Accessibility plans also provide key crossover directly to achieving the DAP. Each of these internal plans and strategies has elements of intersectionality that this document aims to identify. This encourages and identified the benefits of cross team working for wider efficiency and benefit. The key themes of these plans are explained below. More detailed plans and the monitoring and evaluation to support them are being developed and shared with relevant teams and services.

### 4:1 Young people Under 25

1. Green Shoots - Supporting visits and self-led opportunities, training and new interventions to support and empower schools and local communities, promoting responsible visiting, Special Qualities and Nature Recovery

- Schools – easily accessible online guides and materials, live and recorded online support, through Ambassador Schools and Ambassador Centers
- Working with the Peak District Foundation and other funders to support and develop opportunities for young people and their families E.g. family volunteering, travel grants
- Targeted school visit programme based from fringe centers and partners, outreaching to urban areas

2. Green Leaders - Increasing Geographic reach, equity of access and deeper connection – reaching beyond our boundaries

- Targeted projects that amplify our reach both within and outside the NP. Supporting communities in new and innovative ways, e.g. Generation Green (Access Unlimited)
- Local and National projects and partnerships, such as NP Educators group and ESCAPE partnership to amplify our voice.
- Growing our volunteer support for young people's projects and delivery

3. Green Beacons – Creating champions and empowering others, reaching beyond our boundaries to shape the leaders of the future.

- Youth Voice and youth Champions – Develop ways for young people to have a voice and role in decision making and co-creation of opportunities building on the Euro Parcs youth manifesto. E.g. Junior Rangers
- Developing and supporting volunteering, career opportunities and skills for young people
- Working in partnerships – developing networks, research and contributing to the wider development and training, e.g. National Parks Education and Outreach Group, teacher training

### 4:2 Diverse Communities

The 3x3 actions for Young People and Health and Wellbeing are also directly aimed at diverse communities. There is a strong correlation between all these areas of work with one interconnecting and supporting the other.

1. Everyone Welcome Everyday – looking for new and innovative ways to be more open, welcoming and accessible for all. Reducing barriers and increasing opportunity.

- Identify and remove barriers to create more opportunities for diverse communities to benefit from the special qualities of the national park, and enhance their own connection to nature
- Tailoring our existing offer to enhance the welcome for anyone, whatever communities they represent
- Develop and implement a plan for infrastructure improvements to reach our ambition to be a champion of accessibility e.g. Accessibility and Recreation hubs

2. Opportunity – broadening the range of opportunities available, and increasing our connections with diverse communities through strong partnerships to inform our work in this area

- Broadening our volunteering offer to make it accessible to a wider range of people (see volunteering strategy)
- Targeted project and partnership working to reach under-served communities e.g. Peak District MOSAIC, Championing National Parks for Everyone
- Develop a forum of community champions to influence decision making and co-create ways to increase access and connection to the National Park.

3. Excel - acting to develop a workforce and governance that is more representative of our diverse audiences, addressing EDI in all aspects of our operation.

- Culture, recruitment and Governance
- Work internally and externally to promote equality and diversity so we seek genuine voices, co-creation and reduce barriers e.g. all the elements, volunteer EDI training
- Influence national bodies to develop an appropriate indicator for under-served communities' enjoyment of the National Park

### **4:3 Health and Wellbeing**

To promote the National Park as a place where there are opportunities for the improvement of physical and mental health and wellbeing

1. Prevent - Protected landscapes are recognised by the health, VCSEs and other sectors working in this space, as places to develop personal resilience and nurture good health and wellbeing.

- Easily accessible online guides and materials, signposting activities and opportunities available in National Park
- Advocacy- communicating our unique offer to health professionals and third sector partners
- Deliver health and wellbeing focused visitor engagement so everyone is inspired to enjoy, care for and connect to the special qualities.

2. Restore - Targeted health and wellbeing interventions that amplify our reach both within and outside the NP

- Connect to social prescribers and link workers in and around PDNP to ensure our offer is visible and taken up
- Work with our partners to develop new and build on existing project opportunities e.g. Health walks, Dementia walks, Wellbeing in Nature
- Interventions which are co-created and responsive to local need

3.Excel - Peak District National Park is recognised as delivering and inspiring excellence in natural health solutions

- Develop networks and links with health providers and practitioners to ensure that connection to nature and the role the National Park plays is recognised in the commissioning and delivery of health services. e.g. NP's health and wellbeing group, Sheffield and Bassetlaw NHS Test and Learn Network.
- Develop partnerships between PDNP and academic institutions to foster research and innovation
- Supporting skills and driving standards and continuous learning. For staff, volunteers and partners

## 4:4 Marketing and Communications

### 1. Communications that look and sound like our diverse audiences

- Continued expansion of a library of imagery (and where relevant, video) that directly reflects our DAP audiences, with external commissions and internal support. Allowing visitors to 'see themselves'.
- Increasing DAP audience representation with stakeholders, the media and tourism businesses through collaborative sharing via the PD Comms Forum and a dedicated, digital asset database
- Gaining insight and understanding from the Championing National Parks project.
- Build on the potential of the Business Toolkit to support the tourism business community to create an informed, responsible and enjoyable welcome for all audiences.

