

# **Peak District National Park Management Plan Topic Papers**

This document contains the evidence that has been collected to inform the development of the consultation document on the Peak District National Park Management Plan. It was developed throughout 2016 by engaging with various working groups and forums to:

1. Identify perceptions of the current issues affecting the Peak District National Park
2. Identify where opportunities are for the National Park Management Plan (NPMP) to add value to existing work
3. Identify aspirational goals for Peak District National Park stakeholders to work towards

The outcome of the engagement was the following topic papers.

1. [Biodiversity and Geodiversity](#)
2. [Farming and Land Management](#)
3. [Landscape and Natural Resources](#)
4. [Learning and Outreach](#)
5. [Sustainable Tourism](#)
6. [Access and Recreation](#)
7. [Business and Rural Economy](#)
8. [Communities](#)
9. [Cultural Heritage](#)
10. [Sustainable Travel and Transport](#)

Using the issues and aspirations identified within the topic papers the Peak District National Park Authority (PDNPA) carried out workshops with the NPMP Advisory Group and PDNPA Members late in 2016 to identify strategic areas where it was felt the next NPMP could have the greatest impact. Since the workshops, the individual topic issues have been assessed and we have developed eight cross cutting areas of impact that have formed the basis of the consultation document.

The topic papers are presented here as additional context for those seeking to understand the breadth and depth of the issues currently facing the Peak District National Park, but they do not form part of the consultation. They provide specific examples on where current work is taking place and what future aspirations there are for the Peak District National Park. They provide a point-in-time evidence base and give clarity on which topics identified issues and aspirations associated with the areas of impact.

# 1. Biodiversity and Geodiversity

The natural environment of the Peak District National Park enriches and inspires the millions of people who live in and visit the area, and is considered by many an ideal place to escape, relax and feel closer to nature. The mosaic of habitats across the Peak District National Park supports a wide variety of important wildlife. In comparison to the surrounding countryside, the Peak District National Park is blessed with a variety of intact habitats and associated species, partly owing to the dramatic topography, steep slopes, climate and generally poor growing conditions for intensive farming. The unique position in the landscape means it is at a crossroads of North and South, East and West, with some species at the edge of their ranges. This makes the species composition found in the Peak District National Park truly unique. For example, both Southern and Northern marsh orchids grow and hybridise in the Peak District National Park.

Precious and vulnerable ash woodlands, characteristic diverse grasslands and dewponds provide biodiversity havens and are recognised by international designation in many of the dales in the White Peak. Habitats in the South West Peak reflect enclosed farmed landscape with a pastoral character created by semi-improved grassland, hay meadows and rushy pastures which are also marshy with springs and flushes, as well as more productive farmland and small woodlands. Internationally important moorland, interposed with blanket bog and cliff and scree edges, are one of the most extensive habitats in the Dark Peak and support a range of upland bird species such as ring ouzel, skylark, golden plover and curlew, as well as birds of prey. The rivers, streams and wetland habitats that run through the Peak District National Park provide an important habitat for species such as dipper and grey wagtail as well as important plant communities and insect life. Of equal importance are the places that do not have additional protection but support many of our most familiar and characteristic plants and animals which are decreasing in the wider countryside.

## BACKGROUND

### Key national drivers

- **National State of Nature:** A report undertaken in 2013 highlighted that 60% of UK species are either in decline or strongly in decline (State of Nature Report 2013). Half the species assessed have shown strong changes in abundance or distribution, indicating that environmental changes are having a dramatic impact on UK wildlife. Of more than 6,000 species that have been assessed using Red List criteria, over one in ten are thought to be under threat of extinction in the UK.
- **Defra 8-Point Plan** has the following ambitions: National Park Authorities, with the Environment Agency and Natural England, will champion integrated management of the natural environment, showcasing the benefits that designated landscapes can bring. National Park Authorities and the communities they work with will provide leadership in this locally-led model of environmental management. This will mean National Park Authorities are at the vanguard of delivering the Government's new 25-year Environment Plan.
- **Climate change:** As a result of human influences, the global climate is changing and there will be an increase of average global temperature. It is likely that temperatures will rise above the 2°C 'safe' target by the 2040s and rise over 4°C by 2100 (Climate Change Adaptation Report 2016). We will plan for the consequences of these global temperature increases. With regards to UK climate, significant changes to temperature and weather are happening. Increased UK winter rainfall and year round temperature and extreme events such as precipitation, drought, wind and temperature will be common. Interpreting this into the context of the Peak District means we have to be aware we need to change our approach in setting our conservation aims and objectives. We need to manage the progress and evolution of the park in response to climate change. Changes are already in progress and we are already recording species distribution changes (Climate Change Adaptation Report 2016).

- **Leaving the European Union:** The full impacts of leaving the European Union are unknown and the future implications for wildlife and natural environment legislation is also uncertain. This uncertainty is likely to cause difficulties with funding and delays in decision making.
- **The UK National Ecosystem Assessment (NEA)**, published in June 2011, provides a comprehensive account of how the natural world, including its biodiversity, provides us with services that are critical to our wellbeing and economic prosperity. However, the NEA also showed that nature is consistently undervalued in decision-making and that many of the services we get from nature are in decline. Over 40% of priority habitats and 30% of priority species were declining in the most recent analysis.
- **Biodiversity 2020:** In 2011, the government published ‘Biodiversity 2020: A strategy for England’s wildlife and ecosystem services’. It set out the strategic direction for biodiversity policy for the next decade on land (including rivers and lakes) and at sea. Biodiversity 2020 also included plans to develop and publish a compact set of indicators to assess progress with delivery of the strategy. They were to be outcome-focused with an emphasis on indicators showing the status of components of biodiversity and with additional response and pressure indicators to show progress with the priority actions set out in the strategy.

### Ecosystem services

- Ecosystem services are the benefits people gain from ecosystems and the wider natural environment (MEA, 2005). These can be in terms of: providing food and water: regulation of floods, drought and land degradation; supporting services, such as soil formation and nutrient cycling; and cultural services, such as health and wellbeing benefits. When habitats are in healthy condition and supporting the full complement of species typical of them, they are better placed to contribute more widely to ecosystem services.
- The National Character Area profiles for the Dark Peak, White Peak and South West Peak highlight the key services provided by the Peak District National Park and surrounding landscape and also show opportunities to increase provision in key areas.

### Peak District: State of Nature

- In 2016 the Local Nature Partnership produced a State of Nature Report that highlights the current knowledge of the condition of key species and habitats within the Peak District National Park. It follows on from the National State of Nature Report.
- This review has highlighted the extent to which the losses and declines described in the national report are reflected in the Peak District National Park. Key findings are highlighted throughout the remainder of this report.
- Figure 6 of The Peak District National Park State of Nature Report<sup>1</sup> shows all the priority Biodiversity Action Plan habitats together. This figure clearly shows the extensive, integral nature of the habitats within the Dark Peak, and to a lesser extent the South West Peak. It also shows habitats of quality are much more restricted in the White Peak with little or no connectivity between them.

### Frequency and condition of protected sites in the wider Peak District National Park\* (and surrounding landscapes)

National Character Area	Habitats	Area	% of NCA
Dark Peak	Blanket bog, heather moorland, flushes and springs, upland oak woodland	40,433ha	47%
South West Peak	Blanket bog, heather moorland, flushes and springs, upland oak woodland	5,553ha	13%
White Peak	Limestone grassland, ash woodland, ponds, streams, limestone heath, lead rakes	5,014ha	9%

\*Source: State of Nature Report (2016) Local Nature Partnership

<sup>1</sup> [http://www.peakdistrict.gov.uk/\\_data/assets/pdf\\_file/0005/817772/State-of-Nature-in-the-Peak-District-Report-by-Penny-Anderson-for-Nature-Peak-District.pdf](http://www.peakdistrict.gov.uk/_data/assets/pdf_file/0005/817772/State-of-Nature-in-the-Peak-District-Report-by-Penny-Anderson-for-Nature-Peak-District.pdf)

## Designations

- As of March 2015, Sites of Special Scientific Interest made up 55,008.45 hectares, or 35%, of land within the Peak District National Park. This has increased since 2011/12 by 5,131.60 hectares. 97.4% of this land was deemed to be in favourable or recovering condition. This has fallen since 2011/2012, when 97.6% was in favourable or recovering condition. However, this could be due to the increase in land that is covered.
- European Natura 2000 Sites are Special Areas of Conservation (SAC) and Special Protected Areas (SPA). Most of the Peak District National Park SSSIs are also designated as SAC, which gives additional protection. In 2011/12, SACs and the SPA, which overlap to make up the Natura 2000 sites, covered 47,100 hectares (33% of the Peak District National Park).
- National Nature Reserves (NNRs) are designated as sites of national importance where the owner agrees to manage the land for nature conservation purposes. There are 3 NNRs in the Peak District National Park: the Derbyshire Dales NNR, comprising 5 separate dales (Lathkill Dale, Cressbrook Dale, Monks Dale, Hay Dale and Long Dale); Kinder Scout NNR; and Dovedale NNR.
- Although the area of SSSIs and Natura 2000 sites has remained broadly unchanged over the past 10 years, an important series of 8 hay meadow SSSIs (56 ha) has been notified since 2005. The area declared as National Nature Reserve has increased substantially since 2006, with the declaration of the large Dovedale and Kinder Scout NNRs in 2006 and 2009 respectively.

## Overview of National Character Areas

### Dark Peak

- A vast amount of restoration work has and continues to be delivered in the Dark Peak moorlands through landscape scale projects such as Moors for the Future Partnership and the National Trust's High Peak Moors Vision. The Peak District National Park State of Nature report indicates there is still a long way to go to restore the full wetland functionality to much of the peat, but the results show that management interventions are heading in the right direction where work is being implemented.
- The report highlights that burning of peat and numbers of birds of prey species are key issues to be addressed in the Dark Peak.

### South West Peak

- Some moorland restoration work has been completed and an important valley woodland project has been successful.
- The area is the subject of a major Heritage Lottery Landscape Partnership scheme for the next five years, with priorities being set out for this landscape and its habitats and cultural heritage. There will be more that is needed, but this will need to be reviewed once the Landscape Partnership Project is established.

### White Peak

- The Peak District National Park State of Nature report highlights that the White Peak is lacking connected, joined-up habitats that are large enough to be sustainable and provide the full range of ecosystem services, particularly in terms of visitor enjoyment and adaptation to climate change in the future.
- The report urgently calls for a new, large-scale project across the White Peak, with its main objectives focused on 'bigger, better, joined up and more', as urged in the Lawton report and supported by the Government in its Natural Environment White Paper. Some ideas have already been drafted by the LNP, seeking to support and extend the commoner habitats and species throughout the area, but also seeking to increase limestone heath and protect and link lead rake grasslands.
- Non-native invasive species removal has already been carried out in some areas across the White Peak, for example in the Manifold Valley.

# ISSUES

The following issues were generated by the Local Nature Partnership and the Natural Environment Team at the Peak District National Park Authority. Work has been directly informed by the State of Nature report, Landscape Strategy, progress of the previous National Park Management Plan period and the Biodiversity Action Plan.

## Peak District National Park issues

- **Awareness:** There is a lack of awareness and recognition of the importance of the habitats and species within the Peak District National Park and a lack of knowledge of the range of benefits they provide. There is also a reducing expectation as to what a thriving countryside looks like; many are not aware of the huge losses of wildlife that have occurred, or of the increased benefits that a wildflower meadow can provide over a monocultured field. This is perhaps a symptom of our increasing urbanisation and emphasises the importance of the Peak District National Parks ecosystem services, particularly considering the proximity to large urban conurbations.
- **Benefits provided by ecosystems:** The Natural Environment White Paper (Defra 2011) stresses that ecosystem services that have a clear financial value in a market (e.g. food or timber production) often get prioritised over services that do not (e.g. regulating services such as climate change and flood control). In places, this has created an imbalance in the way landscape management decisions are made, as focus is often placed on short term financial gain. To make a really significant difference to the overall quality of the natural resource in the Peak District National Park, new models of land management, goals and rewards are required. New lines of thinking need to be discussed, developed and trialled.
- **Inappropriate management:** Overgrazing, poor heather burning practice, poor drainage work and resultant erosion still occur in spite of attempts to work together to introduce codes of good practice. Inappropriate management can cover a range of techniques across the different habitats and species. The results of this can be a loss of habitat, species biodiversity and distribution, a loss of cultural heritage, an erosion of landscape character, reduced ecosystem services, increased flood risk, reduced carbon sequestration and a reduced chance of a sustainable, resilient landscape. Inappropriate management can result not only from financial drivers that encourage more intensive agricultural production to the detriment of the traditional farming systems that have thus far shaped the landscape, but also from lack of awareness and knowledge.
- **Changes to agri-environmental schemes (AES):** Coverage of AES in the Peak District National Park was approximately 87% in March 2014, falling to approximately 78% by March 2015 and 72% by March 2016. Under the new scheme, it has been estimated that coverage in the Peak District National Park is likely to drop of around 50%. Initial calculations from a 2015 review of the implications of the new Countryside Stewardship scheme suggested that mid-tier scheme farms are likely to receive 50% less income than in the previous Environmental Stewardship Scheme. The 2016 uplands review of Countryside Stewardship mid-tier will start to address this issue. Over the upcoming years, the majority of Environmental Stewardship Higher Level Scheme agreements will need to be transferred to the new Countryside Stewardship Scheme, including many of the moorland estates. However, with the upcoming break from the EU, AES are in a state of unknown, and we should take the opportunity to review these sorts of payments that are in the public interest.
- **Data, monitoring and surveillance:** We do not have an empirical baseline or consistent empirical time series surveillance/monitoring data for species and habitats. A few projects/interventions have good quality data over short time periods, but there is no current common process for collecting, verifying, analysing, presenting and making such data accessible.

# ASPIRATIONS

DL3: The richness of the natural environment will be conserved, restored and enhanced so wildlife can thrive, ecological systems continue to improve and its diverse geology is retained and valued.

In addition Nature Peak District's vision is for: 'a thriving and inspiring landscape richer in bio-and geo-diversity, where a valued natural and cultural environment, central to decision making, is managed for wildlife, promotes healthier lives and benefits the local economy.'

To achieve this, we need to understand the natural environment, its pressures, trends and issues, in order to take a strategic role on its future.

## Peak District National Park priorities

- **New farming payments based on public financial support for full public benefits:** Farming policy needs to be driven in a new direction to ensure land management payments are targeted to delivering healthy habitats that provide a full range of public goods (e.g. ecosystem services including health and well-being).
- **Payment for Ecosystem Services (PES):** There are possible opportunities to develop PES in new areas, for example through support payments from insurance companies and ecotourism models. There is a need to make clear and compelling cases for investment linking to corporate responsibility and draw on case studies of best practice to progress the concept.
- **Outcome based methods for delivery:** New schemes need to be as simple as possible to encourage patronage but be based on results instead of input. Reward based schemes should be encouraged and land managers and farmers should be involved from the design of the process.
- **Encourage naturalistic landscapes:** There are lots of misunderstandings and different interpretations of what rewilding means. It should be clear that rewilding is a way of creating a more 'naturalistic' landscape, promoting a functional landscape and working with the natural processes. It is not a method used to replace farmers but a way of working with farmers. The topic was raised as a discussion point in the State of Nature Report, where potential for opportunities in the Peak District National Park was highlighted. A collective statement on rewilding from National Parks England has been suggested and discussed. These discussions should continue at a local level alongside land managers and farmers, as the topic is now popular in the public domain.
- **Increase awareness:** There is a great need to continue to raise awareness of the importance of the habitats and species (particularly those mentioned in this paper) within the Peak District National Park but also a need to focus on improving understanding of the wider benefits they provide (ecosystem services).
- **White Peak 'umbrella project':** The project should aim to address the fragmentation and loss of habitats within the White Peak. It should bring together and co-ordinate the range of projects already being delivered and drive towards a common goal e.g. as per Limestone Dales Project, White Peak Project, Rivers Project etc.
- **Further research, survey and mapping:** Available data and information on many of the habitats and species is lacking and there is a need for further research, surveying and mapping to fully understand the need and drivers of habitat and species change to inform where to focus our priorities.

