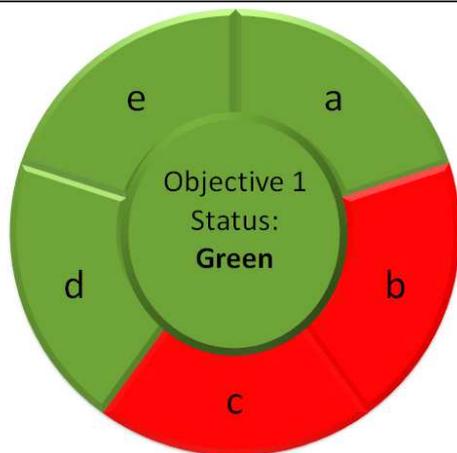


Objective 1: Lead or enable landscape-scale environment and heritage conservation programmes through multi agency partnerships



We will know we have been successful when:

- a) *we have identified and delivering on 3 new projects in partnership that correspond with landscape character areas in the national park;*
- b) *we have focused work on the Landscape Strategy, the Biodiversity Action Plan and the Cultural Heritage Strategy to support the delivery of the revised National Park Management Plan;*
- c) *we have increased the amount of Authority owned Site of Special Scientific Interest land in favourable condition from 32% to at least 35% by 2025;*
- d) *we have developed formal relationships with all the Local Nature Partnerships with the national park and/ or developed a Peak District Local Nature Partnership;*
- e) *we have met our targets for the rescue and restoration of buildings and monuments.*

Quarter 4 Summary

Overall Status:

Discussions began with South Pennines Local Nature Partnership (LNP) on joint working, and we are expanding formal relationships with neighbouring LNPs. We are still awaiting news of the MoorLIFE 2020 bid. Although our strategies are not all up to date, the activities below demonstrate delivery across action plans. We achieved our targets for restoration of buildings and monuments. Changes to Natural England's database for SSSI condition mean we are awaiting data but it is likely that SSSI condition on our own land remains steady at 32%.

Key Activity in this Area:

- The Development Phase of the South West Peak Landscape Partnership Project is underway;
- Through Moors for the Future, major project works with Yorkshire Water on SSSI sites and non-owned catchment were completed; 256 hectares of blanket bog were stabilised through the Peatland Restoration Project this year and works are underway with 5 Private Landowners and negotiations with a further 7 are underway;
- Over the year, 67 hectares of woodland were planted through Clough Woodland project, with a further 21 landowners contacted about new schemes;
- We are working with Peak District LNP to produce a State of Nature Report;
- Held an ecosystem approach workshop as part of National Parks England pilot with Defra and NE;
- Activity undertaken with respect to Hen Harriers, survey and monitoring work in Ash woodlands and threatened grasslands;
- Nature Improvement Area works over 3 years completed this quarter - our contribution was in relation to moorland, woodland and grassland conservation and restoration;
- On Warslow Moors, we completed a conservation project on Spout Moss (in conjunction with NE and tenant) to further improve habitat for ground nesting birds; continued predator control, concentrating activity in key bird nesting period and completed stock proofing of Revidge Moor;
- Cultural heritage projects include: underground designation pilot project report submitted (EH funded); continued liaison with Nottingham University on their Derbyshire Soughs project (potential links to White Peak Rivers initiative); continued liaison with Nottingham Trent University on the SLOW LANDScape project (EU-funded; benefits identified for South West Peak LP and potential partnership links to further EU-funded cultural heritage projects); Peak Farmsteads Characterisation project (EH-funded; in partnership with HPBC and SMDC) underway; excavation report on winding engine house at Ecton submitted to NT;
- We updated the Cultural Heritage Strategy and are updating the Landscape Action Plan;
- Continuation of Ecton, Lead Rakes and Chatsworth parkland management plan projects;
- Decennial (formerly quinquennial) review of listed buildings continued for 2014/15;
- Conservation Area Appraisal for Pott Shrigley approved at March Planning Committee;
- We responded to the Hope Valley Capacity Scheme Environmental Impact Assessment Scoping and attended the first stakeholder reference group meeting for the Trans-Pennine Tunnel Study.

Specific Issues:

1. As noted previously achieving Favourable SSSI condition on upland habitats is a long term goal.
2. Dales SAC Ash woodlands is likely to be changed to unfavourable condition due to high percentage of ash and limited diversity of other species and the risk of ash dieback.

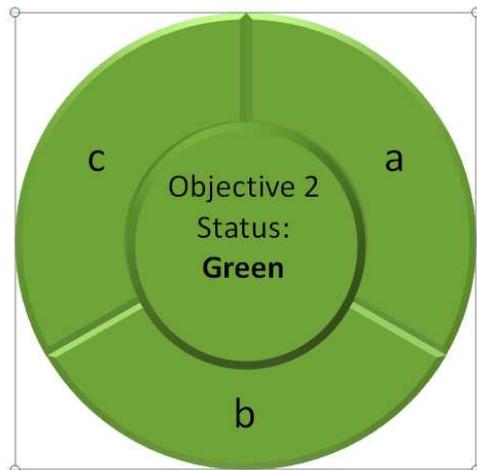
Action to address issues:

1. Still awaiting framework for agreeing realistic targets for Peak District SSSIs from Natural England.
2. Will begin discussions with Forestry Commission on further work on Ash Woodlands.

