**2018/19 NPA family indicator data**

**Promoting Understanding 2018/19**

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 | Broads National Park artwork installations at two major train stations in the area.Broads National Park tourist road sign applications made for 42 locations (installation due summer 2019).Broads A6 Pocket guide and Broadcaster produced and distributed.Still Waters exhibition held over 3 days at Forum in Norwich to celebrate Broads Authority 30th Anniversary and 70th Anniversary of National Park Legislation. Over 100 pictures sold and £1900 raised for Broads Trust.Broads Curriculum launched online attracting over 1100 page views to date, featuring Geography key stage 2. There are plans to add History, science and enrichment modules during 2019/20.English National Park Experience Collection marketed to German and Australian travel trade. 8 Broads experiences launched alongside 9 accommodation providers. Looking to launch a ‘Ranger Experience’ in the summer of 2019 and an extension project is planned to create more experiences and market to a wider audience. |
| Dartmoor | Case study: Mental wellbeing on DartmoorThroughout 2018 a number of projects explored the opportunities for people with a range of mental health issues to benefit from Dartmoor’s ‘natural health service’. This has strong strategic fit with both the 8 Point Plan and early indications from the Glover Review. Partnership working with ‘Devon Recovery Learning Community’ and Plymouth’s ‘Inside Out’ project enabled people who were recovering from significant mental wellbeing issues such as drug and alcohol addiction, serious psychoses and long term depression to explore the benefits of being outside with their practitioners/therapists in the company of national park staff. Evaluations showed the benefit of outside therapy as against indoor therapy and longevity of impact.In addition our people engagement work continues with:-* 171k people visiting our three Visitor Centres
* Junior Rangers winning the National Parks’ Volunteer Group Award
* Our outreach offer reaching more than 5,000 people
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| Exmoor | **Exmoor National Park Partnership Plan (2018-2023) priority:**  ‘More people enjoy Exmoor, are inspired, and learn about its special qualities’.* **Be inspired**
* **Get involved**
* **Be connected**