## Habitat specific interventions (drawn from Appendix 1 below)

- **Ash woodland:** Further work is urgently required to mitigate the impacts of ash dieback as an immediate action. Priorities should be diversifying ash woodlands, creating new seed banks for future re-establishment and replacing and adding additional single and field boundary trees.
- **Species-rich grassland:** We need to maintain and increase resources for delivery of managing these habitats across the partnership. A clear stance is required for the direction on managing species-rich grassland and further work involving surveying and mapping is

necessary. This may also include additional training to increase knowledge. One option for future work is to bring together the range of farmland management advice services offered by conservation bodies to realise the potential of existing project and co-ordinated working to maintain and improve land management support from public resource to benefit wildlife and the public. Tighter Environmental Impact Assessment (EIA) regulations are required.

- **Moorland (unenclosed) and moorland interface:** Despite impressive restoration projects, we are still a long way from establishing healthy and functional moorlands across the entire Peak District National Park. There is a need to keep up the momentum and ensure support is available. It is important to promote a 'shared' understanding of functional blanket bog and the services it provides. Unauthorised development (including tracks and butts), wildfire, recreational pressure and historical damage are all major moorland risks. To combat these, resolution of moorland management is essential. Therefore, a priority is to continue to support existing landscape scale programmes such as Moors for the Future, the National Trust's High Peak Moors Vision and the Sheffield Moors Partnership. There is also a need to continue to investigate new models of payments through Peatland or Carbon Code. The future of farming support models will impact how moorlands will be managed in future. Therefore, lobbying is required to ensure the range of ecosystem services are delivered through new schemes.
- **Farmland waders:** It is important to continue to support existing and planned projects such as the RSPB Curlew Recovery Project and the South West Peak's Working for Waders project. In addition, there is a need for further co-ordinated working to maintain and improve land management support and encourage appropriate results-based management. A lack of data on some wader species makes it difficult to observe and understand fluctuations in wader population. Thus, identifying the appropriate management direction is difficult. Further survey, research and data analysis is required. Both inappropriate habitat management and farming intensification can cause loss of species diversity and distribution.
- **Birds of prey:** We need to consider changes in the approach and expectation of grouse moor management and develop a balance between breeding bird populations and recreation. Other priorities include further research and surveying and co-ordinated, monitored predator control.
- **Rivers, streams and wetlands habitats:** Awareness-raising is imperative, particularly with regards to biosecurity and invasive non-native species, inappropriate management and a loss and lack of traditional skills. Invasive non-native species along the Peak District National Park's rivers and streams require increased resources to tackle them on a larger scale. We need to continue to support catchment management plans to tackle issues such as water quality and pollution, climate change, the loss of geomorphological features and processes, and unnatural processes and features. Ponds are an important wetland resource in the Peak District National Park, requiring much more surveying, monitoring, restoration and creation. There is a lack of information in terms of inappropriate management and climate change effects and, therefore, further surveying and mapping is required alongside awareness-raising.
- **Daleside:** Dalesides in the Peak District National Park are at risk from farming intensification, lack of awareness, land abandonment and inappropriate management. Changes in AES are also likely to have an impact on this habitat (see above). Priorities for daleside habitats should be awareness-raising and co-ordinated working to maintain and improve land management support from public resources in order to benefit wildlife and the public, for example through a White Peak Project. Daleside grasslands are under threat in some areas from scrub encroachment, therefore a sustainable scrub management plan should be formulated
- **Field boundaries and patterns:** A form of protection or designation of field boundaries may be an appropriate approach in combating issues identified in Appendix 1. We also need increased resource for skills maintenance and training. Ash dieback is an associated risk for field boundaries and therefore replacement of single and field boundary trees is essential and a high priority.
- **Traditional buildings:** These provide special character to the landscape and are at risk from conversion, a lack of maintenance and abandonment. Additional resource for

maintenance and co-ordinated working is required, and research is needed into acceptable alternative uses.

- **Other woodlands and trees (including important scrub habitats):** We need to continue long-term Woodland Management Plans in order to deliver sustainable, healthy woodlands. This offers opportunities in woodland expansion and the creation of corridors to produce connecting habitats, further surveying and mapping work as well as improving resources for maintaining skills and training. We can also target woodland restoration in significant areas and support lobbying to maintain and improve woodland grants.
- **Geodiversity (including soils):** There is a need to develop and implement a Soils Action Plan and to implement the existing Geodiversity Action Plan. In terms of geodiversity, the LNP identifies awareness-raising as a key priority.

## Appendix 1

<b>Feature</b>	<b>Impacts/ risks</b>	<b>Consequences</b>	<b>Current intervention</b>	<b>What should be happening</b>
Upland mixed ash woodlands & field and boundary ash trees	<ul style="list-style-type: none"> <li>· Ash dieback</li> </ul>	<ul style="list-style-type: none"> <li>· 60-90% ash trees will be lost over the next 20-30 years</li> <li>· Loss of habitat &amp; associated species</li> <li>· Economic impacts</li> <li>· Aesthetic landscape</li> </ul>	<ul style="list-style-type: none"> <li>· Ash Dieback partnership</li> <li>· SSSI/SAC/ NNR designation &amp; implementation of condition status</li> </ul>	<ul style="list-style-type: none"> <li>· Diversification of ash woodland</li> <li>· Seed banks for future re-establishment</li> <li>· Additional &amp; replacement single &amp; field boundary trees</li> </ul>
Species-rich grassland (including verges and semi-improved)	<ul style="list-style-type: none"> <li>· Lack of information</li> <li>· Inappropriate management</li> <li>· Farming intensification</li> <li>· Land abandonment</li> <li>· Changes in AES</li> <li>· Change in ownership/ ownership patterns</li> <li>· Lack of awareness/ knowledge</li> <li>· Highways management changes/ resource</li> </ul>	<ul style="list-style-type: none"> <li>· Loss of habitat &amp; species biodiversity</li> <li>· Public/ local perception &amp; health and wellbeing</li> <li>· Erosion of landscape character</li> <li>· Loss of ecosystem services</li> <li>· Loss of connectivity</li> <li>· Long-term sustainability of farming</li> <li>· Contribution to climate change</li> <li>· Loss of cultural heritage</li> <li>· Reduced health &amp; wellbeing benefits</li> </ul>	<ul style="list-style-type: none"> <li>· AES</li> <li>· SSSI/SAC designation &amp; implementation of condition status</li> <li>· EIA regs</li> <li>· Quarry restoration schemes</li> <li>· Threatened Grasslands project</li> <li>· South West Peak (Glorious Grasslands)</li> <li>· Management of NPA/ NT/ WT land</li> <li>· Legacy of past projects (e.g Vision, Hay Meadows)</li> <li>· Magnificent Meadows 2 (Plantlife)</li> </ul>	<ul style="list-style-type: none"> <li>· Further survey &amp; mapping (including training to increase knowledge)</li> <li>· Co-ordinated working to maintain and improve land management support from public resource to benefit wildlife and the public</li> <li>· Tighter EIA regs</li> <li>· Awareness raising</li> <li>· Working with agricultural interest groups to encourage &amp; promote sustainable economic farming</li> <li>· Maintaining &amp; increasing resources for delivery</li> <li>· Monitoring &amp; engagement</li> <li>· Realise potential of Pollinating the Peak project</li> <li>· LNP task &amp; finish groups</li> </ul>

<p>Moorland (unenclosed) &amp; moorland interface</p>	<ul style="list-style-type: none"> <li>· Unauthorised development (including tracks &amp; butts)</li> <li>· Wildfire</li> <li>· Inappropriate management</li> <li>· Climate change</li> <li>· Recreation pressure</li> <li>· Historical damage</li> <li>· Changes in AES</li> <li>· Future funding for MftF</li> <li>· Water Framework Directive</li> </ul>	<ul style="list-style-type: none"> <li>· As above</li> <li>· Flood risk</li> <li>· Carbon sequestration</li> <li>· Water quality</li> <li>· Aesthetic landscape</li> </ul>	<ul style="list-style-type: none"> <li>· Moors for the Future</li> <li>· AES</li> <li>· SSSI/SAC/ NNR designation &amp; implementation of condition status</li> <li>· Catchment partnerships</li> <li>· National Trust Vision</li> <li>· Eastern Moors Partnership</li> <li>· Sheffield Moors Partnership</li> <li>· Management of NPA/ WT/ Utilities estates</li> <li>· North West Sheffield Landscape Partnership project</li> </ul>	<ul style="list-style-type: none"> <li>· Continuation of MftF, NT Vision and partnership working</li> <li>· Resolution of moorland management issues</li> <li>· Co-ordinated working to maintain and improve land management support from public resource to benefit wildlife and the public</li> <li>· Continuing work to achieve SSSI condition</li> <li>· Consider payment for ecosystem services</li> <li>· Shared understanding of 'good' blanket bog condition</li> </ul>
<p>Farmland waders</p>	<ul style="list-style-type: none"> <li>· Lack of data on some species</li> <li>· Inappropriate habitat management</li> <li>· Changes in AES</li> <li>· Farming intensification</li> <li>· Lack of awareness/ knowledge</li> <li>· Lack of appropriate predator control</li> </ul>	<ul style="list-style-type: none"> <li>· Loss of species biodiversity &amp; distribution</li> <li>· Loss of cultural heritage</li> </ul>	<ul style="list-style-type: none"> <li>· Legacy of past projects (Wader Project)</li> <li>· AES</li> <li>· RSPB Curlew Recovery Project</li> <li>· South West Peak (Working for Waders project)</li> <li>· SSSI/ SPA designation &amp; implementation</li> <li>· Review of current data (PDNPA)</li> <li>· Management of NPA/ NT/ WT/ Utilities land</li> </ul>	<ul style="list-style-type: none"> <li>· Co-ordinated working to maintain and improve land management support from public resource to benefit wildlife and the public</li> <li>· Further survey &amp; research &amp; associated data analysis</li> <li>· Engagement &amp; awareness-raising</li> </ul>

Birds of prey	<ul style="list-style-type: none"> <li>· Illegal persecution/ illegal activities</li> <li>· Inappropriate habitat management</li> <li>· Media/ publicity pressures</li> </ul>	<ul style="list-style-type: none"> <li>· Loss of species biodiversity &amp; distribution</li> <li>· Loss of top level indicator</li> <li>· Changes in grouse moor management</li> </ul>	<ul style="list-style-type: none"> <li>· Bird of Prey Initiative</li> <li>· High Peak Vision</li> <li>· SPA designation</li> <li>· Wildlife &amp; Countryside Act</li> <li>· National Hen Harrier Action Plan</li> </ul>	<ul style="list-style-type: none"> <li>· Resolution of bird of prey conflict issues</li> <li>· Changes in approach &amp; expectation of grouse moor management</li> <li>· Further research &amp; survey</li> <li>· Co-ordinated &amp; monitored predator control</li> </ul>
Rivers & streams	<ul style="list-style-type: none"> <li>· Water quality/ pollution</li> <li>· Inappropriate management</li> <li>· Unnatural processes/ features</li> <li>· Invasive non-native species</li> <li>· Climate change</li> <li>· Loss of geomorphological features &amp; processes</li> <li>· Biosecurity</li> </ul>	<ul style="list-style-type: none"> <li>· Failure to meet Water Framework Directive</li> <li>· Safety</li> <li>· Loss of species biodiversity</li> <li>· Degradation/ loss of natural functionality</li> <li>· Flood events</li> <li>· Loss of ecosystem services</li> </ul>	<ul style="list-style-type: none"> <li>· SSSI/NNR designation &amp; implementation of condition status</li> <li>· South West Peak (Slowing the Flow Project)</li> <li>· Invasive non-native species project</li> <li>· River catchment management plans (&amp; catchment partnerships)</li> <li>· Crayfish ark sites</li> <li>· DerwentWISE Landscape Partnership</li> <li>· Management &amp; advice by EA</li> <li>· Management by NPA, NT, WT, NE, Wild Trout Trust, Rivers Trusts, angling clubs</li> <li>· Strategic review &amp; prioritisation for woodland creation/ restoration (PDNPA)</li> </ul>	<ul style="list-style-type: none"> <li>· Increased resource to tackle invasive species on a larger scale</li> <li>· Fulfilment of catchment management plans</li> <li>· Awareness-raising</li> <li>· White Peak Project</li> </ul>

Wetlands & aquatic habitats	<ul style="list-style-type: none"> <li>· Water quality/ pollution</li> <li>· Inappropriate management/ maintenance</li> <li>· Unnatural processes/ features</li> <li>· Invasive non-native species</li> <li>· Lack of information</li> <li>· Climate change</li> </ul>	<ul style="list-style-type: none"> <li>· [Drinking] water quality</li> <li>· Loss of species biodiversity</li> <li>· Water quantity</li> <li>· Water storage &amp; flood alleviation</li> <li>· Reduced health &amp; wellbeing benefits</li> <li>· Degradation/ loss of natural functionality</li> </ul>	<ul style="list-style-type: none"> <li>· SSSI/SAC/ NNR designation &amp; implementation of condition status</li> <li>· Invasive non-native species project</li> <li>· Calver Weir &amp; Marshes Community Group</li> <li>· Management by NPA, NT, WT, RSPB, Utilities</li> <li>· Ponds Project legacy</li> <li>· Planning controls</li> </ul>	<ul style="list-style-type: none"> <li>· Further survey &amp; mapping</li> <li>· Pond restoration &amp; creation</li> <li>· Resource to tackle invasive species on a larger scale</li> <li>· Awareness-raising</li> </ul>
Daleside	<ul style="list-style-type: none"> <li>· Farming intensification</li> <li>· Lack of awareness</li> <li>· Land abandonment</li> <li>· Inappropriate management</li> <li>· Changes in AES</li> </ul>	<ul style="list-style-type: none"> <li>· Loss of habitat &amp; species biodiversity</li> <li>· Erosion of landscape character</li> <li>· Loss of ecosystem services</li> <li>· Long-term sustainability of farming</li> <li>· Loss of cultural heritage &amp; geodiversity</li> </ul>	<ul style="list-style-type: none"> <li>· AES</li> <li>· SSSI/SAC/ NNR designation &amp; implementation of condition status</li> <li>· EIA regs</li> <li>· Threatened Grasslands project</li> <li>· Management of NPA/ NT/ WT/ NE land</li> </ul>	<ul style="list-style-type: none"> <li>· Co-ordinated working to maintain and improve land management support from public resource to benefit wildlife and the public</li> <li>· Awareness-raising</li> <li>· White Peak Project</li> <li>· Sustainable scrub management plan</li> </ul>
Field boundaries & patterns (hedges & walls)	<ul style="list-style-type: none"> <li>· Changes in AES</li> <li>· Lack of maintenance/ removal</li> <li>· Ash dieback</li> <li>· Loss/ lack of traditional skills</li> </ul>	<ul style="list-style-type: none"> <li>· Loss of cultural heritage</li> <li>· Aesthetic landscape</li> <li>· Erosion of landscape character</li> <li>· Loss of habitat for species</li> </ul>	<ul style="list-style-type: none"> <li>· AES</li> <li>· Management of NPA/ NT/ WT/ Utilities land</li> <li>· Hedgerow regulations</li> <li>· Conservation area policy</li> </ul>	<ul style="list-style-type: none"> <li>· Protection/ designation of field boundaries</li> <li>· Ash dieback mitigation</li> <li>· Resource for skills maintenance &amp; training</li> <li>· Additional &amp; replacement single &amp; field boundary trees</li> </ul>
Traditional buildings	<ul style="list-style-type: none"> <li>· Conversion</li> <li>· Lack of maintenance/ abandonment</li> <li>· Changes in AES</li> </ul>	<ul style="list-style-type: none"> <li>· Loss of cultural heritage</li> <li>· Erosion of landscape character</li> <li>· Loss of lifecycle habitat</li> </ul>	<ul style="list-style-type: none"> <li>· AES</li> <li>· Planning controls</li> <li>· South West Peak (Barns &amp; Buildings project)</li> </ul>	<ul style="list-style-type: none"> <li>· Co-ordinated working to maintain and improve land management support from public resource to benefit wildlife and the public</li> <li>· Additional resource for maintenance</li> <li>· Research into acceptable</li> </ul>

