

Foreword

This year marks the 70th anniversary of our National Park. The past year has given many of us time to reflect. Our over whelming thoughts are, firstly, gratitude for all the staff and partners who have been flexible and focussed on achieving the best outcomes possible in these times. And, secondly, the realisation that Covid-19 has highlighted how much our work matters – really matters – in these times as the nation seeks to recover.

Along with other UK national parks, we view a UK recovery from the impacts of the pandemic as also being a green recovery from the social and environmental impacts of the human driven climate crisis. We need bold approaches that will shift things by an order of magnitude and at scale and the UK national parks see our collective role as innovation engines for a green recovery. Here in the Peak District, we are building a coalition of partners and communities to pioneer a new more sustainable approach to travel across the National Park. This will help rebuild our tourism economy, maintain the gain we saw in 2020 of a greater diversity of people enjoying the national park and support a safer, less congested, home for communities that live in the national park.

In this Performance and Business Plan, we report on our second year (2020/21) of progress against our 2019-24 Corporate Strategy and set out our targets for the third year (2021/22). Despite the disruption of the pandemic, the 'Look Back' section shows that we have made some excellent progress across all of our outcomes (landscape enhancement, audience and community engagement, and being an agile and efficient organisation). However, we have not met all of our KPIs this year, despite having revised some of our targets. In particular, we are still working to develop our plans for landscape monitoring and audience engagement – this is partly due to the pioneering nature of what we are trying to achieve as well as a necessary focus on other pressing priorities.

The pandemic will continue to impact outcome delivery and income in year three of our Corporate Strategy. In planning for this year, with the help of our Members we have refined our community ambitions and revised some of our income and volunteering ambitions in line with the impacts of government restrictions. At the time of writing, many of our services are still being run via remote working, as the majority of our staff remain working at home. However, with the current easing of lockdown, our visitor facilities, including visitor centres, cycle hire centres and car parks, have reopened and we are once again able to welcome people to the National Park. As always, partnership working remains at our heart, whether that's here in the Peak District or working across the 15 UK national parks to test new ways to help our green recovery.

In our 70th year, let's be proud of our history and of what we do now. And let's look to build on this, recognising the role we have to play in a green recovery for the nation – for climate leadership, on nature recovery, welcoming a more diverse audience base and supporting thriving and sustainable communities.



Sarah Fowler
Chief Executive



Andrew McCloy
Chair

Introduction

National parks

National parks were designated as protected landscapes for their natural beauty, wildlife and cultural heritage – the special qualities that make them so important. We are one in a network of 15 national parks across the UK and part of a global network. The purposes of our designation as a national park are to:

- Conserve and enhance the natural beauty, wildlife and cultural heritage; and
- Promote opportunities for understanding and enjoyment of the special qualities of the area by the public.

If there is a conflict between these purposes, conservation takes priority. In carrying out the purposes, national park authorities should seek to foster the economic and social wellbeing of local national park communities.

The Peak District National Park ('the National Park')

Located at the heart of the country, the Peak District National Park is 555 square miles of accessible, world-class landscapes. It is the first upland reached when travelling from the majority of the South and 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, providing a unique contrast between dramatic upland moors and more gentle lowland grassland, both supporting internationally important habitats and species. This is a landscape shaped by people and industry since prehistoric times, with a wealth of internationally significant historical features and cultural heritage. It is a living park, with 38,000 residents, at least 20,000 jobs and around 13.25 million visitor days that generate over £1.5 billion for the economy each year.

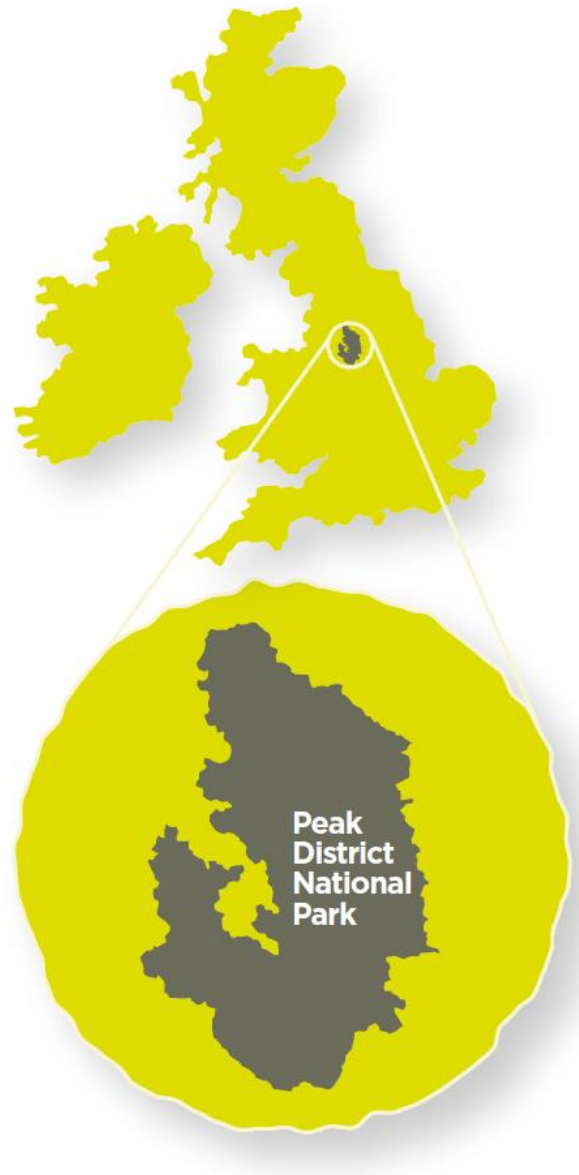
The Peak District National Park Authority ('the Authority')

The Authority's mission is to speak up for and care for the Peak District National Park for all to enjoy forever. This role is as important today as in 1951 when the Peak District was designated a national park. Our knowledge and expertise is respected. We are an independent, reasoned voice caring for the whole National Park and the communities who enjoy, live and work in it. This work is not carried out alone, but in collaboration with partners and local communities to conserve and enhance the National Park's special qualities. As the UK's original national park, we are pioneering, always seeking to be one step ahead and looking to the future. This helps build and nurture public support for the National Park and our role in working to care for it.

As a national park authority, we make the biggest impact when our three main roles – as regulator, influencer and deliverer – work together. Throughout this corporate strategy period, we will use our mixture of funding to keep these roles in balance. Our government grant underpins our work as an independent statutory authority with a core planning and regulatory function. The Defra grant also supports our influencing and delivery roles.

The National Park Management Plan 2018-23 ('the NPMP')

The NPMP is the partnership plan for the place – providing the framework for all Peak District stakeholders to work together to achieve national park purposes and conserve and enhance the



Appendix 2: Performance and Business Plan 2019/20 draft content

special qualities. It outlines the main issues and priorities for the place and sets out how, together, these will be tackled. Preparation has begun on developing the next NPMP.

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.

The full Corporate Strategy is available at: www.peakdistrict.gov.uk/corporatestrategy.

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.