### 2. Digital communications that target and speak to our diverse audiences

- Building a future-proof, robust and resilient 'visiting' offer via our website, acting as a 'gatekeeper' to info on primary hub locations; supported by 'intelligent' client sharing of additional stakeholder information. Informed by F2F data and analytics. Undertake a commissioned, independent external analysis of our online digital interface.
- Revisit the potential of 'social listening' to allow us to deep-dive into detailed data on those engaging with information about the National Park.
- Ensure all digital upgrades, social media and other outlets make best use of the imagery gained by (1) above.
- Monitor the use of multi-lingual content and ensure that any feedback received is integrated into the Interpretive Plan (below).

### 3. Physical touchpoints and interpretation that positively share the brand

- a. Ensuring that refreshed online content connected via physical touchpoints providing visitor information reflects a wide range of users.
- b. Complete an interpretive plan that ensures all DAP aspirations are addressed in future delivery of physical touchpoints.
- c. Always aim for innovation, environmental sustainability and best use of external content in all touchpoints.
- d. Integrate accessibility needs across; Physical mobility, Mental (e.g. autism spectrum), reading ages, Hearing impaired, Visually impaired, Tactility, Multi lingual approach

## 4.5 Volunteering

Key work streams and gaps identified linked to Volunteer Action Plan and key audiences identified above.

### 1. Active recruitment. Actions:

- Review and change of visual imagery across website, social media and any marketing of opportunities and storytelling to make more representative. May need arranged photoshoot with identified partners for image bank.
- Review and create list of opportunities to highlight case studies and storytelling of Who is a volunteer?
- Review PDNP webpage content for appropriate language and improve welcoming offer, in particular 'meet our volunteer' and 'why volunteer'.

### 2. Diversify and expand Volunteer opportunities. Actions:

- Targeted expansion of volunteer opportunities to support delivery of DAP, to include: Youth Engagement Leaders, Junior Ranger Leaders, PPCV leaders, Ambassador School leaders, Champions links to CNPFE project
- Broaden volunteer offer to diversify volunteers and offer different levels of participation, review in line with volunteer training. Examples include: PPCV volunteering offer Green Leaders – youth representatives; PPCV Accessible volunteer days and bespoke volunteer experiences for groups such as SEN groups; Volunteer voice; Diverse community volunteering etc.
- Review and implement improved use of Better impact for monitoring diversity.

### 3. Inclusive, welcome experience for all volunteers. Actions:

- Volunteer voice – improve representation from across Vol opportunities. Encourage Youth voice participation through Green Leaders programme.
- Volunteer information days – engagement / ranger teams
- One Team Day
- Gap – monitoring and reporting of measure. Put in place new service user survey with questions: *1. I felt welcome and comfortable, 2. Enjoy.*
- Carry out deeper surveys when required.
- Volunteer manager to work with teams to support robust monitoring of volunteer experience and measures of inclusivity and volunteer welcome.
- EDI training – HR. To be rolled out to volunteers. Review in line with volunteer training programme

# Appendix 1 : Diverse Audience Plan Developments since 2019

## Contents

1. Introduction: What's changed since 2019
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  - 5.3 Age
  - 5.4 Health and Wellbeing
  - 5.5 Social Segmentation
 Audience awareness and connection
6. External studies

## 1.What's changed since 2019

Since the development and adoption of the diverse audience plan in 2019/20 there has been a lot of change and success. This report summarises these and looks at other external factors that have supported the development of the revised Diverse Audience Plan 2023-28

During the development of the plan staff at workshops and focus groups developed a clear idea of what successful delivery would look like. This statement supported the KPI's for the audience plan. The review below explores if this has been achieved.

### Five years what does success look like?

Through collaborative working, external partnership and co-creation a range of relevant and well used initiatives have been developed at key visitor hubs. These interventions have been proven to meet the needs of our customers, bringing diverse groups to our places and enabled communities to visit and enjoy the national park independently.

People and communities are enabled to contribute meaningfully to the National Park, support our work in time or financially and have opportunities to learn more.

## 2.Impact of COVID 19

The effects of COVID 19 through 2020 and early 2021 had a massive impact on our work with diverse audiences. Some areas were able to move online but most areas were on hold with staff furloughed. Where COVID 19 restrictions allowed, some public facing work was undertaken and slowly re-

established as health and safety rules were relaxed. During Spring 2021 the delivery plans for the diverse audience plan were able to start with some adjustments made resulting from changes during COVID 19.

### 3. Timeline 2000- end of March 2023

This timeline highlights some of the challenges and key changes during the first 3 years of the DAP

1. 2000 much of engagement with schools and wider public had to be stopped during the pandemic, as staff were furloughed. This also led to loss in income and budget pressures.
2. Staff were brought in for targeted engagement in response to changing pressures and opportunities: #peakdistrictproud, Support rangers with increased visitor pressures.
3. Some opportunities we moved online and when restrictions allowed opportunities were opened up in line with the aims of the DAP.
4. Developing new methods and products to build resilience and working to gaps identified in 2019 DAP including Ambassador Schools and Centres, online teacher training, and curriculum lessons such as Hydrology and Introductions to the National Parks.
5. Jan – March 2021 post COVID review of future offer and staffing structure to build focus and resilience, meet budget pressures and DAP. This led to identified redundancies and changes to roles, in the engagement team: Ranger redundancy instead opting to work through partners and volunteers; Learning & Discovery Officer redundancy, led to reducing secondary school curriculum offer, although these made a large proportion of visiting school income they were resource intensive and didn't deliver to NP messages as much as other offers; reduced commercial school visit delivered by Learning and Discovery Officers, replaced with focused roles Health and Wellbeing lead and Diverse Communities lead. Improved information on self-led school visits and expanding of teacher training opportunities.
6. 2021/22 Improved cross team working to support new focus and strategic direction. Such as, new Health and Wellbeing role working across the team linking with new partners and networks driving forward change and new initiatives.
7. 2021/22 New opportunities identified and partnerships developed. With funding secured, including Access Unlimited coalition £2.5 million Generation Green pilot. Project Manager hosted by PDNP setting up new ways of working aligned with DAP aims. Working with the Peak District Foundation to secure funding through Sheffield and Bassetlaw NHS Test and Learn pilot for Green Social Prescribing.
8. Internal EDI group set up and new 'Everyone Welcome' training commissioned and rolled out to staff, members and some volunteers.
9. 2022 new National Park Management Plan, Authority Plan and feeding into review of DAP.
10. End of 2022 Engagement Team restructure to deliver key strategic plans. Continuing to develop cross team working with closer links with PPCV and accessibility projects.