				alternative uses
Historic farmed landscape	<ul style="list-style-type: none"> <li>· Farming intensification</li> <li>· Lack of awareness</li> <li>· Land abandonment</li> <li>· Changes in AES</li> </ul>	<ul style="list-style-type: none"> <li>· Aesthetic landscape</li> <li>· Loss of cultural heritage</li> <li>· Erosion of landscape character</li> <li>· Loss of habitat diversity</li> </ul>	<ul style="list-style-type: none"> <li>· AES</li> <li>· Landscape strategy</li> <li>· Planning controls</li> <li>· Farmstead pattern study</li> <li>· South West Peak (Future Farmscapes project)</li> </ul>	<ul style="list-style-type: none"> <li>· Protection/ designation where appropriate</li> <li>· Promotion &amp; engagement</li> <li>· Awareness-raising</li> </ul>
Other woodlands & trees (including important scrub habitats)	<ul style="list-style-type: none"> <li>· Lack of information</li> <li>· Inappropriate management/ removal</li> <li>· Inappropriate planting</li> <li>· Loss/ lack of traditional skills</li> </ul>	<ul style="list-style-type: none"> <li>· Carbon sequestration &amp; O<sub>2</sub> production</li> <li>· Loss of flood management</li> <li>· Loss of connectivity</li> <li>· Loss of habitat(s) &amp; species biodiversity</li> <li>· Economic impacts</li> <li>· Aesthetic landscape &amp; erosion of landscape character</li> <li>· Health &amp; wellbeing</li> <li>· Irreplaceable habitat (ancient woodland)</li> <li>· Loss of cultural heritage</li> </ul>	<ul style="list-style-type: none"> <li>· CSS Woodland Grants</li> <li>· Woodland Management Plans</li> <li>· Management of NPA/ NT/ WT woodlands</li> <li>· SSSI/SAC designation &amp; implementation of condition status</li> <li>· Conservation Area policy</li> <li>· TPOs</li> <li>· Clough Woodland Project</li> <li>· Plantation conversion by various bodies</li> <li>· Woodland Trust</li> </ul>	<ul style="list-style-type: none"> <li>· Lobbying to maintain/ improve woodland grants</li> <li>· Continuing long-term Woodland Management Plans</li> <li>· Further survey &amp; mapping</li> <li>· Targeted woodland restoration</li> <li>· Woodland expansion &amp; corridors</li> <li>· Resources for maintaining skills &amp; training</li> </ul>
Geodiversity (including soils)	<ul style="list-style-type: none"> <li>· Lack of awareness</li> <li>· Inappropriate management</li> <li>· Changes in farming practice/ land management</li> </ul>	<ul style="list-style-type: none"> <li>· Loss of understanding (historical reference &amp; future)</li> <li>· Loss of future utilisation</li> <li>· Loss of cultural heritage</li> </ul>	<ul style="list-style-type: none"> <li>· Geodiversity Action Plan</li> <li>· RIGs</li> <li>· NCA assessment</li> </ul>	<ul style="list-style-type: none"> <li>· Soils Action Plan</li> <li>· Implementation of the GAP</li> <li>· Education and awareness-raising</li> </ul>

## 2. Farming and Land Management

The impact of farming and land management on our landscapes is significant. Around 84%<sup>2</sup> of the total area of the Peak District National Park is farmed land. Farmers and land managers are essential to looking after and securing a future for many of the special qualities of the Peak District National Park. However, future farm sustainability is dependent on business viability and resilience, which often means relying on diversification and support payments.

The pressures on our land and water are increasing and we need to continue to find ways to manage these resources to deliver multiple benefits e.g. food, clean water, flood mitigation, habitats, wildlife, cultural heritage, recreation, natural beauty, carbon sequestration and storage. The viability of upland farming is an issue that has direct impacts on the landscape and will be an evolving theme through the life of this Peak District National Park Management Plan and beyond.

### BACKGROUND

#### National trends

- Total national farming income fell by 29% from 2014 to 2015<sup>3</sup>, driven by lower commodity prices and reduced direct payments due to the less favourable euro/sterling exchange rate.
- The UK average farm gate milk price for May 2016 was 20.44p per litre<sup>4</sup>. This represents a continued downward trend since November 2013. In the Peak District National Park, there have been reports of prices falling as low as 15p per litre<sup>5</sup>.
- Agriculture typically has an aging workforce. In 2013, a third of all agricultural workers in the UK were over 65 years old. The proportion of young people aged less than 35 years was around 3%<sup>6</sup>.

#### Uncertainty created by leaving the EU

- The EU referendum outcome means a period of uncertainty in terms of the impacts on the value of sterling, European and world trade opportunities and requirements, future support payments and an upcoming new national policy for food, farming and the environment.
- The Government made a commitment to continue with the Basic Payment Scheme until 2020 in August 2016. A statement in September 2016 further clarified that, while the UK is still a member of the European Union, British businesses, farmers and other organisations are entitled to apply for EU funds<sup>7</sup>. This implies that Countryside Stewardship will be available to applicants until 31 March 2019. However, the uncertainty of leaving the EU means that circumstances are changing quickly.
- The requirements of the World Trade Organisation (WTO) will still require standards and/or processes to be followed.
- Free movement of labour is certainly an issue nationally and, whilst there are no figures for the number of European employees in the Peak District National Park, there is likely to be an impact for some individual farms and rural businesses<sup>8</sup>.

#### National attitudes towards British produce

- Research shows that price remains the single biggest factor in consumers' purchasing decisions<sup>9</sup>. However, there are many other factors, such as the provenance and origin of

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<sup>2</sup> DEFRA, *Agricultural Census (2010)*

<sup>3</sup> DEFRA, *Farm Business Income by type of farm in England (2015)*

<sup>4</sup> DEFRA, *United Kingdom Price, Volume and Composition of Milk (2016)*

<sup>5</sup> *Discussion at Peak District Land Managers Forum (29/07/2016)*

<sup>6</sup> DEFRA, *Farm Structure Survey (2013)*

<sup>7</sup> HM Treasury, Department for Exiting the European Union (2016); accessed online: <https://www.gov.uk/government/news/further-certainty-on-eu-funding-for-hundreds-of-british-projects>

<sup>8</sup> *Discussion at Business Peak District Board meeting (26/09/2016)*

<sup>9</sup> DEFRA, *British food and farming at a glance (2016)*

food, animal welfare standards, ethical and sustainable production and the visual attractiveness of products<sup>10</sup>.

- Research on attitudes to British food found 56% of shoppers say they try to buy British food whenever they can, and 77% agree that it is important to support British farmers. However, only one third are prepared to pay more for British food.<sup>11</sup>
- The farming industry needs to provide goods that there is a demand for and to be responsive to the needs of customers. Where a product or service comes from and how it is produced is becoming increasingly important to consumers, investors and visitors. Many businesses believe associating with the Peak District National Park can widen the appeal of their products and services.
- However, despite efforts to add value, Peak District National Park farmers depend largely on the wholesale market. Variable commodity prices for milk, beef and sheep constantly put pressure on cash flow and business viability.

### Farm structure and type

- The majority of farms in the Peak District National Park are not intensive, but rear stock and look to work with the environment, maintaining and enhancing the features that they live amongst.
- There are no 2016 records for farm holdings in the Peak District National Park and records are not consistent. The 2013 Defra census shows that there are approximately 2,000 holdings<sup>12</sup> in the Peak District National Park. However, the Peak District National Park Authority database shows more than 3,000 holdings.<sup>13</sup>
- The Peak District National Park is increasingly seeing larger farms increasing in size, greater volumes of small hobby farms and a slow decline in the number of medium sized traditional family farms. Dairy production is likely to remain constant, but with a smaller number of larger herds.
- Records from 2009 show that in the Peak District National Park 41.60% of holdings were <5ha, 62.71% were <20ha and 77.02% of holdings were <50ha<sup>14</sup>.
- A breakdown of holdings by farm type is shown in Figure 1 below.

**Figure 1: Breakdown of holdings by farm type**

Peak District National Park	All holdings			Commercial holdings <sup>(a)</sup>		
	2007	2008	2009	2009	2010	2013
<b>Number of holdings by farm type<sup>(*)</sup></b>				number of holdings		
<b>Cereals</b>	<b>7</b>	<b>9</b>	<b>9</b>	#	#	#
General cropping	8	8	7	#	135	122
Horticulture	16	17	21	14	8	5
Specialist pigs	20	18	18	11	13	14
Specialist poultry	64	66	70	23	#	#
<b>Dairy</b>	<b>255</b>	<b>235</b>	<b>228</b>	<b>224</b>	<b>176</b>	<b>154</b>
<b>LFA grazing livestock</b>	<b>1 017</b>	<b>1 018</b>	<b>1 031</b>	<b>904</b>	<b>968</b>	<b>957</b>
Lowland grazing livestock	0	0	0	0	0	0
Mixed	53	57	64	34	37	47
Other	1 011	1 074	1 124	338	22	22
<b>Total holdings</b>	<b>2 451</b>	<b>2 502</b>	<b>2 572</b>	<b>1 560</b>	<b>1 363</b>	<b>1327</b>

\* For 2010 onwards the methodology for classifying farm types has changed to one based on Standard Outputs. More details can be found in the standard output typology document on the June webpage: <https://www.gov.uk/structure-of-the-agricultural-industry-survey-notes-and-guidance>. Standard outputs were previously based on a five year average centred around 2007. In 2013 the five year average was changed to centre on 2010. Please see the metadata tab for more details on these methodological changes.

<sup>10</sup> *Ibid.*

<sup>11</sup> *Ibid.*

<sup>12</sup> DEFRA, *Agricultural Census National Park* (2013)

<sup>13</sup> PDNPA, *Database search* (2016)

<sup>14</sup> DEFRA, *Agricultural Census* (2009)

## Land ownership

- There are 11 major landowners in the Peak District National Park, holding 54,272 hectares (38%) of land. The National Trust is the largest landowner with a total of 17,507 hectares (12%). Water companies own large tracts of moorland and valleys in the north and west of the park, the south of the park is dominated by individual landholders and large estates, such as Chatsworth and Stanton<sup>15</sup>.
- The majority of the remaining 62% of land within the Peak District National Park is held by individual landowners who on average own 63 hectares.
- Data in the Peak District National Park is unavailable, but nationally:
  - approximately 80% of upland farmers own at least some of their land
  - 25% also rent in land
  - 8% of upland farms also take land on short term grazing and mowing licences
  - 63% of farms were long established family farms
  - 25% were first generation family farms.<sup>16</sup>
- Nationally, 41% of upland farmers had their succession plans secured (with the business remaining almost entirely within the family), for 34% succession was uncertain and for 25% there were no succession arrangements in place either because there was no family or the family were not interested or did not see a future in farming.<sup>17</sup>

## Restrictions on how land is managed

- 33% of the Peak District National Park is protected by site designations such as Special Protection Areas (SPAs), Special Areas of Conservation (SACs) and Sites of Special Scientific Interest (SSSIs)<sup>18</sup>. The rest of the Peak District National Park is unrestricted apart from regulations and legislation that apply to other farmers and land managers across the country e.g. planning and Environmental Impact Regulations (Agriculture). Support payments such as the Basic Payment Scheme and agri-environment schemes are voluntary and, if entered into, come with their own cross-compliance and management requirements.

## Severely Disadvantaged Areas (SDA)

- Less Favoured Areas (LFA) are areas with limited agricultural potential due to low or uncertain rainfall, poor soils, steep slopes or other biophysical constraints. The LFA is subdivided into Severely Disadvantaged Areas (SDAs) and Disadvantaged Areas (DAs).
- In the Peak District National Park, the majority of farmed land is classed as SDA (86%) being mainly grade 4 or 5. This indicates that it is the poorest grade of agricultural land and the area is heavily reliant on agricultural subsidies and environmental payments to maintain economic viability. Therefore, from a sustainable agriculture production point of view, the majority of the Peak District National Park is not well placed for focus to be on food production alone.
- It is worth noting that the current support system has different payment rates for moorland, SDA and other land.<sup>19</sup>

## Basic Payment Scheme

- When the Common Agricultural Policy (CAP) reform was implemented and the new Basic Payment Scheme (BPS) was introduced, it was expected that the equalisation of payment rates for the non-SDA and SDA non-moorland rates would result in increased funding to the uplands (SDA land). At the same time, there was an increase in the SDA moorland rate.
- The Government's aim was to push BPS money into the uplands, partially as a way of compensating for the future loss of dedicated upland agri-environment scheme payments. When the Uplands Entry Level Scheme ended, these funds were no longer ring fenced.
- Unfortunately, the change in the exchange rate subsequently meant that the uplift in payment rates for SDA land have not materialised as expected.

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<sup>15</sup> PDNPA, *State of the Park* (2000)

<sup>16</sup> DEFRA, *Farm Practices Survey, Uplands Farm Survey*, England (2013)

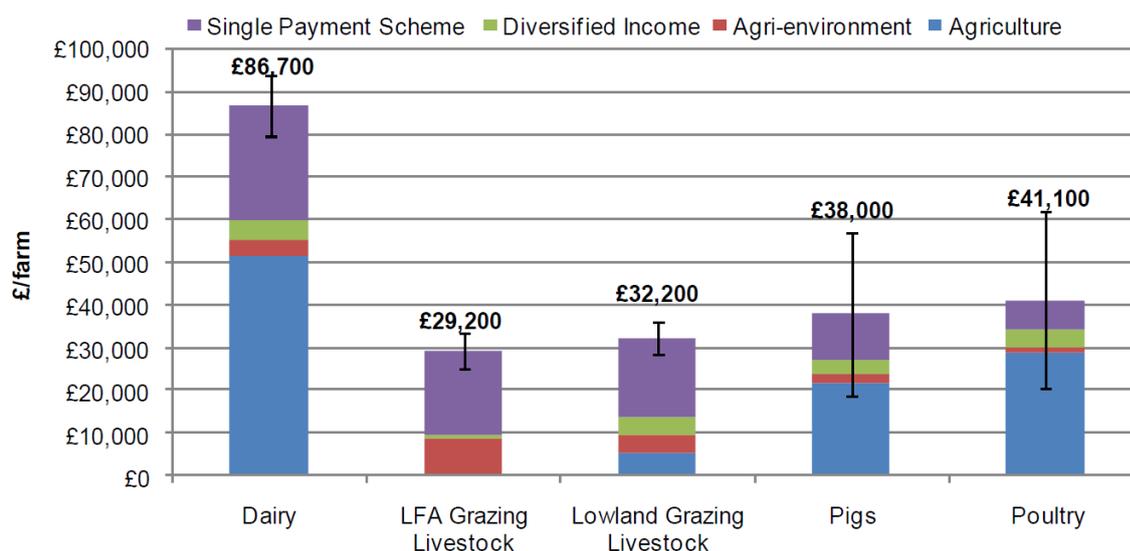
<sup>17</sup> *Ibid.*

<sup>18</sup> Note: In 2011/12 SACs and the SPA, covered 47,100 hectares (33% of the National Park)

<sup>19</sup> Note: However, Disadvantaged Area land no longer has a different payment rate so it seems appropriate that this classification system should be reviewed

- The majority of moorland in the Peak District National Park is owned by major land owners and the uplift in the moorland rate has therefore contributed to making managing moorland in hand more attractive.
- The digital approach to applying for BPS has been (and continues to be) an issue for many upland farmers in the Peak District National Park due to poor broadband speed/access, digital skills/ confidence, availability and cost of support.
- Overall BPS brings approximately £20 million a year to Peak District National Park farmers and land managers<sup>20</sup>.
- The following extract from the 'Farm Accounts in England – Results from the Farm Business Survey 2011/12' are the most recent figures currently available. The LFA Grazing Livestock category is the most representative of Peak District National Park farms and clearly demonstrates the importance of the Basic (Single) Payment Scheme and agri- environment support in terms of farm income.

