

**Table 1: A sustainable landscape that is conserved and enhanced**

Outcome: A sustainable landscape that is conserved and enhanced		
Key Performance Indicator (KPI) and 2024 target	Strategic interventions	Responsible
<b>Distinctive landscapes</b> that are sustainably managed, accessible and properly resourced		
<b>KPI 1:</b> Influence the development of a support system that properly rewards farmers and land managers for delivering a full range of public benefits  <b>2024 target:</b> At least an additional 10% of Peak District National Park in environmental land management schemes	Influence the design of the future post-Brexit scheme for roll out in 2025. Influence and deliver tests, trials and pilots for the new scheme through to 2025. Make the case for and influence the design of transitional arrangements	Head of Landscape
	Continue to support land managers to access current and future schemes	Head of Landscape
<b>KPI 2:</b> Natural beauty conserved and enhanced  <b>2024 target:</b> a) Assessment of landscape changes achieved  b) 100% of planning decisions in accordance with strategic policy	Develop methodology for strategic sustainable landscape monitoring with partners, and assess whether the changes conserve and enhance natural beauty	Head of Landscape
	Identify interventions to address any negative changes and further enhance natural beauty	Head of Landscape
	Ensure all planning decisions are in accordance with strategic policy	Head of Planning
<b>KPI 3:</b> Increase the amount of carbon captured and stored as part of routine land use and management  <b>2024 target:</b> 3,650 tonnes net decrease in carbon emissions from moorland	Further develop our knowledge and insights of total carbon captured and stored to tell the carbon management story of the Peak District	Head of Moors For the Future Partnership
	Continue to carry out a range of moorland restoration work to revegetate bare peat and reduce carbon emissions	Head of Moors For the Future Partnership
	Develop the climate change vulnerability assessment and implement the key outcomes	Head of Information and Performance Management

<b>High quality habitats in better condition, better connected and wildlife rich through nature recovery networks</b>		
<b>KPI 4:</b> Increase the area of moorland blanket bog moving towards favourable condition	Continue to have a clear voice on the outcomes we expect to see from moorlands. Support the development of and implement a resilient, sustainable moorland management model	Head of Landscape
<b>2024 target:</b> Restoration activities on 1,500 hectares of degraded blanket bog completed	Continue restoration activities on degraded blanket bog to move it towards favourable condition with a focus on reducing the amount of bare peat and rewetting as far as possible in years 1-3	Head of Moors For the Future Partnership
	Use the new FCERM (Flood and Coastal Erosion Risk Management) strategy and water companies AMP7 programme to support our moorland restoration work	Head of Moors For the Future Partnership
<b>KPI 5:</b> Sustain the area of non-protected, species-rich grassland through retention, enhancement and creation  <b>2024 target:</b> Sustain at least 5,000 hectares of non-protected, species-rich grassland	Use and share our data on non-protected species rich (priority habitat) grassland to inform our plans with a view to it becoming publically available and supporting the public payment for public goods approach. Including an annual assessment of net gain/loss	Head of Landscape
<b>KPI 6:</b> Increase the area of new native woodland created  <b>2024 target:</b> Create at least 400 hectares of new native woodland	Identify opportunities for new native woodland, scrub, wood pasture, small plantings and individual trees based on the approach of the right trees in the right places for the right reasons	Head of Landscape
<b>KPI 7:</b> Maintain and enhance populations of protected and distinctive species  <b>2024 target:</b> Restore breeding pairs of birds of prey in the moorlands to at least the levels present in the late 1990s	Work with moorland owners, land managers and partners to deliver resilient, sustainable moorlands that lead to increased numbers of birds of prey	Head of Landscape
	Identify future priority species in key areas for enhancement and/or reintroduction	Head of Landscape
<b>Cherished cultural heritage that is better understood and looked after</b>		

<p><b>KPI 8:</b> Increased knowledge, understanding and active engagement with archaeology, historic structures and landscapes</p> <p><b>2024 target:</b> 5% increase in audiences actively engaging with cultural heritage</p>	<p>Engage with a range of audiences to promote and increase knowledge, understanding and engagement with archaeological sites, historic structures and landscapes, and improve public access to data</p>	<p>Head of Landscape</p>
<p><b>KPI 9:</b> Increase the percentage of Scheduled Monuments and Listed Buildings conserved and/or enhanced</p> <p><b>2024 target:</b> 10%</p>	<p>Conservation and enhancement of scheduled monuments and listed buildings through our regulatory, advisory and partnership roles and our own property</p>	<p>Head of Landscape</p>
<p><b>KPI 10:</b> Increase the percentage of Conservation Areas conserved and/or enhanced</p> <p><b>2024 target:</b> 96% (105/109) have adopted appraisals</p>	<p>Continue to develop and adopt the remaining Conservation Area appraisals to raise awareness, understanding and support for the conservation and enhancement of these areas</p>	<p>Head of Landscape</p>

