

Keep Improve Stop Start (KISS) table

This table has been developed following workshops and focus groups with staff from across the Authority, building on the new approaches agreed at these meetings see **section ?**. The table follows the ladder of engagement approach outlined in **section?** We currently offer a wide range of activity for diverse audience and young people see appendix 1 and 2 for an overview of these activities. The delivery to young people is shown to be more established and covering more of the ladder of engagement. Whereas the offer for diverse audiences is less established and relies heavily on staff interaction, although there are some very effective examples and pilots to build on and develop.

The KISS table shows the areas of work we should continue to develop, areas we should stop and where our gaps in delivery are. The table includes both engagement and communication actions and clearly identifies and amplifies opportunities where health, visitor engagement and volunteering intersect. It focuses on the approaches that will enable us to reach a wide audience to move the demographics of those engaged with the PDNP to those closer to our surrounding audience. This will need us to work in different new and innovative ways, not just focus on our direct delivery work.

New approaches to empower and enable:

- 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.**

- 9. Adaptability and agility to embrace emerging digital technology to support new visitors**
- 10. Improved understanding of the needs of target audiences to build confidence and better enable safe and responsible self-lead visits**
- 11. Improved sharing of NP comms on delivery to build support from under-represented audiences (propensity to support exists)**
- 12. Comms output that looks and sounds more like some of our under-represented audiences**

| Enjoy the park: | Activity/Intervention | Comms actions/intervention |
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| <p><i>Keep</i></p> | <p>Young people</p> <ul style="list-style-type: none"> • Ranger/nature tots • Cultural heritage archaeology events • Wild Child <p>Diverse audiences</p> <ul style="list-style-type: none"> • Range of supported diverse audience activity e.g <p>Dementia friendly walks, Peak park health walks, Next steps walks, Wellies group, ESOL women's walking group, Roll and Stroll, Mindfulness walks</p> <ul style="list-style-type: none"> • Miles without stiles • Hallam Uni foreign student introduction to the PDNP • MoorLIFE 2020 – Bogtastic van visiting communities <p>Volunteering</p> <ul style="list-style-type: none"> • Volunteers are key to the delivery of Health walks programme – develop support and structure • Volunteer Ranger programme which supports the delivery of activities | <ul style="list-style-type: none"> • ParkLife magazine – remains key physical publication and still highlighted by around half of residents as primary method of engagement. * • Directional and navigation signage: continue rolling improvements to 'brand on the ground' signage at assets, including orientation maps at VCs and cycle hire centres. • #PeakDistrictProud – maintain continued seasonal roll-out of digital messages and hard materials (where appropriate) • Provide content to inbound media enquiries – tourism, magazines, broadcast travel and documentaries. Continue supporting availability of innovative camera and shooting techniques. • Providing a timely response to social media engagement (increasing method of 'new audience' engagement. • Maintaining content on critical platforms such as Google maps, TripAdvisor, possible use of Google Arts & Culture • Social media marketing, ParkLife inclusion, short-run events promotional materials • MwS (Miles without Stiles) : proofing, image-sourcing/capture <p>*Transfer to digital-only edition would represent cost-saving of approx. £8-10k per annum.</p> |

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| Gap/Start | <p><u>Young people and diverse audiences</u></p> <ul style="list-style-type: none"> • Hub/visitor hub audience maps (who is the DA community in that location?) • Every day family offer in key school holidays at our VC/CH/our sites (<i>everyone welcome, every day</i>) • Improve uniformity of offer at different hubs for diverse audiences • ‘Everyone welcome, everyday’, co-creating with community groups everyday accessible opportunities at key audience hubs e.g. sensory trails, family trails, etc. • Uniform groups encourage to self-lead options or work at a high level to get a NP badge etc. <p><u>Volunteering</u></p> <ul style="list-style-type: none"> • A wide range of diverse volunteer roles and opportunities are available across the Park.- VC’s , Fundraising, Trails and Heritage • Wider family volunteering and shorter term micro volunteering opportunities available • Working in partnership to create bespoke volunteering opportunities for target groups • Involve existing volunteers in shaping new programmes | <ul style="list-style-type: none"> • Improved promotion of ParkLife digital version – regular content and story sharing on publication of each addition. • Provide option for most isolated residents without internet to still receive physical copy of ParkLife? • Continually monitor benefits of emerging technology such as WhatThreeWords as engagement tool with younger audiences. . Continual assessment of platforms that may maintain engagement with young audiences via stakeholders and National Park family (e.g. TikTok) • Support Firewatch and other seasonal visitor management campaigns • Design support for new (maps) • Social media marketing; geotargeting? • Promotional videos and photo stills (representative of diverse audiences) • Work with IT service to roll-out improved online visiting information pages such as car parks; Google mapping, links to alternative nearby locations, tips on postcode accuracy, links to alternative means of travel (public transport), levels of ‘business’ during peak periods, nearby attractions/Dark Sky status etc. • Develop our relationships with digital influencers to target ‘new audience’ – has resource dependency |
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| <i>Stop</i> | <ul style="list-style-type: none"> • one off family activities e.g. wild Wednesday/wild child (could continue at learning centres where they have been successful only) • Uniform groups – Do less of these for one off groups and | <ul style="list-style-type: none"> • Proposed continued cessation of residential deliveries of ParkLife due to cost and consistency of service. |
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| Understand the park: | Activity/Intervention | Comms activity/intervention |
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| <i>Keep</i> | <p><u>Young people</u></p> <ul style="list-style-type: none"> • NP owns curriculum linked schools programme • Small projects - local schools, SEN groups, Abraham Moss junior FC, SWP YMCA project • Bogtastic van assemblies • NCS partnership <p><u>Diverse audiences</u></p> <ul style="list-style-type: none"> • Community group link conservation interventions e.g. Crisis, Assist, Golding grange, Buxton and Leek Collage, Early intervention service, Brightside workshops, Sheffield conversation club, Rossendale Trust, Home farm trust, Endeavour • Community grants -SWP | <ul style="list-style-type: none"> • Content creation; interviews for ParkLife and social media content |
| <i>Gap/Start</i> | <p><u>Young people and diverse audiences</u></p> <ul style="list-style-type: none"> • Improved student placements opportunities. • Improved information and support for independent school visits (learning map). | <ul style="list-style-type: none"> • Social media training support for champions • Seek to secure annual financial support from partners for #PDP (may be challenged by COVID-19 impacts) |

