

# Diverse Audience Plan: Our ambition and scope of current activities

**A National Park loved and supported by diverse audiences.**

## Key Principles

1. Evidence led with fit for purpose monitoring and evaluation
2. Affordable and sustainable plan diversifying and growing income sources
3. Build our digital reach and amplify our voice to develop connection and awareness with diverse audiences
4. Continue to work in partnership, moving to an intelligent client model, enabling delivery through others
5. Working beyond our NP boundaries to consolidate and grow where

### Young people (under 25)

1. Supporting self-led visits using on-line material, training and new interventions to support and empower schools and local communities
2. Increasing Geographic reach and equality of access – reaching beyond our boundaries
3. Champions – reaching beyond our boundaries using on-line material, training and new interventions to support and empower schools and local communities

1. Schools – easily accessible online guides and materials, Youth groups- NCS, Uniform groups and DofE with easily accessible online guides and materials, Scouts and Guides development of new badge? Staff training, John Muir Award- Delivery providing a strong framework to ensure connection to the place and quality assurance
2. Targeted projects Upland Skies, Oldham work with Public Health and youth team, Targeted school visit programme based from fringe centers outreaching to urban area, NP Educators group response to Covid 19 and Landscape review.
3. Ambassador Schools, Ambassador Centre's Youth Voice – Junior Rangers

### BAME

1. Supporting self-led visits and accessibility – Reaching beyond our boundaries using on-line material, building everyday accessible opportunities at key audience hubs
2. Extending Geographic reach and equality of access, – Projects that amplify our reach both within and outside the NP.
3. Champions – working with the champion model developing skills in communities, building networks and partnerships that amplify our reach. Developing confidence in communities to support access to the national park.

1. How to guides and walks – Linked to Covid19 recovery plan, revision of website, #PDP – extending the reach
2. Targeted activity within projects Upland Skies, SWP, Health and wellbeing work and projects in development with Oldham and Kirkless, Delivery of Covid19 recovery plans, Education and Outreach and Health and Wellbeing
3. MOSAIC next steps including working with under 25's, growing volunteering opportunities, developing supported networks and partnerships

### Health and Wellbeing

1. Prevent: Protected landscapes are recognised by the health sector as places to develop personal resilience and nurture good health and wellbeing.
2. Restore: Significant social prescribing activity taking place in and around protected landscapes, and targeted projects that address health and social inequalities
3. Excel: National Parks are recognised as delivering and inspiring excellence in natural health solutions

1. Signposting activities and opportunities available in National Parks, developing National Health Service Website, Miles without stiles, walks around, guided walks, cycling offer. Supporting skill development and continuous learning- developing a programme for PDNP staff and key partners such as navigation, nature connection activities, John Muir Award leader training
2. Connect to link workers to ensure our offer is visible and taken up, with partners develop new project opportunities, FFW, HFT, Health walks, Dementia walks, Evaluate our contribution to social prescribing and effectiveness of projects
3. Develop partnership with PHE regions to share best practice and develop joint programmes. Link with academic institutions to foster research and innovation

### Volunteers

Investing in our People  
Systems and Processes  
Resource and Infrastructure  
Volunteering Development

See volunteer plan

### Communications

1. Communications that look and sound like our diverse audiences
2. Digital communication that target and speak to our diverse audiences
3. Physical touchpoints and interpretation that positively share the brand

1. Marketing materials that reflect the needs and interests of our diverse audiences, imagery and language. A dynamic digital platform that supports active visitor engagement (and our objectives on the ground)
2. 'Paid for' content such as Google and Facebook Ads, geotagging, calendar and theme led activity, making the most of partnerships, monitoring and analyzing our social media and being adaptable to trends
3. Visitor welcome and 'touch points' that are consistently branded, visually engaging, use plain language and are accessible to all, the 'final mile' connection – bringing together pre-visit engagement and meeting expectations on the ground – cross team working

The diverse audience plan is interlinked with the volunteer action plan and all action plans will be guided by the 5 key principles and monitored and evaluated as laid out in the toolkit

Why?

What?

Who (Team), How (Project/Activity)

## Audience: Targets and Timescales in Corporate Strategy



|                |   |   |  |   |
|----------------|---|---|--|---|
| <b>CS 2024</b> | <b>KPI 11:</b> PDNP audience reach is 30% closer to demographics of those within an hour's travel | <b>KPI 12:</b> Peak District National Park connection is increased by 20% | <b>KPI 13:</b> Peak District National Park Authority awareness is increased by 30% | <b>KPI 15:</b> An extra £250,000 in volunteer support |
|----------------|---|---|--|---|



|                |  |   |   |   |
|----------------|--|---|---|---|
| <b>CS 2024</b> | <b>KPI 14:</b> Generate an extra £500,000 sustainable gross revenue income | <b>KPI 8:</b> 5% increase in audiences actively engaging with cultural heritage | <b>KPI 23:</b> Workforce closer to the demographics of those within an hour's travel time of the PDNP | <b>KPI 18:</b> 1,000 PDNPA interventions facilitating community development |
|----------------|--|---|---|---|

## Indicative Timescale For Member Engagement – Shaping<sup>1</sup>, decision making<sup>2</sup> and informing/updating<sup>3</sup>

| Committee, Forum or Meeting Dates   | Project or Activity   |
|---|---|
| 6th December 2019 Programmes and Resources Committee                                  | Volunteering Programme 2019-2024 (2)<br>Introduction to the volunteer action plan 2019-20 (2)                       |
| 14 <sup>th</sup> February – Authority meeting   | Health and Wellbeing paper and 3x3 plan   |
| 20 <sup>th</sup> March 2020 Programmes and Resources Committee<br><b>New date TBC</b> | Volunteer Vision (1)<br>Volunteer Managers Capability and Confidence programme (3)<br>Volunteer Engagement Plan (3) |
| 1 <sup>st</sup> May 2020 Programmes and Resources Committee<br><b>New date TBC</b>    | Investors in Volunteers accreditation plan (1)  |
| 17 <sup>th</sup> July Programmes and Resources Committee                              | Draft Audience Plan presentation  |
| 4 <sup>th</sup> December Programmes and Resources Committee                           | Final Audience Plan and Monitoring and Evaluation Toolkit   |

