

5. NATIONAL PARKS ENGLAND DELIVERY PAPER NATIONAL PARKS FOR EVERYONE SARAH WILKS

1. Purpose of the report

To inform Members about National Parks England's Delivery Plan for National Parks as Landscapes for Everyone, what this means for the Peak District National Park and how it fits with our National Park Management Plan and the review currently taking place.

Key Issues

- In December 2020 National Parks England published its Delivery Plan for National Parks for Everyone setting out a shared programme to achieve the vision below.
- The Delivery Plan vision is 'Everyone should be able to discover and engage with protected landscapes to benefit the health and wellbeing of the whole nation'.
- The Authority will deliver its commitments to the Delivery Plan through our Corporate Strategy and National Park Management Plan.
- The Corporate Strategy and National Park Management Plan include commitments for the Authority, alongside our partners to work to overcome physical and perceived barriers to access and to have a Peak District National Park audience that matches regional demographics
- This work is focused on equity of access not increasing the volume of visitors
- The National Park England Delivery Plan is part of our evidence base for the current review of the National Park Management Plan and Corporate Strategy.

2. Recommendations

To note how the Authority is currently taking forward National Parks England's Delivery Plan for National Parks for Everyone in the Peak District through the delivery of the Diverse Audience Plan and Recreation Hubs programme and how it is informing our future National Park Management Plan

3. How does this contribute to our policies and legal obligations?

4. Landscapes Review recommendations

While we are still waiting for the Government response to the Landscapes review our current delivery works toward several of the recommendations:

- *Proposal 7:* A stronger mission to connect all people with our national landscapes, supported and held to account by the new National Landscapes Service
- *Proposal 8:* A night under the stars in a national landscape for every child
- *Proposal 9:* New long-term programmes to increase the ethnic diversity of visitors
- *Proposal 10:* Landscapes that cater for and improve the nation's health and wellbeing
- *Proposal 11:* Expanding volunteering in our national landscapes
- *Proposal 12:* Better information and signs to guide visitors
- *Proposal 13:* A ranger service in all our national landscapes, part of a national family

- “ *Proposal 14*: National landscapes supported to become leaders in sustainable tourism
- “ *Proposal 15*: Joining up with others to make the most of what we have, and bringing National Trails into the national landscapes family
- “ *Proposal 16*: Consider expanding open access rights in national landscapes

5. National Park Management Plan

The Landscapes for everyone links closely to Special quality 3: Undeveloped places of tranquillity and dark night skies within reach of millions, Special Quality 6 - An inspiring space for escape, adventure, discovery and quiet reflection and Special Quality 7 - Vital benefits for millions of people that flow beyond the landscape boundary. However it is by developing a connection with the place that means our visitors will benefit from all 7 special qualities and lead to support and understanding of the natural environment.

It also contributes to Areas of Impact, 4: A National Park for everyone 5: Encouraging enjoyment with understanding and 6 - Supporting thriving and sustainable communities and economy.

6. Corporate Strategy

The National Park England’s Delivery Plan Landscapes for everyone, Diverse Audience Plan and Recreation Hubs programme are directly linked to implementing the corporate strategy outcome ‘A National Park Loved and supported by diverse audiences’. The key performance indicators(KPI’s) below are directly linked to this work:

KPI 11: Increase the proportion of under-represented groups reached

KPI 12: Increase public connection with the Peak District National Park

by delivering the actions below:

- Implement our diverse audience plan providing inclusive health, education and accessibility activities, and modernising digital channels that better align with the audiences we want to reach
- Repeat data research in year 3 and year 5 to monitor against outcome and adjust plan as required
- Use research to develop a plan to better understand our existing and potential audiences to increase public connection with the National Park
- Encourage responsible visitor behaviours through Park-wide, stakeholder-supported strategies that reflect care and respect of ‘the place’, such as #PeakDistrictProud. Use local research to inform understanding of visitor segments and their needs. Grow sustainable tourism products, including encouraging extended stays, where external funding exists to support this
- Repeat data research in year 3 and year 5 to monitor against outcome and adjust plan as required

