

Introduction – our strategic approach

Located at the heart of the country, the Peak District National Park is a world-class landscape. It is the first upland reached when travelling from the majority of the South. It is the watershed of three of England's major water catchments. It features geological contrasts of white peak limestone plateau and dark peak gritstone outcrops that provide the contrast of peaty moors and hay meadows, which support internationally important habitats and species. It is a landscape shaped by people and industry since pre-historic times and sustains internationally significant historical features and cultural heritage. It is a living park with 38,000 residents and numerous businesses. And it's all within one hour's drive of 20 million visitors who generate over £1.5 billion for the economy each year.

Speaking up for and caring for the Peak District National Park for all to enjoy forever is the mission of the Peak District National Park Authority. This is just as important today as it was when we were designated as the UK's original national park in 1951. Our knowledge and expertise continue to be widely respected. We are seen as an independent and reasoned voice caring for the whole National Park, the communities who live and work in it and those who come to visit. As the original national park, we will continue to be pioneering, always seeking to be one step ahead and looking to the future.

Our Corporate Strategy 2016-19

This strategy was in place from April 2016 to March 2019. Our priorities during this strategy were based on the fundamental principle that national park landscapes are hugely important to the nation's health and wellbeing, making a significant contribution to the economy through tourism and farming, and providing attractive places for people to live, work and visit. They also reflected the fact that the way we think about landscape is evolving as we face new societal, environmental and economic threats and opportunities. Through this strategy, we recognised the need to respond to this change and developed an ambitious set of outcomes designed to promote and care for the Peak District National Park now and for future generations. The strategy consisted of the following:

- **Four Directional Shifts** to create a virtuous circle between the place and people. By promoting and undertaking conservation on a large scale, enabling everyone to connect with the National Park and providing inspiring experiences, we will help audiences feel moved to support our work.
- **Four Cornerstones** to build a solid foundation for the organisation so we are good to do business with. By looking after the people who work here, the places we own and enhancing our reputation, we will be able to continuously develop as an organisation and deliver our services in a customer-focused, efficient way.

Our principles

- People matter – so we have a supported, empowered, respected workforce.
- Performance matters – so we do what we say we will do and do it well.
- Community matters – so we deepen everyone's understanding of the National Park's special qualities.
- Every day matters – so we each day look for opportunities to do something positive.

Our development

- Develop the knowledge and expertise of the organisation.
- Develop our income generation programme and capability to deliver it.
- Develop the way we work with communities and partners.
- Develop our assets in terms of maintenance, environmental performance and visitor experience.

Our Corporate Strategy 2019-24

Our corporate strategy for 2019-24 runs from April 2019 to March 2024. It focuses on enhancement and conservation, actively supporting communities in the National Park to feel part of this special place, and diversifying and re-awakening public support and love of national parks. It sets the outcomes we want to achieve for the Peak District National Park over this five-year period, as well as aspirations to 2040. It provides the framework for us to align our resources to help achieve this.

The strategy is organised around three outcomes. They work together as an integrated set, rather than in isolation. The outcomes are:

- A sustainable landscape that is conserved and enhanced
- A National Park loved and supported by diverse audiences
- Thriving and sustainable communities that are part of this special place.

We also have an additional outcome around our organisational performance:

- The Peak District National Park Authority is an agile and efficient organisation.

Our funding

Our three roles – as regulator, influencer and deliverer – remain critical. We have our biggest impact when they all work together. We will continue to use our mixture of funding to keep these roles in balance. Our government grant of circa £6m per year is crucial to our work as an independent statutory planning authority. We will continue to make the most efficient and effective use of resources in this area. We will also support our influencing and delivery roles through the grant, but in addition we will have a programme to generate income from new sources to support this work. This will ensure the investment of government funding will lever at least an equal investment from other sources.