

APPENDIX II

NORTH LEES CAMPSITE MANAGEMENT PLAN

The campsite is located in an idyllic setting at the southern end of Tain wood, sheltered (and screened) by trees in all directions, and adjacent to a small stream. It is spread over three small fields and is a short walk both from Stanage Edge and Hathersage.

Aim

Operate a campsite as an integral part of Stanage-North Lees delivering benefits for the landscape and people, facilitating valuable connections at a local, regional, national and inter-national scale and making a positive contribution to the income of the property.

North Lees is a high quality but basic campsite which:

- meets demand from recreational users of the Estate and the wider Peak District,
- provides an alternative to wild camping on the Sheffield Moors at a reasonable cost
- provides a National Park camping experience for low income families and special needs groups
- contributes to the delivery of the Duke of Edinburgh scheme in Derbyshire in addition to providing a base for other youth groups.

The campsite demands from its clientele, respect for other users and its neighbours, it encourages re-cycling and sustainable transport, and contributes to the local economy. Through the ethos of the campsite and the provision of information the campsite promotes understanding of the values of the National Park.

Feedback informally and on forums and websites is generally very complimentary with the original management plan stating that the site is a credit to the Authority. The general consensus appears to be that the site has a spirit that reflects both this special landscape and the principle of public service.

The campsite is restricted by space, fire regulations and its water supply and sewage system to approximately 60 small tents/100 campers. It is open every day from the beginning of April – end of October and at weekends from November – March inclusive. The un-heated campsite amenity block is functional but dated and includes toilets, showers, hot water, under-cover washing up facilities and a drying room. On sunny summer weekends the campsite is at capacity. Midweek and at other times of year the campsite is relatively quiet. (This mirrors the pattern of camping elsewhere within the National Park.)

Four camping pods were introduced to the campsite in 2015 in time for the school summer holidays. It is proposed to carry out small-scale improvements to the campsite building in Autumn 2015.

Objectives

- 1. Maintain a low impact, basic site that sits within the landscape and is well-respected by its neighbours;**
- 2. Meet the needs of recreational users of the Sheffield Moors including passing custom (single night stays), those preferring to wild-camp (by providing a relatively cheap, value for money, experience) and those that are less able;**
- 3. Promote sustainability including recycling, green energy, woodland and grassland conservation (no fires or barbecues), local economy (promoting**

local products and services), and public transport, cycling and walking as alternatives to the car;

- 4. Maximise opportunities at the campsite for engagement and outreach**
- 5. Make a positive contribution to the income of the property**

Actions fall into six main categories as follows:

1. Diversify the camping experience with the aim of increasing mid-week and off-season bookings whilst retaining the character as a low impact, basic site
2. Upgrade the facilities including a switch to (at least partial) renewable energy source and disabled facilities
3. Enhance the opportunities for increasing understanding of Stanage and the wider National Park
4. Enhance the opportunities for involvement by groups and individuals in the management of the property
5. Increase the opportunities for the National Park to reach out to disabled and disadvantaged groups and individuals
6. Work with key partners to implement an effective marketing plan, targeting climbers, cyclists, walkers, D of E and Scout & Guide groups in addition to more general visitors to the National Park

NORTH LEES CAMPSITE ACTION PLAN

1. Diversify the camping experience with the aim of increasing mid-week and off-season bookings whilst retaining the character as a low impact, basic site

Action	Responsibility	Dates	Funding	Notes
Introduce 4 camping pods into a small plantation woodland	RN/FG	July 2015	Borrowing	ARP Committee approval for finances Jan 2015; Planning Committee approval April 2015
Provide 4 electricity hook-up opportunities for campervans (This will also provide an alternative location for vans which otherwise park in the laybys.)	RN	Winter 2015/16?	Borrowing	Subject to planning approval

2. Upgrade the facilities including the proposal for green energy and disabled facilities

Install a disabled/family shower and toilet room and an additional shower; provide a more welcoming reception area; install double glazed windows and a false ceiling in the toilets	RN	Autumn 2015	Borrowing	ARP Committee approval for finances Jan 2015; Planning Committee approval April 2015
Enhance the facilities available for cyclists	RN	Winter 2015/16	50% grant from DCC	Subject to planning approval
Provide a disabled access camping pod	RN	Winter 2015/16	Borrowing/ campaign in partnership with Disability Derbyshire	Subject to planning approval