Risk Implications: Low risk

Contextual Information: None

Objective 2: Be the main provider of integrated advice and support to farmers and land managers to enable farms and other land use businesses to achieve national park purposes.



We will know we have been successful when:

- a) there is a more streamlined approach to providing advice and support between the Peak District Land Management Advisory Service (PDLMAS) partners;*
- b) we continue to broker 30 agri-environment schemes per annum;*
- c) the area of land in the National Park in agri-environment schemes (ELS, HLS or equivalent) is 94,000 ha (that is, 65% of the national park as a whole).*

Quarter 4 Summary

Overall Status:

The European Commission has now approved the Rural Development Programme so the Common Agricultural Policy (CAP) Reform is virtually complete, giving clarity of the big picture. Further details will emerge following the election. Close working with farmers, land managers and land owners remains a priority to stimulate interest in, and understanding of, the schemes and particularly the new national Countryside Stewardship Scheme which opens this summer.

Key Activity in this Area:

- Defra published a further CAP update in February together with guidance on the various schemes, double funding (Greening and Countryside Stewardship) and Countryside Stewardship <https://www.gov.uk/search?q=CAP+Reform>
- Defra, Natural England, the Forestry Commission, the Environment Agency and the English National Park Authorities are working on a revised version of the National Protocol, setting out how these agencies/organisations will work together to deliver environmental land management in National Parks. The revision should be completed by the end of Quarter 1, 2015/16;
- Completed the consultation on Countryside Stewardship targeting, and the targeting statements for the Dark Peak, White Peak and South West Peak are available; the maps will be produced shortly;
- A partnership between the Authority, the NFU and Bagshaws has provided a digital drop in centre at Bakewell market to support farmers to register digitally for the new Basic Payment Scheme (BPS). This has added to the services provided at the established Peak District Land Management Advisory Service (PDLMAS) drop in centre;
- Key findings from the PDLMAS survey are:
 - 80% are interested in the new Countryside Stewardship Scheme, 70% in other business grants and 70% in the National Park grant scheme;
 - 69% felt that the quality of advice provided was excellent/very good;
 - 46% are interested in on farm energy, water & waste efficiency and 30% are interested in renewables;
 - 37% recognised the PDLMAS brand;
 - Just 7% indicated any duplication or contradiction in the advice provided.

Specific Issues:

1. There remains a need to foster interest, familiarisation and understanding of BPS, Countryside Stewardship & Productivity Schemes and the digital approach. The BPS digital mapping system has been withdrawn due to IT issues and this will adversely affect the digital rollout, Countryside Stewardship targeting, mid-tier and the universal capital grant scheme. This may further reduce confidence/interest in the schemes and land management changes may still be considered.

Action to address issues:

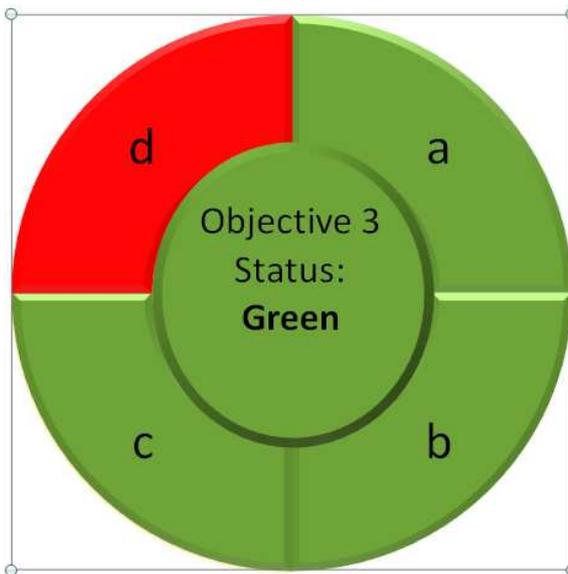
1. Work with partners to set in place a co-ordinated approach for digital delivery and farm advice for the new schemes. Continued national & local influence of key issues affecting upland farming.

Risk Implications:

Uncertainty about the new schemes for farmers/land managers may still lead to a reduction in the area of the National Park protected by agri-environment schemes and therefore a loss of environmental interest.

Contextual information: None

Objective 3: Provide a high quality planning service to the community of the National Park that achieves national park purposes and that is responsive to and contributes to the debate on planning reform nationally and locally.



