

Diverse Audience Delivery Plan V2 2023/28

Updated March 2023

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1. Document Purpose

This document lays out what diverse audience engagement in the Peak District National Park Authority (PDNPA) will look like. The Peak District National Park Management (PDNPMP) Plan for 2023-28 focuses on actively supporting communities 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 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.

With the publication of the Peak District National Park Management Plan 2023-28 there is a need to update the Diverse Audience Plan. This updated Diverse Audience Plan takes in to account the learning since and the aspirations of the Peak District National Park Management Plan. Appendix 1 is a review of work to date and lessons learnt.

This document sets out the detailed vision, the projects that will help achieve this and describes where the various responsibilities/accountabilities lie. This will enable the PDNPA to allocate suitable resources necessary to achieve the vision below.

UK national parks are a breathing space for millions of people, providing countless opportunities for learning, discovery and enjoyment. We are designated protected areas because of the mix of spectacular landscapes, wildlife and cultural heritage. These special qualities continue to make national parks as important today as when our founding legislation came into being 70 years ago. The Peak District National Park is the UK's original national park. Lying at the heart of the country surrounded by urban areas, it is easily accessed by the 16 million people living within an hour's travel. This plan explains how we will monitor our reach to these people and how we will work to ensure equality of access for all.

The direction of our audience delivery can clearly be seen in the purpose and vision for the Peak District National Park:

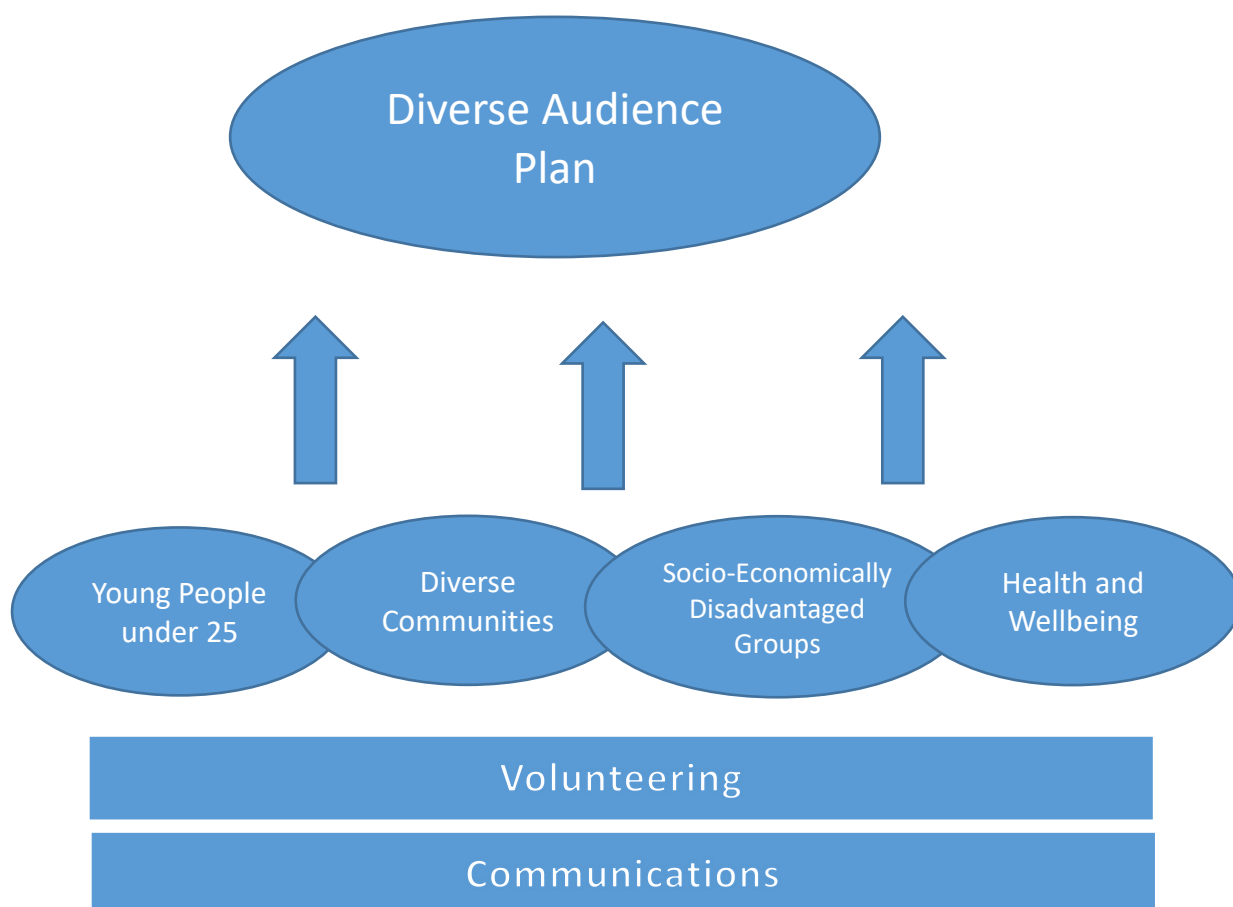
Our Purpose:

To speak up for and care for the Peak District National Park for all to enjoy forever.

Our Vision:

By 2043 the Peak District National Park is exemplary in its response to climate change and nature recovery. Its special qualities and resilience as a living landscape have been significantly enhanced. It is a welcoming place where all are inspired to care and communities thrive.

This plan works by bringing together the key deliverables for the Authority teams in one overarching document. Communication, volunteering, accessibility and Investors in People are key element of delivering each element of the diverse audience plan. The diverse audience plan clearly demonstrates how the connected elements support each other for the benefit of our audiences and the PDNPMP.



1.1. Background

The Peak District National Park Authority has a well-established visitor base, a good reputation in visitor engagements across a wide range of interventions that help people connect more deeply with the National Park. The current data shows us as having a good visitor representation from diverse communities and young people. However, we know we can do more and go further to grow diversity in our volunteering, more for the nation's health and wellbeing, reach further into diverse communities and young people and improve communication about what the National Park has to offer. We know we can do more internally to raise the profile of Equality, Diversity and Inclusion, looking internally to improve opportunities and reduce barriers, such as in recruitment, to encourage more diverse applications for both staff and volunteers.

