

National Park Management Plan outcome: Understanding the National Park

The Authority's contribution: Corporate Outcome G: Understanding of the National Park and its special qualities has increased so that people recognise its value and have the opportunity to make a personal contribution to its sustainable management by ...

Action 1: Providing learning opportunities to key rural and urban audiences, particularly residents, young people and under-represented groups from surrounding urban areas (Priority level 1)

During 2007/08 we delivered learning opportunities to over 500,000 contacts, of which more than 16,000 were through active engagement in learning and the remainder through our Visitor Centres. During 2008/09 we intend to increase the focus of our learning opportunities on priority target audiences.

During 2007/08 we

- Contacted all 43 primary schools in the National Park and developed good links with 35, 16 of which became involved in the John Muir Trust Award
- Provided environmental learning activities for almost 15,000 young people, including 265 participants on the Youth Ranger Programme
- Published a new 5 year business plan for Losehill Hall, the Environmental Learning and Conference Centre, to deliver a greater focus of services to our priority target audiences
- Organised 12 specialist environmental education outreach events to adults to promote personal contribution to sustainability
- Encouraged 10 farms to offer educational visits to raise awareness of the special nature of the landscape

In 2008/09 we will ...

- Develop a working relationship with the remaining 8 schools and encourage all the schools to participate in the John Muir Trust Award
- Provide environmental learning activities for at least 14,000 young people of which over 11,000 will be from our key target audiences
- In year 1 of the business plan, focus 79% of learning activities with young people and 60% of adult learning to key target audiences
- Develop further our processes and systems for collecting data about service user profiles and experiences in relation to our key target audiences

Action 2: Working with and influencing stakeholders to enhance learning opportunities about the National Park (Priority level 3)

During 2008/09 we will monitor, with a view to influencing, how many partners are using our key messages about why the Park is a special place.

During 2007/08 we ...

- Produced our Local Residents Action Plan to engage more effectively with local residents, one of our key target audiences in the Working with People and Communities Strategy
- Developed a strategic approach to environmental learning with partners such as Nottinghamshire Education Authority and the National Trust

In 2008/09 we will ...

- Implement Local Residents Action Plan including: agreement on future of community planning, delivery and review of 7 area forums, deliver corporate presence at 3 local shows and develop White Peak project with resident involvement
- Agree action plans for other key target audiences within our Working with People and Communities Strategy: under-represented groups and land managers/businesses and begin implementation
- Develop 5 new strategic partnerships to provide environmental learning opportunities and promote understanding of the National Park

Action 3: Encouraging and developing volunteering opportunities that allow people to make a personal contribution to the sustainable management of the National Park (Priority level 3)

In 2007/08 over 10,000 volunteer days were delivered, the majority through the ranger service but a significant proportion through the Conservation Volunteers. During 2008/09 we intend to deliver at least 10,000 volunteer days with a focus on attracting target audiences.

During 2007/08 we ...

- Provided 7,622 volunteer days through the Ranger Service and 2,587 through Peak Park Conservation Volunteers
- 23 practical conservation projects to local residents were run through the Vision project

In 2008/09 we will ...

- Work with partners to provide opportunities for people from our target groups to undertake conservation projects

National Park Management Plan outcome: Tourism

The Authority's contribution: Corporate Outcome H: Promote sustainable tourism to improve the economic viability of the Peak District whilst ensuring a positive environmental and social impact by ...

Action 1: Encouraging improvements in the quality of tourism services and products particular to the National Park and compatible with its special qualities (Priority level 2)

We will monitor our success against this action by measuring the number of Peak District tourism businesses participating in Authority led sustainable tourism schemes. Our target for 2008/09 is to maintain current participation levels in existing schemes e.g. BESST, Peak Experience, Environmental Quality Mark.

During 2007/08 we

- Upgraded Bakewell and Castleton Tourist Information Centres to provide touch-screen out of hours information
- Achieved 96% customer satisfaction among visitors to our Visitor Centres
- Produced new interpretation literature and on-line media for the Peak Experience Trails, further developing accessibility and different media channels
- Worked with an increased number of tourism businesses in helping to promote the Peak Experience Trails

In 2008/09 we will ...

- Provide high quality information and National Park messages in each of the 4 visitor centres through individual improvement plans (for example, signage displays and events) and maintain customer satisfaction levels
- Complete the development of the Peak Experience multi-media learning facilities and seek to develop a successor project with the Peak District Interpretation Partnership
- Develop new interpretation initiatives with our partners in line with Visitor Action Plan (as part of Working with People & Communities Strategy)
- Provide an online forum for Peak Experience tourism businesses

Action 2: Influencing tourism partnerships to achieve the targets of the sustainable tourism strategy (Priority level 2)

2008/09 aim to have at least a medium influence on new and relevant key tourism partnership documents, to ensure they reflect sustainable tourism objectives.

During 2007/08 we ...

- Contributed to the work of the Peak District and Derbyshire Destination Management Partnership, its publications and marketing initiatives

In 2008/09 we will ...

- Contribute to partners' tourism development plans, partnerships and programmes to influence the sustainable development agenda with an emphasis on environmental sustainability and a wider welcome

- Completed a project to improve key rail and bus facilities for visitors, with support from East Midlands Tourism in the Hope Valley, Derwent Valley and on the Transpeak route

Action 3: Encouraging visitors to consider the environmental impact of their visit and take positive action (Priority level 2)

For 2008/09 we will deliver 3 new initiatives to promote positive action.

During 2007/08 we ...

- Included public transport details and information about sustainable travel in all our publications and on our website and produced a transport poster campaign
- Promoted cycle hire through three specific groups of accommodation providers through; Business and Environment linked through Small Scale Tourism, Country Cottages and Visit Peak District
- Promoted the sourcing of local products through our Visitor Centres and website by providing information at points of sale to identify articles made locally

In 2008/09 we will ...

- Develop an initiative with Peak Connections to use promotional offers on Public Transport linked to Cycle Hire
- Provide a higher proportion of locally sourced and environmentally friendly products through our Visitor Centres
- Renew Losehill Hall's Eco-centre status and further develop our visitor communication plan to promote positive environmental impact messages

Financial Summary - Promoting Understanding				
£,000	2006/07	2007/08	2008/09	2009/10
Direct revenue expenditure	1,120	978	931	
Depreciation	130	142	154	
Employee costs	1,738	1,720	1,700	
Recharged support costs	404	410	415	
Total Gross Expenditure	3,392	3,250	3,200	
Income: Sales Fees and Charges	(1,170)	(1,226)	(1,235)	
Income: Other external funding	(580)	(425)	(375)	
Net Expenditure	1,642	1,599	1,590	