**Table 2: A National Park loved and supported by diverse audiences**

<b>Outcome: A National Park loved and supported by diverse audiences</b>		
<b>Key Performance Indicator (KPI) and 2024 target</b>	<b>Strategic interventions</b>	<b>Responsible</b>
<b>Greater audience reach</b> among under-represented groups		
<b>KPI 11:</b> Increase the proportion of under-represented groups reached  <b>2024 target:</b> Peak District National Park audience reach that is 30% closer to the demographics of those within an hour's travel time of the National Park	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	Head of Engagement
	Repeat data research in year 3 and year 5 to monitor against outcome and adjust plan as required	Head of Engagement
<b>A strong identity</b> and excellent reputation driving positive awareness and engagement		
<b>KPI 12:</b> Increase public connection with the Peak District National Park  <b>2024 target:</b> Peak District National Park connection is increased by 20%	Use research to develop a plan to better understand our existing and potential audiences to increase public connection with the National Park	Head of Engagement
	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	Head of Engagement
	Repeat data research in year 3 and year 5 to monitor against outcome and adjust plan as required	Head of Engagement
Fundraising for Mend Our Mountains <b>Active support</b> through National Park points of contact to generate sustainable income		

<p><b>KPI 13:</b> Increase the National Park Authority's sustainable income stream</p> <p><b>2024 target:</b> Generate an extra £225,000 sustainable gross revenue income</p>	<p>Implement and continue to develop the plan to maximise income without compromising the special qualities of the National Park or exposing staff and visitors to unnecessary risk of Covid-19 transmission, including car park management, new visitor experiences at Millers Dale and Hulme End, maximisation of existing income opportunities and growing our commercial enterprises</p>	<p>Head of Engagement</p>
<p><b>KPI 14:</b> Rebuild the value of National Park Authority volunteer support</p> <p><b>2024 target:</b> Volunteer support across the National Park Authority is returned to pre-Covid value of £750,000 per annum</p>	<p>Implement volunteer action plan to better align opportunities for volunteering with PDNPA outcomes and increase diversity amongst our volunteers</p>	<p>Head of People Management</p>
	<p>Continue to fundraise for the National Park Management Plan and Corporate Strategy Outcomes using the National Park Foundation as the vehicle</p>	<p>Head of Engagement</p>

**Table 3: Thriving and sustainable communities that are part of this special place**

<b>Outcome: Thriving and sustainable communities that are part of this special place</b>		
<b>Key Performance Indicator (KPI) and 2024 target</b>	<b>Strategic interventions</b>	<b>Responsible</b>
<b>Influencing and shaping the place</b> through strategic and community policy development		
<b>KPI 15:</b> Increase the number of residents and other community stakeholders understanding and engaged in the development of strategic policies  <b>2024 target:</b> 50% increase in number	Develop tools for engaging resident communities using digital media channels to promote and engage residents on policy development	Head of Planning
	Review resources by year 3. Local Plan review will gradually absorb more of team resources over 5 year period, plus fixed term post will terminate by 2022. Consider scope to draw in resources from specialists across the Authority	Head of Planning
<b>KPI 16:</b> Increase the number of communities involved in shaping the place  <b>2024 target:</b> 40% of Parishes have helped shape their future	Review team resources by year 3. Local Plan review will gradually absorb more of team resources over 5 year period, plus fixed term post will terminate by 2022. Consider scope to draw in resources from specialists across the Authority	Head of Planning
	Undertake biannual updates and promotion of Parish Statements to encourage a dynamic approach to keeping them up to date and developed by the community as far as possible	Head of Planning
	Ensure a comprehensive review is undertaken of Parish Statements to take account of a new Census in 2021	Head of Planning
<b>Community development</b> connecting people to place through active participation, events and sustainable projects		
<b>KPI 17:</b> Increase the number of PDNPA interventions that help parish councils, community groups and	Continue dialogue across Authority to make this happen, e.g. with Engagement Service to connect with diverse audience plan (young, health issues etc), and with Landscape Service to ensure connection with projects linked to ecology and cultural heritage	Head of Planning

<p>residents to care for the National Park's special qualities</p> <p><b>2024 target:</b> 100 interventions</p>	<p>Develop tools for engaging resident communities using digital media channels towards the promotion of community development (e.g. sharing, promoting local events, encouraging and initiating local projects). In particular seek to maintain the parish bulletin via email (and hosted on PPPF website) and parish meetings via teleconference</p>	<p>Head of Planning</p>
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**Table 4: The Peak District National Park Authority is an agile and efficient organisation**