We need to do more to reach beyond our boundaries, to encourage people to feel empowered to visit independently in a sustainable way. We need to listen and learn from our communities and work collaboratively to grow 'everyone welcome, every day' and provide quality opportunities to deepen people's connection and understanding to support the National Park.

2. National Park Management Plan

The vision and ambition for our audience outcomes has been set out in the NPMP 2023 – 28.

Aim Three: The Peak District is a welcoming place where all are inspired to enjoy, care for and connect to its special qualities.

Objective 8: To create opportunities for young people and those from under-served communities to connect with and enjoy the National Park.

Objective 9: To promote the National Park as a place where there are opportunities for the improvement of physical and mental health and well-being

Detailed Actions and critical success factors can be seen in the NPMP [Aim Three: Welcoming Place | Peak District National Park Management Plan 2023-28](#) and Authority Plan 2023-28

3. Diverse Audience Plan 2023 - 28

3.1 New Diverse Audience Plan Principles

After two years of delivery of the DAP the opportunity was taken to review the progress and the principles. This was in line with the new NPMP and Authority Plan which will start delivery from April 2023. This ensures that the DAP is still in line with the strategic vision of the National Park and still focused on the correct outcomes.

Principles to Support Delivery

- Build our reach and amplify our voice to connect with our diverse audiences.
Work beyond the National Park boundaries by choosing key strategic partnerships that support and facilitate our ambition to link more directly to our diverse audience.
- Enable a journey of engagement to ensure equity of opportunity and targeted resource.
- Be a leader in Equality and Diversity, actively seeking wider representation, new voices, and co-creation.
- Supporting our ambition to move closer to an intelligent client model, enabling delivery through others.
- Evidence led with fit for purpose monitoring and evaluation
- Affordable and sustainable plan, growing income sources and external funding.

3.1.1 Target groups

We are continuing to focus on work with young people, improving health and wellbeing and other underrepresented groups for the reasons below.

Why a focus on Under 25's?

- Research shows that children are spending less time in the natural environment and are less connected to the natural world

- Data has consistently shown that under 25's are less represented in visitors to the National Parks
- Under 25's are not well represented in the life of the National Park, in staff volunteers or decision making
- Research shows that if you can connect a child between the ages of 7 and 11 to the natural environment they are more likely to show sustainable behaviours in later life
- A focus on young people is a feature in national strategic plans such as landscape review, Defra 25-year plan

Why a focus on diverse communities?

- Data has consistently shown that people from Black, Asian and minority ethnic backgrounds less represented in visitors to National Parks
- A key aim of our NPMP is to work reach more under-served communities so we better represent and are relevant the surrounding population
- The diverse communities are not well represented in the life of the National Park, in staff volunteers or decision making
- Recognised in national strategic plans such as landscape review, Defra 25-year plan

Why a focus on health and wellbeing?

- There has been a growing recognition of the benefits of the natural environment for the health and wellbeing of the nation, and evidence to support this. Not least the legislation from 70 years ago and the second purpose of National Parks having provenance as 'breathing spaces' for the nation.
- This has been recognized in several key strategic documents, 25-year Environment Plan, Landscape Review – Proposal 10: Landscapes that cater for and improve the nation's health and wellbeing
- Recognised by NPE in the 3x3 paper and supported by Chairs and CEO's

Why a focus on socio-economically disadvantaged groups?

- Research shows people from these groups are less represented in visitors to the national park
- Research shows that people from this group benefit most from connection to the natural environment
- Recognised in national strategic plans such as landscape review, Defra 25-year plan

3.1.2 Key strategic partnerships and communities

During April 2022 – March 2023 an aim of the DAP has been to develop partnerships and networks that help us reach new audiences. We were aware that we aren't in the right position to directly reach all the communities with in 1 hour of the National Park. There needed to be a targeted approach that matched our resource and ambition.

Target areas of Sheffield, Greater Manchester and Derbyshire were identified as key, but within these areas there is a local picture of where best to place our resource to reach those communities which are underserved. Especially those with high socio-economic need and high cultural diversity. Key partnerships have now been identified.

3.1.3 Partnerships and Networks

Sheffield & Rotherham

- ESCAPE partnership - working with Sheffield City Council promoting outdoor learning, teacher training across Sheffield to support young people accessing the National Park and being more active in local green space. Ambition to deliver an Outdoor Learning Conference in Sheffield for three years starting 2023.
- SOAR – Community Based Health and Wellbeing Charity located across the North East of Sheffield. Delivering health and wellbeing opportunities and training for underserved communities
- Sheffield Universities – Co-creation and support for Green Leaders volunteer opportunities and pathways to employment
- Darnell Wellbeing - Community Based Health and Wellbeing Charity
- Peak District Mosaic
- CRISIS – Sheffield Homeless Charity
- New Beginnings Project – Volunteer Action Sheffield – supporting refugees and asylum seekers

Derbyshire

- Walk Derbyshire – working with Walk Lead co-ordinators throughout Derbyshire to deliver the vision of Walk Derbyshire to get more people walking in Derbyshire to improve activity and health.
- Derbyshire Police – Police Cadets and Mini Police. Working to better connect young people
- Equip UK – supporters of Ambassador Schools targeted to low socio-economic areas of Derbyshire
- GreenSprings – part of the network to deliver the Derbyshire GSP pilot test and learn
- Derbyshire Dales and High Peak CVSs – networking and connecting with social Prescribing bodies
- Community organisations providing support to communities – Grapevine Wellbeing Centre, Still Waters Dementia Support Café, Zink Community organisation

Greater Manchester

- The Bureau in Glossop
- 30 Community organisations invited to Championing National Parks for Everyone Networking event
- British Mountaineering Council

National Park wide networks - Peak District Educators Group and Ambassador Centres,
Peak District MOSAIC



National partnership/networks

- Access Unlimited (young people), National Park Education and Outreach Group (young people and communities), National Park Health and Wellbeing Leads (Health and Wellbeing linked with PHE)
- YHA Outdoor Citizens
- National Park UK networks: Educators and Outreach; Volunteering; Health and wellbeing.