We will know we have been successful when:

- a) *we have delivered the key milestones in our Planning Improvement Plan 2013/14;*
- b) *our new Development Management Policies are found to be sound and are adopted;*
- c) *we have evidence of improvement in public confidence in Planning;*
- d) *there is a sustained reduction in the number of outstanding enforcement cases by 2015.*

Quarter 4 Summary

Overall Status:

We have met our targets on planning application determination figures. The Planning Improvement Plan milestones have now largely been met, with the planning validation list having been published for consultation. An Action Plan has been drafted for the improved delivery of the monitoring and enforcement service.

Key Activity in this Area:

- Development Management DPD: completed the first draft version of policies and have agreed a new timeline at Authority on 27 March for bringing the full document back to Members in October 2015;
- Targets being met or exceeded on planning application determination figures. The figure for major applications exceeded the level required, thus avoiding possible designation as a poorly performing planning authority;
- The Authority's planning decisions continue to have a good level of support on appeal; the impact of any allowed appeals on policy is assessed;
- Charges for pre-application advice on non-householder developments, introduced on 1 April 2014, is working well, with income exceeding the £20,000 target by February 2015. At Authority in February 2015 Members approved a proposal to extend the scheme to householder developments from 1 April 2015;
- Provided regular bulletins to Parishes;
- Planning application validation requirements review completed and now ready for consultation;
- Stakeholder meetings held with National Trust and Countryside Landowners Association;
- Continuing work in the Minerals team on ROMPS, Prohibition Orders and applications;
- The number of outstanding enforcement cases has dropped slightly in last quarter;
- Increasing level of involvement in A628 proposals and Hope Valley railway capacity scheme.

Specific Issues:

1. Members are concerned that more progress should be made on Monitoring and Enforcement.

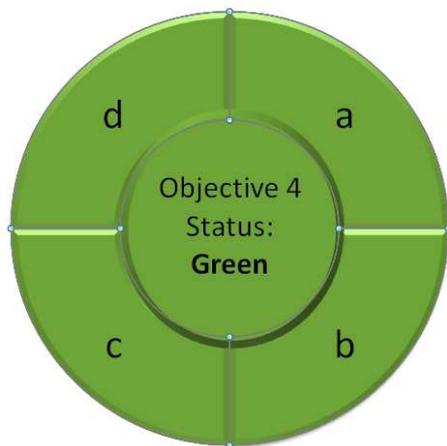
Action to address issues:

1. Focus of Monitoring and Enforcement team on high priority cases and resolving cases, with an Action Plan drafted.

Risk Implications: Reputational risk of not increasing public confidence.

Contextual information: None

Objective 4: Lead a programme to reduce greenhouse gas emissions across the National Park and adapt to climate change by inspiring and enabling others and through direct actions in our own operations.



We will know we have been successful when:

- a) *through planning pre-application advice and information, we have enabled others to take action to reduce their greenhouse gas emissions;*
- b) *the Authority's own carbon footprint has been reduced by 30% (in line with the agreed Carbon Management Plan);*
- c) *we are increasing the area of moorland under restoration management, leading to a reduction in the loss of stored carbon;*
- d) *we have developed a carbon reduction demonstration project.*

Quarter 4 Summary

Overall Status:

Moors for the Future continues to make a significant contribution. The cycle friendly grant scheme continues to support sustainable travel and we continue to reduce carbon emissions associated with our properties.

Key Activity in this Area:

- The cycling friendly grant scheme assisted 12 businesses in quarter four, along the new proposed routes: the YHA (across 4 further sites) (2 further grants), Peak Horse Power, Cotton Star Camping, Red House Stables and Carriage Museum, Haresfield House B&B, The Wolery Holiday Cottage, Foxlowe Arts Centre, Townhead Farmhouse and B&B, Bakewell and Eyam Community Transport, Alsop Rivendale and Lesley Clifford;
- The six holdings in the "On farm carbon, water, waste and renewables project" continue to be supported. Quotes have been obtained and compared for solar panels for buildings on two farms, and the farmers are now considering the assessment provided. Collaboration between the Authority's advisor, potential contractor and the farmer of one holding resulted in the installation of a simple flow monitor to assess the potential of hydro in more detail;
- We are awaiting news of the MoorLIFE 2020 bid, which covers further protection of active blanket bog across the whole of the South Pennines SAC;
- MoorLIFE Upland Biodiversity Conference held in March, following completion of the capital works. Project videos of the work to protect the peat carbon resource have been uploaded to YouTube;
- Moors for the Future completed major project works with Yorkshire Water on SSSI sites and non-owned catchment;
- Peatland Restoration Project: Rivers Ashop and Alport completed on Kinder Scout, stabilising 256 hectares of blanket bog over the year;
- Works underway with 5 Private Landowners through the Private Lands Partnership, with negotiations on a further 7 underway;
- Completed 2 projects to trial and monitor the re-introduction of Sphagnum moss (one on Kinder as part of the Catchment Restoration Fund/ Making Space for Water project and one in the South Pennines as part of breaking up the dominance of purple moor grass);
- Set up the Community Science Project, involving communities in recording climate change across the moorland landscape, engaging in the subject and producing scientifically robust information;
- Redesigned the climate change Supplementary Planning Document, illustrated with case studies that demonstrate best practice;
- Work continues on the Peak District Adaptation Report Update;
- A brief has been agreed for the Warslow Estate carbon budget project, now awaiting budget agreement;
- Developing a suitable solution for North Lees Campsite that is coherent with the future options for the site;
- Losehill Hall bungalow has been vacated ready for disposal, which will result in a carbon emissions reduction of 7 tonnes per annum;
- The biomass system installation at Hayes Farm, Warslow has now been completed;
- Investigations into the feasibility of further carbon reduction capital projects continue.

