

2. **WORKING WITH PEOPLE AND COMMUNITIES STRATEGY: UNDER-REPRESENTED GROUPS ACTION PLAN AND VISITOR ACTION PLAN (A1973/LB/AG)**

Proposal

- 1 To approve a revised approach to the Working with People & Communities Strategy and Action Plans.

To approve the under-represented groups and visitor action plans as frameworks for working with partners and setting the authority's own corporate priorities.

2 **RECOMMENDATION:**

That

1. **The approach to implementing and monitoring the action plans of the Working with People & Communities Strategy, as part of the National Park Management Plan (NPMP) Annual Monitoring Report, be approved.**
2. **The Under-represented Groups Action Plan and the Visitor Action Plan (see Annex 1 and 2) be approved.**
3. **The Authority actively works with lead partners and agencies to influence their contributions to these action plans through the work of the lead officers and NPA Member representatives for the NPMP Outcome 8 (Understanding the National Park) and Outcome 9 (People and Communities).**
4. **These action plans inform the Authority's Corporate Priorities, with the level of contribution by the Authority to the action plans being annually determined through the Annual Performance and Business Planning process.**

Policy/Legal Background

- 3 In 2006, the Authority approved the Strategy for Working with People & Communities (full Authority, February 2006, Minute 16/06 and Minute 17/06) which co-ordinates promoting understanding, engagement and communications work across the Authority and with partners. It highlighted target areas around the National Park and identified key target audiences on which the Authority, with its partners, should focus. For each target audience, action plans would be developed.
- 4 The strategy contributes across a number of National Park Management Plan outcomes but in particular:

Outcome 8 – Understanding the National Park

By 2011, there is increased understanding of the special qualities of the Peak District National Park amongst target groups so that they:

- *Feel welcome in and know that they are in the National Park*
- *Understand why it is a special place*
- *Have the opportunity to influence decisions that affect them and respect each others needs*
- *Have the opportunity to make a personal contribution to sustainable management of the national park.*

Outcome 9 – People and Communities

By 2011, communities around the National Park are more cohesive with more opportunities for children and young people and the elderly; reduced inequality; and communities within the Park have better access to services; and more affordable homes for those that need them.

By 2011, communities are better able to shape their future with more objectives for the National Park and its communities being met by the voluntary sector, volunteering and community activity and enterprise.

- 5 The original set of *target groups* identified as part of the Working with People and Communities Strategy were children & young people, local residents, under-represented groups, visitors, businesses/land managers and policy makers as key influencers. The action plans are facilitated by the Authority for the National Park. They will be taken forward through the work of the Authority, partners and stakeholders. The Children and Young People's Action Plan was approved by the Authority in December 2006 (Minute Ref: 96/06). The Local Residents Action Plan was approved by the Authority in October 2007 (Minute Ref: 90/07).
- 6 The proposed National Park approach to 'policy makers' has been addressed through the NPA and partners' duty to cooperate with Local Area Agreements reported to Audit & Performance in October 2008 and through the emerging Sub-National review arrangements reported to the Authority Committee in May 2008 (Minute Ref: 35/08). The approach includes agreed priorities for engaging with regional and local agencies as a framework for working with policy makers. This highlighted work with Local Strategic Partnerships i.e. High Peak & Derbyshire Dales and Staffordshire Moorlands and with the Derbyshire Partnership Forum, Staffordshire LAA and Sheffield City Region as a first priority, partnerships with Barnsley, Kirklees and Oldham as a second priority and the remaining adjacent or Constituent Authorities as a third priority e.g. Tameside, Manchester.
- 7 The outstanding target groups from the original set are under-represented groups, visitors and businesses/land managers. How these are proposed to be taken forward are covered in the Key Issues section of this report.
- 8 In July 2008, the Authority approved the National Park Management Plan Annual Monitoring Report (Audit & Performance Committee, July 2008, Minute Ref; 90/07). This annual report is the mechanism by which progress towards all Management Plan outcomes are collectively reported. It has been agreed that this will include an update on progress of specific strategic action plans as supplements to the NPMP actions under the appropriate NPMP Outcome.