3.1.4 Ladder of engagement

From the 2015 People and Park Connected strategy the Peak District National Park adopted a three-tier ladder of participation for its outreach and engagement work. This work recognised that our audiences engage with the park at different levels and many travel through these stages as their connection with the place builds. This pathway helps to support us in developing opportunities at each level.

The three levels of participation reach across our priority audiences;

Enjoying the park  Understanding the park  Supporting the park

From the research conducted in the People and Park Connected strategy which is still supported today through much of the evidence gathered, we can say about each of these groups:

Enjoying the park

Many people, even those living close by, do not visit, engage with or take the opportunity to enjoy the National Park. The reasons for this are complex. However, we can do more to minimise some of the barriers, and to work with partner organisations to target more diverse audiences. We will provide a range of accessible, high quality experiences, in accessible, high quality places. People will know they are in a National Park and what a special place this is. Audiences will be able to access on line information and have opportunity to feel welcome and to visit independently.

Understanding the park

We are proud of the range and depth of our work that deepens people's understanding of the National Park. We want to continue and build on this so that people who visit or live here understand and value this special place. We will focus our activity on key properties, sites and learning partnerships. We will also enable others to feel confident, knowledgeable and skilled.

Supporting the Park

We want more people to support and care for the National Park to help protect it for the future. Support may be through volunteering, by giving time to work for committees, forums and 'friends of' groups whose work helps to look after the National Park, buying our products and using our services and by donating cash. Support may also be through advocacy and championing of this iconic landscape. This is a longer-term deeper relationship with two-way benefits and mutual understanding.

For each of these levels of engagement there will be a number of possible interventions we could offer to engage people and deepen their connection with the National Park.

These steps have been made more relevant to the audience categories, and utilised developed communication 2019-22 to tell the story of the individuals journey and opportunities.

[Green Pathways](#)

As part of the delivery of Generation Green a gap was identified in telling our collective story, from here Green Pathways were created, a collection of programmes and learning resources for educators and youth leaders. Designed to support accessible and inclusive opportunities for young people. Green Pathways is made up of 3 projects: Green Shoots, Green Leaders and Green Beacons. These make up the journey and 3 steps in the ladder of engagement.

A toolkit has been developed, and website now live with films and case studies. This is a great celebration and legacy of a successful project that will continue to be built on.

3.2 Monitoring and Evaluation of audience work

Since 2019, we have been using the NFP Synergy to provided us with insight into the general public and their views on the National Park Authority and the Peak District. This is a syndicated research package called Charity Awareness Monitor that carries out quarterly surveys of a representative sample of 1,000 UK adults (aged 16+) across the UK. The research tests public awareness, support and trust of not for profit organisations including many of our partners. The survey has allowed us to track public awareness of brands, logos, campaigns, key environmental and social issues whilst also providing insight into the understanding of specific demographic groups across the UK. However, we have not been able to measure levels of engagement within the National Park or with our services.

To better understand the impact and reach of our work with our local and regional audience we have been developing better ways to collect and manage our own data. During 2022 we have been reviewing our service users survey (see evaluation toolkit) which runs across a range of our customer facing interventions such as schools, health and wellbeing groups, cycle hire, PPCV and guided walks. These new surveys will start to be used in April 2023. In monitoring our wider destination, we have also partnered with a leading travel & tourism data and analytics company, to analyse visitors to the Peak District using Human movement data (mobile location data). This will allow us to measure and track volumes of visitors to the wider landscape, where they go, where they came from, how long they stay here and how they interact with the Peak District. Alongside this, we are using the ArcGIS mapping portal to start to map our interventions more closely with the communities we are targeting. Both these data solutions give us new opportunities to interrogate our data and understand our reach more systematically over different years to see where and who we are engaging with. Finally, we will be updating a syndicated panel survey to provide more representative sample of the National Park audience to develop our understanding of the behavioral and altitudinal metrics of the audiences we are reaching, and which we aren't. This insight will be collected, analysed and presented on a quarterly basis, to deliver accurate performance insight to our engagement team and National Park staff on a rolling basis, rather than one-off large-scale surveys that only provide a snapshot.

As the focus of our work continues to shift from an emphasis on direct delivery to empowering and supporting communities to access the PDNP, and influencing our partners to deliver our messages we will need to develop new ways to monitor and report our work.

For reporting on the NPMP we are using data from NFP Synergy research. This is giving us a broad picture of how widespread understanding of the general population is about the National Park and

the work of the Authority. It also gives us a good insight which diverse audience we are reaching, and which we aren't.

4: Action Plans for Target Audiences

To support the delivery of the work on the ground we have a volunteer action plan, 3x3 health and wellbeing plan, diverse communities plan and young people plan. The communications plan, Investors in People and Accessibility plans also provide key crossover directly to achieving the DAP. Each of these internal plans and strategies has elements of intersectionality that this document aims to identify. This encourages and identified the benefits of cross team working for wider efficiency and benefit. The key themes of these plans are explained below. More detailed plans and the monitoring and evaluation to support them are being developed and shared with relevant teams and services.

4:1 Young people Under 25

1. Green Shoots - Supporting visits and self-led opportunities, training and new interventions to support and empower schools and local communities, promoting responsible visiting, Special Qualities and Nature Recovery

- Schools – easily accessible online guides and materials, live and recorded online support, through Ambassador Schools and Ambassador Centers
- Working with the Peak District Foundation and other funders to support and develop opportunities for young people and their families E.g. family volunteering, travel grants
- Targeted school visit programme based from fringe centers and partners, outreaching to urban areas

2. Green Leaders - Increasing Geographic reach, equity of access and deeper connection – reaching beyond our boundaries

- Targeted projects that amplify our reach both within and outside the NP. Supporting communities in new and innovative ways, e.g. Generation Green (Access Unlimited)
- Local and National projects and partnerships, such as NP Educators group and ESCAPE partnership to amplify our voice.
- Growing our volunteer support for young people's projects and delivery

3. Green Beacons – Creating champions and empowering others, reaching beyond our boundaries to shape the leaders of the future.

