

**National Park Plan**  
Report by Chief Executive and Head of Strategy and Projects

<b>Summary:</b>	The implications of the recently published National Park Plan are considered.
<b>Recommendation:</b>	That the Authority Notes the content of the National Parks Plan and supports the suggestion that the delivery of relevant items in the Plan be considered alongside the new Broads Plan in the autumn.

## **1 Introduction**

- 1.1 On 23 March Liz Truss, our Secretary of State, launched an 8-Point Plan for England's National Parks in the South Downs. A copy of the Plan has been previously circulated to Members and can be found at the Defra website via the following link:

<https://www.gov.uk/government/news/new-plan-for-national-parks-gives-every-schoolchild-a-chance-to-visit>

- 1.2 The Plan is heavily focused on the second National Park purpose, in our case: – **“promoting opportunities for the understanding and enjoyment of the special qualities of the Broads by the public”**. The Plan is born out of Ministers' enthusiasm and support for National Parks and the work of the authorities. It is very much their plan but nevertheless fits rather well into much of what we are already doing or plan to do. The Plan includes a case study from our Landscape Partnership Scheme, “Going the Extra Mile”, referenced on page 16.
- 1.3 There are no additional resources provide for the delivery of the objectives in the Plan but rather that they will be delivered through the collective effort of the 9 national park authorities and the Broads Authority. Park authorities will focus their attention on different elements of the Plan so that it doesn't mean that there is an imperative to change direction but rather consider how the National Park Plan relates to the priorities in our emerging new Broads Plan.

<b>Aspiration</b>	<b>Assessment of current situation</b>	<b>Potential Realistic steps in the short term</b>
<b><i>Inspiring Natural Environments</i></b>		
<p><b>1. Connect young people with nature</b></p> <ul style="list-style-type: none"> <li>• Double the number of young people to experience a National Park as part of National Citizen Service by 2020.</li> <li>• A new package of teaching materials for schools based on National Parks.</li> <li>• National Park Authorities to engage directly with over 60,000 young people per year through schools visits by 2017/18.</li> </ul>	<ul style="list-style-type: none"> <li>a. Currently not involved with Citizen Service</li> <li>b. Pack of teaching materials slowly growing under the 'Broads Curriculum' heading. Plans to develop it significantly under Water Mills and Marshes</li> <li>c. Around 4,000 young people visit under Broads Authority auspices and 25-30,000 under the Broads Environmental Education Network</li> </ul>	<ul style="list-style-type: none"> <li><b>i. Investigate National Citizen Service and potential for the Broads Authority being involved</b></li> <li><b>ii. Continue the development of Broads specific teaching materials</b></li> <li><b>iii. Continue to work with the Broads Environmental Education Network to increase school visits</b></li> </ul>
<p><b>2. Create thriving natural environments</b></p> <ul style="list-style-type: none"> <li>• National Park Authorities, with the Environment Agency and Natural England, to champion integrated management of the natural environment, showcasing the benefits that designated landscapes can bring.</li> </ul>	<ul style="list-style-type: none"> <li>d. Pilot Park for ecosystem assessment showing capability for taking an integrated viewpoint.</li> <li>e. PDG process founded on seeking multiple benefits during interventions.</li> <li>f. Major project bids have multiple benefits (LPS, CANAPE)</li> <li>g. Strong lead for integrated water management through Catchment Partnership hosting, chairing, plan and projects</li> </ul>	<ul style="list-style-type: none"> <li><b>iv. Continue to champion integrated management of the natural environment, particularly through leading role in the Catchment Partnership.</b></li> <li><b>v. The Landscape Partnership and CANAPE, if successful, will showcase the benefits of designated landscapes</b></li> </ul>

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<b><i>Drivers of the Rural Economy</i></b>		
<p><b>3. National Parks driving growth in international tourism</b></p> <ul style="list-style-type: none"> <li>• Promote National Parks as world-class destinations to visitors from overseas and the UK.</li> <li>• Increase annual visitors from 90m to 100m, generating an estimated £440m for local businesses.</li> </ul>	<ul style="list-style-type: none"> <li>h. Marketing work has taken us to The Netherlands recently</li> <li>i. Working to establish new structure and priorities for Broads Tourism based on revised Sustainable Tourism Strategy</li> </ul>	<p><b>vi. The Broads Authority has been a national leader in the promotion of sustainable tourism. Closer work with Broads Tourism on marketing and the implementation of the new branding will help promote the Broads as a world-class destination. Our joint aim is to increase the total number of visitors and extend the season.</b></p>
<p><b>4. Deliver new apprenticeships in National Parks</b></p> <ul style="list-style-type: none"> <li>• Develop three new apprenticeship standards led by National Park Authorities.</li> <li>• Double the number of apprenticeships in National Park Authorities by 2020.</li> </ul>	<ul style="list-style-type: none"> <li>j. Have 3 apprentices working on practical aspects of countryside and navigation management</li> <li>k. LPS project will explore training opportunities and develop new routes for heritage building conservation training and qualification</li> </ul>	<p><b>vii. The Authority will support the development of the new national standards by National Parks England.</b></p> <p><b>viii. The employment of three apprentices in the Operations Directorate has been a great success. The Authority will consider a proposal to double the number and investigate extending the scope to areas across the whole organisation.</b></p>