7. Background Information

In December 2020 National Parks England published its Delivery Plan for Landscapes for Everyone (a copy of which can be found at appendix 1) with the vision ‘Everyone should be able to discover and engage with protected landscapes to benefit the health and wellbeing of the whole nation’. This vision is to be implemented through a suite of initiatives that will result in National

Parks being landscapes that:

- Improve peoples' health, well-being and recovery through equitable access and connection to nature and culture.
- Are understood by both healthcare professionals and within the wider public, as places that can restore and enhance people's physical and mental health.
- All young people have visited and enjoyed as part of an outstanding learning experience in a natural landscape.
- Have initiatives co-designed with underrepresented groups, minorities, and those living with health inequalities, with the goal of creating greater opportunity to discover, equity of access to and experience of National Parks.
- Inspire a deeper connection to nature. National Parks will be valued as a key part of our heritage, inspiring people, both young and old, to have pride in, a passion for, and actively engage in our protected landscapes (e.g. volunteering, donating, supporting).

Our programme to achieve the vision:

- **Landscapes for Health and Wellbeing:** This programme will be centred around three themes: *prevention* of ill-health, *restorative* benefits of National Parks, and the provision of *excellence* in natural health solutions.
- **Youth Ambassadors for Protected Landscapes:** This programme will establish an outdoor learning programme for all school children to experience National Parks, strengthen relationships and enable partners to collectively promote understanding and engagement with protected landscapes. We will work with Defra to support a post-COVID initiative to continue and promote the public practice of regularly walking in their local area. Should Defra not engage as the primary funder for this programme, English NPAs will consider other avenues for its delivery. In addition, a number of NPAs are working to develop a family-based John Muir Award.
- **Inspiring more people to care more about nature and National Parks:** This programme will work with partners to improve outreach to and dialogue with urban and disadvantaged communities. It will link with existing communications initiatives in each of the Parks to widen the appeal of National Parks to more diverse audiences, inspire more people to take an active role in protecting and enhancing protected landscapes, and show how National Parks play a role in the UK's Green Recovery.

As Programmes and Resources will be aware from the report to Programmes and Resources in October 2019 when the committee agreed the four original programmes to be overseen by this committee (minute reference 5/19), the Authority is already undertaking many activities.

The plan that supports the NPE Delivery Plan work has been focused on our Diverse Audience Plan brought to this committee on July 17th 2020(minute reference 23/20). This plan identified the key audiences and principles we would work with which includes young people, a focus on health and wellbeing and continued work with underserved groups. These target groups directly relate to those identified in the NPE delivery plan outlined above. Work continues to develop this plan with the identified audiences focusing on the actions listed below in section 8. All these actions follow the five principles laid out in the diverse audience plan:

Diverse Audience Plan Delivery 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 opportunities arise into

neighbouring urban communities

We have also developed an evaluation and monitoring tool kit and are in the process of embedding this in our work.

8. Proposals

Below are brief summaries of the key interventions we are undertaking to support the NPE delivery plan. Following the principles of the Diverse Audience plan as well as targeting work with identified audiences we are building our digital resources and developing intelligent client models where we work closely with partners to support and enable them to delivery key National Park messages.

Direct delivery work by both ourselves and with our partners has been affected by covid19 restrictions, but is now building back.

8.1 Young People

Ambassador Centres – Is a key network for us to work closely with outdoor centres and partners, for them to understand and embed NP messages in their work with clients and young people. Details of the scheme can be found on our [website](#). After a slow reopening for many of the ambassador centres, this group has been reconnected and re-involved. New information boards promoting PDNP access and responsible visiting have gone up in one Ambassador Centre and these are being promoted to the other centres (Already funded).

