

## Green Lanes Communications Action Plan 2016/17

### Purpose

This action plan advises on communications related to the National Park Authority's work to reduce the impacts on the National Park from recreational motorised vehicles on unsealed routes and off-road.

### Background

A revised Strategy was adopted in 2012 to set out the National Park Authority's approach to this work to meet National Park purposes and duties. The action plans set out the key areas of work required to form part of the Strategy.

### NPA's Role

The NPA will:

- Work to conserve the special qualities of green lanes and the National Park
- Promote opportunities for everyone to understand and enjoy these special qualities in a responsible way
- Work with Highway Authorities, communities and user groups to minimise damage and disturbance

### Key Dates

**2007** - National Park Authorities (NPAs) given powers to make Traffic Regulation Orders (TROs); strategy to manage recreational vehicular use of unsurfaced highways and off-road use in the National Park and a policy and procedure on making TROs approved.

**2008** - 23 priority routes approved; work commences on management plans.

**2009** – Management plans completed for the first 8 priority routes.

**2011** – Members working group review the strategy and propose a revised strategy and procedure subject to an extended consultation; additional resource for 2 year period given.

**2012** – Revised strategy and procedure adopted; route reports completed for further 8 priority routes; annual action plans on priority routes, illegal use and communications produced.

**2013** – Route reports completed for remaining 8 priority routes in the Derbyshire part of the National Park; additional resource extended for 2 year period on a part-time basis.

**2014** – Traffic Regulation Orders made at the Roych, Chapel Gate and Long Causeway.

**2015** - Traffic Regulation Order made at Leys Lane; route reports completed for 4 routes in Staffordshire; additional resource extended for 1 year period on a part-time basis.

**2016** – Voluntary restraint initiated on 2 routes. Route reports completed for 3 routes in Cheshire.

### Key Messages

- Green lanes are a valuable part of the access network which are accessible for a range of different uses and abilities and providing a sense of place in the landscape.
- Where there is conflict with the conservation of the special qualities of the National Park, then action will be taken including the use of TROs where appropriate.
- All users can reduce impact on other users and the environment by using the lanes in a legal, responsible and sustainable manner.
- The well-being of local communities can be enhanced through a properly maintained, accessible and safe rights of way network
- A consensus-based approach and partnership working will provide for long-term effective management of green lanes.
- Illegal use is unacceptable.

## Target Audiences

- **NPA Members** – to feedback summary of actions on green lanes management and to champion Peak District National Park (PDNP) priorities within PDNP communities and partner organisations. Members also inform strategic decision making on resources and priorities.
- **NPA Management Team** – to summarise work on management of green lanes, ensure sufficient resourcing, and identify opportunities within other areas of the PDNPA/ partners' work.
- **NPA Team Managers** – to ensure that actions to deal with green lanes as a resource and to mitigate the impacts of vehicles on green lanes are incorporated into Service Plans. To offer guidance, to make resources available, and to promote the work.
- **NPA Lead Officers** – to ensure that green lane and vehicle considerations are embedded in PDNP strategies, policies, action plans, and guidance. To deliver the actions relating to the management of vehicles on green lanes.
- **NPA Staff** – to support the delivery of the actions identified in their Service Plan and to raise awareness of and ensure that the work of the PDNPA delivers green lanes management and mitigates the impact of vehicles on the special qualities of the National Park.
- **Highway Authorities** – to carry out their duties in relation to management of use, maintenance, enforcement, signage and determining legal status. To support the PDNP purposes and priorities, work together on delivering improvements and have regard to statutory requirements.
- **Police** – to carry out their duties in relation to enforcement.
- **Local Access Forum** – to advise its appointing authorities (PDNPA and Derbyshire County Council) and other relevant authorities on the management of green lanes and recreational vehicles within the National Park and surrounding areas to bring about the improvement of public access.
- **Stakeholders** – (critical friends and mentors, other National Parks, Council for the National Parks, Friends of the Peak District, Green Lanes Forum, user groups, residents) to engage and influence in delivering or supporting the actions to manage use. To identify other mutually beneficial actions to work on together.
- **Media & Visitor Centres** – to communicate and promote actions relating to the management of vehicles.
- **Visitors/Users** – to use green lanes responsibly and minimise the negative impacts of inappropriate use on the special qualities of the National Park. To promote and implement voluntary actions.
- **PDNP Communities** – to encourage and support actions taken to protect and improve green lanes as a resource.

## Resources

The team comprises Mike Rhodes, Access and Rights of Way Manager, Richard Pett, Rights of Way Officer (part-time), and Sue Smith, Rights of Way Officer (part-time until March 2017). Support is given by the Director of Commercial Development and Outreach, Simon Malcolm, and the Ranger Service.

