

2017/18 NPA family indicator data
Promoting Understanding 2017/18

Each NPA in England to produce a snapshot of the year (which is valuable for NPE, Defra) demonstrating the breadth of work in second purpose work.

This should be a pithy statement of the most important workstream / outcome. A maximum of 150 words – brief bullet points with some qualitative data; comprising:-

- 1) The strategic fit / why the work is a priority to the NPA;
- 2) Identify key activities undertaken;
- 3) Provide some quantifiable outputs, and;
- 4) Information on outcomes wherever possible.

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| Broads | Our new Communications Team structure has provided extra capacity and enhanced experience to our digital communications, media management and PR, branding and marketing. Our new visitor website (visitthebroads.co.uk) was launched, with the visitor experience at the heart of the design. We have implemented a comprehensive content plan, and have weekly content additions to keep the site current. We launched distinct social media accounts for the Broads National Park and the Broads Authority. National Park branding artwork was installed at key arterial gateways to the area, including free space at Norwich Airport (18 metres of floor to ceiling height wallspace and information screens) and at the area's two busiest train stations, Norwich and Great Yarmouth, which have a combined footfall of 5,500,000 people a year. Our media coverage has increased – over 9 months we recorded 83 stories about the Broads and the Authority, with 86% expressing a positive/neutral sentiment. |
| Dartmoor | Not completed – this has already been adequately captured between Parks in progress updates relating to delivery of the 8-Point Plan for National Parks. |

| <p>Exmoor</p> | <p>Following the publication of the Government's 8 Point Plan for England's National Parks in 2016, the Authority took a strategic decision to invest in additional capacity to reach out to groups and communities who may not have considered visiting the National Park.</p> <p>The principal aims of the project are: To coordinate key elements of the Government's 8 Point Plan for England's National Parks by:</p> <ul style="list-style-type: none"> · Increasing the number of young people visiting and experiencing Exmoor National Park through school visits. · Contributing to, and delivering, an effective, safe and quality environmental education service for Exmoor National Park Authority for formal and informal education groups and establishments. <p>At the end of the 3-year programme (2018/19) we aim to have increased the number of individual visits to, and engagements with, the National Park by the target groups by 30%.</p> <p>Headline figures for this work are:</p> <table border="1" data-bbox="316 696 1110 1220"> <thead> <tr> <th>Year</th> <th>No. Schools engaged</th> <th>No. students</th> <th>% increase over baseline</th> </tr> </thead> <tbody> <tr> <td>2015/16 (baseline)</td> <td>169</td> <td>5023</td> <td></td> </tr> <tr> <td>2016/17</td> <td>202</td> <td>6181</td> <td>23</td> </tr> <tr> <td>2017/18</td> <td>183</td> <td>6717</td> <td>34</td> </tr> <tr> <td>2018/19 (Target)</td> <td></td> <td>6530</td> <td>30</td> </tr> </tbody> </table> | Year | No. Schools engaged | No. students | % increase over baseline | 2015/16 (baseline) | 169 | 5023 | | 2016/17 | 202 | 6181 | 23 | 2017/18 | 183 | 6717 | 34 | 2018/19 (Target) | | 6530 | 30 |
|-----------------------------|---|--------------|--------------------------|--------------|--------------------------|---------------------------|-----|------|--|----------------|-----|------|----|----------------|-----|------|----|-------------------------|--|------|----|
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| <p>Lake District</p> | <p>In July 2017, the Lake District became a UNESCO World Heritage Site. Work has begun to promote understanding of our WHS status and the work that we do as a National Park. Highlights in the last 12 months include unveiling of the official WHS plaque and interpretation in Keswick by HRH Prince Charles and the opening of the Coniston Coppermines Valley Information Hub.</p> <p>Our development continues at Brockhole on Windermere – The Lake District Visitor Centre, our primary centre for educational and interpretive provision to the public, schools and other educational groups. In 2017/18 we had over 240,000 visitors and the Learning Service engaged with over 12,000 students. We have renewed our partnership with the John Muir Award, engaging 3,320 people, with around 22,000 hours of conservation activity giving participants a taste of volunteering. Our programme of Winter Skills training and understanding continues to grow with 145 courses being delivered.</p> | | | | | | | | | | | | | | | | | | | | |
| <p>New Forest</p> | <p>Our work to facilitate and coordinate the management of recreation across multiple landowners, user groups and organisations made significant steps forward - raising awareness of the many things that make the New Forest special, inspire people to care for (and not inadvertently harm) them and ensure the Forest thrives for future generations to enjoy. We led a successful public consultation on future recreation management priorities for six key statutory organisations (attracting 1,502 individual and 52 organisation responses). To ensure joined-up working and promotion of agreed key messages in ways that are likely to have best effect, we coordinated multiple forums and projects, including those focussed on cyclists, dog-walkers, horse-riders, litter, ground nesting birds, animal accidents and best practice in influencing behaviour. On the ground, our staff had face-to-face contact with 55,207 people through education activities, rangers, events, travel concierge, training and talks.</p> | | | | | | | | | | | | | | | | | | | | |