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| | <ul style="list-style-type: none"> Progression for individuals/groups from ranger lead activity to self-lead. Skills and training for community group workers to build confidence (link with micro volunteering and everyone welcome offer) Structure developed for group delivery to enable/encourage above(include aims and objectives and needs assessment of group) <p><u>Volunteering</u></p> <ul style="list-style-type: none"> Diversity and Inclusion included in all new volunteer inductions | <ul style="list-style-type: none"> Investigate use of AR (online) to provide interactive and explorative experiences to enhance enjoyment, but also support reduction in visitor impacts such as 'lost villages' in extreme weather events Design support for new products such as learning map etc. Dedicated resource from Digital Marketing Officer from Q1 20/21. |
| <i>Stop</i> | Review School curriculum offer to release resource for other start activities criteria; meeting KPI's, building real connection to the place/natural world | |

| Support the park: | Activity/Intervention | Comms activity/intervention |
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| <i>Keep</i> | <p><u>Young people</u></p> <ul style="list-style-type: none"> Junior Rangers MICCI project Wild about your school D of E Gold Award Residential Young people action projects e.g Endeavour | <ul style="list-style-type: none"> Social media marketing, ParkLife inclusion, short-run events promotional materials Ambassador Centres; design support, press and media |

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| | <ul style="list-style-type: none"> Ambassador centres <p><u>Diverse audiences</u></p> <ul style="list-style-type: none"> Support for MOSAIC WP MOSAIC project Health activity through participation e.g Fit for work, Dry stone walling team, U3A, Boost, HFT <p><u>Volunteering</u></p> <ul style="list-style-type: none"> PPCV group delivery PPCV bespoke projects- Fit for work etc, Current regular volunteering programmes | |
| Gap/Start | <p><u>Young people and diverse audiences</u></p> <ul style="list-style-type: none"> YP involved in decision making with in the PDNPA Junior ranger 16+ Ambassador schools – linking John Muir Award, teacher training and improved on line material <p><u>Volunteering</u></p> <ul style="list-style-type: none"> Explore Volunteering opportunities as part of any social prescribing partnerships bridging the gap between Junior Rangers and Rangers Actively seek opportunities for PPCV to develop partnership working with target audiences | <ul style="list-style-type: none"> Digital content creation/population to support new interventions Targeted content placement to identified audience publications, social media content inc geotargeting, video content and stills creation. Amplify PDNP Foundation digital presence Maintain diverse representation across our primary publications Increased messaging at visitor touchpoints to highlight how support manifests into action in the Park (point of sale, e-commerce interface, threshold signs etc.). NFP Synergy suggests greater understand increases propensity to support. |
| Stop | | |

| Influencing/Enabling | Activity/Intervention | Comms activity/intervention |
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| <i>Keep</i> | <p><u>Young people</u></p> <ul style="list-style-type: none"> • NP educators group • Peak district educators group • Attending and delivering at conferences/ publications • Some - Online material <p><u>Diverse audiences</u></p> <ul style="list-style-type: none"> • Cohesion Sheffield • GUIDeline • Health organisations • Partnership project – e.g. Upland Skies | <ul style="list-style-type: none"> • Possible design support as needed • Digital content creation or populating • DMO partnership – build on increased and improving networking with content calendar sharing and regular partnership mtgs. Continue with online content refresh as identified by MPDD |
| <i>Gap/Start</i> | <p><u>Young people and diverse audiences</u></p> <ul style="list-style-type: none"> • Improve quality and content of online material/social media for young people and communities • Building on key partnerships outside NP (Cohesion Sheffield, health organisations etc.) • More strategic approach with in NP with partners, understanding of wider NP offer e.g. PD wellbeing and DA group, access map, joint training and shared learning, | <ul style="list-style-type: none"> • Design, content creation, proofing/general comms support • Training for social media champions • Video creation/editing – training? |

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| | <ul style="list-style-type: none"> • Training for staff and volunteers on how to work with different audiences <p>Volunteering</p> <ul style="list-style-type: none"> • A more diverse audience is aware of the volunteering opportunities available in the park and are encouraged/ confident in/ to apply • We actively recruiting for diversity in volunteering - with refreshed recruitment materials, images and digital platforms • Volunteers trained/ supported in inclusive behaviours- MOSAIC training session undertaken by all volunteers and D and I is included in all new volunteer Inductions. • Ensure that we measure the health and wellbeing impact on volunteers of volunteering | |
| Stop | | |