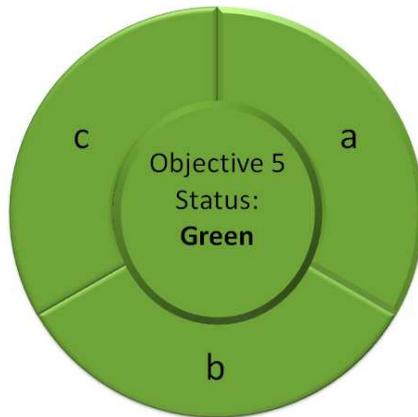
Specific Issues: None.

Action to address issues: None.

Risk Implications: None.

Contextual information: None.

Objective 5: Work with others in an integrated way to support local people to develop community facilities, local needs housing and services in ways that are sustainable and contribute to national park



We will know we have been successful when:

- a) *we fulfil our role in delivering the Peak District Affordable Housing Plan by annually working with at least 3 communities to agree the sites that would address the need for affordable housing;*
- b) *we support annually 4 community sustainable projects;*
- c) *we work annually with 5 communities/ parishes/ villages to support or develop their plans (including neighbourhood plans).*

Quarter 4 Summary

Overall Status:

All work in this area is on target and we are exceeding our targets for supporting community sustainable projects.

Key Activity in this Area:

- Continued work with Tideswell, Edale and Hathersage on sites to address the need for affordable housing, including 2 community events Castleton and Edale to look at potential housing sites;
- Housing needs survey conducted in Bamford;
- Intensive support provided to establish Bakewell Neighbourhood Plan steering group;
- Supported Bakewell community consultations on key policies (e.g. revised town boundary and housing sites);
- Progressing Bradwell Neighbourhood Plan through to examination;
- Supporting Leek Frith with their Neighbourhood Plan and have started discussions with Onecote;
- Advice provided to several communities re Neighbourhood Area designations;
- Working with housing enabler, parish councils and land owners re potential housing sites in Tideswell and Hathersage;
- 2 Sustainable Development Fund funded projects plus 13 Cycle friendly places grants awarded this quarter;
- Advice and preparatory work to implement environmental enhancement of Grindon pond;
- Current contracts with HPBC and SMDC for housing enabling and community development now completed. Negotiations on-going for continuing these partnership arrangements.

Specific Issues: None

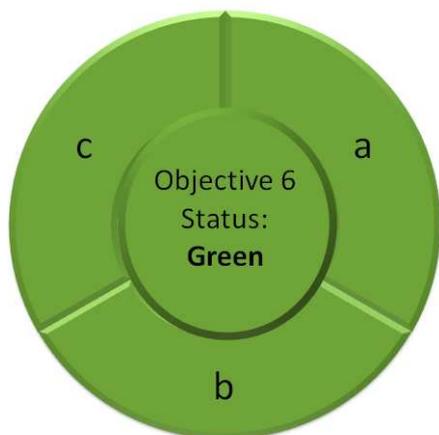
Action to address issues: None

Risk Implications:

Management of expectations in communities in terms support levels that can be provided.

Contextual information: None

Objective 6: Support a sustainable economy by working with businesses and other agencies, particularly focusing our efforts on environmental management.



We will know we have been successful when:

- a) annually, 100 Peak District businesses (non-agri environment and non-Environmental Quality Mark) are supported by Authority environmental grants, advice and programmes of work;*
- b) we have taken reasonable steps to secure a sustainable future for the Environmental Quality Mark and Business Peak District;*
- c) more community outcomes are achieved through enterprise by increasing the support given to social enterprise.*

Quarter 4 Summary

Overall Status:

We have exceeded the annual targets for business support but, despite continued work with Business Peak District (BPD) and various partners (High Peak Borough Council, Derbyshire Dales (DDDC) and Staffordshire Moorlands District Councils), progress with the key Local Enterprise Partnerships and the provision of a Peak District business support offer is slow.