#### 3.1 Gaps Identified to be addressed through DAP

The data, wider research and internal analysis helped us to identify several key gaps. We felt that developing approaches that supported us transitioning from our old delivery models towards addressing these gaps would enable structural change to support new ways of working, target resources to where we needed them to make changes and support us on where we could make significant change that resulted in tangible outcomes.

- Delivery currently relied heavily on staff lead activity which in some cases is supported by volunteers.

- Lack of opportunities that empower people and organisations to become successful, knowledgeable, independent visitors.
- There was a lack of signposting and connectivity with partners both within and outside NP.
- Lack or very little of the products and opportunities that are were co-created with users.
- There were good opportunities for young people post-16 and teacher support; but only on visiting the National Park.
- Volunteering – see volunteering action plan P&R committee 4/10/2019
- Health and wellbeing – PDNPA meeting 14/2/2020
- Traditional over-reliance on communications with current audiences, with limited targeting
- Historical lack of coordination with stakeholders, DMO (improving via #PeakDistrictProud and SLA engagement)
- Limited targeted resource to deliver to diverse audience

#### 4. Key shifts and achievements

A number of approaches have been used to inform the revised diverse audience plan. The aim has been to audit existing internal and external work, data, trends and influences. To utilise these sources to identify gaps in delivery for future targeted interventions and improved ways of working.

Audit 2000-2022: These examples highlight project successes, where gaps were identified in 2019 DAP 1<sup>st</sup> edition, and targeted projects were developed and delivered to address these:

Project	Gains	Taking forward / next steps
Health and Wellbeing Green Social Prescription	Nature Prescriptions - new partnerships developed with experts in field: NHS & RSPB. Pilot delivered and initial training.	Focus group evaluation Training for social prescribers and development of toolkit
Championing National Parks for Everyone	Funded project with 4 partners working collaboratively, supporting PD Mosaic to build organisational resilience and develop delivery phase to work with BAME champions.	Delivery Phase application 2023 submission Supporting Natural England and other NPMP partners to scope and co create remit of community champion groups. And develop appropriate indicator for under-served communities enjoyment of the NP.
Access Unlimited coalition – <a href="#">Generation Green</a> pilot	New partnerships and ways of working set up to connect young people from underserved communities to nature. Successful delivered project £250,000. Coalition lobbying and reputation. Products: <a href="#">NPUK Green Pathways</a> <a href="#">Nature Connection resources</a> Case studies and films <a href="#">Impact &amp; Celebration report</a> Derby University published paper	Continued 3 years commitment from all partners, extended to AONBs.  Funding applications identified, Expressions of Interest submitted 2023.
HR – EDI training	Development and roll out of new National Park focused EDI training for staff, members and volunteers	Wider EDI training for volunteers
Comms	Delivery of dedicated commissions and internal support across digital assets (e.g. imagery) that strongly represent our current and targeted audiences: integrated into hard-copy and online	Further roll-out of these to Comms Forum stakeholders via a dedicated, cloud-based asset library. Upgrades to ‘visiting’ section of the website based on audience insight to

	<p>outlets (e.g. <i>Welcome Guide 22</i>).</p> <p>Roll-out of multi-lingual #PeakDistrictProud information and pilots of in-situ signage (Blore Pastures) and interpretation (Stange NL).</p> <p>Support of many of the above outputs via comms delivery.</p>	<p>support better, more enjoyable and responsible visiting.</p> <p>Business Toolkit via Management Plan for delivery of more informed information to tourism business community.</p> <p>Interpretive Plan (Authority) to better target and integrate multi-lingual opportunities in our physical touchpoints.</p> <p>Increased use of video and QR codes for in-situ information.</p> <p>Maintain social media growth and insights: social listening packages?</p>
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#### 4.1 2021 – 2023 Achievements

##### 2021 – 2023 Achievements - Diverse Communities

<b>Everyone Welcome Everyday</b>	<b>Opportunity</b>	<b>Excel</b>
<p>2021 – 2022</p> <p>Survey of staff current engagement activity done, baseline mapping</p> <p>Translation of Peak District Proud into 5 more languages</p> <p>Welcome Guide developed to show a wider representation of our audience.</p>	<p>2021 – 2022</p> <p>New community contacts made e.g. New Beginnings</p> <p>Funding bid to NLHF submitted with MOSAIC</p> <p>Funding secured for project with Darnall wellbeing and PDMOSAIC, working with the foundation</p>	<p>2021 – 2022</p> <p>Improvement around EDI training and awareness</p>
<p>2022 – 2023</p> <p>Arts Council funded New Beginnings project events for Sheffield refugees and asylum seekers</p> <p>Yorkshire Water funded events for PD Mosaic</p> <p>Supporting Muslim Hikers planning Christmas Day Hike</p> <p>Additional languages added to on site interpretation for North Lees</p>	<p>2022 – 2023</p> <p>NLHF bid awarded for project with PD MOSAIC</p> <p>Championing National Parks for Everyone Networking event</p> <p>Links made with HKA HWO and Evergreen Collective</p> <p>Continued partnership working with Sheffield Environmental Movement</p>	<p>2022 – 2023</p> <p>EDI training sessions delivered to over 80 staff and volunteers</p> <p>Delivered EDI training at Institute of Outdoor Learning Conference</p> <p>Attendance at several webinars/conference sessions on EDI for various members of Engagement Team</p>

