

6. **WELCOMING PLACE AIM OVERVIEW (SW)**

1. **Purpose of the report**

To inform Members about the Peak District National Park Management Plan Welcoming Place aim, the Authority Plan welcoming place objective, and the Authority's progress in responding to Landscapes for All since October 2021 and what this means for the future.

Key Issues

- The July 2022 Authority meeting agreed to align the programmes for Programmes and Resources to the National Park Management Plan 2023-28 aims, and that the third paper would focus on the Welcoming Place aim.
- Welcoming Place is prominent in the vision, is one of the aims and has three associated objectives in the National Park Management Plan 2023-28. See paragraph 3
- Since the last report on the Landscapes for All programme to Programmes and Resources in October 2021, the Authority has undertaken many activities, both on our own and in partnership, that assist in meeting our ambitions. These are outlined at paragraph 5.
- Paragraph 6 outlines Welcoming Place actions where the Authority is the lead or a key delivery partner in the National Park Management Plan 2023-28 that help the National Park
- Paragraph 7 outlines actions in the Authority Plan 2023-28 that will assist in the Authority to achieve its own ambitions to develop as a welcoming place
- The Diverse Audience Plan has been updated to align with the new NPMP and Authority Plan. See appendix 1

2. **Recommendations**

1. **To note the Peak District National Park Management Plan 2023-28, aim on Welcoming Place and progress in delivering against the NPE Landscapes for All since October 2021 and what this means for the future.**
2. **To note the updated Diverse Audience Plan (DAP) as a detailed document to support the Authorities delivery in this area see appendix 1**

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

In December 2020, National Parks England published its Delivery Plan for National Parks for Everyone setting out a shared programme to achieve the vision the vision that 'Everyone should be able to discover and engage with protected landscapes to benefit the health and wellbeing of the whole nation'. The Authority continues to deliver its commitments to the Delivery Plan through our existing and new Corporate Strategy and National Park Management Plans.

National Park Management Plan Welcoming Place for All, 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.

4. Background Information

Members agreed at the 22 July 2022 Authority meeting to align the programmes for Programmes and Resources to the National Park Management Plan 2023-28 aims (minute reference 65/22). The same paper also agreed that Welcoming Place would be the third aim reported to Programmes and Resources.

Members adopted the National Park Management Plan 2023-28 at the 2 December 2022 Authority meeting (minute reference 98/22). In terms of Welcoming Place, this is prominent in the 20-year vision for the document, which is as follows. “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.”.

One of the four 20 year aims for the National Park Management Plan is focussed on developing the National Park as a place where ‘all are welcomed and inspired to care for and connect to its special qualities.’ The five-year objectives that underpin this aim, and prioritise delivery over the plan period, are as follows.

- Objective 7: To encourage a sustainable visitor economy that supports local businesses, cares for the National Park’s special qualities and respects the well-being of local communities.
- Objective 8: To create opportunities for young people and those from underserved 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

The targets that relate to the National Park Management Plan

- **Target:** By 2028 there will have been an increase in people recognising sustainable visitor practices
- **Target:** By 2028 visitors that connect to and enjoy the National Park are substantially closer to national population demographics.
- **Target:** By 2028 users feel their time in the National Park has contributed to their improved health and wellbeing.

5. Proposals

As Programmes and Resources will be aware from the report to this Committee in January 2022 that noted how the National Parks England Delivery Plan for Landscapes for All was informing the future National Park Management Plan (minute reference), the Authority is already undertaking many activities, both on our own and in partnership, that assist in delivering our Landscapes for All/Welcoming Place ambitions. The summary below updates Members on these related activities we have focussed our resources on since January 2022 and look to continue and develop.

Diverse Audience Plan brought to this committee on July 17th 2020(minute reference 23/20). The Diverse Audience Plan has been updated March 2023 in line with the new NPMP, with a review of progress and lessons learnt undertaken. See appendix 1.

Actions and areas

5.1 Young People

- Ambassador Centres – Over 2022/23 a regular meeting pattern has been established post COVID. The Ambassador Centres have joined the Peak District Educators Group meetings and have held their first joint skill share session in March 2023 hosted by Chatsworth House.
- Ambassador schools – Now has 14 schools signed up with an ambition for a further 10 over 2023/24. The 8.5k Hydroflask Funding has successfully supported 8 of these schools with new outdoor learning equipment and clothing in schools and funding for a visit out to the National Park. Through the Peak District Foundation, we have also secured additional funding from Spotty Otter with 2k of clothing for young people each year for 3 years and Equip UK supporting 3 Derbyshire Ambassador Schools for 3 years. With funding from the Peak District Foundation we have also been able to offer a member of staff an additional 1.5 FTE to develop and administer this project. This includes delivery of in school assemblies.
- Targeted direct school delivery – The school visits over 2022/23 have been back to full delivery targets with demand very high. The team has continued to target schools and other youth organisations from urban communities, including visits from organisations working with Young Carers.
- Outreach – We have continued to support Buxton Wild Weeks as a legacy from the SWPLP. Working in partnership and with young people in their communities to take actions, learn about the Peak District and understand the natural world.
- Junior Rangers -This programme continues to thrive and provide an ongoing connection to the National Park for many young people. At the start of 2022 we produced JR logbooks for the young people to record their achievement and journey.
- Generation Green – Meetings with Access Unlimited (the coalition of partners involved with Generation Green) has still continued to meet since the completion of the project. The group has been exploring opportunities for further funding with one expression of interest application submitted to Heritage Climate Action Fund. [Link to final report](#)