**Farm Business Income broken down by cost centre for livestock farms.**



Source: Farm Business Survey, England

**Note:** The figures in bold above each column are the average farm business income per farm.

### Agri-environment schemes

- It was reported in 2016, that agri-environment schemes brought in approximately £10 million of annual funding from Natural England to the Peak District National Park<sup>21</sup>.
- These schemes reward farmers for good conservation management and, over the last thirty years, have helped restore many traditional features such as walls, hedges and traditional buildings as well as some habitats and species.
- Conversely, some stakeholders are concerned that 30 years of agri-environment schemes are now resulting in areas of under grazing and scrub encroachment.
- In March 2014, coverage of agri-environment schemes was approximately 70%<sup>22</sup> nationally, and 87% in the Peak District National Park.
- Changes to the Common Agricultural Policy and the new Countryside Stewardship Scheme mean that coverage is likely to fall to 40%<sup>23</sup> nationally and to 50% in the Peak District National Park during the lifetime of the current Rural Development Programme. This drop in agri-environment coverage is already beginning to show as, by March 2016, coverage dropped to 72%.<sup>24</sup>

<sup>20</sup> Note: Estimate based on: 68% of land in the PDNP (97,774 ha) at 2015 BPS SDA non moorland payment rate of £180/ha = £17,599,320 & on 32% (46,001 ha) of land at 2015 BPS moorland payment of £47.57/ha = £2,188,267. Estimated total BPS (Pillar 1) payments coming into the PDNP in 2015 = £19,787,587 – rounded to £20 million.

<sup>21</sup> Reported by Natural England (2016)

<sup>22</sup> Natural England accessed (2013) online;

<http://www.publications.parliament.uk/pa/cm201314/cmselect/cmenvfru/745/74507.htm#note50>

<sup>23</sup> Reported by Natural England (2016)

<sup>24</sup> Reported by Natural England (2016)

- The new Countryside Stewardship scheme could be seen as less attractive particularly in the uplands as:
  - Overall less money is available.
  - Farmers are expected to deliver more for the money they will receive.
  - The scheme is competitive and scoring uplifts are limited for the uplands.
  - SDA mid-tier land management options are limited and, as the payment calculation is based on income forgone, then the payment rates are lower than for the more productive non-SDA land e.g. SDA very low inputs option pays £16/ha whilst the equivalent for non-SDA land is £95/ha.
  - Additional effort is required to meet the more complex application process and verification requirements e.g. photographs pre and post work, soil testing, record keeping generally and additionally for grazing livestock.<sup>25</sup>
- However, the 2016 uplands review of Countryside Stewardship mid-tier has started to address some of these issues (for example, additional supplements for SDA land: hay making (£85/ha), cattle grazing (£45/ha) and lenient grazing (£44/ha)).<sup>26</sup>
- Further change may be required to ensure that the schemes pay enough to be attractive to farmers and that the scoring system does not count against the smaller SDA holdings. This is important in the Peak District National Park because over 40% of holdings are less than 5 ha and 77% are less than 50 ha. However, this will be within the context of Brexit discussions.
- Over the next five years, many of the Environmental Stewardship Higher Level Scheme agreements will end and will need to be transferred to the higher-tier of Countryside Stewardship or whatever new national scheme is developed. This will include many of the large moorland estates.

### Full range of public benefits and goods from the Peak District National Park (ecosystem services)<sup>27</sup>

- The natural environment is vital for our current and future wellbeing and prosperity. The Office for National Statistics has estimated the value of the UK's 'natural capital' to be £1.6 trillion.
- The Natural Capital Committee concluded that the elements of Natural Capital that provide valuable goods and services to people are in long term decline, such that there is a large Natural Capital debt which is costly to the economy and to our wellbeing<sup>28</sup>.
- The Peak District National Park provides a wide range of public goods and services, some of which are not widely recognised. The bullets below briefly highlight key services provided by the entire Peak District National Park, but a separate paper has been drafted on these in more detail that will feed into the Peak District National Park Management Plan update:
  - **Food:** Food production is the most widely recognised product from farming and land management. Milk produced on dairy farms is usually the main source of farm income, but for the majority of upland beef and sheep farms the beef and lamb produced is minor in terms of overall farm income.
  - **Water quality and supply:** It is estimated that 450 billion litres of water is extracted per year from reservoirs in the Peak District National Park, providing 4 million people with fresh drinking water every year<sup>29</sup>.
  - **Flood mitigation:** The uplands in the Peak District National Park play a significant role in the response of the river catchments within the area. Natural flood risk management techniques in the right place can all contribute to flood mitigation e.g. clough woodlands, wet woodlands, moorland restoration, water meadows, woody debris dams and the reduction of soil compaction. A current research aim of the Moors for the Future Partnership is to investigate how moorland restoration works can contribute to reducing local flood risk in order to provide a good evidence base.

<sup>25</sup> PDNPA led workshop with partners in 2015

<sup>26</sup> Uplands review of Countryside Stewardship (2016)

<sup>27</sup> A separate paper has been drafted on this topic and provides more detail.

<sup>28</sup> Natural Capital Committee, DEFRA, The state of natural capital: protecting and improving natural capital for prosperity and wellbeing (2015)

<sup>29</sup> DEFRA, *Ecosystem services of peat – Phase 1 (2009)*

- **Carbon management and storage:** Peatlands are currently the UK's largest terrestrial carbon store, covering around 10% of UK land area and storing approximately 3.2 billion tonnes of carbon. Well-maintained moorland landscapes prevent the further release of carbon and support the wider effort to tackle climate change. A vast amount of restoration work has, and continues to be, delivered in the Dark Peak moorlands through landscape-scale projects such as Moors for the Future Partnership and The High Peak Vision. The State of Nature report (2016) indicates there is still a long way to go to restore the full wetland functionality to much of the peat, but the results show that management interventions are heading in the right direction where work is being implemented. Woodland and permanent grassland are another important carbon store and therefore future maintenance and management will be vital.
- **Biodiversity:** The biodiversity of intact, functioning habitats is not only important in its own right but also supports natural cycling of water and carbon, provides land based products, pollinators and a natural seed bank, and inspires recreational and research opportunities. All of these are costly to replace once an ecosystem has been degraded or lost. The 2016 National State of Nature Report highlighted that, in the last 50 years, 56% of species recorded have declined, while 15% are at risk of disappearing altogether. The State of Nature Report Peak District shows that these national trends apply to the Peak District National Park, even though it is a protected landscape. It also provides an overview by character area:
  - *White Peak:* The State of Nature report highlights that the White Peak is lacking connected, joined-up habitats that are large enough to be sustainable and provide the full range of ecosystem services, particularly in terms of visitor enjoyment and adaptation to climate change in the future.
  - *South West Peak:* Some moorland restoration work has been completed and an important valley woodland project has been successful. The area is the subject of a major Heritage Lottery Landscape Partnership scheme for the next five years, with priorities being set out for this landscape and its habitats and cultural heritage. There will be more that is needed, but this will need to be reviewed once the Landscape Partnership Project is established
  - *Dark Peak:* A vast amount of restoration work has, and continues to be, delivered in the Dark Peak moorlands through landscape scale projects such as Moors for the Future Partnership and The High Peak Vision. The State of Nature report indicates there is still a long way to go to restore the full wetland functionality to much of the peat, but the results show that management interventions are heading in the right direction where work is being implemented. The report highlights that burning on peat and numbers of birds of prey species are key issues to be addressed in the Dark Peak.
- **Cultural heritage:** Includes all the evidence of past human activity including farming and land management. It includes landscapes, parks, gardens, settlements, buildings, sites, structures, monuments, walls, hedges, field quarries, records, archives and collections, as well as local customs, legends, traditions and arts. About 95% of heritage assets are not designated or protected and rely on the goodwill of farmers, land managers and owners to survive. These heritage assets remain vulnerable to increases in economic pressures, changes in the planning regimes and reductions in agricultural support.
- **Recreation:** Recreational provision (and economic opportunities) including:
  - Tourism (the Peak District National Park receives an estimated 22 million day visits per year)
  - Outdoor / adventure sports
  - Field sports (75% of moorland in the Peak District National Park covered by grouse estates).
  - Further work is needed to demonstrate the full range of public goods and services currently provided by the Peak District National Park. There is scope to grow and develop these goods and services and build a sustainable and resilient Peak District National Park. However, there will

need to be adequate financial reward to allow farmers or land managers to diversify into environmental and public goods delivery.<sup>30</sup>

- The full range of public goods and services provided by the Character Areas in the Peak District National Park are described in detail in Natural England's National Character Area (NCA) profiles<sup>31</sup>. The potential for Payment for Ecosystem Services (PES) has been debated and explored for over ten years, however, apart from the agri-environment schemes; most funding has been for short-term projects. Going forward, funds to support the delivery of these goods and services needs to be accessible for long periods of time.

### **Diversification**

- In 2014/15 nationally, 61% of farms had some form of diversified activity<sup>32</sup> to provide wider economic opportunity to support farming families and the rural economy. This has increased by 3% since 2013/14.<sup>33</sup>
- As farm income supports fewer family members, diversification can help families continue to farm. Commonly tourism, creative industries, local workshops, professional services and bespoke food production all flourish in a rural environment and help sustain other businesses. The provision of serviced holiday cottages particularly those accommodating larger groups, have increased over the last five years. However, there are concerns amongst partners that this market is becoming saturated.<sup>34</sup>
- It is important to understand that many farmers simply want to farm and not diversify their income, however most are finding diversification essential to their longer-term survival. Diversification can play an important role for farms in the Peak District National Park, where it allows the farm as a whole to remain viable and thus contributes to Peak District National Park objectives.
- It has been noted by some stakeholders that on-farm diversification enterprise can grow and outstrip the farming element of the business in terms of scale and profitability. This can lead to potential conflicts with the size and scale of diversification business in terms of Peak District National Park planning policies.
- Farmers and land managers recognise the importance of business advice and grants for diversification.

### **Renewables**

- Appropriate-scale renewable energy developments offer the potential for farms to become more sustainable by reducing energy use and diversifying sources of income.
- A Supplementary Planning Document (SPD) guides farmers and land managers on best use of modern renewable technologies within a national park setting, and shares the Peak District National Park Authority's planning approach to on-farm renewables.
- There are still only a few examples of solar panels on modern farm buildings, so there is further scope for this type of on-farm renewable.
- However, whilst the introduction of feed-in tariffs encouraged renewable energy installations, the recent reductions in payments have decreased interest. Previously, this was partially offset by the reduction in equipment costs, such as solar panels. However recent changes in the exchange rate have effectively increased the costs of solar panels. Therefore, unless a farm's energy use is of sufficient scale (to make energy savings to offset the cost of the panels), the use of solar energy on farms may not be cost effective.
- Recent developments in batteries to store energy produced from renewables at the site of production mean that there is more potential to match production and peak demand.

### **Visitor management<sup>35</sup>**

- The Peak District National Park is very accessible to the surrounding conurbations, with more than 16 million people being able to drive to it within one hour. Whilst the benefits of bringing

<sup>30</sup> Moors for the Future, accessed online: <http://www.moorsforthefuture.org.uk/cultural-heritage-and-recreation>

<sup>31</sup> Available online <http://publications.naturalengland.org.uk/category/587130>

<sup>32</sup> Note: The definition of diversified activity adopted here excludes agricultural work on another farm and is restricted to non-agricultural work of an entrepreneurial nature on or off farm but which utilises farm resources.

<sup>33</sup> DEFRA, Farm Accounts in England – Results from the Farm Business Survey 2014/15 (2015)

<sup>34</sup> Discussion at Land Managers Forum Sub Group (31/08/2016)

<sup>35</sup> Note: A separate paper on *Access and Recreation* discusses these issues further.

visitors are recognised (particularly in terms of business opportunities,) increased visitors can bring issues for farmers and land managers.

- Some stakeholders suggest that the recent promotion of cycling, access for all and an increase in organised events highlight the need for a balanced approach to visitor management.

### **Woodland**

- Only 8% (11310.4 ha) of the Peak District National Park is woodland, of which 62% (7,193 ha) is actively managed and 38 % (4,467 ha) is unmanaged<sup>36</sup>.
- 56% of woodland is classed as broadleaved, 36% conifer and 2% mixed.<sup>37</sup>
- The nature of our Peak District woodlands is such that many are on steep inaccessible dalesides and isolated cloughs or of such small scale to not be viable for timber production.
- The market value of timber has increased over recent years and this together with agri-environment support payments under the last Rural Development Programme has meant more management of accessible woodlands. This still leaves scope for targeted delivery of guidance and support to reduce the 38% of unmanaged woodlands.<sup>38</sup>
- There is potential for farm scale woodlands and shelter belts to be used for the local supply of firewood particularly with the anecdotal increase in wood stoves in and around the Peak District National Park.
- The new Countryside Scheme now includes woodland management and creation options but, to date, the more complex application process even with increased annual payments/hectare seems not to be attracting applicants.

### **Grouse moor management and other sustainable field sports**

- Game keeping within the Peak District National Park, specifically burning areas of heather moorland for the benefit of red grouse, has been an established part of land management since at least the 1880s.
- Well-managed field sports are an important part of land based economy, as they retain traditional land management skills, provide important employment and have the potential to manage land in ways sympathetic to Peak District National Park purposes.
- However, the future role and extent of traditional heather burning is being questioned as it is considered to be in conflict with current moorland conservation management prescriptions.
- Populations of breeding birds of prey in the Peak District National Park are low and there has been much press coverage around the reasons for this. Although the factors suppressing bird of prey populations on and around Peak District National Park moorlands are not fully understood, illegal persecution of birds of prey occurs and is one of the most significant factors. The Peak District Birds of Prey Initiative has worked towards a common approach and building a more open dialogue between land owners, land managers and conservation interests. However, despite this positive work, this remains a concern as targets have not been met.
- In recent years, there has been an increasing number of unauthorised new and major resurfacing of existing moorland tracks which, whilst improving access to moorland, can negatively impact on their habitats and landscape.
- Further engagement between all interested parties is needed to ensure their shared understanding of the issues and the desirable outcomes

### **Rewilding**

- Since Brexit, the rewilding topic has built momentum in the news and has been raised as a discussion point in the State of Nature Report (2016).
- However, there are lots of misunderstandings and different interpretations of rewilding. For many, rewilding is a way of creating a more 'naturalistic' landscape, promoting a functional landscape and working with natural processes. It is about complete and naturally functioning ecosystems specific to the region and with the full spectrum of native wildlife typical for the

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<sup>36</sup> *Estimates based on PDNPA records (2016)*

<sup>37</sup> *Reported by Forestry Commission (2016)*

<sup>38</sup> *Ibid*

region. This means it is not a method used to replace farmers, but a way of working with farmers to improve the landscape for the natural benefits the land provides.

- Some stakeholders feel that rewilding is already being introduced on some conservation non-government Organisations land in the Peak District National Park and that this may be at the expense of traditional farming systems and communities.

### **Climate change**

- Climate change will change the nature of the Peak District National Park's special qualities through its impact on its features and the other factors affecting them.
- Potential implications for farmers and land managers include:
  - a need for more and better winter livestock housing
  - higher insurance costs against rain and storm damage
  - increased pests and diseases
  - Greater difficulty in completing routine farming operations e.g. shorter and tighter windows for farmers and contractors to get on the land without causing damage. This could lead to issues such as more soil compaction and more silage/haylage rather than traditional hay being made.

## **ISSUES**

### **Awareness and payment for the full range of public goods (ecosystem services/natural capital)**

- There is a lack of public awareness, understanding and support for the full range of public goods provided by the Peak District National Park (in terms of clean water, flood prevention, health and wellbeing etc.)
- Although research into ecosystem services has grown rapidly, Payment for Ecosystem Services (PES) schemes for multiple benefits are still some distance away from delivering the resources needed and further government commitment is required. Until payment schemes are developed, changing landscape management practice for the benefit of delivering the full range of public goods will be problematic.
- However, Brexit presents a good opportunity to ensure that future farming and land management support payments are designed around delivering the full range of public goods.