##### 2021 – 2023 Achievements – Young People

<b>Green Shoots</b>	<b>Green Beacons</b>	<b>Green Leaders</b>
<p>2021 – 2022</p> <p>Launch of Ambassador Schools post-pilot</p>	<p>2021 – 2022</p> <p>Development and delivery of first Buxton Wild Weeks</p> <p>Delivering education on BBC Bitesize learning videos</p>	<p>2021 – 2022</p> <p>Move away from direct school delivery at Edale and promotion of self-led visits</p> <p>Successful initial phase in delivery of Generation Green project.</p>
<p>2022 – 2023</p> <p>Outdoor Learning workshops for primary school staff</p> <p>Targeted school visits programme attracted &gt;150 groups</p> <p>Family Volunteering successful pilot</p> <p>Successful establishment of Ambassador Schools, 12 schools</p>	<p>2022 – 2023</p> <p>Delivery/involvement/partnership with networks:</p> <p>Festival of Outdoor Learning ESCAPE</p> <p>Derbyshire Dales Young People's Network</p> <p>Peak District Educators Group</p> <p>Continued relationship with our Ambassador Centre's, now incorporated into our PD Educators Group</p> <p>Developing links with Cheshire East Young Carers</p>	<p>2022 – 2023</p> <p>Team of targeted Youth Engagement Volunteers trained</p> <p>Supporting delivery with partners: Derbyshire Forest Schools</p> <p>Buxton Wild Weeks</p> <p>Junior Ranger groups in 5 locations</p> <p>Practical work days with young adults including special educational needs groups e.g. Rotherham Opportunities College &amp; Chapel High School</p> <p>Supporting Moorlands Climate Action to develop and deliver Moorlands Wild Weeks</p>

## 2021 – 2023 Achievements - Health & Wellbeing

Prevent	Restore	Excel
<p>2021 – 2022</p> <p>Links made with local health networks, community groups and social prescribing organisations</p> <p>Links made with local initiatives such as Walk Derbyshire, Uniting the Movement and the local pilot test and learn GSP projects</p>	<p>2021 – 2022</p> <p>Successful restart of health walks, including dementia friendly walks and mindfulness walks.</p> <p>Successful delivery of partnership projects: Thornhill Carr Artwalks with DWT, Wellbeing in Nature (<a href="#">The Bureau</a>)</p> <p>Successful funding bids for Wellbeing in Nature, SOAR Green Prescribing,</p>	<p>2021 – 2022</p> <p>Developing new sensory trails at key visitor hubs.</p> <p>Improving communication of our offer through development of <a href="#">Health and Wellbeing webpage</a></p>
<p>2022 – 2023</p> <p>Secure Green Social Prescribing referral system established.</p> <p>Regular attendance at district level Walk Leader Coordinators meetings and other Health &amp; Wellbeing network meetings.</p>	<p>2022 – 2023</p> <p>Peak District Health Walks in Derbyshire Dales</p> <p>Supporting delivery with targeted partners in HWB:</p> <ul style="list-style-type: none"> <li>- <a href="#">Darnall Wellbeing</a></li> <li>- <a href="#">SOAR</a></li> <li>- <a href="#">Golding Grange</a></li> <li>- <a href="#">Grapevine Wellbeing Centre</a></li> <li>- The Bureau (Wellbeing in Nature)</li> </ul>	<p>2022 – 2023</p> <p>Finalised PDNP <a href="#">Sensory Trails</a> offer</p> <p>Health walk leader “connection to nature” training for Darnall Wellbeing in Tinsley</p> <p>Delivery of Walk Derbyshire Health Walks training for volunteers and full-time staff</p> <p>Delivery of Pilot <a href="#">Nature Prescriptions in the High Peak</a></p> <p>Health &amp; Wellbeing volunteer roles created and recruited to with specific training</p>

## 5. Data

During 2019 when the first iteration of the diverse audience plan was developed in response to the PDNPMP a number of data sources were looked at to inform the strategy. To monitor change over the time of the PDNPMP the PDNPA signed up for ongoing awareness research with NFP Synergy. This gave us access to a syndicated survey alongside a large number of other non-profit organisations, where twice a year, a UK-representative sample of 1,000 people was surveyed. Included is general insight to the sector, brand index information, public opinion and what current issues are felt most important by potential visitors. Some questions gave a general insight to the sector, public opinion and what current issues are felt most important. Participants were also be asked specific questions about the PDNPA and the PDNP to enable us to monitor critical success factors.