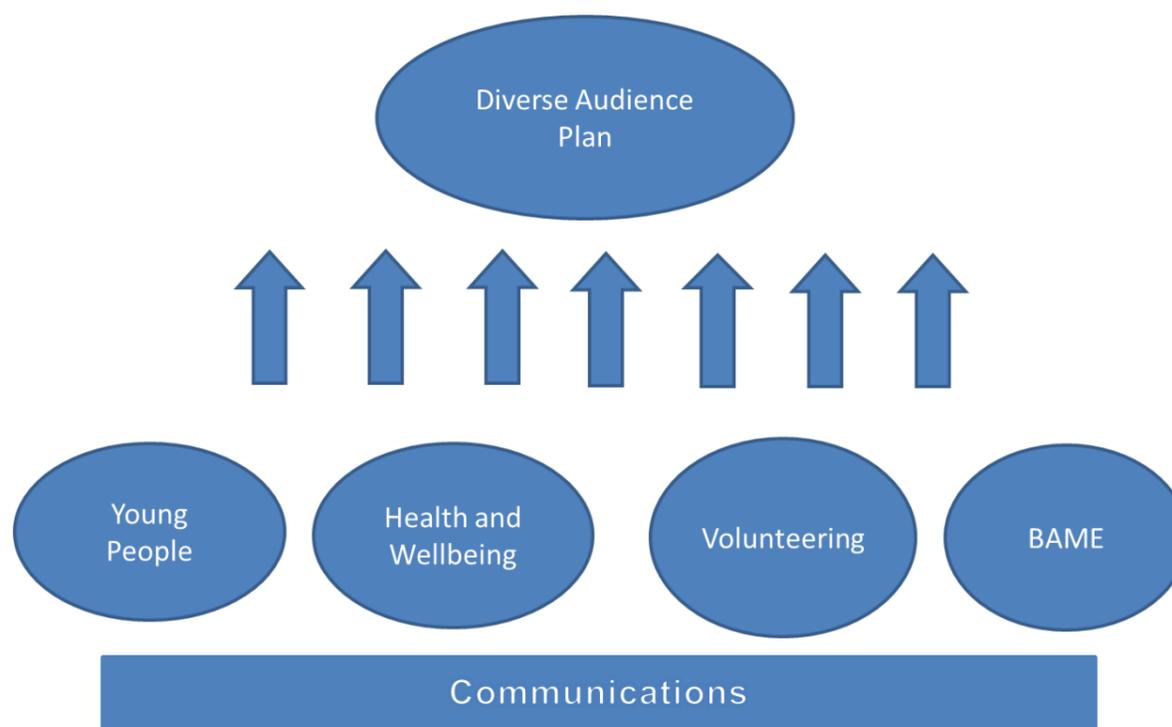
## Diverse Audience Plan Vision

Our vision is:

**A National Park loved and supported by diverse audiences.**

We will do this by:

Bring together the key deliverables for the engagement team and wider CDE directorate in one overarching document. The diverse audience plan clearly demonstrates how the connected element support each other for the benefit of our audiences and the PDNPA corporate strategy. Communication is a key element of delivering each element of the diverse audience plan. The above clearly shows how the Communications plan supports and compliments our clear strategy to connect people to the National Park and make them aware of the PDNPA.



### Background

The Peak District National Park Authority has a well-established visitor base, a good reputation in visitor engagements across a wide range of interventions. The current data available shows us having a good representation from BAME and young people through visitors to the National Park and through our current highly popular interventions. However we know we can do more and go further to grow our volunteering, do more for the nation's health and wellbeing, reach more BAME and young people and communicate what the National Park has to offer more clearly to these audiences. We know we have an excellent staff/volunteer lead range of interventions that help people connect more deeply with the National Park. We need to do more to reach beyond our boundaries, we need to encourage people to feel empowered to visit independently in a sustainable way and we need to listen and learn from our communities. Together we can work collaboratively to grow 'everyone welcome, every day' as well as providing quality opportunities to deepen people's connection and understanding to support the National Park.

### Programme Proposal

The eight main elements of audience plan are set out in the diagram above. This illustrates our ambition and scope of activities that have been identified to achieving this. The main elements to the programme are divided as:

1. Maintain and improve our core interventions e.g. educational visits, ranger lead interventions, junior rangers and ranger tots, NCS, ambassador centres, volunteering, PPCV etc.
2. 'Everyone welcome, everyday', building everyday accessible opportunities at key audience hubs. Opportunities are co-created with diverse audience groups.
3. Improved opportunities for young people especially those post 16.
4. Reaching beyond our boundaries using on-line material, training and new interventions to support and empower schools and local communities
5. Projects that amplify our reach both within and outside the NP. Supporting communities in new and innovative ways
6. Partnerships that amplify our reach both within and outside the NP. Supporting communities in new and innovative ways
7. Our infrastructure supports our delivery ambitions
8. Our staff and volunteers feel skilled and confident with the tools to deliver at their best.

This work will be led by the Head of Engagement and Head of Marketing and Communications supported by the CDO directorate, and relevant staff and volunteers. The ambition is that the diverse audience programmes will involve many of the directorate's across the PDNPA by 2024 and beyond.