

Corporate Objectives:

- 1. Increase understanding of the special qualities of the National Park through participation in learning and volunteering opportunities, especially among priority target audiences (Priority level 3)*
- 2. Secure long term delivery partnerships at key locations across the National Park (Priority level 3)*

Following our strategic approach set out in the Working with People and Communities Strategy and associated Action Plans, we delivered learning opportunities to more than 1million customers, of which 38,600 were through active engagement in learning and volunteering. The remainder were through contacts in our Visitor Centres (471,723) and use of websites managed by the Authority (505,058). We surveyed nearly 2,500 individuals who participate or use our services (cycle hire, tourist information service, ranger-led guided walks, educational services and/or Peak Park Conservation Volunteers), and, of those, 30.2% were children and young people (5 – 24 years), 13.7% were from a black or minority ethnic groups, 6.1% were customers with a limiting long term illness or disability and 10.1% were from the deprived areas where we target our services.

Partnerships have been key to the ongoing success of environmental learning activities for young people: at Longdendale (with United Utilities) and at the Moorland Discovery Centre (with National Trust), through the John Muir Trust Award and through professional courses and learning activities at our National Park Learning Centre (Losehill Hall). Sadly, United Utilities announced the cessation of all of their education services from June 2010. and we are currently exploring other options to continue a service at Longdendale.

The Mosaic Project continues to thrive and we now have a large network of active Peak District Community Champions meeting in three metropolitan areas (Sheffield, Derby and Ashton-under-Lyne). Community Champions are increasingly looking for opportunities to introduce people from their respective communities to the National Park and all it has to offer.

Additional initiatives during the year included 'Peakwise People', a government funded programme to work with Mosaic Peak District Champions to design and deliver a course to develop their skills and knowledge about the Peak District and enable them to share their passion with their communities. We also developed learning for families and communities from key target audiences and developed programmes to support new agendas in schools around 'Learning Outside the Classroom'.

We delivered over 9,000 volunteer days in 2009/10, 3,020 of which were delivered through the Peak Park Conservation Volunteers Service. 55% of contact through this service was with people from underrepresented groups. The diverse range of work included dry stone walling, hay meadow maintenance, fencing, pond clearance for great crested newts, woodland management, rhododendron clearance and footpath repair. Across all our priority target audiences, 74% felt that their understanding of what is special about the National Park had increased during their interaction with services.

Interpretation to promote understanding of the National Park provided is provided through the Peak District Interpretation Partnership. Innovative media pilots over the year include audio trails, podcasts and mobile phone technology to reach and engage the Authority's target audiences, including a bluetooth guide of the wildlife in Lathkill Dale which has proved popular with young people.

Our partnership based in the South West Peak with Staffordshire Wildlife Trust, Royal Society for the Protection of Birds and Staffordshire Moorlands District Council continues to flourish, with a

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strong focus on environmental education and community engagement. We are also in the early stages of developing a stronger partnership with Kirklees Council to deliver volunteering and educational projects.

Looking ahead to 2010/11

We will have been successful in 2010/11 if we continue to grow our network of partnerships as a mechanism for delivery.

Key actions for 2010/11 include:

- *Working in constituent and neighbouring local authority areas with: families and communities, projects for young people linked to National Park Management Plan outcomes (especially the Moorland as Indicators of Climate Change project, engaging young people through work with schools and professional development for educators)*
- *Implementing a revised interpretation framework for the Peak District*
- *Delivering the Mosaic annual action plan*
- *Securing long term delivery partnerships at: Dovestones, Langsett, Kirklees area and the South West Peak*
- *Look more closely at how we engage with volunteers and work hard to ensure that the profile of our volunteers reflect the diversity of our target audiences*
- *Tell the stories of the National Park through high quality interpretation, to a wide range of people*
- *Continue to provide a wide range of opportunities through guided walks, environmental education, websites and recreational opportunities*

Moorlands as Indicators of Climate Change Initiative (MICCI)

Staff from the Authority's Environmental Learning Centre, Losehill Hall, designed this project for schools and young people to investigate the relationships between the moorland landscape, people and climate change. The innovative project aims to:

- raise awareness in young people about the links between landscape and climate change
- provide social connections between urban and rural schools
- provide opportunities to share understanding and learning.

The majority of young people come from surrounding urban communities in major conurbations adjacent to the National Park. Schools in areas with high levels of deprivation are encouraged to participate. In 2009/10 the project was supported by a grant of £2,000 from the Economic and Social Research Council (ESRC).

The young people participating benefit from working alongside real scientists to conduct experiments to analyse the health of the peat bog and work together to develop an evaluation framework to collate and analyse results from their moorland visits. They engage in the global issue of climate change, and develop their understanding of the value of the landscapes on their doorsteps. They develop knowledge of the moorland landscapes of upland Britain and the role of the moorlands in acting as 'carbon stores' keeping carbon out of the atmosphere and reducing the rate of global warming. They look at the effects of human activity on the environment and apply their scientific thinking outside of the classroom.

During 2009/10 385 young people in 13 schools from both rural and urban areas took part in this project. Sixty young people also attended a celebration event to share their research findings and experiences with each other. The data collected from the experiments fed into research conducted by both Durham University and the University of Manchester, as well as supporting the work of the Moors for the Future project.