Key Activity in this Area:

- Five events have been co-ordinated through BPD this quarter - Video Marketing Strategies for Business, Creating Video Content for the Web, Planning the Perfect Website and Pension auto-enrolment. These events attracted 58 attendees. The total number of events this year is 23 with over 180 attendees;
- A further 23 businesses have received 1:1 support this quarter including 10 start-ups. The total number of businesses receiving 1:1 support this year is 81;
- Authority Grants are enabling a further 16 businesses to expand, become more cycle friendly or diversify, making an annual total of 33;
- The number of 'Inspired by the Peak District' Brand Champions is now more than 100, exceeding the original D2N2 funded project target of 50. Continuing support for the brand project has been provided by DDDC and future funding opportunities for further brand development are being explored;
- Continuing dialogue with key Local Enterprise Partnerships;
- The EQM Community Interest Company (CIC) has continued to focus on existing award holder reassessments and marketing. A recruitment event and subsequent award panel in March have resulted in 5 new awards this quarter making the total number of Peak District EQM award holding businesses 69;
- 1 social enterprise has been supported this quarter (through the Rural Business Adviser) making a total of 6 for the year.

Specific Issues:

1. Continuing need to work with business partners to clarify and secure funding sources for business growth.
2. A single consistent approach for business support in the Peak District is still proving difficult as the Local Enterprise Partnerships (LEPs) develop their individual approach to business support via their growth hubs.
3. We are continuing to pursue how we could share services across the relevant local authorities for rural business advice and support and particularly for BPD.
4. The EQM CIC continues to focus on improving its service to retain existing award holders. The potential growth of the scheme, in terms of the number of award holding businesses, will continue to be slower than originally estimated but the 2014/15 budget has been balanced with no additional cash support.

Action to address issues:

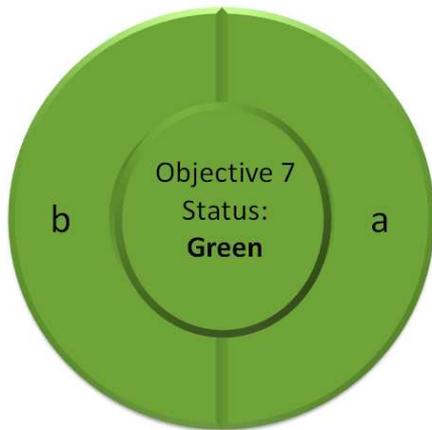
- 1-3. Continue to seek dialogue with the LEPs via BPD, Enterprise Peak District and LA partners.
4. The Authority will continue to provide EQM with in kind support with a formal review of the licence terms planned towards the end of 2015/16.

Risk Implications:

Reduced funding and business support, particularly environmental support available to Peak District businesses.

Contextual information: None.

Objective 7: Enable individuals, the community and voluntary sector to increase their contribution to the national park.



We will know we have been successful when:

- a) *our work is supported by at least 8,500 volunteer days annually and the proportion from our target groups increases or is maintained;*
- b) *over 90% of volunteers enjoy their experience and feel they have made a contribution to the national park.*

Quarter 4 Summary

Overall Status:

Volunteering has performed well this quarter, despite the winter season being a quieter time for volunteering, and overall it has been a good year. The numbers of volunteer days are slightly lower than last year due to Mosaic moving into a new phase of becoming an independent charity (and their volunteers no longer being included in our data). The proportion of volunteers enjoying their experience and feeling they have contributed to the National Park is high.

Key Activity in this Area:

- 28 volunteer days were organised by the Science Team at Moors for the Future Partnership in Q4. It was a relatively quiet time for monitoring fieldwork due to snow on high ground in January and February. However, volunteers have been keen to help out where possible with field tasks and new volunteers continue to register with us to hear about any upcoming opportunities;
- The review of the National Park volunteer procedures has started. This will focus on recruitment, training and administration and is due to be complete by summer 2015;
- 150 volunteer rangers attended the annual volunteer ranger meeting. A survey among them (86 responded), elicited the response that they enjoy their experiences and feel they have contributed to the National Park;
- Mosaic held a meeting of the new committee, with support from the Authority;
- The Learning and Discovery Team have started to run alternate monthly 'muck on' days for volunteers at Longendale Environmental Classroom and Macclesfield Forest. Volunteers have the opportunity to meet and socialise with staff and other volunteers, alongside skill sharing, involvement in conservation and site improvement.

Specific Issues:

None

Action to address issues:

None

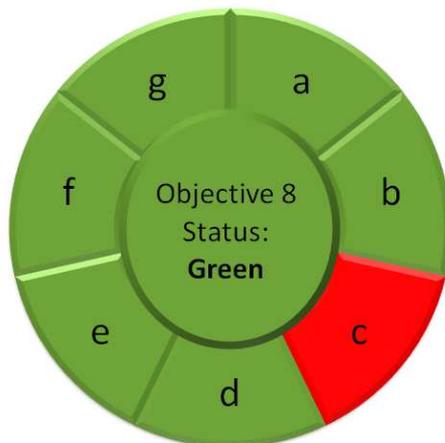
Risk Implications:

None

Contextual information:

None

Objective 8: Provide and enable recreation services that promote health benefits, widen participation, reduce impact on the environment and manage conflicts between users.



