

A) CONNECTING YOUNG PEOPLE WITH NATURE

Government Targets

- Double the number of young people to experience a National Park as part of the National Citizen Service by 2020
- A new package of teaching materials for schools based on National Parks
- National Park Authorities to engage directly with over 60,000 young people per year through schools visits by 2017/18

2012-2017 National Park Management Plan

None

Corporate Strategy

- Directional Shift S2 – Connect people to the place, the park

Lead Officer: Sarah Wilks, Head of Outreach Development

B) THRIVING NATURAL ENVIRONMENTS

Government Targets

- National Park Authorities, with the Environment Agency and Natural England, to champion integrated management of the natural environment, showcasing the benefits that designated landscapes can bring.

2012-2017 National Park Management Plan

- The diverse national park landscapes will adapt to challenges whilst retaining their special qualities and natural beauty (DL1)
- The richness of the natural environment will be conserved, restored and enhanced so wildlife can thrive, ecological systems continue to improve and its diverse geology is retained and valued (DL3)

Corporate Strategy

- Directional Shift S1 – The place and park on a landscape scale

Lead Officer: Suzanne Fletcher, Head of Landscape and Conservation

C) RURAL ECONOMY

Government Targets

- Develop three new apprenticeship standards led by National Park Authorities
- Double the number of apprenticeships in National Park Authorities by 2020
- Increase annual visitors from 90m to 100m, generating an estimated £440m for local businesses
- Extend the National Parks tourist season.

2012-2017 National Park Management Plan

- Residents will have sustainable access to local services and employment (TV3)
- The National Park will strengthen its role as a welcoming place and premier destination, synonymous with escape, adventure, enjoyment and sustainability (WI1)
- There will be a diversity of thriving businesses supporting and contributing to the economy and local communities which are critical to the long term future of the national park (ES2)
- Traditional and modern economic development that is innovative, well managed and appropriate to the landscape will be supported (ES4)

Lead Officer: Suzanne Fletcher, Head of Landscape and Conservation

D) FOOD AND FARMING

Government Targets

- National Parks will be known for and visited as, great food destinations
- Work with National Park Authorities and the Great British Food Unit to deliver more Protected Food Names for National Park products and increase exports.

2012-2017 National Park Management Plan

- Profitable farming, through food production, land management and farm based business, will promote and contribute to the special qualities of the national park and is recognised as essential to its character and health (ES1)
- The Peak District landscape will be managed by farmers and other land managers to increase the potential economic return for public goods such as clean water, carbon storage and renewables (ES3)

Lead Officer: Suzanne Fletcher, Head of Landscape and Conservation

E) EVERYONE'S NATIONAL PARKS – TOURISM AND PARTICIPATION

Government Targets

- Encourage more diverse visitors to National Parks
- Promote volunteering in National Parks
- Celebrate the 70th Anniversary of National Park's creation.
- Promote National Parks as world-class destinations to visitors overseas and the UK

2012-2017 National Park Management Plan

- Thriving villages, hamlets and the market town of Bakewell will adapt to new challenges whilst retaining their valued historic and cultural integrity (TV1)
- Communities and individuals will feel inspired to live sustainably and help shape the place they live in (TV2)
- More opportunities will be found to provide locally needed affordable housing (TV4)
- The Peak District will be an unrivalled setting for opportunities which enable people to develop a deeper understanding and appreciation of the place and which instil a desire to conservation community and economy of the national park (WI2)

Corporate Strategy

- Directional Shift S2 – Connect people to the place, the park
- Directional Shift S3 – Visitor experiences that inspire and move
- Directional Shift S4 – Grow income and supporters

Lead Officer: Emma Stone, Head of Visitor Experience Development

F) LANDSCAPE AND HERITAGE

Government Targets

- Work with the Heritage Lottery Fund to achieve their objective of encouraging more fundable projects in the Natural heritage sector
- Enhance peoples involvement in interpretation of the historic environment and natural beauty in National Parks
- Tell the story of cultural landscapes in England's National Parks

2012-2017 National Park Management Plan

- Our Cultural heritage and distinctive local traditions will be sustained and enhanced as an integral part of modern Peak District life (DL3)

Lead Officer: Suzanne Fletcher, Head of Landscape and Conservation

G) HEALTH AND WELLBEING

Government Targets

- Promote innovative schemes for National Parks to serve public health
- Realise the immense potential for outdoor recreation in National Parks

2012-2017 National Park Management Plan

- Greenhouse gas emissions will be reduced and a healthy national park will adapt to the effects of climate change. (DL4)
- Visitors and residents will be inspired to act in a way that sustains the environment and special qualities of the Peak District (WI3)
- Accessible and diverse recreation opportunities will be available for all, encouraging healthy living, enjoyment of the landscape and a sense of adventure (WI4)

Lead Officer: Emily Fox, Head of Strategy and Performance

H) COMMUNITIES

2012-2017 National Park Management Plan

- Thriving villages, hamlets and the market town of Bakewell will adapt to new challenges whilst retaining their valued historic and cultural integrity (TV1)
- Communities and individuals will feel inspired to live sustainably and help shape the place they live in (TV2)
- More opportunities will be found to provide locally needed affordable housing (TV4)

Corporate Strategy

- Cornerstone C2 – Delivering our planning and other advisory services in a way that helps communities deepen their understanding and support for the special qualities of the National Park.

Lead Officer: Brian Taylor, Head of Policy and Communities

I) ASSET MANAGEMENT

Corporate Strategy

- Cornerstone C1 – Looking after the places we own and operate, and our brand

Lead Officer: Emma Stone, Head of Visitor Experience Development

J) MEMBER LEARNING AND DEVELOPMENT

Corporate Strategy

- Cornerstone C3 – Developing our organisation to we have a planned and sustained approach to performance at all levels.
- Cornerstone C4 – Developing Members to maximise their potential to achieve for the Place and the Authority.

Lead Officer: Jason Spencer, Democratic Services Manager

K) PLANNING ENFORCEMENT

Corporate Strategy

- Cornerstone C2 – Delivering our planning and other advisory services in a way that helps communities deepen their understanding and support for the special qualities of the National Park

Lead Officer: Andrew Cook, Team Manager - Monitoring & Enforcement