Key Issues

- 9 The Working with People & Communities Strategy (WWPC) and its initial proposed set of target group action plans was prepared in 2006, prior to the National Park Management Plan (NPMP). Now that the NPMP is being implemented and closely monitored through the Annual Monitoring Report, the WWPC target group action plans have been reviewed in order to align them to the appropriate NPMP Outcomes, implementation and monitoring processes as follows:
 - The action plans most related to 'Understanding the National Park' (Outcome 8 of the NPMP) are children & young people, visitors and under-represented groups (but with some links to Outcome 9)
 - The action plans most related to 'People and Communities' (Outcome 9 of the NPMP) are local residents, and policy makers, especially through Local Strategic Partnerships and Local Area Agreements (but with some links to Outcome 8).

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- The NPMP already has actions and strategies addressing engagement with local businesses and land managers under Outcome 10 Economy e.g. Rural Action Zone, Leader, New Environmental Economy programmes. Where businesses/land managers make a particular contribution to engaging target groups in understanding the National Park, it has already been captured in the Outcome 8 target group action plans. For example, the role tourism businesses can play in promoting understanding to visitors about the National Park is included in the visitor action plan for outcome 8. These existing actions under Outcome 10 and 8 cover the scope of what was originally intended by the WWPC strategy for engaging businesses/land managers.
- 9 The two remaining action plans under Outcome 8 ‘understanding of the National Park’ are the Visitor Action Plan and Under-Represented Groups Action Plan. They are presented in Annex 1 and 2 for Member approval. They are presented in the following format:
- NPMP Outcome context and overarching indicators
 - Main evidence and analysis used
 - A framework for prioritising the key actions
 - Key Action Table
- 10 The lead officer for the NPMP Outcome 8 is the Community Policy Manager and the lead NPA Member representative for Outcome 8 is Professor John Herbert. Their role will be to:
- facilitate working with partners to increase their contribution to these two new action plans
 - develop, through Corporate business and service planning, the contribution of the Authority to the implementation of these action plans
- The annual NPMP monitoring report to Audit and Performance Committee will be the process for monitoring progress made by partners and the Authority against the action plans (as a supplement to the NPMP Annual Monitoring Report).
- 11 The WWPC Strategy has completed the original intention of agreeing a NPMP outcome with indicators and a set of prioritised, audience-focused action plans to promote opportunities for understanding and engagement in the National Park. The NPMP outcomes now provides the appropriate framework to implement and monitor the action plans, with clear lead officer and Member representative roles, and so a separate WWPC Strategy is no longer required.

APPENDIX

Background

- 1 A more detailed assessment of key drivers and an external and internal situational analysis for each action plan is available on request. This more detailed analysis has informed the actions plans proposed in annex 1 and 2.

Resources

- 2 Any additional or re-allocation of resources that the Authority decides to contribute to the actions plans will be determined through the Authority's Annual Corporate Planning process. These action plans are intended to provided a prioritised framework to inform the corporate planning process.

Risk Management

- 3 Poor partnership buy-in to action plans: low-medium probability/ high impact
Mitigation:
Role of lead officer and member representative to actively promote and engage partners in action plans.
Work already undertaken and ongoing to understand and build on shared objectives between partners and the NPMP.
- Uncertainty over external funding: medium probability/high impact
Mitigation:
Making the most of partnership funding opportunities that deliver to action plan priorities.
Seeking alternative approaches to funding e.g. through contract delivery as part of Local Area Agreements.
Developing contingencies, exit strategies or mainstreaming existing projects whose funding is coming to an end.

Human Rights, Equal Opportunities, Health & Safety

- 4 One of the key aspects of these plans is to promote opportunities for under-represented users of the National Park and improve the National Park experience offered to all visitors. An Equality Impact Needs Assessment has been undertaken.

Consultees

- 5 Strategic Management Team
Heads of Service – Field Services, Information Management, Losehill Hall, Heritage, Environment and Recreation Strategy, Property
Team Managers – Area Teams, Learning Team, Recreation Strategy, Visitor Services

Enclosures

- 6 Under-represented Groups Action Plan
Visitor Action Plan

List of Background Papers (not previously published)

- 7 None

Report Author

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9 27 November 2008