### **A clear understanding of what we are aiming for**

- There is a need to further consider the definition of commercial, productive and traditional farming and what this means in the Peak District National Park. It is important to understand and clearly communicate which type of land is best suited to sustainable food production and where this is not viable.
- It is not always clear what success looks like on the ground in terms of land management and farmers/land managers are not always engaged in the design process for management prescriptions.
- Many stakeholders feel that there is a need to clearly present what success looks like on the ground, and allow farmers and land managers more flexibility in prescribing the best actions to deliver these outcomes.

### **Low market value for products**

- Peak District National Park farmers depend largely on the wholesale market. Variable commodity prices for milk, beef and sheep constantly put pressure on cash flow and business viability.

### **Farming succession**

- The farming and land management sector is struggling to attract and retain younger people, who are often attracted by alternative occupations.

- There is often healthy interest in farms and land offered for let. However, the more flexible farm tenancy arrangements and the increased interest in land owners keeping land in hand (and accessing BPS and agri-environment payments themselves) often leads to shorter letting periods and less exclusive possession.
- Some stakeholders are concerned that fixed term farm business tenancies limit the opportunities for farm succession.
- Particularly for farm tenants it can be difficult to afford to retire.
- Taxation implications can also delay and make succession more difficult.
- The high capital costs of acquiring land can prevent people from a wide range of backgrounds from becoming farmers, thus depriving farming of potential dynamism and innovation.

### **Perceptions and communications**

- There is a perception that the Peak District National Park Authority restricts farmers and land managers who live and work in the Peak District National Park. In some cases there is a perception amongst farmers that planning controls are unsympathetic to diversification and productivity and that the cost of new farm buildings is higher than outside the NP due to additional requirements.
- Conservation farming can be seen either as a way of securing a pension or as exclusively for hobby farmers. However, there are forward-looking business minded farmers in the Peak District National Park that embrace conservation as part of their business model. This should be something that is communicated and promoted more broadly.
- Farmers feel that the cause of loss of species is often thought to be solely due to farming practices when in fact there are often a range of factors involved, many of which are outside farmers' control.

### **Diversification**

- There is great emphasis on farmers and land managers undertaking a number of enterprises to ensure their businesses are more resilient. However, for many farmers and land managers, there are risks associated with diversifying. For example, in obtaining and investing capital, meeting regulations and associated business costs and then maintaining viable long-term businesses and the range of skills required. National guidance in the National Planning Policy Framework requires local and neighbourhood plans to support diversified economic development and Local Enterprise Partnerships and local authorities have roles to play. The challenge is to support diversification in a way that conserves and enhances the special qualities of the Peak District National Park and that are appropriate to the needs of both customers and businesses.
- The current grant schemes for farm productivity and diversification (Leader, Countryside Productivity and Growth Programme) are complex and time consuming to apply for. Without business support or any guarantee of success with the grant application, many farmers are put off applying for these grants

### **Visitor pressure**

- Visitor management is still a major concern in key 'honey pot' areas in terms of maintaining and enhancing visitor management and diversifying footpath routes.
- There is also a perceived lack of public understanding about the role farming and land management plays and the issues faced by farmers and land managers e.g. increasing numbers of cyclists, large organised events and Duke of Edinburgh Award groups who are not always adequately briefed on the Countryside Code.

### **Impact of diseases**

- Pests and diseases such as TB and Phytophthora continue to have impact on the landscape within the Peak District National Park.
- The Peak District National Park has 21% of internationally important ash woodlands resource in the UK. Therefore, future impact of ash dieback is of considerable concern, as the disease will change the character of the ash dominated woodlands and landscapes.

### **Need to invest in science, new technology and new markets**

- Public money needs investing to help create ways of farming that benefit nature and deliver new markets rewarding farmers for storing carbon, preventing floods and promoting biodiversity.

## **ASPIRATIONS**

### **A Peak District National Park landscape that delivers the full range of public goods through sustainable farming and land management (Public good)**

- Brexit provides a unique opportunity to develop policy and support that address the urgent issues facing our special landscape. Our aspiration is for a policy that is designed to ensure land is managed for the full range of public goods and benefits (food, water quality/supply, flood mitigation, carbon management/storage, biodiversity, cultural heritage, recreation and tourism).
- In order to realise the full benefits that the Peak District National Park can provide, the payment/reward system for farmers and land managers needs to be sufficiently attractive and accessible. Funding structures need to be simple and work in ways that foster farmer collaboration in designing and delivering an outcome focused scheme. A key challenge is to bring stakeholders together, providing a clear collective voice to influence and shape future policy and support. The Peak District National Park has a real opportunity to do this and to test new ways of working.

### **A shared understanding, appreciation and support for the landscape and the special qualities of the Peak District National Park (Shared goal)**

- The economics of farming and land management is fundamental to ensure that farm businesses are viable. However, farming that is producing more at the expense of the soil, land and environment is not sustainable and leaves the landscape less resilient to challenges such as climate change. We need to grow understanding, appreciation and support for sustainable farming and land management that protects what is unique about the landscape. Many stakeholders feel that there is a need to clearly present what success looks like on the ground and allow farmers and land managers more flexibility in prescribing the best actions to deliver these outcomes.

### **Those who look after the landscape and special qualities are valued and supported into the future (Valuing farmers/land managers)**

- We need to demonstrate the important work farmers do in looking after the special Peak District National Park landscape to a wider audience, clearly demonstrating the public goods and services provided and the value for money for future support payments. It is important to understand and celebrate the ways in which farming and land management contribute to conserving and enhancing the special qualities of the Peak District National Park both now and in years to come. We also need to ensure that the Peak District National Park is known for and visited as a great food destination.
- There are many issues that farmers face and, through the work of the NPMP, we need to support sustainable farming within the Peak District National Park into the future. A key challenge is to ensure that there is a new generation of farmers that are able to continue to live, work and look after this important landscape and its special qualities.

### 3. Landscape and Natural Resources

Landscape is more than just 'the view'. It is about the relationship between people, place and nature. It is the ever-changing backdrop to our daily lives. It can mean a small patch of urban wasteland as much as a mountain range and an urban park as much as a lowland plain.

Landscape results from the way that different components of our environment, both natural and cultural, interact together and are perceived by us. People value landscape for many different reasons. It is therefore important to understand what the landscape is like today, how it came to be like that and how it may change in the future.

The landscape of the Peak District National Park has been shaped by both natural and cultural influences. The variations in geology, landform, soils and biodiversity combined with farming practice, land use and settlement patterns make the landscape what it is today. This interaction between people and nature has created a powerful sense of place that resonates across the different landscape types and is central to the designation of the Peak District National Park which has the highest status of protection in relation to landscape and scenic beauty. Change is inevitable in the landscape; however, change should be managed in a way that maintains and enhances the core elements of landscape character.

## BACKGROUND

### Landscape Strategy and Action Plan 2009-19

- The Landscape Strategy and Action Plan (2009-19) contributes to the first purpose of national parks by providing a context and direction for actions to conserve and enhance natural beauty, wildlife and cultural heritage within the Peak District National Park. In the context of a national park there is a direct relationship between the terms of the Environment Act and those in the European Landscape Convention.
- The term 'protect' in the European Landscape Convention is equivalent to 'conserve' in the Environment Act. The terms 'manage' and 'plan' describe actions to 'enhance' the landscape through guiding necessary change and strong forward-looking action.
- The Landscape Character Assessment and Landscape Strategy contribute to the second purpose by providing tools for enhancing awareness, enjoyment and understanding of the special qualities of the Peak District National Park. The Landscape Action Plan includes specific actions related to landscape education and to communicating the special qualities of the landscape. It is through the work of the Landscape Character Assessment that we have arrived at our draft special qualities statements.
- The Landscape Strategy and Action Plan provides a framework for considering future landscape change in the different landscapes of the Peak District National Park. The documents recognise the need to accommodate necessary landscape change to foster the economic and social wellbeing of local communities, whilst conserving and enhancing the landscape.
- **Experience:** Landscape is more than the sum of physical features that make up our environment. How we perceive the landscape can have an important influence on how we use or value its character and resources.
- **Land use:** Land use includes all of the various uses that people make of the landscape, such as settlement, farming and field enclosure, energy production and forestry. The character of the English landscape is particularly influenced by the present-day pattern of these features, as well as their historical legacy.
- **Wildlife:** The variety of plants and animals in the English landscape has been shaped over thousands of years by a complex set of social, historical and economic factors, all operating against the physical backdrop of the landscape itself. The types and abundance of wildlife and the habitats of which they form a part can play a significant role in shaping the character - and in some cases the function - of each particular landscape.
- **Natural Form:** Natural form includes geology, landform, river and drainage systems, soils and vegetation cover. The shape of the land, or landform, is often the main influence on the character of the landscape, especially in upland areas. Rivers and drainage systems also

have an important part to play in shaping the landscape, whilst geology, soils and vegetation cover can determine the 'usefulness' of the land for agriculture, settlement and other functions.

### **Land ownership**

- In 2001, 54,272 hectares (38%) of the Peak District National Park was held by 11 major landholders. Of these, the biggest individual landholder was the National Trust with a total of 17,507 hectares (12%).
- Water companies own large tracts of moorland and valleys in the north and west of the park, whereas the south of the park is dominated by individual landholders and large estates, such as Chatsworth and Stanton.
- Most of the major landowners have significant areas of land which have public access, and they work with the Peak District National Park Authority to manage the land for their own purpose whilst conserving the Peak District National Park's special qualities. The Countryside and Rights of Way Act opened up as much as 18,100 hectares of countryside, in addition to existing agreements within the Peak District National Park.
- The remaining 62% of land within the Peak District National Park is held by individual landowners, the highways agencies, constituent authorities, Natural England and other landowners. Of this, the majority is held by individual farmers who have, on average, 63 hectares per farm holding.

### **Landscape scale projects**

- Below are a few examples of landscape scale projects currently running across and close to the Peak District National Park :
  - Sheffield Moors Partnership
  - Derwent Valley Partnership
  - High Peak Moors Vision
  - Sheffield Lakeland Partnership
  - South West Peak HLF project

### **Landscape characteristics**

- The land cover has changed very little across the Peak District National Park (for example less than 0.1% for any land cover type during the period of 1970 – 1980).
- In 2007 the landscapes of the Peak District National Park were mapped, with eight landscape character areas representing broad areas of landscape which share a common identity. (see map 1)
- Measuring landscape change is complex, resource intensive and involves joint commitment from a number of different parties over a prolonged period. A number of national landscape change monitoring initiatives<sup>39</sup> have developed in the past but have ceased due to funding cuts or changes in organisation structure and priority.

### **Tranquility**

- The openness of the landscape, its perceived naturalness, lack of noise and the presence of water or rivers are often regarded as positive factors in enhancing tranquility. Whilst detracting factors include visibility of urban development, roads, noise and light pollution and other signs of human impact.
- In 2012, tranquility gained recognition in national planning policy for the first time. The Government now encourages local authorities to identify and protect areas that are valued by the public for their tranquility. However, as outlined in the 'Give Peace a Chance report' (CPRE, 2015) 90% of authorities would like better guidance and new data to develop tranquility policies.

### **Dark night skies**

- The extent of light pollution and its effect on the dark night skies within the Peak District National Park has been measured. Analysis of light pollution data from the NOAA/DMSP

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<sup>39</sup> Such as the Countryside Quality Counts (CQC) programme

demonstrates that between 2004 and 2009 the area of the Peak District National Park affected by light pollution increased from approximately 3% to 13%. The main areas affected are the villages in the Dark and White Peak.

### **Natural resources**

The Peak District National Park has a direct impact on the quality of the lives for those living within and outside of the Peak District National Park boundary. It provides a wide range of benefits or public goods, often referred to as ecosystem services or natural capital. A few examples are listed below:

- Biodiversity
- Food provision: livestock and crops, venison and gamebirds
- Fibre provision: sheep wool
- Mineral and coal extraction
- Freshwater provision
- Climate regulation (carbon)
- Natural hazard regulation: flood risk mitigation and wildfire risk
- Water quality regulation
- Soil erosion: particulate organic matter production
- Cultural services: such as tourism, recreation, spirituality and social cohesion
- Field sports: such as wild deer and red grouse
- Education: through learning in the landscape
- Human health: through activity in nature and tranquillity

The natural environment is vital for our current and future wellbeing and prosperity. The Office for National Statistics has estimated the value of the UK's 'natural capital' to be £1.6 trillion, broadly equivalent to UK GDP. When seen as part of a network of protected landscapes, the Peak District National Park is integral to the health of our entire planet. It is important to manage the many pressures on its landscapes which come from both natural change and human demand. Our response to these pressures increasingly needs to be across the landscape as a whole and taking into consideration the full range of benefits it provides.

## **ISSUES**

The following are issues that have been identified working alongside a number of working groups.

### **Impacts of climate change on the special qualities of the Peak District National Park**

- Climate change will reduce the area and sustainability of peat forming blanket bog systems within the UK. Research shows that the Peak District National Park is the third most vulnerable region in Great Britain.
- Drier conditions may result in rivers and streams becoming increasingly seasonal and at risk of drying out, with the risk of losing ponds altogether (especially dew ponds).
- Climate change could result in species migration and loss of diversity especially for small or isolated habitats.
- By 2080, the Dark Peak may lie south of the climatic envelope for many characteristic moorland birds (such as merlin, golden plover) while others will be at the climatic limits of their range (lapwing, snipe, curlew).
- Increased drought could impact on calcareous grasslands especially on thin soils and river habitats. It could also impact the structure of woodlands.
- Species at the edge of the southern end of their range will also be vulnerable and at risk of declining.

- Climate change could play a role in the spread of pests and diseases which could impact on trees and moorland dwarf shrubs.
- The danger of summer wildfires across moorlands is projected to increase with consequent damage to wildlife they support and the ecosystem services they provide such as water quality and quantity and their ability to store carbon.

### **Extreme weather events**

- There are a large number of communities at risk of flooding both within and immediately downstream of the Peak District National Park, with major cities such as Derby, Manchester and Sheffield affected by flood waters originating in the Peak District National Park.
- Climate change may put greater stress on the region's water resources particularly in the summer. Summer rainfall is predicted to decrease and this may have serious detrimental effects upon the water environment and its dependent biodiversity and ecological functionality.

### **Changes in land management practices**

- Changes to farming practices could include changes in livestock breeds, an increase in winter housing for livestock, or a longer-term move towards more arable farms. This could significantly alter the current landscape and impact on the special qualities of the Peak District National Park, such as field patterns, dry stone walls and landscape character.

### **Changes in energy supply**

- Changes to national energy policy such as demand for renewables such as wind solar, biomass and water power could alter the landscape of the Peak District National Park.
- Changes to national energy policy, for example, demand for renewable energies such as wind, solar, biomass and water power generation could alter Peak District National Park landscapes.
- There is likely to be an increased demand for renewable energy installations, both small-scale for individual settlements/communities and larger scale wind farms on the moorland plateau. Also, possible increased demand for pico-hydro (small-scale hydro) on the water courses around the fringe of the moorland.

### **Potential impacts on how people enjoy the special qualities of the Peak District National Park**

- Visitor numbers could increase, especially in the summer.
- Increased flooding and storms could impact on caving, hill walking and the opening of visitor attractions as well as the water logging and erosion of rights of way and causing access restrictions.

### **Increased risk of pests and diseases**

- Ash dieback was confirmed in the Peak District National Park in July 2015. It is expected to spread quickly throughout most of the Peak District National Park, particularly the White Peak, over the next few years and will change the natural beauty and habitat of the landscape significantly.
- The Peak District National Park has 21% of internationally important ash woodlands resource in the UK. Therefore, the future impact of ash dieback is of considerable concern as the disease will change the character of the ash dominated woodlands and landscapes.
- Further work is urgently required to mitigate the impacts of ash dieback as an immediate action.

