

APPENDIX 1

Corporate Objectives: the following corporate objectives represent the National Park Authority's proposed contribution to achieving National Park Management Plan (NPMP) outcomes over the next 1- 3 year period. This is intended to be a three year rolling plan with a specific focus for our work given for the forthcoming year. Achieving sustainability is a cross cutting theme across all the objectives and many of the corporate objectives work together to achieve NPMP outcomes. However, for the purpose of corporate and service planning and ease of reading, the objectives are presented separately against a specific NPMP outcome.

NPMP Outcome	Relevant Strategy	Corporate Objectives	Focus in 2010/11 to be primarily on:
<p>01 Biodiversity By 2011 dynamic partnerships have achieved outcomes for biodiversity and begun to tackle the challenge of climate change having especially:</p> <ul style="list-style-type: none"> • reached the Public Services Agreement target of 95% of Sites of Special Scientific Interest in target condition by 2010 • increased the quality and quantity of Biodiversity Action Plan priority habitats and species, especially moorland restoration and condition status • increased distinctive White Peak wetland and farmland habitats, and key Local Biodiversity Action Plan species • identified ways of reducing the extent of climate change and reducing its adverse impact on biodiversity 	<p>Biodiversity Action Plan (Adopted 2001)</p> <p>Climate Change Action Plan (Approved May 2009)</p>	<p>1. Produce Local Biodiversity Action Plan (LBAP) 2011-20.</p>	<p>1. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) reviewing BAP (2001- 2010) performance to 2010, b) using the Landscape Strategy to underpin a spatial approach to the LBAP review, c) agreeing achievable targets with key partners, d) establishing a monitoring process, e) ensuring targets take into account climate change models.
	<p>2. Achieve the priority species and habitat targets in the Biodiversity Action Plan on our own land, and by influencing land owners and managers in the wider National Park</p>	<p>2. Focus in 2010/11 to be primarily on a) lapwings, b) crayfish, c) grasslands and d) moorlands.</p>	

NPMP Outcome	Relevant Strategy	Corporate Objectives	Focus in 2010/11 to be primarily on:
<p>02 Cultural Heritage By 2011 people, communities and organisations have worked together to:</p> <ul style="list-style-type: none"> • deliver outcomes of the Cultural Heritage Strategy • conserve and enhance distinctive characteristics of landscape and settlements, especially in the White Peak 	<p>Peak through Time – Cultural Heritage Strategy (Adopted Dec 2006)</p>	<p>1. Achieve the priority actions in the Cultural Heritage Strategy 2006/11.</p>	<p>1. Focus in 2010/11 to be primarily on:</p> <ol style="list-style-type: none"> a) ensuring the Local Development Framework contains appropriate supporting policies for cultural heritage, b) listed building quinquennial review, c) ensuring links between village management plans and conservation area appraisals, d) identify and act on the implications for the Authority of Heritage Protection reform
		<p>2. Update the Cultural Heritage Strategy and produce the action plan for 2011/16.</p>	<p>2. Focus in 2010/11 to be primarily on:</p> <ol style="list-style-type: none"> a) reviewing the performance to date, b) agreeing achievable targets with key partners, c) establishing a monitoring process.

NPMP Outcome	Relevant Strategy	Corporate Objectives	Focus in 2010/11 to be primarily on:
<p>03 Natural Beauty By 2011 the natural beauty of landscapes means:</p> <ul style="list-style-type: none"> • they are still attractive places to live in and visit and are assets to communities and the economy • there is a clear characterisation of the whole of the landscape and it is conserved and enhanced in accordance with that characterisation 	<p>Landscape Strategy and Action Plan (Adopted July 2009)</p>	<p>1. Achieve the priority actions in the Landscape Strategy.</p>	<p>1. Focus in 2010/11 to be primarily on:</p> <ol style="list-style-type: none"> a) training key Authority staff, members and key partners, b) achieve substantial progress on updating the map required by section 3 of the Wildlife and Countryside (amendment) Act 1995 with sensitivity towards the subtleties of the Landscape Character Assessment, c) developing a framework to help communities value their landscapes, d) undergrounding overhead lines under Ofgem's new 5 year programme.

NPMP Outcome	Relevant Strategy	Corporate Objectives	Focus in 2010/11 to be primarily on:
<p><u>04 Climate Change and Natural Resources</u> By 2011 climate change is being addressed and the natural resources of the National Park are being managed sustainably so that we:</p> <ul style="list-style-type: none"> • reduce our adverse impact on climate change, and future generations are better able to manage, mitigate and adjust to the changes that are starting to take place • are better placed to hand on a diverse, healthy and resilient natural environment to future generations • retain and improve the National Park's natural resources as the basis for our survival, well-being and prosperity 	<p>Climate Change Action Plan (Approved May 2009)</p>	<p>1. Achieve our own environmental management targets to reduce the Authority's carbon footprint in 2010/11 by 5%.</p>	<p>As objective</p>
		<p>2. Deliver the priority actions of the Climate Change Action Plan.</p>	<p>2. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) moorland stabilisation and restoration, b) support to local organisations and communities, c) ensuring the Local Development Framework contains appropriate supporting policies and guidance is given on renewable energy and climate change adaptation and mitigation, d) working with constituent authorities through LAEP (Local Authority Energy Partnership) to contribute to national targets e.g. NI 186/188.