We will know we have been successful when:

- a) Action plans for all high priority unsealed routes are being implemented;
- b) we have increased awareness of opportunities for recreation in the national park;
- c) we have increased opportunities for people to access recreational facilities using sustainable means;
- d) we have encouraged others to develop opportunities to experience the national park by bike, horse, on foot and on water;
- e) over 90% of the users of our recreational facilities are satisfied with their experience;
- f) we have widened participation of the services we offer to our target audiences;
- g) at least 85% of our Rights of Way network continues to be easy to use.

Quarter 4 Summary

Overall Status:

Good performance on management of rights of way and recreation action plan, meeting our targets. We will be reviewing our role in delivering against success factor (c) as we move into a new corporate plan.

Key Activity in this Area:

- The Authority made a traffic regulation order at Leys Lane near Great Longstone to prohibit all mechanically propelled vehicles at all times on grounds of natural beauty and amenity;
- The Local Access Forum considered the principle of voluntary restraint as a possible management option for green lanes;
- Action plans for 2015/16 for green lanes and managing recreational motorised vehicles were reported to members of the Authority in March;
- A Wild Side beer was launched to celebrate the 10th anniversary of open access and the work in developing the legacy of open access;
- A dedication of land as open access was made at Middleton Dale, Stoney Middleton and will come into force in September;
- A review is ongoing on a long-term direction restricting access to open access land; a further direction has now been reviewed; a total of 4 that have been dealt with in the last year;
- 5 public path diversions are still on-going;
- A Mountain Bike Facility Development Framework has been drafted for a potential bid to Sport England for skills areas to encourage progression and diverse experiences;
- 5.5km of towpath improvements were completed along the Caldon Canal, Staffs;
- www.summerofcycling.co.uk is live and a social media campaign has commenced;
- Guidance for large scale events was developed and launched in March;
- A schools' pack was produced to accompany the #DoThisPeakDistrict animation. A subtitled version of the film has also been produced and is being shown on Manchester Hospital TV;
- A Travel Summit was held, generating lots of positive ideas and commitment to the agenda;
- A review of the visitor experience at Cycle Hire and Visitor Centres is in progress with the aim of scoping development opportunities;
- Parsley Cycle Hire Centre has been included in Visit England's Access for All national campaign to raise the profile of accessible cycling in the Peak District;
- Exploring opportunities for trails development including feasibilities for Millers Dale & Parsley Hay.

Specific Issues:

1. The Welcome All Access Guide has been delayed due to income generation priorities

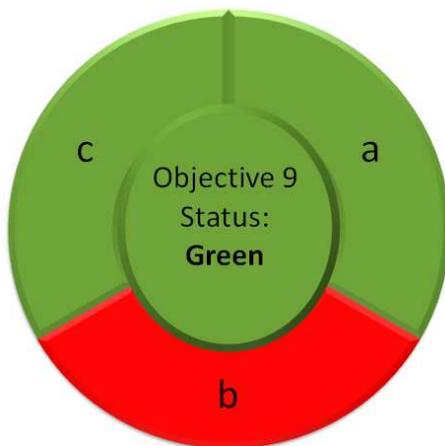
Action to address issues:

1. A schedule to complete the Welcome All Access Guide will be produced incorporating key milestones by end April 2015. A consultation process will be completed involving a group of ramblers with disabilities through the access forum from June 2015.

Risk Implications: None

Contextual information: None

Objective 9: Support the development of a coherent and successful Peak District tourism sector which takes account of the needs of the environment, local residents, local businesses and visitors.



We will know we have been successful when:

- a) *we have an updated tourism strategy for the Peak District by March 2014, subject to key delivery partners being able to work to this timetable;*
- b) *the number of Peak District tourism businesses participating in Environmental Quality Mark (EQM) has increased;*
- c) *the visitor elements of the sustainable transport action plan are being delivered.*

Quarter 4 Summary

Overall Status:

The review of Visit Peak District is complete and attention is now turning to a more strategic way of working together to take advantage of external funding opportunities, particularly the imminent European Funding and Visit England funding opportunities.