- Youth Voice and youth Champions – Develop ways for young people to have a voice and role in decision making and co-creation of opportunities building on the Euro Parcs youth manifesto. E.g. Junior Rangers
- Developing and supporting volunteering, career opportunities and skills for young people
- Working in partnerships – developing networks, research and contributing to the wider development and training, e.g. National Parks Education and Outreach Group, teacher training

4:2 Diverse Communities

The 3x3 actions for Young People and Health and Wellbeing are also directly aimed at diverse communities. There is a strong correlation between all these areas of work with one interconnecting and supporting the other.

1. Everyone Welcome Everyday – looking for new and innovative ways to be more open, welcoming and accessible for all. Reducing barriers and increasing opportunity.

- Identify and remove barriers to create more opportunities for diverse communities to benefit from the special qualities of the national park, and enhance their own connection to nature
- Tailoring our existing offer to enhance the welcome for anyone, whatever communities they represent
- Develop and implement a plan for infrastructure improvements to reach our ambition to be a champion of accessibility e.g. Accessibility and Recreation hubs

2. Opportunity – broadening the range of opportunities available, and increasing our connections with diverse communities through strong partnerships to inform our work in this area

- Broadening our volunteering offer to make it accessible to a wider range of people (see volunteering strategy)
- Targeted project and partnership working to reach under-served communities e.g. Peak District MOSAIC, Championing National Parks for Everyone
- Develop a forum of community champions to influence decision making and co-create ways to increase access and connection to the National Park.

3. Excel - acting to develop a workforce and governance that is more representative of our diverse audiences, addressing EDI in all aspects of our operation.

- Culture, recruitment and Governance
- Work internally and externally to promote equality and diversity so we seek genuine voices, co-creation and reduce barriers e.g. all the elements, volunteer EDI training
- Influence national bodies to develop an appropriate indicator for under-served communities' enjoyment of the National Park

4:3 Health and Wellbeing

To promote the National Park as a place where there are opportunities for the improvement of physical and mental health and wellbeing

1. Prevent - Protected landscapes are recognised by the health, VCSEs and other sectors working in this space, as places to develop personal resilience and nurture good health and wellbeing.

- Easily accessible online guides and materials, signposting activities and opportunities available in National Park
- Advocacy- communicating our unique offer to health professionals and third sector partners
- Deliver health and wellbeing focused visitor engagement so everyone is inspired to enjoy, care for and connect to the special qualities.

2. Restore - Targeted health and wellbeing interventions that amplify our reach both within and outside the NP

- Connect to social prescribers and link workers in and around PDNP to ensure our offer is visible and taken up
- Work with our partners to develop new and build on existing project opportunities e.g. Health walks, Dementia walks, Wellbeing in Nature
- Interventions which are co-created and responsive to local need

3.Excel - Peak District National Park is recognised as delivering and inspiring excellence in natural health solutions

- Develop networks and links with health providers and practitioners to ensure that connection to nature and the role the National Park plays is recognised in the commissioning and delivery of health services. e.g. NP's health and wellbeing group, Sheffield and Bassetlaw NHS Test and Learn Network.
- Develop partnerships between PDNP and academic institutions to foster research and innovation
- Supporting skills and driving standards and continuous learning. For staff, volunteers and partners

4:4 Marketing and Communications

1. Communications that look and sound like our diverse audiences

- Continued expansion of a library of imagery (and where relevant, video) that directly reflects our DAP audiences, with external commissions and internal support. Allowing visitors to 'see themselves'.
- Increasing DAP audience representation with stakeholders, the media and tourism businesses through collaborative sharing via the PD Comms Forum and a dedicated, digital asset database
- Gaining insight and understanding from the Championing National Parks project.
- Build on the potential of the Business Toolkit to support the tourism business community to create an informed, responsible and enjoyable welcome for all audiences.

2. Digital communications that target and speak to our diverse audiences

- Building a future-proof, robust and resilient 'visiting' offer via our website, acting as a 'gatekeeper' to info on primary hub locations; supported by 'intelligent' client sharing of additional stakeholder information. Informed by F2F data and analytics. Undertake a commissioned, independent external analysis of our online digital interface.
- Revisit the potential of 'social listening' to allow us to deep-dive into detailed data on those engaging with information about the National Park.
- Ensure all digital upgrades, social media and other outlets make best use of the imagery gained by (1) above.
- Monitor the use of multi-lingual content and ensure that any feedback received is integrated into the Interpretive Plan (below).

3. Physical touchpoints and interpretation that positively share the brand

- a. Ensuring that refreshed online content connected via physical touchpoints providing visitor information reflects a wide range of users.
- b. Complete an interpretive plan that ensures all DAP aspirations are addressed in future delivery of physical touchpoints.
- c. Always aim for innovation, environmental sustainability and best use of external content in all touchpoints.
- d. Integrate accessibility needs across; Physical mobility, Mental (e.g. autism spectrum), reading ages, Hearing impaired, Visually impaired, Tactility, Multi lingual approach

4.5 Volunteering

Key work streams and gaps identified linked to Volunteer Action Plan and key audiences identified above.

1. Active recruitment. Actions:

- Review and change of visual imagery across website, social media and any marketing of opportunities and storytelling to make more representative. May need arranged photoshoot with identified partners for image bank.
- Review and create list of opportunities to highlight case studies and storytelling of Who is a volunteer?
- Review PDNP webpage content for appropriate language and improve welcoming offer, in particular 'meet our volunteer' and 'why volunteer'.