### 5.1 What the data told us

Across age and ethnicity, the data in 2019 showed us that visitors were broadly representative of the local demographic. Whilst we viewed this as something to celebrate we also viewed it with caution as the numbers surveyed were low (206 people). We took this as an indication that the direction of our work in this area was showing early results but continued effort and focus was required. In 2019 we used the NFP synergy data on health and wellbeing which was collected from different health related charities involved in the survey. This supported existing anecdotal evidence and clearly pointed to us needing to look further at why those with physical disabilities use the PDNP less frequently.

This is the first time we had collected information in this way so some caution was applied to this data.

Classification of socio-economically disadvantaged groups is based on the NRS Social Grading Demographic Classification. This data showed that visitors to the PDNP were more likely to come

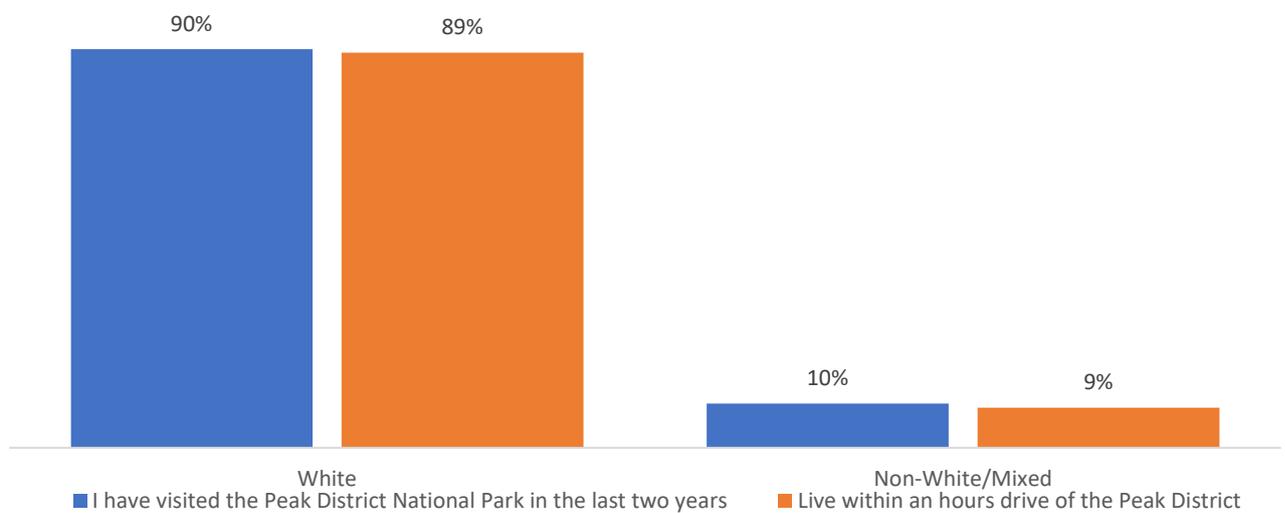
from higher social classes. Visitors from C2 and DE (see graph4) groups were under-represented by comparison, in the case of DE, approximately a third fewer.

So, in each of the other groups above we aimed to focus on reaching those at greatest socio-economic disadvantage.

The graphs below show summary data over the period we have run the NFP survey.

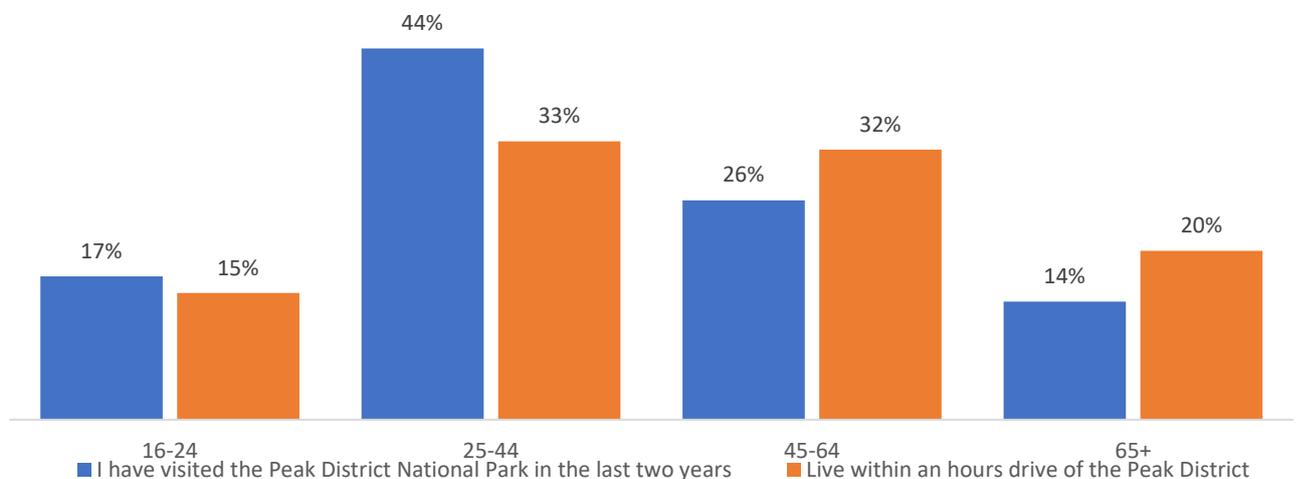
### 5.2 Ethnicity

Past data has shown that non-white visitors to National Parks were a much unrepresented group, so we have focused work in the past with BAME communities with projects such as MOSAIC. This data is the first time that the data has shown this gap to be so close to the demographics of our local population.