Ambassador schools – Our new outreach product for schools has been made live on our [website](#). This scheme provides a framework for the PDNP to work with schools to inspire a love of the outdoors and an understanding of how to care for it with young people. A wider promotion of this new product is planned for the new year. Working with the foundation a 8.5k grant has been given from Hydro Flask to reach the most in need schools through ambassador schools with additional outdoor kit, clothing, transport funds and volunteer support.

Targeted direct school delivery – Our direct school delivery is targeted to work with the urban communities that surround the National Park. School delivery has returned well, especially for primary year groups (age 7-11). Many schools looking for a focus on wellbeing and outdoor experiences. Numbers have been lower than usual partly due to having to maintain COVID regulations for much the time working with school bubbles.

Outreach – We continue to develop programmes that reach out to communities that do not traditionally connect with the National Park. Through the SWPLP a number of successful outreach projects with young people have been delivered including Buxton Wild Weeks, Wild about your schools and Fairer for Nature. All working in partnership with young people in their communities to take actions, learn about the Peak District and understand the natural world. We hope to extend these programmes to other communities as funding is available.

Junior Rangers – This programme continues to thrive and provide an ongoing connection to the National Park for many young people. Details can be found on the [website](#). The groups restarted face to face meetings, which has been going well. As part of Generation Green the young people were offered a residential visit in the NP which was well attended. There are currently exploratory conversations looking at establishing urban Junior Rangers groups.

Generation Green – see separate paper Generation Green update agenda item xxx

8.2 Health and Wellbeing

Prevent

Mindfulness walks – The mindfulness walk led through the general guided walks programme have not been as well attended as we would have liked. This is likely due to publicity and awareness of us delivering this type of engagement. Working with Derbyshire Wildlife Trust a short wellbeing through art project has been delivered in Edale which was well received by the participants. A new wellbeing in nature session has been running at Longdendale Environmental Centre with participants referred through local social and healthcare professionals. We are also looking to develop a number of sensory trails at key visitor hubs linked with wellbeing and connection to nature activities to promote mindfulness and wellbeing to the wider visiting public. The first of these should be complete by March 2022.

Restore

Health Walks – Have returned well as have dementia walks, with a new dementia walk started in the Glossop area. These offers are well supported by volunteers. The health walks we funded by the foundation 2021/22 and future funding is currently being explored. Working with Walk Derbyshire there will be new Health Walk leader training in 2022.

Excellence

Test and Learn Pilots – We have been attending meetings with two local NHS Green and Blue prescribing test and learn pilots (South Yorkshire and Bassetlaw Integrated Care System & Joined up Care Derbyshire Integrated Care System). As a result we have extended our network of contacts and also been successful with two local charities in receiving small grants to test interventions with participants. Working through the foundation and with SOAR and Sheffield based charity we will deliver a 'wellbeing in nature' green prescribing sessions. Working with Darnall Wellbeing we will deliver sessions for their clients.

8.3 Diverse Audiences

Mosaic –NHLF bid submitted November 2021 in partnership with YDNP and NYMNP. The full bid if for £611,610 if successful the PDNP would receive £47,385 in the development phase and £102,143 in the delivery phase. During the development phase, which would be 9 months during 2022-2023. The PDNP would employ a project development manager to work closely with Peak District MOSAIC and partners to get the project set up and build the needed networks and capacity. During the delivery phase, two years from 2023, the PDNP would employ a project officer and an apprentice to deliver and engage new diverse communities.

SWP Mosaic – The SWP Mosaic project has been completed and delivered. There were some COVID impacts on the time scale for delivery. A new group of MOSAIC community champions has been engaged. Good links have also been made with Asha a community organisation for refugees in Stoke.

New beginnings – Working with a local artist a short project was delivered with new beginning who are a Sheffield based charity for refugees. Funding is being looked at to continue this work in 2022.