Key Activity in this Area:

- We held a sustainable travel summit where partners felt the challenges suggested by the geography of Peak District National Park can be overcome by a connecting infrastructure and making travel part of the experience;
- Further to the review of Peak Connections, we commissioned a piece of work to explore options for a sustainable travel product;
- Secured further round of DfT funding which is helping all YHAs in the Peak District to become cycle friendly as well as enabling Bakewell and Eyam Community Transport to develop a bike bus;
- Discussions are in progress with Derbyshire Dales District Council regarding the partnership agreement and future operation at Bakewell Visitor Centre;
- Exploring feasibilities for development of Castleton Visitor Centre;
- Preparations are underway for a second Summer of Cycling, including L'Eroica Britannia;
- Approval is being sought to improve the camping experience at North Lees Campsite;
- Concept for Pedal Peak Business Initiative is being developed for external funding;
- Exploring opportunities for trails development including feasibilities for Millers Dale & Parsley Hay;
- The EQM Community Interest Company (CIC) has continued to focus on existing award holder reassessments and marketing. A recruitment event and subsequent award panel in March have resulted in 5 new awards to tourism businesses this quarter making the total number of Peak District EQM award holding businesses 68 (Overall total number of businesses 69).

Specific Issues:

1. The completion of the VPD review means that attention now needs to turn to ensuring a strategic direction for both Peak District and Derbyshire brands.

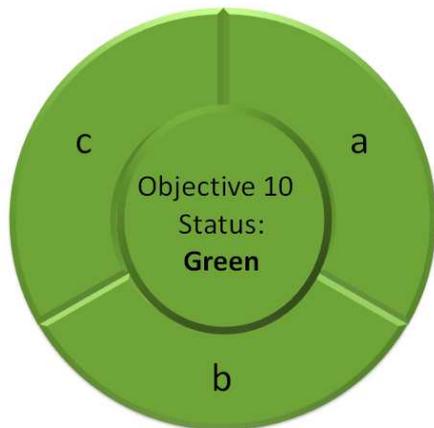
Action to address issues:

1. It will be necessary during 2015 to review/refresh of the Peak District Sustainable Tourism strategy to provide the strategic direction, framework and success measures to achieve the objective and support future delivery of the two brands with VPD.

Risk Implications: None

Contextual information: None

Objective 10: Inspire a wider range of people to access and better understand the national park, through some direct provision of services and enabling others to do so.



We will know we have been successful when:

- a) *we continue to provide a similar number of learning opportunities and more target audiences take part in the activities;*
- b) *we maintain the proportion of users of our learning and understanding services that have an increased understanding of the national park;*
- c) *we are involved in an increased number of formal partnerships that aim to reach new audiences and increase understanding.*

Quarter 4 Summary

Overall Status:

This has been a successful quarter for promoting understanding across the National Park. We are on track for reaching our targets, especially through people accessing our different websites, guided walks and events. We have maintained levels of customers who have an increased understanding of the national park as a result of activities undertaken.

Key Activity in this Area:

- South West Peak website has had 13 people subscribe to receive email notifications of new content; 2 additional people (from pre-bid) complete contact forms to be kept in touch with the scheme; 3 people have shared their memories of visits to the SWP (new page on website added beginning of March so early days); 85 people voted on the choice of the logo for the partnership;
- Learning and Discovery team have moved from Losehill Hall bungalow to Aldern House as part of the property review;
- The MICCI project has had another successful year with 49 students from 5 different schools taking part in the Peak District. The yearly project which is part of National Science Week has continued to be run by other National Parks around the country as well;
- The Learning and Discovery team with the South West Peak Project have been successful in applying to Staffordshire Moorland District Council for public health funding for 25K for a project working with Young People on conservation and green gym style activities. This will start in 2015/16;
- A programme of visiting photography exhibitions has been finalised for 2015 at the Peak District Photography Gallery, Bakewell Visitor Centre to promote the special qualities of the Peak District National Park and National Parks during NPW 2015;
- The Inspiring Generations Group meeting and Peak District Educators Group meeting (both in February) identified a joint need to promote wild play in the Peak District as a way of engaging and inspiring young people. A working group will look to take this forward, building on the Project Wild Thing and Promoting Wild Play;
- Completed the Sheffield non-visitors survey which will help inform the People and Park Connected Strategy and work on health and wellbeing for 2015/16.

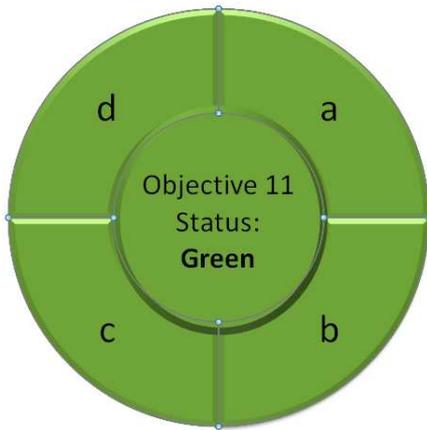
Specific Issues: None

Action to address issues: None

Risk Implications: None

Contextual information: None

Objective 11: Be a well-run public body with proportionate and effective ways of working, delivering excellent customer service and living our values.



We will know we have been successful when:

- a) we renew our Customer Service Excellence certification;*
- b) we maintain our 'Investors in People' award;*
- c) we have received an unqualified opinion from our external auditors on our financial statements and governance arrangements.*
- d) New signature programmes (from the NPMP) are making progress with delivery through the effective working of the wider delivery partnership.*

Quarter 4 Summary

Overall Status:

Good progress made against service plan actions and our success measures.