<b>The Peak District National Park Authority is an agile and efficient organisation</b>		
<b>Key Performance Indicator (KPI) and 2024 target</b>	<b>Strategic interventions</b>	<b>Responsible</b>
<b>Our workforce</b> is more diverse, healthy and highly engaged		
<b>KPI 18:</b> Maintain low sickness levels  <b>2024 target:</b> Under 6 days per full time equivalent per year	Create wellbeing at work to include: <ul style="list-style-type: none"> <li>• Maintain (and improve upon level of) Investors in People Health and Wellbeing Award in 2022</li> <li>• Enhance our safety culture by raising awareness, developing competence and improving compliance</li> <li>• Systematic review of relevant policies (such as Absence Management Policy, Wellbeing at Work Policy, Grievance Policy and Harassment in the Workplace Statement)</li> </ul>	Head of People Management
<b>KPI 19:</b> Create a highly engaged workforce  <b>2024 target:</b> 70% response rate to online Investors in People questionnaire	Create values based environment to attract and retain top talent	Head of People Management
	Deliver the actions in the Investors in People Action plan (identified from the Investors in People online report and assessor recommendations)	Head of People Management
	Management demonstrate responses in regular short snap surveys on key and current topics are used to inform decisions	Head of People Management
<b>KPI 20:</b> Foster an inclusive working environment in which everyone feels that they belong  <b>2024 target:</b> A workforce profile proportionately representative of national protected characteristics in order to attract and retain diverse talent	Develop Equality, Diversity and Inclusion plan to foster an inclusive workplace by: <ul style="list-style-type: none"> <li>• Involving all workforce in inclusion</li> <li>• Developing line manager capability</li> <li>• Building senior management commitment to inclusion</li> <li>• Evaluating policies and practices</li> <li>• Examining organisational culture, climate and values</li> </ul>	Head of People Management

We are <b>financially resilient</b> and provide value for money		
<b>KPI 21:</b> To have a medium term financial plan  <b>2024 target:</b> Plan developed in 2019/20 and then monitored and updated	Develop a medium term financial plan (MTFP) that covers years 2-5 of the new Corporate Strategy (Year 1 - 2019/20 - falls within the current MTFP)	Head of Finance
	Develop a new Capital Programme for the Authority (following the adoption of the corporate Asset Management Plan)	Head of Finance
<b>KPI 22:</b> To have arrangements in place to secure economy, efficiency and effectiveness in all our operations  <b>2024 target:</b> An unqualified value for money opinion (the best result possible) issued by External Audit	Update our financial processes (regulations and standing orders) as a result of recommendations in the governance review	Head of Finance
	Introduce electronic purchase order, authorisation and invoice scanning and the implementation of an electronic travel and subsistence claims system	Head of Finance
Our <b>well-maintained assets</b> support the delivery of our landscape, audience and community outcomes		
<b>KPI 23:</b> To have a corporate Asset Management Plan  <b>2024 target:</b> Plan to be adopted in 2019/20 and then implemented	Develop a corporate Asset Management Plan	Head of Asset Management
	Implement Asset Management Plan	
	Develop and implement a new Carbon Management Plan for the Authority  Implements Carbon Management Plan providing annual report against progress for Members	Head of Asset Management
Our <b>data</b> is high quality, securely managed, and supports decision making and delivery		

<p><b>KPI 25:</b> More of our data is digitally accessible internally and externally and is used to inform our decision making</p> <p><b>2024 target:</b> All services capture, store and access data in a consistent and efficient manner</p>	<p>Investigate and deploy further self-service capabilities (e.g. increased spatial mapping tools on the Authority's website etc)</p>	<p>Head of Information and Performance Management</p>
<p>The Authority is <b>well managed</b> to achieve its objectives and enhance its performance</p>		
<p><b>KPI 26:</b> To have best practice governance, risk and performance management arrangements in place</p> <p><b>2024 target:</b> All internal and external audits relating to governance, risk and performance management are rated as providing substantial assurance or equivalent</p>	<p>Undertake a review of Governance arrangements, including the delegations to committees and officers</p>	<p>Head of Law</p>
	<p>Implement an online procurement portal, related processes and provide guidance and training for all relevant Authority staff</p>	<p>Head of Law</p>
	<p>Coordinate the delivery of the Corporate Strategy and drive through delivery and business planning, performance and risk management processes</p>	<p>Head of Information and Performance Management</p>
	<p>Develop our Corporate Strategy 2025-2030</p>	<p>Head of Information and Performance Management</p>
<p><b>KPI 27:</b> Our Members are more representative of our audiences</p> <p><b>2024 target:</b> Move towards greater diversity in our Members</p>	<p>Identify and remove barriers that may restrict the appointment of Members from underrepresented groups (e.g. review our meeting format and dates/times of meetings)</p>	<p>Head of Law</p>
<p>We have <b>effective partnership arrangements</b> in place</p>		

<p><b>KPI 28:</b> To identify all existing partnership arrangements and review their effectiveness</p> <p><b>2024 target:</b> Complete review in 2019/20 and monitor effectiveness</p>	<p>Identify our strategic partners and review the Authority’s existing partnership protocol to ensure it is fit for purpose</p>	<p>Head of Information and Performance Management</p>
	<p>Monitor the implementation of the National Park Management Plan 2018-23 delivery plan</p>	<p>Head of Information and Performance Management</p>
	<p>Coordinate the development of the Peak District National Park Management Plan 2024-2029</p>	<p>Head of Information and Performance Management</p>