**Communications Action Plan 2016/17**

<b>What</b>	<b>Why</b>	<b>How</b>	<b>When</b>	<b>Who</b>	<b>Evaluation</b>
Inform media about progress	To increase awareness of work and to encourage involvement in minimising the impact on the NP	General news releases; article in Park Life; target specialised media; ARoW newsletter	April 2012 onwards; update as and when new information arises	Rights of Way Team/ Communications Team	Number of stories generated; number of contacts
Develop and maintain informative webpages on PDNPA website	First point of call on green lanes information.	Update webpages	April 2012 onwards; update as and when new information arises	Rights of Way Team/ Website manager	Website hits
Promote the vehicles web pages	To increase awareness; to advise of issues	Partner organisations; media.	After implementation of new information on webpages.	Rights of Way Team/ Communications Team	Website hits
Inform vehicle users of route specifics	To increase awareness; to advise of issues to minimise the impact of vehicular use	ARoW newsletter; emails; action plans	Newsletters when new information arises; annual action plans	Rights of Way Team	Number of issues; circulation
Inform communities of progress	To increase awareness; to advise of action	ARoW newsletter; emails; action plans	Monthly newsletters; annual action plans	Rights of Way Team	Number of issues and circulation
Inform Members	To increase awareness; to advise of action	ARoW newsletter; committee reports; LAF meetings; Members' workshops	Monthly newsletters; as required	Rights of Way Team	Number of reports
Inform staff	To increase awareness; to advise of action; to seek information on routes	Emails, phone calls, staff ezine; committee reports; LAF meetings; ARoW newsletter	As required	Rights of Way Team/ Communications Team	Number of contacts

<b>What</b>	<b>Why</b>	<b>How</b>	<b>When</b>	<b>Who</b>	<b>Evaluation</b>
Liaise with Highway Authorities	To ensure regard is had to NP purposes; to develop a partnership approach; to facilitate repairs, signage and other measures to manage the use of green lanes; to promote responsible use	Emails; phone calls; consultations; regular liaison meetings; LAF meetings	As required; regular meetings	Rights of Way Team	Actions completed; number of meetings
Liaise with constituent Authorities	To ensure regard is had to NP purposes; to develop a partnership approach	Emails, phone calls and regular meetings	Annually	Members/ Senior Management Team	Number of meetings
Liaise with Police	To develop a partnership approach; to exchange information relating to illegal or irresponsible vehicular use; to support in carrying out advisory and enforcement work	Emails; phone calls; consultations; regular liaison meetings; forum meetings;	As required; regular meetings; joint information events	Rights of Way Team/ Rangers	Issues resolved; number of meetings; number of events
Liaise with Parish Councils	To develop a partnership approach; to inform of actions on routes in their areas; to seek information on routes	Emails; phone calls; consultations	As required	Rights of Way Team/ Rangers	Number of contacts
Liaise with vehicle user groups	To develop a partnership approach; to inform of actions on routes; to promote voluntary action	Emails; phone calls; consultations; liaison meetings; forum meetings; voluntary working parties	As required; regular meetings	Rights of Way Team/ Management Team/Peak Park Conservation Volunteers	Number of meetings; number of volunteers

<b>What</b>	<b>Why</b>	<b>How</b>	<b>When</b>	<b>Who</b>	<b>Evaluation</b>
Liaise with other user groups	To develop a partnership approach; to inform of actions on routes; to promote voluntary action	Emails; phone calls; consultations; liaison meetings; forum meetings; voluntary working parties	As required	Rights of Way Team/Senior Management Team/Peak Park Conservation Volunteers	Number of meetings; number of volunteers
Liaise with organisations interested in rights of way and vehicle issues	To develop a partnership approach; to inform of actions on routes	Emails; phone calls; consultations; forum meetings	As required	Rights of Way Team	Number of contacts
Liaise with other National Park Authorities	To seek best practice on issues specific to NPAs	Emails; phone calls; meetings	As required	Rights of Way Team	Number of contacts
Support and notify Local Access Forum of relevant issues	To seek views on management approaches, to seek responses on consultations, to disseminate information relating to green lane issues	Emails; phone calls; consultations; meetings; ARoW newsletter	4 meetings annually; sub-group meetings; monthly newsletters	Rights of Way Team	Number of meetings
Produce action plans and update on actions	To monitor progress	Report to Audit Review and Performance Committee	Annual actions and update	Rights of Way Team	Report produced