### **A need to understand and mitigate risks to the landscape across the Peak District National Park**

- There is a need to identify key special qualities at risk and prioritise work to mitigate risks.
- Work has begun revising the special qualities of the Peak District National Park and the key natural beauty, wildlife and cultural heritage features.
- Further work is needed to ensure this work develops and is used as a tool to prioritise delivery and communications.

### **No current landscape monitoring programme in place**

- There is a need to develop a programme of monitoring which is linked to the Landscape Character Assessment
- This has been highlighted by a number of members of the Peak District National Park Authority as a key area needed for further work to inform policy and management decisions.

### **Change in agricultural policy**

- Leaving the EU will inevitably bring changes to funding schemes and incentives for land management outcomes, with consequence for ecosystem service provision.
- These changes also offer opportunities for the enhancement of the benefits provided by the landscape and offer new funding opportunities for 'managing the land for the full range of benefits it could provide.

**Traditional features:** There has been a decline in the condition and number of traditional structures associated with farmland due to lack of maintenance, particularly traditional farm buildings and dew ponds.

- Some traditional buildings and dew ponds have been restored, in some cases with funding from agri-environment schemes.

**Loss of boundary features:** both in terms of drystone walls and hedgerows

- In parts the historic field pattern has been quite heavily modified, resulting in both a loss of drystone walls and hedgerows and through lack of maintenance, dilapidated field walls and gappy/overgrown hedges.
- Features such as gateposts, sheep folds, stone troughs and parish boundary markers are also at risk.

**Lack of traditional local building materials:** particularly stone slate, resulting in the loss of traditional building craft skills.

- This can alter and dilute the character and appearance of buildings and places when imported materials are used.

## **ASPIRATIONS**

### **Ecosystem services and natural capital**

- Map ecosystem service provision / generation across the Peak District National Park
- Map the beneficiaries of the ecosystem services from the Peak District National Park – (ecosystem service flows)
- Embed the management and enhancement of ecosystem service provision and their benefits into all aspects of the Peak District National Park management plan
- Develop PES opportunities for Peak District National Park

### **Landscape change**

- Identify key landscape characteristics (special qualities) at risk and prioritise to mitigate risks
- Develop landscape monitoring programme

### **Climate change**

- Better understand and quantify greenhouse gas emissions and climate change impacts within, and 'downstream' of, the Peak District National Park Authority.
- Reduce emissions of greenhouse gases from all sources (and flow pathways)
- Within the Peak District National Park there is significant potential for greenhouse gas emissions to be reduced and sequestration promoted through the protection and restoration of degraded natural ecosystems and better management of production forests and agricultural ecosystems. There is opportunity and need for a step change in ecosystem based climate change mitigation.

- Reduce greenhouse gas emissions through Peak District National Park Authority operations (transport, heating etc)
- Prioritisation of the need to reduce greenhouse gas emissions and mitigate the impact of climate change when considering planning applications.
- Mitigate impacts of climate change on the Peak District National Park features and their provision of ecosystem services.
- Recognise and understand impact of land management practises in the Peak District National Park on ecosystem service provision.
- Provide leadership role in actively supporting greenhouse gas emission reductions and the mitigation of the direct and indirect impacts of climate change.

## 4. Learning and Outreach

The Peak District National Park provides a setting for escape, adventure and relaxation where people can experience the natural environment in many different ways. However, the Peak District National Park also provides access to opportunities that enable people to learn more about the landscape, wildlife, traditional customs, communities and heritage of the place. Many of the Peak District National Park's partners feature programmes which aid understanding of particular aspects of the Peak District National Park. These ultimately aim to foster a connection between people and place.

### BACKGROUND

#### Nature, health and wellbeing

- Physical inactivity costs NHS England £0.9bn/year<sup>40</sup>. The Government has a national ambition in England to bring about a year on year increase in physical activity and a year on year decrease in the proportion of those classed as inactive.
- There is a growing evidence base that highlights the role green space can play in better public health. Defra's 8-Point Plan for national parks recognises the central contribution that National Parks can make to our national wellbeing. The Government has also committed to placing mental health on an equal footing with physical health. The Mental Health Strategy, No Health without Mental Health, makes clear that participation in physical activity is one of the 'Five ways to wellbeing'. The published implementation framework for the strategy outlines how local authorities can take a leading role in improving the mental wellbeing of people in their area, for example by providing leisure facilities and green spaces.
- Studies suggest that environment and health-based interventions are cost effective and can contribute significantly to preventative spend. In this way, nature and landscapes provide a significant health resource at individual, community and population levels, and national parks can make a major contribution to this national priority.

#### National Curriculum and outdoor learning

- Outdoor learning within the natural environment provides the multiple benefits of achieving elements of the National Curriculum, enhancing respect for the environment and being active in and inspired by the outdoors.
- Today, just 10% of schoolchildren have access to outdoor learning. Furthermore, recent research suggests that up to 12% of children (1.3 million) of children UK-wide did not visit, or rarely visited natural places in the last year. In contrast, 96% of people say they want every child to experience a national park for themselves.
- The Government's ambition is to connect more young people with nature. UK-wide, national park authority education teams are making nature more accessible to young people by improving connections with our nation's most iconic landscapes, wildlife and heritage and through providing outstanding learning experiences that inspire people to treasure national parks for the future. They can also help young people to make connections between food, farming and the environment

#### Defra 8-Point Plan

- In 2016, the Department for Environment, Food & Rural Affairs (Defra) has set out the following ambitions as part of the 8-Point Plan for England's national parks:
  - Connect young people with nature
    - Double the number of young people that experience a national park as part of National Citizen Service by 2020.
    - A new package of teaching materials for schools based on national parks.

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<sup>40</sup> British Heart Foundation: Economic Costs of Physical Inactivity (2016)  
[<http://www.bhfactive.org.uk/userfiles/Documents/economiccosts.pdf>]

- National park authorities to engage directly with over 60,000 young people per year through schools visits by 2017/18.
- Everyone's National Parks (6)
  - Encourage more diverse visitors to national parks.
  - Promote volunteering in national parks.
  - Celebrate the 70th Anniversary of national parks' creation.
- Health and wellbeing in national parks
  - Promote innovative schemes for national parks to serve national health.
  - Realise the immense potential for outdoor recreation in national parks.

### **Non-visitor survey**

- In 2014/15, a visitor and non-visitor survey was undertaken for the Peak District National Park. Key findings show:
  - 32% of non-visitors were not aware of the Peak District National Park prior to the interview. There is a large significance between Manchester (45%) compared with Sheffield (19%) who were not aware of the Peak District National Park.
  - Just over two thirds of the non-visitors were aware of the Peak District National Park Authority. Awareness was greater amongst the Sheffield residents (40%) compared with just over a quarter of respondents (27%) in Greater Manchester.
  - When prompted, non-visitors believe that the Peak District National Park has a lot of factors that would potentially appeal to them - the scenery, tranquillity, the outdoors and the wildlife. This was the same for both Greater Manchester and Sheffield.
  - Just over a third of all non-visitors state they are unlikely to visit the Peak District National Park in the future.

### **Visitor survey**

- In 2015, 4.5% of visitors stated they had a mobility problem and 91% of visitors classed themselves as White British; leaving Black, Asian and mixed ethnic groups underrepresented.
- 83% of visitors travelled to the Peak District National Park by car/van.

### **Inspiring generations**

- Inspiring Generations is a group of partners established in 2012. Their purpose is to capture the imagination of people, both visitors and residents as well as new audiences, and promote a groundswell of positive action which will benefit the Peak District National Park, individuals and communities.

### **Peak District Mosaic**

- Peak District Mosaic (PDM) is a long running, multi-phase project that aims to introduce new audiences to the natural environment generally, but specifically to national parks. The issue at the heart of the Mosaic concept is under-representation of certain groups in terms of access to the natural environment.

## **ISSUES**

In 2016, workshops were held with Inspiring Generations (labelled IGW: Inspiring Generations Workshop) and Peak District Mosaic (labelled MW: Mosaic Workshop) to identify the key issues and aspirations facing the Peak District National Park. The workshops highlighted the following issues.

### **Resources**

- Resource availability and capacity can have a major effect on the progress of all projects due to budget cuts, funding and time constraints. (IGW + MW)
- Funding has been available but is often adhoc, short term and requires resources to access. (IGW + MW)

- Reductions in government spending will have a major impact on the ability to continue to develop programmes to encourage underrepresented / non-traditional user groups. (IGW + MW)
- Similar situations are, or may be, occurring in other organisations included in the IG group, which raises similar concerns. (IGW)
- Keeping momentum going between meetings was raised as a concern from the IG group.

### **Strategy for linking communities from inside and outside the Peak District National Park**

- Over the last 10 years, links have been made connecting communities inside and outside the Peak District National Park. However, there currently isn't a strategy in place for developing new links in areas where this isn't happening. (MW)
- Whilst the work of PDM has built strong connections with Sheffield, linking groups from other cities such as Manchester and Birmingham is still difficult. (This could be due to a number of factors such as the transport/location links from Sheffield, but also due to the links that have been built up in Sheffield.) (MW)

### **Transport and infrastructure**

- Transportation and distance travelling to the Peak District National Park are barriers to visiting for non-visitors from Sheffield and Greater Manchester. Continued transport cuts (see Sustainable Transport chapter) will increase the impact of this issue. (MW)
- Difficulty in getting to the Peak District National Park is most significant in the 65+ age group.
- Lack of provision of facilities for disabled people has also been cited as a key issue. (MW)

### **Cost of activities**

- Cost of activities is a major barrier – more family activities that are easy to access and cheap should be a key priority (MW)

### **Knowledge and understanding**

- As highlighted by the non-visitors survey, there is a lack of knowledge and understanding about what the Peak District National Park is and what can be expected when visiting it. This could mean that people don't have a clear incentive to visit or even know it is there.

### **Understanding barriers**

- According to the 2015/16 survey, non-visitors claim that publicity is the key to encouraging them to visit the Peak District National Park, alongside provision (and publicity) of affordable public transport links.
- Awareness of cultural differences was also described as a key barrier (MW)
- In addition to the points highlighted above, a lot of barriers are invisible and more work is required to understand why the visitor profile isn't more mixed (MW).

## **ASPIRATIONS**

A welcoming and inspiring place. An inspiring Peak District National Park where all are welcome to discover, enjoy, understand and value the special qualities of the Peak District National Park; a place where people can develop a sense of adventure and belonging and play a part in its sustainable future.<sup>41</sup>

### **Health and wellbeing**

- Have a clear offer of the health benefits and potential of the Peak District National Park for wellbeing, mental and physical health to share with target communities and partners. (IGW + MW)
- Offer a variety of targeted, site-based interpretation at accessible locations and involve potential users in their design. (IGW + MW)

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<sup>41</sup> Peak District National Park Management Plan 2012-17

- Check awareness amongst people with limiting long-term illness or mobility problems about what is already available. (IGW)
- Link health objectives and funding bids to recent, imperative research on the health benefits of the natural environment. (IGW)
- Take advantage of the media attention on mental and physical health, wellbeing and benefits of the natural environment with regards to social media, marketing, target audiences and potential funding opportunities. (IGW)

### **Partnership working**

- To have a clear understanding of how partners develop and implement the Peak District National Park Management Plan and appreciate that it is a plan for all partners. (IGW)
- To move to true partnership working. (IGW)
- There are potential opportunities to widen the IG group to cover topics not yet represented, for example mental health and accessibility. (IGW)
- Partners should take up all opportunities to expand their work and encourage experiences in the natural environment. (IGW)
- Influencing National Citizen Service, Duke of Edinburgh and Youth Hostel Association (YHA) to balance impact and experience.

### **Access for all and underrepresented groups**

- Have a clear vision for improving access to those with a limiting long-term illness or mobility problems. (IGW)
- To work in partnership with Mosaic champions to improve access for all underrepresented groups. (IGW)
- Improve transport and infrastructure to remove access as a barrier for why many do not visit the Peak District National Park. (IGW + MW)
- Possible joint working with local access forums (Miles without Stiles) to enable collaboration between projects and strengthen access improvements. (IGW)

### **Young people**

- To strengthen engagement with young people, a clear offer to schools is needed that includes all partners for example The National Trust, Wildlife Trusts, RSPB and Local Authorities. (IGW)

### **Minority Groups**

- Development of PDM and its engagement at a strategic level (e.g. South West Peak project, Moors for the Future and other emerging landscape partnerships). (MW)
- PDM to develop links with a wider group of stakeholders, key contacts in other partner organisations such as YHA, farmers, Friends of the Peak, other local businesses, Wildlife Trusts and other local forums and working groups. (MW)
- More information on 'what to see and do in the area' to encourage BME participation in a wide range of recreation and learning activities that raise the profile of national parks. (MW)
- Specific information developed for targeted communities (including looking at providing this in other languages). (MW)
- Organising/promoting special events of interest to target under-represented communities. (MW)
- Develop a programme of exchange visits or twinned communities for residents and non-resident communities to share understanding and build up knowledge of each other (food has been suggested as a good theme). (MW)
- Look to develop links with new communities and BME groups in other locations, e.g. South West Peak is a positive way to develop work in Stoke, Macclesfield and Stockport.

### **Defra 8-Point Plan**

- To address Defra's 8-Point Plan by implementing the aims into a clear strategic action plan to be used by the Peak District National Park Authority and its partners. The action plan will regard the following points: 1) connecting young people with nature; 4) deliver new

apprenticeships in national parks; 6) everyone's national parks; and 8) health and wellbeing in national parks.

### **Research**

- Many research papers have been published focusing on the developing knowledge and understanding of the health benefits of the natural environment. The Peak District National Park Authority and partners will adopt any arising outcomes from these papers. However, there is a national need for the 'right' research being undertaken to further develop knowledge and gain acceptance of these theories. (IGW)
- To develop opportunities and enhance partnerships with universities and their research groups to build a collaborative and symbiotic relationship whereby we offer delivery and implementation of projects. (IGW)

### **Apprenticeships**

- To enhance apprenticeships at all levels by increasing employability and ensuring they are in the areas where job opportunities exist following their completion of an apprenticeship. (IGW)
- Development of apprenticeships at a strategic level (e.g. South West Peak project, Moors for the Future and other emerging landscape partnerships). (IGW)

# 5. Sustainable Tourism

## BACKGROUND

### The visitor destination

The Peak District National Park is located centrally in England with 16.1 million people within 40 miles or approximately one hours' driving time of the Peak District National Park boundary. This enviable offer and geographical situation has been pivotal to the evolution of the destination, but it also provides both a challenge (because the majority come by car), as well as a huge opportunity. It also is important as the first upland area that people visit when heading north from the south. These upland landscapes offer a diversity that underpins a wide range of experiences; meeting the needs of outdoor enthusiasts, families having fun, group activities, as well as people seeking sanctuary in the outdoors. It is a living park with over 38,000 residents, and many businesses, benefitting from over £576m tourism input into the economy each year (STEAM, 2014).

A desktop analysis of the current situation for the Peak District National Park draws on the stakeholder engagement findings as part of other strategic reviews including the previous National Park Management Plan review. It also draws on the latest STEAM volume and value data and the most up to date visitor survey data (2015).

### Definition of sustainable tourism

The definition of sustainable tourism promoted by The European Charter for Sustainable Tourism, and adopted by the English National Parks Authorities Association, is:

'any form of development, management or tourist activity which ensures the long term protection and preservation of natural, cultural and social resources and contributes in a positive and equitable manner to the economic development and well-being of individuals living, working or staying in protected areas.' (Europarc, 2000).