Working with the probations service - The probation service has brought much of its community work back in house due to COVID and government policy. This has impacted Fit for Work, however, conversations have still be happening and projects for 2022 including Fit for Work and Community payback

8.4 Recreation Hubs Programme

We are now working to bring together the recreation hubs programme (last brought to this committee on 4th Dec 2020 minute reference 33/20) and the Diverse Audience plan together so they align to deliver the National Park England's Landscape for Everyone and Climate Change ambitions and will be bringing this to a future Performance and Resources committee. Please also see the separate paper brought to committee today agenda item:

9.National Management Plan review

In terms of future plans and strategies, as Members will be aware, we are currently reviewing our Corporate Strategy and the National Park Management. At the September meeting of Authority (Minute reference 67/21), Members committed to aligning these two plans and strategies so that we have one vision for the National Park. This will ensure that what the Authority seeks to achieve will be the same as what we are seeking to achieve with partners.

Although we are at a relatively early stage in the review process, a clear theme in discussions around the vision for the National Park is that Landscapes for all will be a key theme in one of our aims. The National Parks England's Delivery Plan 'A National Park for everyone' is a key part of our evidence base for the review so that we ensure we are delivering the relevant elements of it in the future.

Are there any corporate implications members should be concerned about?

Financial:

The activities in the current Corporate Strategy and National Park Management Plan have funding and resources identified to deliver them. The resources for activities in future plans and strategies will be agreed as part of the review process.

Risk Management:

9. Covid 19 has had a big impact on this work and continues to affect delivery.

Sustainability:

10. No issues to raise.

Equality, Diversity and Inclusion

The Authority is bound by the Equality Act 2010 and the Public Sector Equality Duties The PDNPA must, in the exercise of its functions, have **due regard** to the three aims of the general equality duty and:

- Eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Act.
- Advance equality of opportunity between people who share a protected characteristic and those who do not.
- Foster good relations between people who share a protected characteristic and those who do not.

The Equality Act explains that the second aim (advancing equality of opportunity) involves, in particular, having **due regard** to the need to:

- Remove or minimise disadvantages suffered by people due to their protected characteristics.
- Take steps to meet the needs of people with certain protected characteristics where these are different from the needs of other people.
- Encourage people with certain protected characteristics to participate in public life or in other activities where their participation is disproportionately low.

The delivery of the NPE delivery plan through the Diverse Audience Plan and the Recreation Hubs work speaks directly to our ambition to ensure equity of access (physical and intellectual) to the Peak District National Park. It acknowledges the areas where there is most unequal access and where there are gaps in our provision. It sets out a clear plan to address these inequalities and ways to evaluate and report this work.

11. Climate Change

1. How does this decision contribute to the Authority's role in climate change set out in the UK Government Vision and Circular for National Parks?
 - a. Educators in climate change
Climate change and its impacts feature in all our engagement programmes. We encourage connection to the place as we know research shows this leads to positive pro environmental behaviours. This is also a measure research has shown us we can make via the Derby University connection to nature index.
 - b. Exemplars of sustainability
Engagement programmes highlight examples of good practice and encourage personally responsibility to take positive action
 - c. Protecting the National Park
 - d. Leading the way in sustainable land management
 - e. Exemplars in renewable energy
This work can help to promote the above and share our exemplary examples, giving diverse audiences opportunities to learn and take part in conservation activities that enable sustainable land management.
 - f. Working with communities
This work focuses on reaching out and engaging with communities that do not traditionally work with us and to deepen the knowledge and understanding of those that do – linking to points 1a and 1b.
2. How does this decision contribute to the Authority meeting its carbon net zero target?
Engaging with communities that use the National Park to encourage connection to the place and responsible pro environmental behaviours, including sustainable transport use.
3. How does this decision contribute to the National Park meeting carbon net zero by 2050?

Develops sustainable transport work and other pro environmental behaviours of all visitors

4. Are there any other Climate Change related issues that are relevant to this decision that should be brought to the attention of Members?

12. Background papers (not previously published)

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13. Appendices

Appendix 1 - NPE Landscape for Everyone delivery paper

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