

12.1 UPDATE ON NATIONAL PARKS UK AND NATIONAL PARKS ENGLAND MEETINGS 8-9 JUNE 2015 IN NEW FOREST NATIONAL PARK (Cllr Lesley Roberts)

1. Purpose of the report

To update Members on National Parks UK and National Parks England meetings held on 8-9 June 2015.

Recommendation

2. 1. That the report be noted.

National Parks UK AGM

3. Public engagement - National Parks Week 2014 used the theme 'Britain's Breathing Spaces – Space to Grow'; Website visits increased to 536,384, social media followers now at 41.5k followers;

Brand development – first year of AirWick partnership generated good royalties; significant coverage achieved through VisitBritain partnership in the UK GREAT Campaign.

4. National Parks Partnerships Ltd

All 15 National Park Authorities in the UK have agreed to jointly establish a vehicle to develop commercial sponsorship for equal and collective benefit of all Authorities/National Parks. The Partnership has now been set up with the following non-executive members.

External appointments:

- Tim Barclay – Chief Operating Officer BT Global Government and Health
- Catherine Hawkins – Founder Think!Sponsorship
- John Kennedy – Chief Operating Officer MOO.com
- Kirstine Olson-Chapman – Commercial Director Talk Talk Group

Internal appointments:

- Julian Atkins, Director of Countryside and Land Management Brecon Beacons NPA
- Stephen Curl, Member Lake District NPA
- Sir Peter Dixon, Vice chair Broads Authority
- Peter Harper, Chairman Dartmoor NPA
- Mark Holroydm Transport and Tourism Manager New Forest NPA
- Tony McInnes, Head of Commercial Development Loch Lomond and the

Trossachs NPA

5. **National Parks England**

6. **NPE Board**

The following appointments were made:

- Chair – Jim Bailey (North York Moors NPA)
- Deputy Chairs – Lesley Roberts (Peak District NPA) Peter Harper (Dartmoor NPA).

7. **Working to secure a resilient funding settlement from Defra**

NPE and AONBs have published a report “So much more than the view....” a publication which highlights the vital work that the National Park Authorities, AONB Partnerships and Conservation Boards undertake with local people and businesses to help keep these places special. The press release is at Appendix 1, with a helpful quote from Environment Minister Rory Stewart MP.

8. **NPE have agreed a draft statement to promote the value of National Parks and the risks we take if we reduce funding.**

9. **Background papers** (not previously published)
None

Appendices

Appendix 1: National Parks England Press Release June 2015

Report Author, Job Title and Publication Date

Cllr Lesley Roberts, Authority Chair, 25 June 2015