2. Diversify and expand Volunteer opportunities. Actions:

- Targeted expansion of volunteer opportunities to support delivery of DAP, to include: Youth Engagement Leaders, Junior Ranger Leaders, PPCV leaders, Ambassador School leaders, Champions links to CNPFE project
- Broaden volunteer offer to diversify volunteers and offer different levels of participation, review in line with volunteer training. Examples include: PPCV volunteering offer Green Leaders – youth representatives; PPCV Accessible volunteer days and bespoke volunteer experiences for groups such as SEN groups; Volunteer voice; Diverse community volunteering etc.
- Review and implement improved use of Better impact for monitoring diversity.

3. Inclusive, welcome experience for all volunteers. Actions:

- Volunteer voice – improve representation from across Vol opportunities. Encourage Youth voice participation through Green Leaders programme.
- Volunteer information days – engagement / ranger teams
- One Team Day
- Gap – monitoring and reporting of measure. Put in place new service user survey with questions: *1. I felt welcome and comfortable, 2. Enjoy.*
- Carry out deeper surveys when required.
- Volunteer manager to work with teams to support robust monitoring of volunteer experience and measures of inclusivity and volunteer welcome.
- EDI training – HR. To be rolled out to volunteers. Review in line with volunteer training programme

Appendix 1 : Diverse Audience Plan Developments since 2019

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1.What's changed since 2019

Since the development and adoption of the diverse audience plan in 2019/20 there has been a lot of change and success. This report summarises these and looks at other external factors that have supported the development of the revised Diverse Audience Plan 2023-28

During the development of the plan staff at workshops and focus groups developed a clear idea of what successful delivery would look like. This statement supported the KPI's for the audience plan. The review below explores if this has been achieved.

Five years what does success look like?

Through collaborative working, external partnership and co-creation a range of relevant and well used initiatives have been developed at key visitor hubs. These interventions have been proven to meet the needs of our customers, bringing diverse groups to our places and enabled communities to visit and enjoy the national park independently.

People and communities are enabled to contribute meaningfully to the National Park, support our work in time or financially and have opportunities to learn more.

2.Impact of COVID 19

The effects of COVID 19 through 2020 and early 2021 had a massive impact on our work with diverse audiences. Some areas were able to move online but most areas were on hold with staff furloughed. Where COVID 19 restrictions allowed, some public facing work was undertaken and slowly re-

established as health and safety rules were relaxed. During Spring 2021 the delivery plans for the diverse audience plan were able to start with some adjustments made resulting from changes during COVID 19.

3. Timeline 2000- end of March 2023

This timeline highlights some of the challenges and key changes during the first 3 years of the DAP

1. 2000 much of engagement with schools and wider public had to be stopped during the pandemic, as staff were furloughed. This also led to loss in income and budget pressures.
2. Staff were brought in for targeted engagement in response to changing pressures and opportunities: #peakdistrictproud, Support rangers with increased visitor pressures.
3. Some opportunities we moved online and when restrictions allowed opportunities were opened up in line with the aims of the DAP.
4. Developing new methods and products to build resilience and working to gaps identified in 2019 DAP including Ambassador Schools and Centres, online teacher training, and curriculum lessons such as Hydrology and Introductions to the National Parks.
5. Jan – March 2021 post COVID review of future offer and staffing structure to build focus and resilience, meet budget pressures and DAP. This led to identified redundancies and changes to roles, in the engagement team: Ranger redundancy instead opting to work through partners and volunteers; Learning & Discovery Officer redundancy, led to reducing secondary school curriculum offer, although these made a large proportion of visiting school income they were resource intensive and didn't deliver to NP messages as much as other offers; reduced commercial school visit delivered by Learning and Discovery Officers, replaced with focused roles Health and Wellbeing lead and Diverse Communities lead. Improved information on self-led school visits and expanding of teacher training opportunities.
6. 2021/22 Improved cross team working to support new focus and strategic direction. Such as, new Health and Wellbeing role working across the team linking with new partners and networks driving forward change and new initiatives.
7. 2021/22 New opportunities identified and partnerships developed. With funding secured, including Access Unlimited coalition £2.5 million Generation Green pilot. Project Manager hosted by PDNP setting up new ways of working aligned with DAP aims. Working with the Peak District Foundation to secure funding through Sheffield and Bassetlaw NHS Test and Learn pilot for Green Social Prescribing.
8. Internal EDI group set up and new 'Everyone Welcome' training commissioned and rolled out to staff, members and some volunteers.
9. 2022 new National Park Management Plan, Authority Plan and feeding into review of DAP.
10. End of 2022 Engagement Team restructure to deliver key strategic plans. Continuing to develop cross team working with closer links with PPCV and accessibility projects.

3.1 Gaps Identified to be addressed through DAP

The data, wider research and internal analysis helped us to identify several key gaps. We felt that developing approaches that supported us transitioning from our old delivery models towards addressing these gaps would enable structural change to support new ways of working, target resources to where we needed them to make changes and support us on where we could make significant change that resulted in tangible outcomes.

- Delivery currently relied heavily on staff lead activity which in some cases is supported by volunteers.

- Lack of opportunities that empower people and organisations to become successful, knowledgeable, independent visitors.
- There was a lack of signposting and connectivity with partners both within and outside NP.
- Lack or very little of the products and opportunities that are were co-created with users.
- There were good opportunities for young people post-16 and teacher support; but only on visiting the National Park.
- Volunteering – see volunteering action plan P&R committee 4/10/2019
- Health and wellbeing – PDNPA meeting 14/2/2020
- Traditional over-reliance on communications with current audiences, with limited targeting
- Historical lack of coordination with stakeholders, DMO (improving via #PeakDistrictProud and SLA engagement)
- Limited targeted resource to deliver to diverse audience

4. Key shifts and achievements

A number of approaches have been used to inform the revised diverse audience plan. The aim has been to audit existing internal and external work, data, trends and influences. To utilise these sources to identify gaps in delivery for future targeted interventions and improved ways of working.