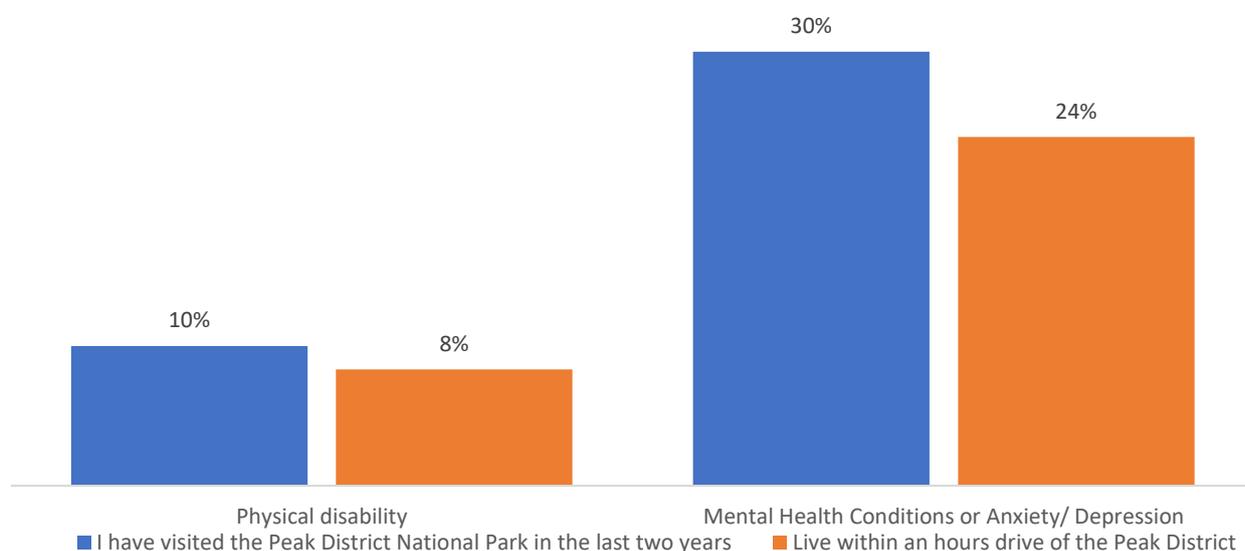
### 5.3 Age

Previous data has indicated that young people are another of the underrepresented groups that visit the National Park. The data from the NFP Synergy survey shows that this group are well represented compared to local demographic data.

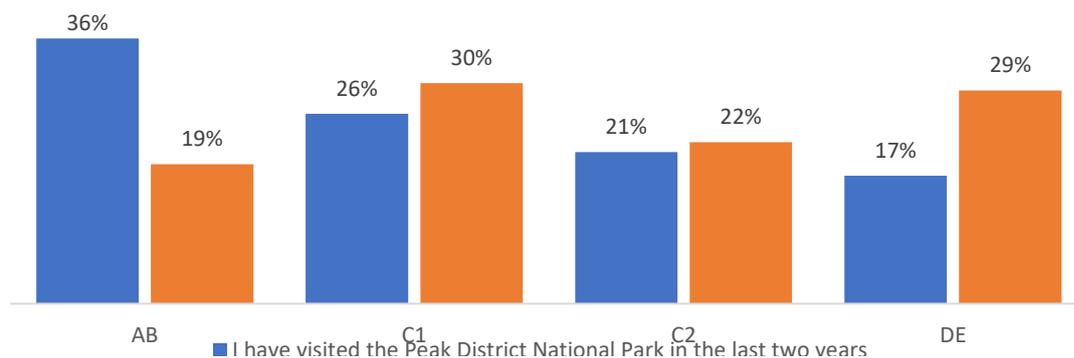


### 5.4 Health & Wellbeing

Because NFP synergy collect data from different health related charities we have been able to use this to inform the graph below. This supports existing anecdotal evidence and clearly points to us needing to look further at why those with physical disabilities use the PDNP less frequently, whether it is related to physical access or other psychological barriers.



### 5.5 Social segmentation



### 5.6 Audience awareness and connection

Data on Authority awareness within audiences outside the National Park has been assessed through the NFP Synergy survey. In the survey, 46% were aware of the PDNP under 'prompted awareness', and our current 'brand index' is 0.58 – this places us between 0.3 and 1.12 away from selected industry peers. Logo awareness was 14%. One in four (24%) identified a 'connection' with the National Park.



## 6. External studies

Since the original development of the diverse audience plan and the evidence base used has continued to develop. There is continued evidence that there is still need for focused work on some underserved communities. Below are links to key documents that have informed the DAP.

- [Landscape Review: Governments Response, 2022.](#)
- [Improving the Ethnic Diversity of Visitors to England's Protected Landscapes](#), National Centre for Social Research, 2022.
- Research commissioned by DEFRA into why ethnic minority groups are less likely to visit protected landscapes, and explore ways to improve diversity of visitors.
- Increasing Children's Engagement with Designated Landscapes, Defra, 2022.
- Response to the Dormant Assets Fund Consultation, *Access Unlimited*, 2022
- [All the Elements](#) – Recognises the UK has a diversity problem. All the elements is a community of individuals and community groups and organisations working to create change.
- A good source of opinions and written press such as ['Why the environment movement needs to value diversity' CPRE 2020](#) and ['Comfort Zone - equality in the outdoors'](#), John Muir Trust, 2022.
- [Connection to Nature - EIN068 \(naturalengland.org.uk\)](#) 2022
- Partner mapping tools: [Green Infrastructure Map \(naturalengland.org.uk\)](#)