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<p><b>5. Promote the best of British food from National Parks</b></p> <ul style="list-style-type: none"> <li>• National Parks will be known for, and visited as, great food destinations.</li> <li>• Work with National Park Authorities and the Great British Food Unit to deliver more Protected Food Names for National Park products and increase exports.</li> <li>• The Government will celebrate National Park produce.</li> </ul>	<p>i. Eating out guide produced for last 9 years with element of local produce within it</p>	<p>ix. <b>Aim to keep driving up the standard of local providers through the Eating Out Guide.</b></p> <p>x. <b>Not sure how relevant Protected Food Names are for the Broads – there has been promotion of Broadland beef in the past.</b></p>
<p><b>6. Everyone’s National Parks</b></p> <ul style="list-style-type: none"> <li>• Complete the designation to extend the boundaries of the Lake District and Yorkshire Dales National Parks.</li> <li>• Encourage more diverse visitors to National Parks.</li> <li>• Promote volunteering in National Parks.</li> <li>• Celebrate the 70th Anniversary of National Parks’ creation.</li> </ul>	<p>m. Was involved in the MOSAIC project though little remains of the initiative now</p> <p>n. LPS has flagged up the desire to consider how to reach a more diverse audience and awaits the ‘audience development plan’ to plot way forward</p> <p>o. Volunteer service now firmly established with realistic processes. Revision of Volunteer Strategy due by end of 2016</p>	<p>xi. <b>The Landscape Partnership Scheme will include engagement with communities in Great Yarmouth and Lowestoft and Norwich who haven’t traditionally engaged with National Parks.</b></p> <p>xii. <b>We will continue to promote volunteering</b></p> <p>xiii. <b>We will contribute to the celebration of the 70th Anniversary of National Parks in 2019</b></p>

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<b>National Treasures</b>		
<p><b>7. Landscape and heritage in National Parks</b></p> <ul style="list-style-type: none"> <li>• Work with the Heritage Lottery Fund to achieve their objective of encouraging more fundable projects in the Natural Heritage sector.</li> <li>• Enhance people’s involvement in the interpretation of the historic environment and natural beauty in National Parks.</li> <li>• Support the Lake District’s bid for UNESCO World Heritage Status.</li> <li>• Tell the story of cultural landscapes in England’s National Parks.</li> </ul>	<p>p. Current LPS scheme includes work on Natural Heritage and probably precludes other short term opportunities</p> <p>q. Working up Broads bid for inclusion in NE led HLF bid for wet grasslands. Not involved in dunes bid but likely to be involved in peat bid in 2017</p> <p>r. Interpretation present in varying forms but with limited strategic framework. Outdoor festival growing. New branding for NP waiting in the wings to drive forward change</p> <p>s. LPS centred on the story of the cultural landscape of the drained marshes and should provide new opportunities</p> <p>t. Potential to pilot work on interpretation of landscape related to a changing climate within a protected landscape to help change understanding and behaviours at community level</p>	<p><b>xiv. The Authority’s major effort will be focused on the Landscape Partnership Scheme The other major issue is likely to involve the future of the Norfolk Windmills and Pumps Trust and the How Hill Mills in particular.</b></p> <p><b>xv. Engagement with the local population on the implications Climate Change will continue to be important.</b></p>

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<p><b>8. Health and wellbeing in National Parks</b></p> <ul style="list-style-type: none"> <li>• Promote innovative schemes for National Parks to serve national health.</li> <li>• Realise the immense potential for outdoor recreation in National Parks.</li> </ul>	<ul style="list-style-type: none"> <li>u. Limited work related to health directly by the BA. Review of options should report mid-year</li> <li>v. IAS provides priorities for land based walking and cycling which have strong potential (with LPS playing a part in implementation). Potential for waterway based opportunities though priorities are not clear.</li> </ul>	<p><b>xvi. National Parks</b>  <b>England is submitting a bid to the Big Lottery on behalf of the 10 English Parks and if successful this would provide resources for the Authority to engage in this area.</b></p> <p><b>xvii. We will continue to promote the Broads for cycling and canoeing.</b></p>

### 3 Conclusion

3.1 The National Park Plan provides an interesting list of topics for the Authority to consider. The proposed actions in the Plan for the Parks as a whole need to be considered alongside the development of the new Broads Plan, and take account of the level of resources available. It is therefore suggested that a workshop be held in the Autumn looking at priorities for expenditure in 2017/18 and beyond. How the 8 points in the National Park Plan relate to the developing ambitions in the Broads Plan and other challenges will also need to be considered.

Background papers: None

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Date of report: April 2016

Broads Plan Objectives: None

Appendices: NONE