Audit 2000-2022: These examples highlight project successes, where gaps were identified in 2019 DAP 1st edition, and targeted projects were developed and delivered to address these:

Project	Gains	Taking forward / next steps
Health and Wellbeing Green Social Prescription	Nature Prescriptions - new partnerships developed with experts in field: NHS & RSPB. Pilot delivered and initial training.	Focus group evaluation Training for social prescribers and development of toolkit
Championing National Parks for Everyone	Funded project with 4 partners working collaboratively, supporting PD Mosaic to build organisational resilience and develop delivery phase to work with BAME champions.	Delivery Phase application 2023 submission Supporting Natural England and other NPMP partners to scope and co create remit of community champion groups. And develop appropriate indicator for under-served communities enjoyment of the NP.
Access Unlimited coalition – Generation Green pilot	New partnerships and ways of working set up to connect young people from underserved communities to nature. Successful delivered project £250,000. Coalition lobbying and reputation. Products: NPUK Green Pathways Nature Connection resources Case studies and films Impact & Celebration report Derby University published paper	Continued 3 years commitment from all partners, extended to AONBs. Funding applications identified, Expressions of Interest submitted 2023.
HR – EDI training	Development and roll out of new National Park focused EDI training for staff, members and volunteers	Wider EDI training for volunteers
Comms	Delivery of dedicated commissions and internal support across digital assets (e.g. imagery) that strongly represent our current and targeted audiences: integrated into hard-copy and online	Further roll-out of these to Comms Forum stakeholders via a dedicated, cloud-based asset library. Upgrades to ‘visiting’ section of the website based on audience insight to

	outlets (e.g. <i>Welcome Guide 22</i>). Roll-out of multi-lingual #PeakDistrictProud information and pilots of in-situ signage (Blore Pastures) and interpretation (Stange NL). Support of many of the above outputs via comms delivery.	support better, more enjoyable and responsible visiting. Business Toolkit via Management Plan for delivery of more informed information to tourism business community. Interpretive Plan (Authority) to better target and integrate multi-lingual opportunities in our physical touchpoints. Increased use of video and QR codes for in-situ information. Maintain social media growth and insights: social listening packages?
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4.1 2021 – 2023 Achievements

2021 – 2023 Achievements - Diverse Communities

Everyone Welcome Everyday	Opportunity	Excel
2021 – 2022 Survey of staff current engagement activity done, baseline mapping Translation of Peak District Proud into 5 more languages Welcome Guide developed to show a wider representation of our audience.	2021 – 2022 New community contacts made e.g. New Beginnings Funding bid to NLHF submitted with MOSAIC Funding secured for project with Darnall wellbeing and PDMOSAIC, working with the foundation	2021 – 2022 Improvement around EDI training and awareness
2022 – 2023 Arts Council funded New Beginnings project events for Sheffield refugees and asylum seekers Yorkshire Water funded events for PD Mosaic Supporting Muslim Hikers planning Christmas Day Hike Additional languages added to on site interpretation for North Lees	2022 – 2023 NLHF bid awarded for project with PD MOSAIC Championing National Parks for Everyone Networking event Links made with HKA HWO and Evergreen Collective Continued partnership working with Sheffield Environmental Movement	2022 – 2023 EDI training sessions delivered to over 80 staff and volunteers Delivered EDI training at Institute of Outdoor Learning Conference Attendance at several webinars/conference sessions on EDI for various members of Engagement Team

2021 – 2023 Achievements – Young People

Green Shoots	Green Beacons	Green Leaders
2021 – 2022 Launch of Ambassador Schools post-pilot	2021 – 2022 Development and delivery of first Buxton Wild Weeks Delivering education on BBC Bitesize learning videos	2021 – 2022 Move away from direct school delivery at Edale and promotion of self-led visits Successful initial phase in delivery of Generation Green project.
2022 – 2023 Outdoor Learning workshops for primary school staff Targeted school visits programme attracted >150 groups Family Volunteering successful pilot Successful establishment of Ambassador Schools, 12 schools	2022 – 2023 Delivery/involvement/partnership with networks: Festival of Outdoor Learning ESCAPE Derbyshire Dales Young People's Network Peak District Educators Group Continued relationship with our Ambassador Centre's, now incorporated into our PD Educators Group Developing links with Cheshire East Young Carers	2022 – 2023 Team of targeted Youth Engagement Volunteers trained Supporting delivery with partners: Derbyshire Forest Schools Buxton Wild Weeks Junior Ranger groups in 5 locations Practical work days with young adults including special educational needs groups e.g. Rotherham Opportunities College & Chapel High School Supporting Moorlands Climate Action to develop and deliver Moorlands Wild Weeks

2021 – 2023 Achievements - Health & Wellbeing

Prevent	Restore	Excel
<p>2021 – 2022</p> <p>Links made with local health networks, community groups and social prescribing organisations</p> <p>Links made with local initiatives such as Walk Derbyshire, Uniting the Movement and the local pilot test and learn GSP projects</p>	<p>2021 – 2022</p> <p>Successful restart of health walks, including dementia friendly walks and mindfulness walks.</p> <p>Successful delivery of partnership projects: Thornhill Carr Artwalks with DWT, Wellbeing in Nature (The Bureau)</p> <p>Successful funding bids for Wellbeing in Nature, SOAR Green Prescribing,</p>	<p>2021 – 2022</p> <p>Developing new sensory trails at key visitor hubs.</p> <p>Improving communication of our offer through development of Health and Wellbeing webpage</p>
<p>2022 – 2023</p> <p>Secure Green Social Prescribing referral system established.</p> <p>Regular attendance at district level Walk Leader Coordinators meetings and other Health & Wellbeing network meetings.</p>	<p>2022 – 2023</p> <p>Peak District Health Walks in Derbyshire Dales</p> <p>Supporting delivery with targeted partners in HWB:</p> <ul style="list-style-type: none"> - Darnall Wellbeing - SOAR - Golding Grange - Grapevine Wellbeing Centre - The Bureau (Wellbeing in Nature) 	<p>2022 – 2023</p> <p>Finalised PDNP Sensory Trails offer</p> <p>Health walk leader “connection to nature” training for Darnall Wellbeing in Tinsley</p> <p>Delivery of Walk Derbyshire Health Walks training for volunteers and full-time staff</p> <p>Delivery of Pilot Nature Prescriptions in the High Peak</p> <p>Health & Wellbeing volunteer roles created and recruited to with specific training</p>