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## **ACCESS FOR ALL FUNDING (SAS)**

### **Allocation**

1. In November 2022, Defra provided capital funding for the removal of barriers to access 'to make Protected Landscapes more accessible for people of all ages and abilities and from all socio-economic backgrounds, to make them what Glover called, "places for everyone"'. The Authority's allocation was £131,164.81 for 2022/23. A further amount is anticipated for 2024/25.
2. The funding covers purchase or investment in physical items or assets to improve accessibility for all users. Capital expenditure, includes access infrastructure, buildings, machinery and equipment, and accessible signage and visitor information, both physical and digital. It also allows for research and development where this knowledge can be used to discover or develop new products, including improved versions or qualities of existing products, or discovering new or more efficient processes of production:

### **Areas of Spend**

3. The funding has been used to build, inform, and support through:
  - Creating and enhancing Miles without Stiles routes
  - Developing facilities at key locations and improving online information
  - Increasing the number of people participating.
4. The full amount of the funding (£131k) has been spent in this initial four-month period. This includes:
  - Surfacing and widening routes and gate installation
  - Resting places, signage, videos, and guides
  - New trampers, inclusive cycles, and wheelchairs.

### **More Miles**

5. Path surfacing projects have extended an existing Miles without Stiles on the moorland fringe above Sheffield, follow the start of a historic packhorse route, allow for a Surprise View over the Hope Valley, widened and ramped sections along the Tissington Trail, and improved the camber on a section of the Thornhill Trail. Gates have been removed, replaced, or installed, with new fittings to make them easier to open. Videos promote Miles without Stiles routes for everyone and help build confidence in visiting and for enjoying the beauty of these places.
6. The improvements provided through this funding have helped to increase the number of Miles without Stiles routes in the National Park. Providing three routes in proximity to Sheffield will help to widen participation and encourage further exploration of the potential and the places that these routes can offer. More details at [www.peakdistrict.gov.uk/mws](http://www.peakdistrict.gov.uk/mws).

### **More Places**

7. The funding has provided a template for developing Castleton as the National Park's first accessible village, which it is hoped will be the first of many. This includes working with businesses supported by Visit Peak District and Derbyshire, and for an access guide and a sensory story.
8. New symbols, signage, seating, and shelters will make our places more welcoming. Sensory Trails which encourage connection with nature have been launched along a number of Miles without Stiles routes. More details at [www.peakdistrict.gov.uk/sensory](http://www.peakdistrict.gov.uk/sensory).

## More Mobility

9. The acquisition of six trampers has tripled the tramper fleet and expanded the number of sites at which they are offered for hire. The branding makes them easily recognisable, as well as illustrating some of the most iconic places in the Peak District. More details at [www.peakdistrict.gov.uk/trampers](http://www.peakdistrict.gov.uk/trampers)
10. New inclusive cycles at Parsley Hay provide for a range of abilities. The all-terrain wheelchairs at cycle hire and visitor centres are free to borrow and will further help encourage and increase participation.

## Summary

11. In Year 1 of the funding, approximately £56k has been spent on routes, £60k on equipment, and £12k on information. The funding has delivered access for all comprising:
  - 5.6 km of accessible paths
  - 7 accessible gates and gaps
  - 8 accessible routes with new or improved wayfinding
  - 6 proposed Miles without Stiles routes
  - 9 resting places
  - 6 trampers
  - 5 wheelchairs
12. **Report Author, Job Title and Publication Date**  
Sue Smith, Access & Rights of Way Officer, 20 April 2023

## Completed Projects – Year 1

### More Miles

Item	Details	Comments
Tissington	Ramp surfacing & bypass to steps Gate widening & step removal.	Accessibility improvements on a link to the Tissington Trail and to create a circular proposed Miles without Stiles route.
Rowter UCR, Bradwell Moor	New pedestrian gate adjacent to field gate	Proposed new Miles without Stiles route on a Green Lane. Links to Derbyshire County Council's works on adjacent public rights of way and adjacent FIPL scheme.
Redmires Conduit, Sheffield	Path surfacing including to facilitate access to benches. New gate & fixings.	Extension of <a href="#">Miles without Stiles route</a> along public right of way. Level route through moorland on edge of Sheffield.
Long Causeway, Outseats	Path surfacing & drainage.	Proposed new Miles without Stiles route along a Green Lane TRO route on the North Lees Estate.
Surprise View, Hathersage	Vegetation clearance & surfacing & gate	Proposed new Miles without Stiles route from a Dark Sky Discovery Site along a former accessible route to the viewpoint over the Hope Valley. Accessible by public transport.
Thornhill	Surfacing, gates & bench.	Removal of gates & improvements to camber for potential new Miles without Stiles route. Bench relocated to an accessible location.