Extend the campsite building to provide an all-weather shelter and increase the opportunities for the campsite to act as a hub for engagement and outreach activities	RN	Dependent on external funding	This will require a significant element of external funding	Subject to planning approval
Review the existing proposals for a ground source heat pump in the light of the decreasing tariffs and the proposed new showers, and make recommendations for alternatives including solar panels and a biomass boiler	RN/Matt Freestone	Review summer 2015; Implementation dependent on recommendations	Borrowing/ Renewable Energy Budget	Likely to be subject to planning permission. A cheaper energy source may allow us to heat the campsite building with associated benefits for staff and customers.

3. Enhance the opportunities for increasing understanding of Stanage-North Lees and the wider National Park at the campsite

Operate a 'Kids club' once a week at the campsite during Spring Bank Holiday and school summer holidays	RN/L&DT	Spring & Summer 2015	In-house	To be reviewed following the season and repeated in successive years if appropriate
Enhance the leaflet and information displays as part of the enhanced reception area	RN/FG	Autumn 2015/16	In-house	
Upgrade the information provision on the outside of the amenity building	RN	Winter 2015/16	As part of the Branding project	Planning approval?
Actively market guided walks and events at the campsite	RN/FG/BG	Spring/Summer 2015	In-house	To be reviewed following the season
Develop themed weekends in the spring and	RN	2017	The aim would be for these to	

autumn			be self-funded	
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4. Enhance the opportunities for involvement by groups and individuals in the management of the property

In partnership with the Peak Park Conservation Volunteers (PPCV) investigate the opportunities for working 'holidays' based at the campsite	RN/PPCV	2017	The aim would be for these to be self-funded	This may require start-up funding for the purchase of equipment (and storage)
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The extent of the opportunities will depend in part on whether we are able to develop the campsite to include an all-weather shelter.

5. Increase the opportunities for Stanage-North leas to reach out to disabled and disadvantaged groups and individuals

Informal analysis of the clientele at the campsite implies that the ethos and nature of the site makes it attractive to disabled and disadvantaged groups, with returning customers. In addition the site provides facilities free of charge to a limited number of specific groups where this doesn't significantly impact on the income generating opportunities at the site. For example the site is provided free of charge (FOC) to Talbot Special School for a day each summer for them to work towards and achieve the Lord Mayor's award. The extent of this work will depend in part on whether we are able to develop the campsite to include an all-weather shelter.

'Market' the opportunities of the site to a wide range of groups, continuing to offer the site FOC where appropriate	RN	On-going	In-house	Target groups include Special Schools, Refugees & Asylum Seekers, Social Care Providers.
Seek funding for equipment (and storage) to diversify the offer available	RN		In-house	An element of market research will be essential to identify the 'customers' needs

6. Implement an effective marketing plan, targeting climbers, cyclists, walkers, D of E and Scout & Guide groups in addition to more general visitors to the National Park

Develop a database of target user groups and send appropriate mailshot(s)	RN/Communications Team	Spring 2015 (development) and on-going	In-house	
Develop a flyer for local distribution to pubs, shops, Hathersage Swimming Pool etc	RN/Communications Team	Spring 2015 updated Summer 2015	In-house	
Create an entry in Visit Peak District website as part of our MoA	RN	Spring 2015	In-house	
Update our website in response to developments and upgrades	Communications Team	Spring 2015 and on-going	In-house	
Create a Twitter and Facebook Account and use to promote the campsite	RN/BG/Communications Team	Spring (Twitter) and Summer (Facebook) 2015	In-house	
Promote at Hollin Bank Toilets and at North Lees Hall/Farm	RN/BG	Summer 2015	In-house	Clipframes, posters and flyers
Create an entry on the 'Cool Camping' Website	RN	Spring 2015	In-house	
Promote through articles in local/regional magazines	Communications Team	2015/16		
Pro-actively seek marketing opportunities through the media	RN/Communications Team	On-going	In-house	Examples in 2015 include the Royal Visit, a commercial film, BBC News clip re fire risk and camping...