5. Data

During 2019 when the first iteration of the diverse audience plan was developed in response to the PDNPMP a number of data sources were looked at to inform the strategy. To monitor change over the time of the PDNPMP the PDNPA signed up for ongoing awareness research with NFP Synergy. This gave us access to a syndicated survey alongside a large number of other non-profit organisations, where twice a year, a UK-representative sample of 1,000 people was surveyed. Included is general insight to the sector, brand index information, public opinion and what current issues are felt most important by potential visitors. Some questions gave a general insight to the sector, public opinion and what current issues are felt most important. Participants were also be asked specific questions about the PDNPA and the PDNP to enable us to monitor critical success factors.

5.1 What the data told us

Across age and ethnicity, the data in 2019 showed us that visitors were broadly representative of the local demographic. Whilst we viewed this as something to celebrate we also viewed it with caution as the numbers surveyed were low (206 people). We took this as an indication that the direction of our work in this area was showing early results but continued effort and focus was required. In 2019 we used the NFP synergy data on health and wellbeing which was collected from different health related charities involved in the survey. This supported existing anecdotal evidence and clearly pointed to us needing to look further at why those with physical disabilities use the PDNP less frequently.

This is the first time we had collected information in this way so some caution was applied to this data.

Classification of socio-economically disadvantaged groups is based on the NRS Social Grading Demographic Classification. This data showed that visitors to the PDNP were more likely to come

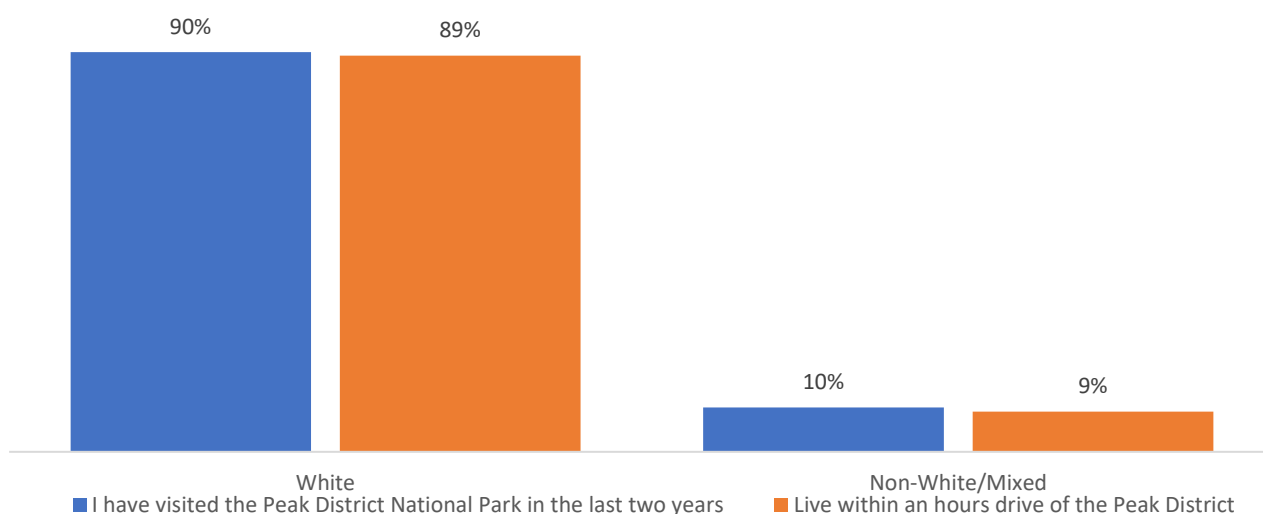
from higher social classes. Visitors from C2 and DE (see graph4) groups were under-represented by comparison, in the case of DE, approximately a third fewer.

So, in each of the other groups above we aimed to focus on reaching those at greatest socio-economic disadvantage.

The graphs below show summary data over the period we have run the NFP survey.

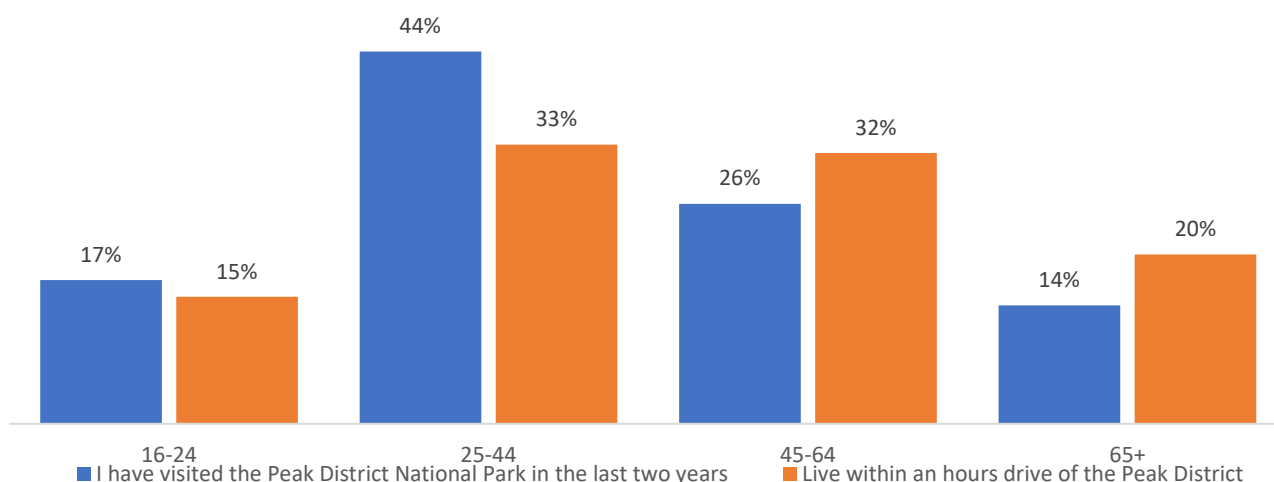
5.2 Ethnicity

Past data has shown that non-white visitors to National Parks were a much unrepresented group, so we have focused work in the past with BAME communities with projects such as MOSAIC. This data is the first time that the data has shown this gap to be so close to the demographics of our local population.



