**2019/20 NPA family indicator data**

**Promoting Understanding 2019/2020**

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.

|  |  |
| --- | --- |
| Broads | We installed ‘Broads National Park’ road signs at 35 locations, and more will go up in 2021. This programme is supported by Interreg ‘Experience’ funding.  110,000 copies of the new ‘Visit the Broad’s A6 pocket guide were published, alongside our popular Broadcaster and Broadsheet visitor publications. We ran a full programme of 24 visitor events last year. The creation of new visitor information centres in Norwich and Lowestoft is progressing well, with planned opening delayed due to C-19.  We supported a Discover England Fund bid for ‘National Park Experiences’, with additional funding from Norfolk County Council to develop ‘Broads Experiences’ packages and marketing to the travel trade and consumers. The likely higher demand for domestic tourism this year means promoting these experiences for domestic direct bookings is a priority. Our successful ‘AirBnB Broads Ranger experience’ trialled last season will be marketed again this year. |
| Dartmoor | 2019 saw the further development of Dartmoor NPA's informal learning progression model. The Ranger Ralph Club was established in 2000 to provide an outdoor activity club for 5 - 12 year olds. In 2015 Dartmoor Junior Rangers was launched using the Europarc model for 13 - 15 year olds. In 2019 we developed the Youth Rangers Programme for 15 - 19 year olds adding the 20 day John Muir Conserver Award to the established National Outdoor Learning Award and the Europarc Certificate. This informal learning route provides a way for young people to explore their relationship with the environment and to develop practical skills before going on to either an apprenticeship, university or employment. A particular highlight for Youth Rangers was the two day certificated stone walling course. In addition we saw 1,397 students in our formal education programme and engaged with 6,447 people through our outreach programme. |
| Exmoor | More people enjoy Exmoor, are inspired, and learn about its special qualities’.   * **Be inspired** * **Get involved** * **Be connected**   We have continued to provide a wide range of progressive opportunities for people, but with an increasing emphasis on engaging with new audiences from a wider range of backgrounds.  Highlights included.   * **FUN Project -** (Families United through Nature) opportunities for families who need support, confidence building and ideas to get outdoors with their children to benefit from the health and wellbeing opportunities of the natural environment ( 300 children and 200 parents / carers in 2019.) * Continued programme of **public events and activities**, emphasis on engaging families and building confidence among new visitors, including Family Camp outs and Big Adventures.. * Our 2019 **Dark Skies Festival** - engaged with over 3500 people. * Our **Education programme** engaged with over 6000 children, including 3 urban schools. We have begun to make significant improvement to our **residential centre** at Pinkery. * Continued work with **mental health recovery colleges**, providing safe supported visits to Exmoor. * **Outreach work** with local housing estates (in Taunton and Bridgwater) to build confidence in using Exmoor * Our **Get Involved programme** supports approx. 300 volunteers to engage directly in our work. |
| Lake District | We continue to engage visitors and communities on our special qualities.  In 2019/20 highlights included:   * A programme of World Heritage Site talks to local schools and ‘train the trainer’ programme to enable local educators to better inform their wards about WHS and the National Park. * Education sessions of farming, WHS and National Park at 12 shows / events. * Archaeology conference to promote understanding of our historic landscape. * Hosting over 12,300 school and college visits a year across our Brockhole education programme and the Lake District’s partnership with the John Muir Trust. * Lakes Alive Festival included the Lost Words at Brockhole. Festival attendance over 20k with themes including sustainability, written heritage and changing landscapes. * The opening of the Story of the Lake District at Brockhole that has already welcomed over 3,000 families. * The creation of online resources to support families home educating due to the COVID-19 lockdown. |
| New Forest | **Recreation Management Strategy – 22 actions agreed**  This year we agreed 22 strategic actions with multiple partner organisations to:  • protect the New Forest’s spectacular, yet fragile, wildlife-rich landscape  • manage recreation for local people and our visitors.  During public consultations in 2017 and 2018, the top two things people asked us to look at were:  • educating people about how special the national park is and how to care for it  • ensuring facilities such as car parks, walking and cycling tracks and community green spaces are in the right places to both protect rare wildlife and provide a better experience for people.  The actions now give direction and structure to our engagement and recreation management work. Projects include walking for health, inclusive cycling, engagement with young people and educational campaigns – and reviews of car parking, and how events and illegal recreation-related activities are managed. |