Key activities over the quarter:

- Follow up from successfully retaining the Customer Service Excellence standard are to incorporate further service customer service improvements into service plans. Agreed action should now be driven by business/commercial need led by the Directors and Assistant Directors (no longer to monitor corporately);
- A new Chief Executive started on 26 January 2015. The leadership team have agreed the focus for the 2015/16 business plan year and work is now underway. 2015/16 is to be a transitional year and a timetable for our work on the medium term strategic and financial plan for the period 2016-2019 has been agreed by the Authority;
- Implementation of the staff engagement action plan continues with: a well-being at work policy agreed by the Authority and the trade union recognition and procedural agreement agreed by the Local Joint Committee; briefings for the revised JPAR (joint performance and achievement reviews); management team agreement of the priorities for improving internal communications, including leadership team accountability, using team cascade processes and introducing skills training for all managers. The engagement plan will be updated after management team has considered the results of the latest staff survey which indicates a reduction in the number of staff feeling valued from 52% to 49% (based on a 60% response);
- New property based budgets are now in place alongside a revised support services costs allocation to all operational activities;
- Priority action to roll out the brand has been proposed for the transitional year;
- Continued to develop the new Information Management strategy (2015- 2018); focus in the last quarter has been on the need to replace the infrastructure and developing the ICT capital programme to fund this;
- A Corporate Property Officer has been appointed to support the Integrated Property Board and the Authority's collective performance on property;
- The Aldern House project is proceeding as planned; with a review planned for quarter one of 2015/16;
- The National Park Management Plan Travel Summit took place in early March to address sustainable visitor management and travel in and around the national park. The annual request for 2014-15 progress against the delivery plan was requested of stakeholders in late March.

Specific issues:

1. As foreshadowed last quarter, the work programme in HR has had to be reprioritised due to an increase in case work – this has meant planned (but ambitious) development work on policies/guidance (around absence management, managing change, disciplinary and grievance procedures) and development of the HR electronic system has been delayed. In addition some aspects of the planned corporate training programme have been carried forward for delivery in 2015/16.

Action to address issues:

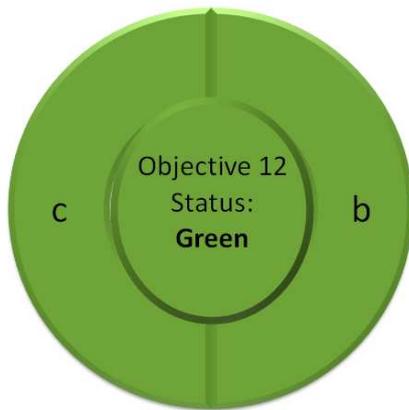
1. Resourcing of HR has been supplemented by the appointment of causal HR officers and admin staff but realisation of the benefits of this will take time.

Risk implications - none to highlight

Contextual information: none

Objective 12: Develop an approach to income generation to harness a more entrepreneurial focus on service delivery that is socially, economically and environmentally sustainable.

We will know we have been successful when:



- b) achieve £258k from increased income generation/cost reductions arising from wider market activities by the end of March 2015;*
- c) The Asset Management Plan has been reviewed (by March 2014) to reflect the changing priorities of the National Park and implementation has begun.*

Quarter 4 Summary

Overall Status:

We have continued to achieve our targets on this Objective.

Key Activity in this Area:

- Cycle Hire has continued to generate increased levels of income;
- Visitor Centres have exceeded their income generation targets;
- The On line shop is now up and running;
- An external funding protocol and proforma for new project ideas has been developed;
- A Programme Board (Enterprise Plus) has a redefined remit to: allocate development resources to progress new external funding ideas; project management of tolerances; oversee fundraising more broadly; consider external funding project ideas at an early stage in the development to give an early steer to ensure projects are correctly focussed and supporting the Authority to meet corporate priorities; receive regular updates on all external funding activity, including bids in development, bids submitted and outcome of bids;
- The brief for the Giving Strategy was agreed and several “giving” pilot projects were initiated, such as donations for ranger walks and the Access Fund;
- Development of a scheme at North Lees to encourage giving, which will be introduced in 2015/16. Free parking at Stanage and membership of the campsite is being offered for a contribution of £15 to access and conservation works and appropriate interpretation;
- A planning application has been submitted for the installation of 4 camping pods at North Lees campsite (alongside improvements to the shower facilities) with the aim of increasing income generation;
- Following grant aid from Natural England, and work with major landowners, an event notification system has been set up which invites events’ organisers to make donations to suspense account held by the NPA. This will enable event participants to directly contribute to the conservation of the National Park as part of their entrance fee to the event.

Specific Issues: none

Action to address issues: none

Risk Implications: none

Contextual information: none