### National drivers

- The Government's [Tourism Action Plan](#) (2016) sets out how to make Britain more attractive, accessible and welcoming across the whole UK including the announcement of a new £40m Discover England fund and a more accessible transport offer.
- The national tourism strategy focuses effort on key destinations of distinction, of which the Peak District National Park is one, and the aim of this strategy is to grow the value of tourism and create jobs. The national strategy is being played out locally through our Destination Marketing Organisation (DMO) towards delivery of Visit England's plans for 'wise growth' and rural tourism.
- The following were seen as key priorities in [Defra's 8-Point Plan](#) for national parks:
  - Promote national parks as world-class destinations to visitors from overseas and the UK.
  - Promote innovative schemes for national parks to serve national health.
  - Realise the immense potential for outdoor recreation in national parks.
- Defra has set out ambitions to increase annual visitors from 90m to 100m nationally, with the aspiration of generating an estimated £440m for local businesses. This presents good opportunities to increase enjoyment and understanding of the Peak District National Park. However, the relationship between visitor numbers and the special qualities of the landscape (such as wildlife and tranquillity) is an important consideration.
- Visit Britain's [Countryside is Great campaign](#) was launched in January 2015, running for 3 years. In 2013, a significant proportion of visitors from New Zealand (43%), Australia (41%), Canada (33%), China (32%), UAE (29%) and Germany (27%) all explored Britain's countryside and villages. The campaign aims to build on this interest and show potential visitors what is on offer, where to find great experiences and how to get there.

- Visit Britain's [Countryside Tourism 2013](#) report states leisure trips to England's countryside have seen double-digit growth since the onset of the recession, with holidays and day trips together attracting some £10 billion in spending.
- The Government's proposed Cycling and Walking Investment Strategy builds on the funding for Pedal Peak District and has the potential to provide iconic walking and cycling routes which will have a key role to play in attracting and dispersing visitors sustainably.
- The Local Enterprise Partnership, D2N2, have strategic plans for growth and funding priorities to grow the rural visitor economy<sup>42</sup>.
- Linked to this is the Pedal Peak Business Initiative ERDF project. This will be a key partnership initiative over three years to help to 'Grow and Develop the Visitor Economy Sector within Derbyshire'.

### **Tourism modeling in the Peak District National Park**

- In total, tourism in the Peak District National Park is estimated to contribute about a third to the local economy. However, tourism is not attributed to a single industry within the economy of the Peak District National Park, as it contributes (directly and indirectly) to multiple sectors across the economy. Economic modelling of tourism (STEAM) has showed that, despite minor fluctuations over the last five years, the tourism industry has shown resilience to the recession and retained performance in both jobs supported and economic value to the local economy.
- The Peak District National Park attracts various different classifications of visitors. STEAM captures the visitors who leave an economic footprint in the area; even so, the majority of these visits to the National Park are still day trips (roughly 8 in 10) with an average length of stay of about 1.3 days.
- Estimates provided by STEAM show in excess of 12.25 million visitor days per annum defined as a stay for longer than 3 hours in the local area. In contrast, the PDNPA Visitor Survey 2005 and 2014 showed that just under half of all visitors stay less than three hours meaning that actual visitor numbers are much higher. This is reflected in a study commissioned by the PDNPA in 1996 'Assessment of Visitor Numbers Report' (based on the APVS 1994 and other available data) which estimated in excess of 22 million tourist days each year for any type of visitor for any length of time.

### **ISSUES** (refer also to 'Access and Recreation' and 'Transport')

- The impacts of tourism are both positive and negative, and inter-related, but it is the issue of the high level of car journeys that probably represents one of our biggest sustainability challenges.
- Some stakeholders feel that tourism has contributed to the decline of local facilities e.g. shops and pubs. The pursuit of sustainable tourism is a critical objective for the place, without compromising its special qualities (as defined in PDNP LDF Core Strategy). Finding more ways of achieving a balance between environmental, social and economic strands (often referred to as the 'triple' bottom line) is critical.
- Today the Peak District National Park is a well-established visitor destination with long-established experiences and visitor patterns. Future policy and strategy will in part be based on anticipating and shaping what will be the future distinctive and compelling appeal of the Peak District National Park.
- We must continue to ensure that an in-depth understanding of the evolution of landscapes (both natural and cultural) and the deep history of Peak District National Park tourism itself underpins our approach to sustainable tourism development and the experiences that these offer will continue to form the core of the product.
- The Peak District National Park has stature as possibly the most accessible outdoor destination in the country, with a wide range of opportunities appealing to a wide range of people. It is this fairly unassailable position that has been central to its development. Today

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<sup>42</sup> [http://www.derbyshiredales.gov.uk/images/documents/V/Visitor\\_Economy\\_Plan\\_2015-2019.pdf](http://www.derbyshiredales.gov.uk/images/documents/V/Visitor_Economy_Plan_2015-2019.pdf)

this manifests itself as easy access for millions of people – both a huge opportunity and a threat.

- With an existing mass tourism destination, partners need to share information about the patterns of visitors to, from and around the national park to help to plan and develop approaches to tourism corridors, gateways and hubs; enabling visitors to enjoy the special qualities of the Peak District National Park at these key sites as well as improving visitor management.
- The reduction in public spending generally and specifically the loss of regional tourism funding has destabilised the destination management structures and led to greater temporary reliance on public sector money whilst the funding base is restructured to increase private sector financial contributions and governance.
- Moving from having some excellent examples of sustainable tourism practice to being a destination renowned for its sustainability credentials is going to be a huge challenge. We will take a realistic view of sustainable tourism and not expect every aspect of the visitor destination to become sustainable overnight. We believe that many small positive gains will contribute towards a more sustainable destination over time.
- Product development based on the core proposition that the Peak District National Park offers England’s most accessible outdoor experiences is critical to the future evolution of the Peak District National Park as a destination known for sustainability. A planned and co-ordinated approach to this, involving commercial operators, is likely to achieve more.
- A stronger co-ordination of efforts is needed along with more clarity on the Peak District National Park brand identity opportunities.

### Current Situational Analysis - SWOT

Strengths	Opportunities
<ul style="list-style-type: none"> <li>• A huge number and diversity of natural and cultural assets relevant to visitors – very diverse experience in a small space</li> <li>• Beautiful world class scenery, wildlife interaction with nature</li> <li>• Internationally important climbing, caving and paragliding sites</li> <li>• Active outdoors offer in natural environment setting</li> <li>• Wide range of activities and experiences meeting many needs and interests</li> <li>• Local and national trails</li> <li>• Heritage assets including country houses</li> <li>• World class attractions</li> <li>• Very accessible outdoor destination</li> <li>• Most southerly upland areas offering distinct upland experiences</li> <li>• Appeal of deep history of Peak District tourism</li> <li>• Established visitor destination</li> <li>• Ranked 6<sup>th</sup> most recognised destination in UK in Visit England poll ‘destination of distinction’</li> <li>• Over 8.75m tourists generating 11.75m visitor days and £541m a year into local economy (2013)</li> <li>• Very high levels of repeat visiting – ‘brand’ loyalty</li> <li>• Tourism contributing to around a third of the local economy and supporting around 9,500 jobs</li> <li>• Inclusive and affordable destination</li> </ul>	<ul style="list-style-type: none"> <li>• Significantly large number of day trippers and leisure visitors (about 50% staying less than 3 hours)</li> <li>• Day visits survey shows that PDNP is average destination based on spend per head</li> <li>• Capacity exists for more visitors at certain times of year, in parts of the Peak District National Park and in some experiences and services</li> <li>• National tourism strategy aimed at Wise Growth of the value of tourism</li> <li>• Visit England recognition of Peak District National Park as a destination of distinction</li> <li>• Growth in public interest in importance of authenticity and provenance in experiences especially food</li> <li>• ‘Staycation’ domestic tourism trend (more people taking second and main holiday in UK)</li> <li>• Potential market development as an affordable alternative to short European trips</li> <li>• Market understanding of Peak District National Park destination weak e.g. many think it’s further than Lakes</li> <li>• Market strength as outdoor activity based breaks offer a different appeal to other short breaks</li> <li>• Technological advances in online booking</li> </ul>

<ul style="list-style-type: none"> <li>• Good transport network through the Peak District National Park (e.g. main bus routes and rail lines)</li> <li>• Close proximity to urban areas with strong national and international transport links</li> <li>• Good network of public visitor services (information centres, car parks, toilets etc.)</li> <li>• A number of physical locations such as towns on the edge of the Peak District National Park provide a gateway to a national park experiences</li> <li>• Very high calibre of award winning businesses</li> <li>• Easy links to nearby towns and attractions</li> <li>• Local residents generally see the positive links between tourism and supporting local business and services (PDNPA residents survey 2016)</li> <li>• Rights of way network and access land</li> <li>• Eroica Britannia Festival attracts 45,000 visitors, including 20% from overseas</li> <li>• Cultural and sporting events throughout the year</li> </ul>	<ul style="list-style-type: none"> <li>and transactional services</li> <li>• Scope to increase the central sustainability appeal of more tourism products</li> <li>• Digital engagement</li> <li>• Potential to connect existing trails to each other, other recreational, heritage and natural assets, as well as transport links</li> <li>• Third sector interest in visitor transport schemes</li> <li>• More scope for cross sector working e.g. mutual interest of farming and tourism to deliver product innovation</li> <li>• Local universities offering tourism and hospitality courses</li> <li>• Developing on-going but deeper relationships with more visitors</li> <li>• Build on the Peak District National Park 'brand'</li> <li>• Growing third sector and civil society</li> <li>• Growth of independent Peak District National Park online resources</li> <li>• To support marketing of luxury end of market and how to increase investment in these</li> <li>• Accessibility schemes</li> <li>• Northern Powerhouse</li> <li>• Midlands Engine</li> <li>• Development of Peak District National Park visitor giving scheme</li> <li>• ERDF has been secured to deliver business support activities, with the aim of increasing SME competitiveness and growth. This business support programme can be tailored specifically to meet the ever changing needs of businesses. It will provide digital marketing support, green initiatives including EQM, and will promote the importance of sustainable tourism</li> <li>• Sheffield recently launched The Outdoor City Economic Strategy, developed by the Sheffield Outdoor Joint Venture</li> <li>• Driving up the quality of the offer to consumers</li> <li>• Coach tourism - work with coach operators to offer packages promoting overnight stays</li> </ul>
<p><b>Weaknesses</b></p>	<p><b>Threats</b></p>
<ul style="list-style-type: none"> <li>• Because of the easy access, millions of people travel to the Peak District National Park predominantly by car (85%) (2014)</li> <li>• Just under one third of all visitors spend nothing</li> <li>• Mature (established) visitor destination making changing habits and visitor patterns very difficult</li> <li>• Extending good examples of sustainable tourism to the mass market</li> </ul>	<ul style="list-style-type: none"> <li>• Shrinking public sector with cuts to transport, public realm and visitors services</li> <li>• Difficulty of changing deeply established visitor patterns and habits</li> <li>• Fragmented and complex public authority arrangements have the potential to create a stronger voice than the place and therefore reduce the overall brand impact</li> </ul>

<ul style="list-style-type: none"> <li>• At peak times and in popular places it can be very congested – e.g. car parks, events</li> <li>• Broadband speeds and mobile phone coverage poor</li> <li>• Lack of integrated transport</li> <li>• Visitor experience fragmented</li> <li>• Lack joint resources</li> <li>• Micro business dominant economy tends to have thin margins and little capacity for joint working ventures</li> <li>• Quality of tourism employment</li> <li>• Dependence of public sector in destination management</li> <li>• Tendency for sector based silos hampering product innovation</li> <li>• Accommodation – do we have capacity to welcome more staying visitors?</li> </ul>	<ul style="list-style-type: none"> <li>• Risk of missing out on national funding being directed to urban LEP areas</li> <li>• Lack of belief in the value or reality of sustainable tourism by some of the host communities</li> <li>• Financial uncertainties resulting in less spend on non-essentials</li> <li>• Dwindling funding for land management – if it continues will have a detrimental effect on quality of landscape</li> <li>• Transport costs rising – may exclude more people from visiting</li> <li>• Fragmented marketing</li> <li>• Effects of weather (climate change)</li> <li>• Local authorities chasing business rates rather than thinking about the longer-term return on investment opportunities by protecting local market town high streets that offer visitors local distinctiveness (e.g. outcome is too many fast food outlets and charity shops).</li> </ul>
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## ASPIRATIONS

Our current shared vision stated in the National Park Management Plan (2012- 2017) is for the Peak District National Park to be a Welcoming and Inspiring Place. This provides a structured approach to achieve our shared ambitions over the next 20 years:

- An inspiring Peak District where all are welcome to discover, enjoy, understand and value the special qualities of the National Park; a place where people can develop a sense of adventure and belonging, and play a part in its sustainable future.
- The Peak District National Park will strengthen its role as a welcoming place and premier destination, synonymous with escape, adventure, enjoyment and sustainability. [NPMP 2012-17]

In achieving this, we want more people (and a diverse range of people) to have the opportunity to experience and engage with the Peak District National Park as visitors. We want more people to explore more of the special qualities of the Peak District National Park, to spend more money locally and to leave a smaller environmental footprint. Our approach starts with looking after Peak District National Park landscapes as our core tourism asset. This provides the focus for developing and promoting distinctive and diverse Peak District National Park experiences. A strong focus on getting the basics and infrastructure right will be needed to ensure a quality product and the marketing should be in line with these first three steps, as the means to achieving success. All needs to be in alignment and in this order of priority.

- Encourage people to explore more - visit different parts of the Peak District National Park, stay longer and all year round.
- Enable visiting the Peak District National Park to be a real possibility for all through removal of barriers to access.
- Enable more visitors to lessen their negative impacts and improve opportunities to make positive environmental and community impacts.
- Continue to encourage more visitors to stay longer (but ensure that day visitors are still catered for).
- Encourage more people to spend more money locally.

- Encourage quality distinctive and diverse Peak District National Park experiences. We will encourage businesses to work together as clusters – creating a number of collective offers to help amplify this message – creating experiences and itineraries for visitors to enjoy.
- Encourage a relationship and understanding with the tourism industry that cherishes, looks after and returns an appropriate investment to this core asset.
- Getting the basics and infrastructure right - range and quality of accommodation, reliable customer service, attractive public realm, sustainable transport options and good visitor services, e.g. information, car parks and toilets.

## **Marketing**

We advocate that marketing is the means to achieving success. This means all marketing activity has to be in line with, realise the potential of and look after the core asset of our landscape, promote the depth and diversity of our distinctive experiences and promote the basics right. This means distinctive, consistent and clear branding of the destination is needed in a highly competitive market as well as making good use of the internet and social media to have a greater impact from the start of the visitor journey. This will be complemented by persuasive advertising campaigns, effective PR, sales promotion and smart tactical marketing activities to exploit national and local opportunities as they arise.

The four main areas of delivery that partners have previously agreed are to:

- Promote opportunities for tourism across the Peak District National Park as one of England's most significant tourism brands, renowned for its sustainability credentials and high quality visitor experience
- Enhance the quality of the visitor experience by developing connections to neighbouring urban areas, integrating financially sustainable travel within key corridors, and managing development at popular visitor hubs and 'gateways' to the Peak District National Park
- Encourage people to reduce their environmental impact through the choices they make about travel to and within the area, their purchasing choices and their recreation and other activities
- Champion and support the development of environmentally-friendly orientated products and services that contribute to quality and green experiences.

## **Moving forward**

- There is significant scope for working with the four cities that surround the Peak District National Park and have had such a symbiotic relationship, beyond place marketing, especially on transport links.
- A positive and proactive approach to destination management is needed that goes beyond destination marketing. We need to establish how or who will create a stronger approach to destination management in order to achieve our aims for the destination.
- Improving the performance of rural areas will be delivered by improving the product, better presentation of the product offer and better target marketing.
- In the current climate of declining marketing budgets, it is important to promote the benefits of collaborative and partnership working between businesses, between destination organisations and with national bodies such as Visit England and Visit Britain.
- This can't be achieved in isolation or by the DMO alone – Peak District National Park Authority and associated Local Authorities need to buy into the brand approach – and duplication of effort, fragmented marketing needs to be managed out.

## 6. Access and Recreation

Access to the Peak District Peak District National Park sustains mental and physical well-being. The Peak District Peak District National Park is freely and easily accessible and attracts people from all ages and walks of life to benefit from escape, adventure, enjoyment, inspiration and reflection in a high quality landscape, and to make life-long connections.

The extensive areas of access land and the public rights of way network encourage participation in a range of activities as well as simply 'getting away from it all'. They allow exploration of spectacular scenery, tranquillity and opportunities to connect with nature and the cultural heritage of the landscape alongside helping to deliver wider social and economic benefits to rural and urban communities.