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| Moors | <p>Both visitor centres were improved and visitor numbers are up again. Website traffic is up by 10% and our social media is now followed by over 50,000. Our Education Team engaged with 18,000 young people and our volunteer service with 700 people, delivering work across the National Park. Our targeted transport scheme assisted 5,500 people from target communities to visit. Campaigns with VisitBritain, Welcome to Yorkshire and others have provided excellent promotion and interest from Film and TV continues. VisitEngland's Discover England Fund project is creating memorable experiences for international visitors. A Coastal Communities Fund project is underway while a European funded partnership with Yorkshire Dales and Howardian Hills AONB is strengthening the North York Moors Destination Partnership, with over 500 tourism businesses benefitting. Events, including our third Dark Skies Festival attracted large numbers and generated excellent publicity. The year on year growth in visitors to the National Park continued.</p> |
| N/Land | <p>During 2017-18 the Sill National Landscape Discovery Centre opened to the public for the first time. Visitor numbers for the year were over 110,000 which exceeded expectation. Events, Training and Education programmes have been implemented and are developing in line with our growing experience of how best to engage with visitors.</p> <p>Total activity days during the year were 12,195 with 24% of activities being run from the Sill. The aim is to use the Discovery Centre as a starting point to develop engagement opportunities throughout the park.</p> <p>In other areas, the Authority is continuing to run successful projects with our partner organisations. This includes the HLF funded Revitalising Redesdale Landscape Conservation Action Plan (LCAP) and the Border Uplands Demonstrator Initiative (BUDI), BUDI is an investigation into results-based Land Management, partnered by organisations across the Scottish Borders and Northern England.</p> |
| Peak District | <p>Work has continued on developing the directorate structure with new Commercial Development and Outreach Directorate completing its realignment with new staff roles in 3 areas, visitor experience development, outreach development, and marketing and fundraising development. People visiting our assets continue to give positive feedback about their experiences of using PDNP services. From surveys and counts we estimate that last year 10,000 (25% under 25) people visited North Lees Campsite, c300,000 (15% under 25, 8% with health inequalities) visited the trails, 30,000 (25% under 25 15% health inequalities) used our cycle hire centres, and c400,000 (22% under 25 18% with health inequalities) visited our Visitor Centres. We worked directly with 21,798 young people through our school visit service, Junior Ranger programme and Conservation Volunteers programmes. 1703 people took part in activities with a targeted health outcome, including work with the Early Intervention service, Play Wild project, and health walks.</p> |
| South Downs | <p>We are always looking for new ways reach out to people beyond our usual National Park visitors. In National Parks Week 2017 our rangers went 'on tour' to four urban areas beyond the South Downs' borders in the first week of the school holidays. Three free sessions each day introduced families, around 200 in total, to this amazing place on their doorsteps. Whilst children joined in activities, rangers gave parents ideas for getting out into the countryside. In February 2018 we held our second South Downs Dark Night Skies Festival. This two-week celebration of International Dark Skies Reserve status uses stargazing to encourage people to appreciate, understand and protect our dark skies. Partner organisations and local astronomy groups across the National Park ran activities; our flagship Stargazing South Downs event attracted more than 500 people; and five separate stargazing events brought a further 450 people into the National Park.</p> |

Yorkshire
Dales

The Destination Dales group has hosted 1 tourism forum networking event. With speakers from The Eden Project, Visit England and a range of speakers from smaller tourism businesses. 2018 will focus on special qualities based tourism with an emphasis on local food, wildlife and dark skies. Other key activity in 2017 was a new Cheese Festival funded by RDPE under the Moors and Dales Destination Management project. This showcased Dales cheese producers, with a weekend of Cheese related activities based at the Wensleydale Creamery and a further week of smaller events across the National Park.

The project employs a Destination Co-ordinator who works to promote tourism based on the national park special qualities and shares best practice for tourism in protected areas. These projects together will help to ' Improve the quality, variety and marketing of the tourism 'offer' based on the local distinctiveness within the National Park.