5.2 Underserved Audiences

- Mosaic – NHLF bid submitted November 2021 in partnership with YDNP and NYMNP. This application was successful, see appendix 3.
- Work with community groups – We have continued to work with a range of community groups including New Beginnings, who are a Sheffield based charity for refugees, and Darnell Wellbeing, a Sheffield based charity. Regular delivery with CRISIS charity continues with the Ranger Service.

5.3 Health and Wellbeing

- Prevent – There has been much closer working around on the groups accessibility with the development of 3 Sensory Trails.
- Restore – There has been a lot of very successful projects over 2023/23 including, 3k funding for Derbyshire Dales Health walks, 11.9k funding for Wellbeing in Nature Sessions at Longdendale Environmental Centre, A wide ranger of accessible walks including dementia walks and grapevine walks. Working in partnership with RSBP and local NHS developed '[Nature Prescriptions](#)' in the High Peak. The new project, led by the RSPB and the Peak District National Park Authority, is working with social prescribing services to trial Nature Prescriptions, a novel way to improve quality of life and wellbeing for people

through nature. It is the first time the project has been trialled in England.

- Excel – We have delivered in partnership with SOAR a Sheffield based health and wellbeing charity a project funded through the Sheffield and Bassetlaw NHS test and learn pilot. This has brought out three cohorts of participants, some living with chronic pain, to experience the National Park for health and wellbeing benefits. This project is feeding in to wider research on the benefits for green and blue social prescribing. We have delivered the Defra access funding made available for 2022/23 that covers purchase or investment in physical items or assets to improve accessibility for all users. See appendix 2.

6. The National Park Management Plan 2023-28 sets out actions that will assist in the National Park to develop as a welcoming place that supports visitors and local communities. The NPMP clearly shows where the Authority is the lead or a key delivery partner for these actions: [Delivery Plan: Aim Three - Welcoming Place | Peak District National Park Management Plan 2023-28](#)

7. The Authority Plan 2023-28 sets out actions that will assist in the Authority as a business objective in the Authority Plan 2023- 28 to

- Adopt Local Plan policies that promote sustainable visiting through identification of recreation hubs and gateway sites.
- Manage our visitor assets and facilities in a sustainable and inclusive way so users are inspired to enjoy, care for and connect to the special qualities of the National Park.
- Implement developments on Warslow Moors Estate.
- Enable young people living within an hour's travel time of the National Park to develop an appreciation and understanding of the special qualities and a connection to nature.
- Provide opportunities for underserved communities to develop an appreciation and understanding of the special qualities and a connection to nature.
- Extend our reach and appeal by actively recruiting volunteers from underserved communities and providing volunteer programmes that engage a wider audience.
- Deliver health and wellbeing activities.
- Deliver visitor engagement so everyone is inspired to enjoy, care for and connect to the special qualities.

8. Are there any corporate implications members should be concerned about?

8.1 Financial:

The activities in the early years of the Authority Plan 2023-28 and National Park Management Plan 2023-28 have funding and resources identified to deliver them. The resources for activities in future years will be identified as we move through the delivery period

8.2 Risk Management:

The main risk of the Authority being unable to deliver to the welcoming place aim is the resource challenge of both our partners and the Authority in terms of a flat cash settlement. However, this risk is mitigated by focussing on the three priorities that the objectives outline

8.3 Sustainability:

No issues to raise

8.4 Equality, Diversity and Inclusion:

The delivery of the Welcoming Place aim through the Diverse Audience Plan 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.

8.5 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, which research has shown, we can make via the Derby University Connection to Nature Index.

Engagement programmes highlight examples of good practice and encourage personal responsibility to take positive action

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 above

Engaging with communities that use the National Park to encourage connection to the place and responsible pro-environmental behaviours, including sustainable transport use

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9. Background papers (not previously published)

None

Appendices

Appendix 1 - Diverse Audience Plan 2024-28

Appendix 2 – Access Funding Update 2023

Appendix 3 – CNPfE Project April 2023

Report Author, Job Title and Publication Date

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