| Moors | We introduced a new brand, giving the National Park a stronger and more consistent identity. The Moors National Park Centre underwent a major revamp with a fully interactive visitor experience, complemented by interactive features installed across the National Park telling the story of the Land of Iron. Campaigns with Visit York and others have provided excellent promotion. Website traffic is up by 30% and our social media is now followed by 74,000. Events attracted large numbers, including our fourth Dark Skies Festival, attended by 8,000 people over 100 events, providing an economic boost of >£250.000. We hosted The Lost Words exhibition, widely praised for helping reconnect adults and children with the natural world using the power of words and art. We celebrated the Cleveland Way National Trails 50th anniversary, with a programme of walks, talks, film and photography competitions, exhibitions and hosting many travel journalists with lots of positive PR. |
| N/Land | **In 19/20 our focus was National Parks For Everyone and A Welcoming Park**  The Sill National Landscape Discovery Centre, purpose built to promote understanding and provide an accessible welcome to all, attracted 135,000 people, provided 28,369 education and activity days and 4,065 volunteering opportunities in the park.  We hosted or curated 5 temporary exhibitions and accompanying engagement programmes, focussed on promoting understanding including; Flow Country (a national touring exhibition about blanket bog), Yours Since 1949 (the story of our protected landscapes) and The Lost Words (an exhibition based on Robert McFarlerne and Jackie Morris’ award winning book reconnecting people with nature) .  We took our learning from the success of The Sill in welcoming diverse audiences and secured over £400,000 in two rounds of funding to create two more fully accessible Changing Places facilities  Northumberland National Park staff and volunteers worked to restore 266Ha of damaged peat on the summit of Cheviot.  We were also delighted that volunteer Katie Armstrong won the National Park Young Volunteer Award for her regular work welcoming people to the National Park.  Our Education Programme continued its work offering **every school child in Northumberland** a national park experience and our engagement programme continued to work with hard to reach urban audiences through key partnerships with NE Youth (Youth), The Angelou Centre (BAME) and Headway Arts (Learning disability). |
| Peak District | Clear priorities and targets set in the 2018-23 NPMP and our 2019-24 Corporate Strategy  • To be a National Park for everyone we must overcome physical barriers to access and perceived barriers to access  • To encourage enjoyment with understanding  • Peak District National Park audience reach 30% closer to demographics of those within an hours travel time  • Peak District National park connection is increased by 20%  • Our workforce is more diverse, healthy and highly engaged  Research commissioned to understand current audience suggests target audiences with lowest levels of current engagement mostly within lower socio-demographic groups. BAME engagement/connection considered in line with surrounding communities.  • Developed and supported Access Unlimited proposal from YHA and NPE  • Learning offer expanded through 7 ambassador centres, upskilling local groups to deliver courses and reaching into new geographic areas (e.g. MOSAIC in the SW Peak accessing Stoke).  • Social media channels saw an average annual growth in followers of 23%, monthly connections up to 1.5m people.  • Launched #peakdistrictproud as a new digital campaign with our major partners promoting the message to respect, protect and enjoy your National Park. The launch reached over half a million people.  • New investments opened: Millers Dale café and Hulme End Cycle Hire, extending visitor touchpoints away from traditional hotspots.  • Miles without Stiles booklet launched |
| South Downs | Our work to promote understanding of the National Park’s special qualities has expanded and strengthened significantly. We engaged directly with around 18,000 members of the public through our events programme – 5,000 more than in 18/19 due to our emphasis on going out to areas of high footfall. We targeted town centres and festivals where there were high proportions of young, urban and BAME populations who are underrepresented in our visitors profile.  Since last year, our social media following on Twitter, Instagram and Facebook has increased by 45% to 39,309 followers, and a month-long educational quiz for the National Park’s 10th anniversary had more than 800 participants. Website views are up 34% and our newsletter sign-ups have increased by 37%.  SDNP issued 113 press releases and had 4,958 mentions in the media, the PR value of our coverage has subsequently risen - now up to £14.35m – an increase of over £2m. |
| Yorkshire Dales | The Destination Dales Annual forum was to have taken place at Dalesbridge, Austwick on 26 March 2020 with a keynote speaker from Screen Yorkshire and a theme of Film and Local Food. Unfortunately this had to be postponed due to the Covid 19 lockdown.  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 third Yorkshire Dales Cheese Festival with the private sector leading supported by the NP,  - the fourth Dark Skies festival was held across a 2 week period in February 2020 and;  - the production of Food toolkit for tourism businesses.  - The new Yorkshire Dales National Park Tourism Partnership has met on 2 occasions to look at potential area of joint work. |