NPMP Outcome	Relevant Strategy	Corporate Objectives	Focus in 2010/11 to be primarily on:
<p><u>05 Mineral Extraction</u> By 2011 the impact of mineral working on the special qualities of the National Park and on communities has been reduced because:</p> <ul style="list-style-type: none"> • there are fewer quarries • those quarries that remain are worked to the highest modern environmental standards with established operating end-dates and restoration schemes • there is an agreed definition of 'national need' for mineral working 	<p>Minerals Strategic Action Plan (Adopted June 2009)</p>	<p>1. Reduce area and number of mineral workings and ensure that those that remain are worked to the highest modern environmental standards.</p>	<p>1. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) reviews of permissions, b) site and policy monitoring, c) review and consolidate/exchange old mineral permissions to secure modern working standards, d) pursue prohibition orders for dormant sites that are unlikely to re-open, e) pursue minerals enforcement in accordance with a robust prioritisation process.
		<p>2. Influence national government and regional policy and other bodies on mineral working in National Parks including responding to consultation documents.</p>	<p>As objective</p>

NPMP Outcome	Relevant Strategy	Corporate Objectives	Focus in 2010/11 to be primarily on:
<p><u>06 Traffic, Travel and Accessibility</u> By 2011 highways, transport infrastructure and services have been improved because they:</p> <ul style="list-style-type: none"> • meet the needs of residents, visitors and surrounding areas • increase the proportion of visitors using methods of travel other than private cars • reduce the adverse environmental impacts of travel on the special qualities of the National Park • enable more sustainable travel patterns that lead to a reduction in the levels of carbon dioxide emitted into the atmosphere, especially by supporting public transport 	<p>Sustainable Transport Action Plan (Predicted Adoption Date 2010)</p>	<p>1. Influence decisions on transport infrastructure and traffic management through (i) our land use policies and through (ii) implementing traffic management schemes.</p>	<p>1. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) minimising landscape impacts of new and replacement road signs, b) helping to find an innovative solution to congestion through the villages on the A628, c) green travel plans in our own estate management plans and through influencing others, d) promoting cycling.
		<p>2. Increase the proportion of visitors using sustainable methods of travel other than private car.</p>	<p>2. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) Peak Connections partnership, b) working with constituent councils on the provision of sustainable transport options.

NPMP Outcome	Relevant Strategy	Corporate Objectives	Focus in 2010/11 to be primarily on:
<p>07 Recreation and Tourism By 2011 all people, especially those from disadvantaged communities, children and young people, and the elderly should:</p> <ul style="list-style-type: none"> • feel welcome in the National Park • have the opportunity to participate in diverse recreational activities that enhance the quality of their lives <p>By 2011 the number of people staying overnight in the Peak District,</p> <ul style="list-style-type: none"> • and the sustainability of tourism experiences is increased, especially resulting from: • increased quality of tourism services • a wider range of tourism products based on, and compatible with, the special qualities of the National Park 	<p>Recreation Strategy (Predicted Adoption Date Spring 2010)</p>	<p>1. Increase opportunities for recreational activities especially for our target priority audiences.</p>	<p>1. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) Working with others on infrastructure improvements at recreational hubs and gateways to the National Park (see Recreation Strategy), b) Developing the cycling infrastructure, c) promoting awareness of recreational opportunities to particular target audiences
	<p>Sustainable Tourism Strategy (Adopted 2000)</p>	<p>2. Develop our strategic role in sustainable tourism.</p>	<p>2. Focus in 2010/11 to be primarily on reviewing the current Peak District Sustainable Tourism Strategy with stakeholders</p>
		<p>3. Improve the quality and cost effectiveness of the provision of facilities such as car parks and toilets through rationalisation and different models of delivery and funding including working with partners.</p>	<p>3. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) achieving budget savings in car parks and toilets, b) developing the maintenance plan and capital strategy.