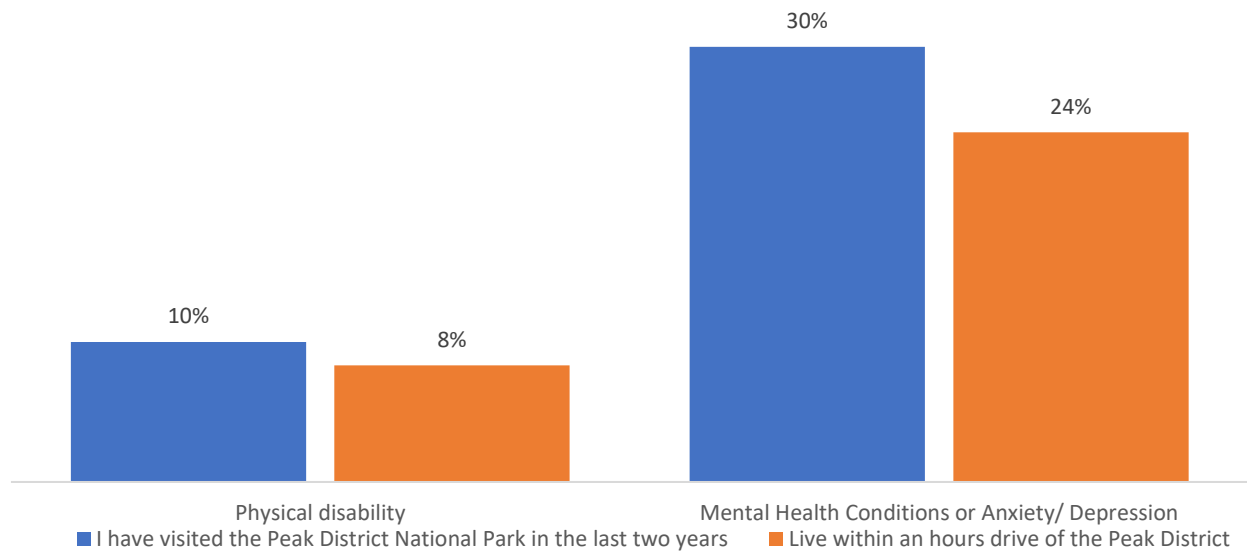
5.3 Age

Previous data has indicated that young people are another of the underrepresented groups that visit the National Park. The data from the NFP Synergy survey shows that this group are well represented compared to local demographic data.

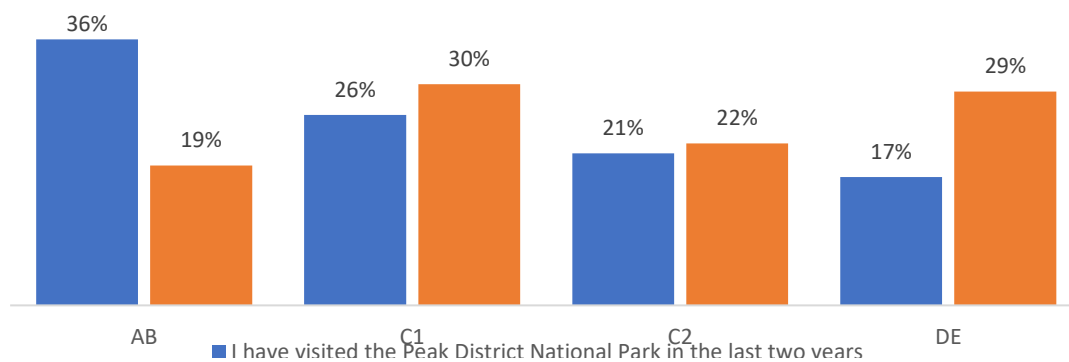


5.4 Health & Wellbeing

Because NFP synergy collect data from different health related charities we have been able to use this to inform the graph below. This supports existing anecdotal evidence and clearly points to us needing to look further at why those with physical disabilities use the PDNP less frequently, whether it is related to physical access or other psychological barriers.



5.5 Social segmentation



5.6 Audience awareness and connection

Data on Authority awareness within audiences outside the National Park has been assessed through the NFP Synergy survey. In the survey, 46% were aware of the PDNP under 'prompted awareness', and our current 'brand index' is 0.58 – this places us between 0.3 and 1.12 away from selected industry peers. Logo awareness was 14%. One in four (24%) identified a 'connection' with the National Park.



6. External studies

Since the original development of the diverse audience plan and the evidence base used has continued to develop. There is continued evidence that there is still need for focused work on some underserved communities. Below are links to key documents that have informed the DAP.

- [Landscape Review: Governments Response, 2022.](#)
- [Improving the Ethnic Diversity of Visitors to England's Protected Landscapes](#), National Centre for Social Research, 2022.
- Research commissioned by DEFRA into why ethnic minority groups are less likely to visit protected landscapes, and explore ways to improve diversity of visitors.
- Increasing Children's Engagement with Designated Landscapes, Defra, 2022.
- Response to the Dormant Assets Fund Consultation, *Access Unlimited*, 2022
- [All the Elements](#) – Recognises the UK has a diversity problem. All the elements is a community of individuals and community groups and organisations working to create change.
- A good source of opinions and written press such as ['Why the environment movement needs to value diversity' CPRE 2020](#) and ['Comfort Zone - equality in the outdoors', John Muir Trust, 2022.](#)
- [Connection to Nature - EIN068 \(naturalengland.org.uk\)](#) 2022
- Partner mapping tools: [Green Infrastructure Map \(naturalengland.org.uk\)](#)