Visitor surveys and anecdotal evidence indicated there was a ‘lost generation’ experiencing the National Park.  Over 80% of people are repeat visitors responding positively to experiences and demonstrating a strong affinity with the National Park.  Surveys showed a distinct gap in the demographic with younger people and families poorly represented.To address this, the Authority amended its approach to public engagement away from more traditional guided walks to more family friendly events and activities.The focus is on Big Adventure Days – site specific, multi-activity days with Partner organisations; and Family Campouts (for the public or bespoke for groups with different needs) – an introduction to camping supported by Outreach and Learning staff. Both programmes use a progressive approach to learning – from awareness, through participation to engagement. |
| Lake District | We continue to engage visitors and communities on our special qualities.In 2018/19 highlights included:* A programme of World Heritage Site talks to local businesses / community groups.
* An Archaeology conference to promote understanding of our historic landscape.
* A short film documenting the Arctic char in Windermere and the challenges of climate change.
* 2 HLF projects, Coniston Copper and Rusland Horizons, which undertook a number of talks and events covering a range of our special qualities.
* We host over 10,000 school and college visits a year across our Brockhole education programme and the Lake District’s partnership with the John Muir Trust.
* An expanding guided walks programme, allowing hundreds of visitors to engage with our landscape.
* Lakes Alive, our cultural festival, which inspires tens of thousands of visitors each year to interpret and find magic in the Cumbrian landscape.
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| New Forest | The ‘Pedall’ inclusive cycling project, supported by the Authority and Lottery, has had a transformative year. Charitable status enables the project to more easily raise sponsorship funding or receive donations for specific purposes / bike upgrades and this has greatly supported its sustainability and viability. These developments have generated more excitement and engagement from volunteers, project staff and riders (totalling 2,500 contacts). A new base in the Forest has added a welcoming, encouraging atmosphere for all. The project is exceeding all targets in respect of working with young people and has now begun to work with older riders and those living with dementia. 15 very committed volunteers have given over 140 days of volunteer time! Independent evaluation has been very positive, including 100% agreement from riders questioned that they are now doing more physical exercise at college/school and are learning more in class since cycling in the New Forest. |
| Moors | One of two strategic priorities is to 'inspire more young people to understand, experience and be actively involved in their National Park's future.' This is delivered through a mix of educational visits, volunteering opportunities and outreach work with 21,496 individuals experiencing the park in this way last year. Transport grants are available for schools and groups in the highest areas of deprivation and these have enabled around 4,000 children and 820 individuals to have these experiences. Looking ahead we plan to expand our family and youth volunteering opportunities to enable a continuous volunteering commitment form childhood to adults, empowering people to make a difference. A pilot 'happiness project' is also being undertaken, working with children at high risk of exclusion from schools who are experiencing poor mental health. The outcomes are; better awareness of the National Park, the natural environment and opportunities to improve physical and mental well-being. |
| N/Land | During 2018-19 The Sill: National Landscape Discovery Centre operated for its first full year. Visitor numbers for the period were 46% higher than the target of 100,000. Events, Training and Education Activities are now embedded in the Authority Work Programme.Total activity days has increased 75% year-on-year and now stands at 21,000. Our CRM systems are starting to provide information on repeat visits and the most popular events, this is helping us to understand what visitors to Northumberland National Park value.In other areas, the Authority is in the second year of support for the HLF funded Revitalising Redesdale Landscape Conservation Action Plan (LCAP) and the Border Uplands Demonstrator Initiative (BUDI) has reached a natural conclusion, the results of BUDI are being used to support the consultation into future stewardship schemes and some elements are being continued through the 'Borderlands' growth deal. |
| Peak District | This year we have been working to develop our new corporate strategy that has as one of its key outcomes A National Park loved and supported by diverse audiences * Greater audience reach among under-represented groups
* A strong identity and excellent reputation driving positive awareness and engagement
* Active support through National Park points of contact to generate sustainable income

This will focus work over the next 5 years. Last year work to embed the new structure continued, we reviewed our guided walk programme to change focus to deliver to new audiences, the Junior ranger programme continued to grow and we are now running 3 nature tots groups. Castleton Visitor Centre was refurbished and has seen visitor numbers greatly increase as a result. In 2018/19 financial year our visitor centres (including cycle hire) welcomed 470,522 people, and the engagement team worked directly with over 31,000 people. |
| South Downs  | A focus this year has been on engaging new and diverse audiences including the communities on our urban fringe:* In 2018/19 we engaged directly with over 13,000 people through SDNPA and partner led events. In July, our new Chalk Festival engaged over 1,000 people from Brighton with their local chalk landscape and the important role it plays in providing them with clean water. We celebrated our Dark Night Skies status using a Virtual Reality dark skies film at events across the National Park, attracting over 3,000 people. We also brought the National Park to eight locations outside the National Park during Discover National Parks fortnight.
* • Our Travel Grant Scheme targeted schools in our most deprived urban communities around the National Park. It enabled 3,593 students the benefit of learning outside the classroom in the South Downs National Park thanks to additional sponsorship secured by the South Downs National Park Trust.
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| Yorkshire Dales | The Yorkshire Dales National Park Tourism Partnership has hosted one tourism forum networking event at Sedbergh School. With speakers including the Chair of the Westmorland Family, and a range of speakers who provided updates on the new Discover England fund NP Experience collection project. The group also contributed towards the development of the NPMP. Other key areas of activity were projects which will help to improve the quality, variety and marketing of the tourism 'offer' based on the local distinctiveness within the National Park, and this included the delivery of the second Yorkshire Dales Cheese Festival, the development of a new Beef and Beer festival under the EAFRD Moors and Dales project and the third Dark Skies festival was held across a 2 week period in February 2019. Key activity for 2019 includes the establishment of a Yorkshire Dales National Park Tourism Partnership as a coordination body for tourism in the National Park. |