NPMP Outcome	Relevant Strategy	Corporate Objectives	Focus in 2010/11 to be primarily on:
<p>08 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:</p> <ul style="list-style-type: none"> • 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 other's needs • have the opportunity to make a personal contribution to sustainable management of the National Park 	<p>Working with People and Communities Strategy (Adopted Dec 2008)</p> <ul style="list-style-type: none"> a) Children and Young Peoples' Action Plan (Adopted Dec 2006) b) Residents' Action Plan (Adopted Oct 2007) 	<p>1. Increase understanding of the special qualities of the National Park through participation in learning and volunteering opportunities, especially among priority target audiences.</p>	<p>1. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) Working in constituent and neighbouring local authority areas with: families and communities, projects for young people linked to NPMP outcomes (especially the Moorland as Indicators of Climate Change Initiative (MICCI) project), engaging young people through work with schools and professional development for educators b) implementing interpretation framework for the Peak District, c) delivering the MOSAIC annual action plan.
		<p>2. Secure long term learning delivery partnerships at key locations across the National Park</p>	<p>2. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) Dovestones, b) Eastern Moors, c) Langsett, d) Kirklees area, e) Millers Dale.

NPMP Outcome	Relevant Strategy	Corporate Objectives	Focus in 2010/11 to be primarily on:
<p>09 People and Communities By 2011 communities around the National Park are more cohesive with:</p> <ul style="list-style-type: none"> • more opportunities for children and young people, and the elderly • reduced inequality <p>and communities within the National Park have:</p> <ul style="list-style-type: none"> • better access to services • more affordable homes for those who need them <p>By 2011 communities are better able to shape their own futures with more objectives for the National Park and its communities being met by the voluntary sector, volunteering and community activity and enterprise.</p>	<p>As under Understanding the National Park</p>	<p>1. Engage communities and support them in shaping their future.</p>	<p>1. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) delivering the community planning outputs of the Live and Work Rural programme including using the Sustainable Development Fund, b) developing a Local Development Framework statement on how the Authority works with partners to deliver affordable housing c) implementing an action plan following on from the residents survey

NPMP Outcome	Relevant Strategy	Corporate Objectives	Focus in 2010/11 to be primarily on:
<p>10 Economy By 2011 prosperity has been improved by businesses, social enterprise and the public sector:</p> <ul style="list-style-type: none"> • working together • raising productivity • capitalising on their location in a special and distinctive environment • developing a sustainable economy 	<p>None at present</p>	<p>1. Contribute to environmentally sustainable economic development.</p>	<p>1. Focus in 2010/11 to be primarily on:</p> <ol style="list-style-type: none"> a) delivering the business outputs of the Live and Work Rural programme including using the Sustainable Development Fund, b) influencing appropriate economic investment in the area through work with the rural development agencies and others in the 4 regions including influencing the Destination Management Partnership business plan, c) implementing rural development review results.
		<p>2. Use Peak District Land Management Advisory Service to support land managers to manage the landscape sustainably, whilst creating economic benefits for the wider community.</p>	<p>2. Focus in 2010/11 to be primarily on:</p> <ol style="list-style-type: none"> a) Upland Entry Level Scheme, b) Environmental Stewardship Higher Level Scheme.

The way we do business	Relevant Strategy	Corporate Objectives	Focus in 2010/11 to be primarily on:
<p><u>11. We provide quality, customer focused, sustainable services and ensure continuous improvements in the way that these are delivered</u></p>	<p>Performance Improvement Plan</p> <p>Code of Corporate Governance</p> <p>Finance strategy</p> <p>Procurement strategy</p> <p>HR Policies and workforce plan strategy (2006) and Support Services Review</p>	<p>1. Ensure continuous improvement, value for money, sustainability and high standards of corporate governance.</p>	<p>1. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) implementation of building block one of the Information Management Strategy, b) review and implementation of the asset management plan, c) securing the longer term sustainability of the Authority's financial position, d) responding to the external scrutiny of the National Park Authorities Performance Assessment, e) streamlining use of member and staff resources in achieving effective governance e.g. number and style of meetings, committee structures, member engagement, delegation, communication between members and officers.
	<p>Managing Information Strategy</p> <p>Communications Plan</p> <p>National Park Management Plan</p>	<p>2. Provide a framework of plans and policies to achieve our outcomes and govern our work.</p>	<p>2. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) submitting the core strategy of the Local Development Framework to the Secretary of State, b) ensuring higher level of commitment by partners and communities through review and promotion of the National Park Management Plan.
	<p>Local Plan and Regional spatial strategy</p>	<p>3. Use planning powers to achieve our outcomes.</p>	<p>3. Focus in 2010/11 to be primarily on:</p> <ul style="list-style-type: none"> a) improving planning communication

		4. Continue to provide quality, customer focused services.	4. Focus in 2010/11 to be primarily on: a) increasing the number of enquiries dealt with at first point of contact and through other channels e.g. leaflets, websites, information points and boards, and Bluetooth, b) achieving Authority-wide standards for customer service.
		5. Communicate effectively with residents, visitors and other stakeholders.	5. Focus in 2010/11 to be primarily on: a) supporting the delivery of our new strategies through communication with partners and communities.
		6. Continue to value and develop staff and members	6. Focus in 2010/11 to be primarily on: a) implementing actions across the Authority in response to the staff survey results, b) supporting members to be advocates for the National Park through personal development planning and special responsibility roles