### More Miles

Item	Details	Comments
Alsop Moor/Tissington Trail	Surfacing and widening.	Improvements along a multi-use trail including improved disabled access from Alsop Station car park and bus stops.
MwS Film	Video for website	Update of previous introductory video of Miles without Stiles and the Peak District landscape.
Route filming	Route videos for webpages	Development of in-house system for filming on routes and production of 6 Miles without Stiles route videos. <ul style="list-style-type: none"> <li>• Parsley Hay</li> <li>• Redmires Conduit</li> <li>• Tideswell Dale</li> <li>• Manifold Way</li> <li>• Castleton Peak</li> <li>• Mam Tor Landslip</li> </ul>
Mapping of routes	For new Miles without Stiles routes	In-house mapping for new Miles without Stiles routes. <ul style="list-style-type: none"> <li>• Long Causeway</li> <li>• Redmires extension</li> <li>• Surprise View</li> </ul>

### More Places

Item	Details	Comments
Accessibility symbols	Symbols and text	For an overview and better understanding of the access offer at accessibility hubs and on routes. For web, signage, guide & event use.
Accessibility map	Route location map for website	Sensory Trails logo developed and included on Miles without Stiles location map.
Access Guides	For accessibility hubs	Updated for Visit England website for Visitor Centres/Cycle Hire.
Sensory Trails signage	Route markers	Design and route signage for Sensory Trails on Miles without Stiles routes.
Tissington Trail signage	Threshold and orientation signage	Design and signage which welcomes all users and shows location, facilities, and distances between car parks and cycle hire locations on the Tissington Trail.
Alsop Station resting place.	Ramp & viewpoint	Ramp installation to the former weighbridge shelter.
Sensory Trails	Route information	Creation of Sensory Trails at: <ul style="list-style-type: none"> <li>• Manifold Way</li> </ul>
Accessible Castleton	Accessibility guide	Guide and template for accessible routes, facilities, activities, & accommodation.

### More Mobility

Item	Details	Comments
Trampers	6 all-terrain mobility scooters	At visitor centres & cycle hire: <ul style="list-style-type: none"> <li>• 2 at Parsley Hay</li> <li>• 2 at Ashbourne</li> <li>• 1 at Derwent</li> <li>• 1 at Castleton</li> </ul>
Inclusive cycles	2 cycles	At Parsley Hay
Wheelchairs	5 all-terrain wheelchairs	Visitor centres and other PDNPA sites. Free to borrow.
Tramper branding	PDNPA covers.	To welcome and to show trampers are available for hire. To allow differentiation between the trampers and their locations and showcase iconic landscapes of the Peak

## **APPENDIX 3 - CHAMPIONING NATIONAL PARKS FOR EVERYONE**

### **Background**

1. The Peak District National Park Authority has worked in partnership with Peak District Mosaic for a number of years to support diverse communities to visit and enjoy the Peak District National Park (PDNP). We have collaborated on a number of projects, including the delivery of Peak Wise Community Champion training in 2017 and 2021.
2. Peak District Mosaic have successfully applied as lead partner for funding from the National Lottery Heritage Fund (NLHF) for the Championing National Parks for Everyone project. The project develops our work to support diverse communities to visit and enjoy the National Park, builds capacity in our organisations and expands the geographical range of Peak District Mosaic's work to two other National Parks.
3. The lead partner with NLHF for the Championing National Parks for Everyone project is Peak District Mosaic. The delivery partnership consists of Yorkshire Dales National Park, Peak District National Park, North York Moors National Park and Derbyshire Dales CVS. There is a partnership agreement in place and regular steering group meetings.
4. The current timescale and associated budgets for the project are as follows;
  - **November 2021:** Original project application submitted
  - **May 2022:** Project funding approved by NLHF
  - **September 2022 – July 2023:** Development phase of project. Total cash costs of £73,912 (PDNPA allocation £35,262)
  - **August – December 2023:** Assessment of application by NLHF
  - **April 2024 – March 2026 (estimated):** Delivery phase of project, subject to NLHF approval. Total cash costs of £526,825 (PDNPA allocation £102,143). This budget will be updated during the development phase.

### **Development phase (current work)**

5. The principle aims of the current development phase are;
  - **Develop the project partnership's original plans in more detail**, in particular ensuring that these take on board the views of a wide range of stakeholders
  - **Running a series of networking and taster events** to hold conversations about the project and trial specific activities
  - **Building capacity in Peak District Mosaic**, including trustee recruitment; policies and systems development; preparing the charity to employ staff for the first time; and design / launch of a website.
  - **Developing delivery resources**, including an evaluation framework with the University of Derby and updating Community Champion training materials.

### **Delivery phase (proposed work)**

6. We currently plan that the following will take place in PDNP during the delivery phase;
  - Employment of a full-time Project Officer to deliver a range of activities
  - Employment of an apprentice to support delivery of activities
  - Outreach activities and activities in PDNP to build peoples' confidence to visit
  - Training for 24 new Community Champions to deliver safe and enjoyable visits in PDNP for others, plus ongoing mentoring and bursaries for travel and equipment
  - Development of further volunteering opportunities
  - Project evaluation, further networking and best practice sharing events

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**PEAK DISTRICT NATIONAL PARK AUTHORITY**  
**Climate Change Member Steering Group**  
**12 January 2023**  
**Teams videoconference**

<b><u>Attended by:</u></b>		
<u>Members</u>		
Janet Haddock-Fraser (JH-F), Pete Tapping (PT), Charlotte Farrell (CF), Ken Smith (KS).		
<u>Officers</u>		
Emily Fox (EF), Tim Nicholson (TN), Brian Taylor (BT), Simon Geikie (SG)		
	<b>Agenda item</b>	<b>Action</b>
1.	<u>Minutes of the last meeting and matters arising</u> None	
2.	<u>Sustainable Transport</u> Tim Nicholson (TN) provided an update on progress with sustainable transport initiatives.	
3.	<u>Future of the Climate Change Member Steering Group</u> It was agreed that as the group has successfully embedded climate change in the Authority Plan and National Park Management Plan, the steering group will cease to exist at the end of March 2023. This will be included in the report to Programmes and Resources later this month.	

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