Activities on offer all year round for all abilities and ages include the following:

- Over 65 miles of traffic free trails<sup>43</sup> – ideal for walking, cycling and horse riding across the Peak District Peak District National Park.
- World renowned climbing crags for the enthusiastic beginner through to world-class athlete.
- Huge variety of walks ranging from short strolls to long distance routes and challenging hikes.
- Fell running is popular and well established<sup>44</sup>. Alongside the classic races, many villages hold races as part of their well dressing weeks.
- Favoured locations for paragliding and hang gliding.
- Caving and potholing are popular due to the numerous cave systems.
- Intrinsically good cycling offer – from recreational bike rides on traffic-free trails to challenging mountain bike routes and iconic road rides.
- Enjoying the varied landscape, ecology and geology.

## BACKGROUND

### Overview

- The Peak District National Park Authority has a range of statutory duties and powers relating to access and recreation including managing the public right of open access under the Countryside and Rights of Way Act 2000<sup>45</sup>.
- The public rights of way network and access land provides the means to gain access to recreational activities as well as providing opportunities for physical and mental well-being. The seven constituent Highway Authorities who cover the Peak District National Park have the responsibility for the maintenance and improvement of public rights of way and are supported by the Peak District National Park Authority in its enhancement and promotion.
- The Highway Authorities are currently reviewing their Rights of Way Improvement Plans which plan strategically how they will improve the management, provision and promotion of a wider rights of way and access network. This paper will be used to feed into and help shape these discussions.
- There are also other multi-use routes within national parks such as un-surfaced unclassified roads and former rail tracks which form a valued part of the recreational network. By their nature these can offer accessible routes suitable for everyone no matter their level of ability, giving them the opportunity to take part and benefit. Together these routes can be promoted and branded as the national park's 'Miles without Stiles'.
- Current level of provision for access and recreation varies across the Peak District National Park with some parts offering better provision than others.
- The majority of appropriate recreational activities can be accommodated but in some instances there is insufficient provision to meet demand, for example for water sports.

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<sup>43</sup> Peak District Peak District National Park Authority

<sup>44</sup> Peak District Peak District National Park Authority <http://www.peakdistrict.gov.uk/visiting/getactive/getactive-fellrunning>

<sup>45</sup> <http://www.legislation.gov.uk/ukpga/2000/37/contents>

- Popular areas require investment and the use of appropriate techniques to maintain and manage the infrastructure and meet visitor expectations.

### **Access and rights of way**

- There are over 2092 kilometres (1,300 miles) of rights of way and a third of the Peak District National Park is open access land<sup>46</sup>. Access land is extensive in the Dark Peak but is more fragmented in the White Peak and South West Peak. Rights of Way are concentrated in the White Peak and South West Peak but there are fewer routes available for those using the network on horseback, bikes or vehicles.
- Green lanes are historic tracks and routes used by walkers, cyclists, horse riders and motor vehicles. Some may have vehicle rights, others may not. Some routes have been identified as being in most urgent need of improved management. The Peak District National Park Authority has developed action plans for these priority routes. Traffic Regulation Orders on four routes have been made to prohibit access by recreational motorised vehicles and consultations on two more routes have been undertaken.
- Although there is little statistical evidence, it is generally felt that the vulnerability of many paths within the Peak District National Park has increased in recent years due to recreational pressure, climate change and a reduction in proactive programmes for maintenance.
- In summer 2014/15, 90% of routes passed the 'Ease of Use' survey<sup>47</sup>, this has fallen since 2007 by approximately 7%.
- This paper will help inform Rights of Way Improvement plan reviews which provide strategic aspirations and action plans to shape management of the rights of way network in the Peak District National Park.

### **Visitors** (refer also to 'Sustainable Tourism' and 'Transport')

- The Peak District National Park is very accessible to the surrounding conurbations with more than 16 million people being able to drive to the Peak District National Park within one hour.
- Collectively the English national parks account for 90 million visitors a year. For the Peak District National Park, estimates range from 11.75 million visitor days to 23.0 million visitor days each year<sup>48</sup>. Half of these visitors (48%) make only short visits of less than three hours, but they are often frequent repeat visitors. Measuring leisure visitors, rather than tourists (who stay for more than 3 hours) is difficult<sup>49</sup>.
- A visitor survey carried out in 2015 shows that half of all visitors state their main activity in the Peak District National Park as walking 2-10 miles<sup>50</sup>. Although it is expected that walking is the main driver for visits to the area, this sample may not be representative of recreation within the whole Peak District National Park.
- The impact of international events can inspire people to be more active and bring benefits to the economy e.g. Tour de France 2014 and Eroica Britannia Festival 2013 (for 10 years).
- Tranquillity / quiet enjoyment of the English countryside is recognised by the majority of people as one of its most important qualities and makes a significant contribution to the enjoyment of an area. It is important for our mental and physical well-being, and improves our quality of life. It is a key factor in maintaining the rural economy, being one of the main reasons why people head for the countryside to 'get away from it all'. Protecting this quality is a key priority.
- The Peak District National Park is a living, working landscape with a resident population of 37,905<sup>51</sup>. Visitor pressure can create both opportunities and tensions. Helping to resolve such tensions is a key role of the Peak District National Park Authority.

<sup>46</sup> Peak District National Park State of the Park report (2013)

<http://www.peakdistrict.gov.uk/microsites/sopr/welcoming>

<sup>47</sup> Peak District National Park Annual Ease of Use Survey

<sup>48</sup> Peak District National Park s UK (2014) <http://www.nationalparks.gov.uk/students/whatisanationalpark/factsandfigures>

<sup>49</sup> Peak District National Park Authority Visitor Survey 2014/15

<sup>50</sup> Peak District National Park Authority Visitor Survey 2014/15

<sup>51</sup> Office for National Statistics Census 2011

## Benefits of outdoor recreation

- The Sport and Recreation Alliance and Liverpool John Moores University [“Reconomics” report](#) (June 2014) found that outdoor recreation provides the following.
  - The UK’s favourite pastime - three in four adults in England regularly get active outdoors.
  - Drives the visitor economy - people spending their day enjoying outdoor recreation spent £21 billion in 2012/13; with overnight visits taken into account, this comes to £27 billion.
  - Promotes a healthy nation - outdoor recreation can make a significant contribution to tackling the £10 billion cost of physical inactivity.
- Sport England’s report, [‘Getting Active Outdoors: A study of demography, motivation, participation and provision in outdoor sport and recreation in England’](#), examines the demand and supply of the outdoor activity market. The report shows that 18.2 million people not currently active want to take part in some form of outdoors activity, and 80% of people already active outdoors feel that it gets families happier and healthier. Sport England future funding opportunities are likely to be linked to getting people active outdoors.
- Physical inactivity costs NHS England £0.9bn/year<sup>52</sup>. The Government has a national ambition in England to bring about a year on year increase in physical activity and a year on year decrease in the proportion of those classed as inactive.
- There is a growing evidence base that highlights the role green space can play in better public health. Defra’s 8-Point Plan for national parks recognises the central contribution that national parks can make to our national wellbeing. The Government has also committed to placing mental health on an equal footing with physical health. The ‘Mental Health Strategy, No Health without Mental Health’, makes clear that participation in physical activity is one of the ‘Five ways to wellbeing’. The published implementation framework for the strategy outlines how local authorities can take a leading role in improving the mental wellbeing of people in their area, for example, by providing leisure facilities and green spaces.
- The Government’s ‘Vision and Circular 2010 for national parks refers to the connection between national parks and health outcomes, as national parks contain some of the last remaining tranquil areas where peace of mind can be achieved “in an increasingly busy society” (paragraph 105).

## National drivers

- The full impacts of leaving the European Union and the future in terms of regulations and funding are largely unknown. In the short term, this uncertainty is likely to continue to delay decision-making and make it difficult for organisations to plan ahead.
- The 2016 Cities and Local Government Devolution Act allows certain powers to be handed over from central government to some of England’s cities, urban areas and counties, to permit the introduction of directly elected mayors for combined authorities and to remove some limitations on the powers of those local authorities. As such, devolution deals will alter the roles played by local authorities that operate within and close to the boundary of the Peak District National Park.
- The following were seen as key priorities in [Defra’s 8-Point Plan](#) for national parks:
  - Promote national parks as world-class destinations to visitors from overseas and the UK.
  - Promote innovative schemes for national parks to serve national health.
  - Realise the immense potential for outdoor recreation in national parks.
- [Sport England’s strategy](#) looks to support initiatives for getting active outdoors and the infrastructure to facilitate it, which includes focus on: children and young people, walking for leisure and outdoor settings.
- The Government’s proposed Cycling and Walking Investment Strategy builds on the funding for Pedal Peak District and has the potential to provide iconic walking and cycling routes and will have a key role to play in attracting and dispersing visitors.

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<sup>52</sup> British Heart Foundation: Economic Costs of Physical Inactivity (2016)  
[<http://www.bhfactive.org.uk/userfiles/Documents/economiccosts.pdf>]

- British Cycling has launched its first MTB focused [campaign](#) about getting more cycling access to the countryside and its rights of way in England and Wales, to mirror the situation in Scotland.
- Deregulation of the water companies through the Water Act may provide an incentive for them to increase their visitors through providing an enhanced recreational offer.
- Growth of mobile phone apps using advanced augmented reality technology (i.e. adding computer vision and object recognition) enabling the user to become interactive and active in the outdoor environment could be used to build support for the Peak District National Park and provide quality new customer experiences.

### Regional recreation trends

- A summary of the research taken from the 2008 Recreation Survey and the Sport England Active People Survey results for Derbyshire highlights similar trends to national research, as follows:
  - Increased participation in active recreation, such as mountain biking.
  - Increased demand for organised events such as charity and challenge events.
  - Walking and cycling are by far the most popular activities with more links to urban areas and good quality circular networks wanted.
  - Running, artistic pursuits and photography, 4x4 and trail biking, wildlife study and climbing are the next most popular activities.

## ISSUES

### Funding and resources

- Changes in traditional funding streams. As highlighted above, there are changes in the availability of traditional funding streams and resources for managing access and recreation within the Peak District National Park. The success of existing Landscape Partnerships will improve Heritage Lottery Funding opportunities including the Better Outside and Roaches Gateway projects for the South West Peak and the proposed City to the Shore and Moor project for the Sheffield area.
- Donations from individuals, organisations and businesses have been made to the Peak District National Park Access Fund for access improvements in the Peak District National Park. The funding for National Trails is secured for 2016/17, however, funding for future years is uncertain and therefore benefits need to be promoted to ensure it continues to be available.
- The Government's Cycling and Walking Investment Strategy provides an opportunity to take forward the development of cycling and walking routes.
- Department for Transport's Access Fund provides £60 million over three years to support the local economy by supporting access to new and existing employment, education and training and to actively promote increased levels of physical activity through walking and cycling.
- Discover England provides £40 million funding scheme over three years with a focus on overseas visitors and proposed development of a web-based online booking product for itineraries and tours.
- Sports England funding provides for investment identified in the strategy for infrastructure and outreach.
- Existing agri-environment schemes do not currently support the full benefits of providing access as a public good other than for mitigating the impact of visitors.
- It is important to continue to support existing partnerships to combine resources and skills in a time when funds are limited.

### Responsible visits

- **Managing and education about environmental impacts** – management of the impact of a wide range of activities and a large number and variety of users on the environment and communities is needed to balance the needs of both recreation and conservation,

requiring significant resources. It is felt that often people are not always aware of the damage or impact they are causing.

- **Shared use/ behaviour issues** – complaints arise from the behaviour of some users of rights of way, leading to demands for improved codes of conduct, policing and restraint. Night-time use is also increasing and can be disruptive to wildlife, other users and residents.
- **Quality and suitability of access infrastructure** – there is a risk that reduced government funding for both Peak District National Park and Highway Authorities is impacting on Access and Rights of Way work through reduced staffing and capital. Grant schemes can improve the type and location of recreational opportunity, but applications can be challenging in terms of deadlines and information requirements.
- **Managing large-scale recreation events** – large scale events can cause disturbance to local residents, cause conflict with other users and increase recreation pressure on the area.
- **Sustainability of routes** – **although** the majority of the network is in good condition, some routes across sensitive terrain have suffered from wear and tear and a lack of maintenance. Identification of sufficient resources to tackle these issues is difficult, and sometimes the solutions have not been welcomed as appropriate by some users. There is a range of perceptions about what makes a route suitable and sustainable, which varies from site to site.

### Widening Participation<sup>53</sup>

- **Accessibility** – ensure and promote access for the young, inexperienced and those with limited mobility and health inequalities to overcome barriers to access. Balancing needs of different users is important as some prefer more challenging routes than others. Also ensure that there is sustainable integration of transport designed to promote easy access.
- **Promoting recreational opportunity/connectivity of the network** – some recreation groups are frustrated by a lack of provision for their activity. The mountain bike task group has identified a list of sites in the Peak District National Park and Derbyshire suitable for development, but which are subject to resolution of conflicts. Horse riders are also developing promoted routes and are looking to improve the connectivity of the bridleway network. Access to water is limited, particularly for paddle sports and swimming.

## ASPIRATIONS

A more active, harmonious and accessible Peak District National Park. The Peak District National Park will be a welcoming place offering outstanding experiences. There will be good access for all outdoor activities and facilities will be high-quality, well-maintained and well-connected. Everyone will have the information and opportunities to access and enjoy the Peak District National Park responsibly. They will be happy, healthy, confident, motivated and inspired by the outdoors. They will recognise and value the quality of the natural environment and be willing to care for and support the Peak District National Park. The respect between participants and those managing the land and for the special qualities of the Peak District National Park will bring about understanding and enable conflicts and impacts to be readily managed in a balanced manner.

### Role of land management

- Lobby future agri-environment schemes/farming payment models to support up-keep of access and reflect the wider recreation and tourism benefits that the land provides.
- Work with landowners to increase inclusive opportunities for outdoor recreation and promotion of understanding appropriate to the special qualities of the Peak District National Park.

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<sup>53</sup> A separate paper has been drafted on Outreach which covers widening participation for non-traditional user groups in more detail.

### **Health and wellbeing**

- Promote the health benefits of outdoor recreation, including implementing a Peak District National Park programme of interventions for health and wellbeing.
- Identify areas where particular management measures are needed in relation to delivering a high quality visitor experience, safeguarding sensitive environments and maintaining the integrity of designated sites.

### **Promote responsible visiting** (refer also to 'Sustainable Tourism')

- Promote informed, responsible behaviour in enjoying and managing access (including organised events) and a sense of common and shared responsibility for the national asset.
- Work with event organisers to manage events sustainably to benefit the Peak District National Park and the local economy and enhance visitors' experience, with processes in place for larger events.

### **Maintain existing assets**

- Ensure a high quality functional network of connected routes for all users; ensure the tranquillity and quiet enjoyment of the Peak District National Park is protected.
- Continue to support the important work of the Trails Management Plan and promote joined up links across the trail network. Recognise the need for major investment and maintenance to remain a priority.

### **Develop access and recreation opportunities**

- Develop green lanes as recreational assets.
- Identify opportunities to review access, considering recreation opportunities at a landscape scale and developing partnerships with Sheffield Moors, Moors for the Future, South West Peak, water companies and other partners as opportunities arise.
- Legislate to provide equality of opportunities amongst recognised activities and to review rights of way legislation to meet modern demands.
- Identify recreation hubs and the opportunities to increase the range of recreational experiences and participation.
- Support skills progression in activities.
- Investigate opportunities with water companies to increase recreational access to water.
- Influence planning proposals to give greater consideration for public amenity as an after-use for quarries.
- Deliver cycling strategy work and opportunities for the wider Peak District National Park.
- Seek opportunities to ensure sustainable and integrated transport.

### **Resources and funding**

- Develop opportunities for giving to help pay for an enhanced recreation offer and benefit the community and place.
- Work with partners to seek funding to maintain existing routes and create more integrated network of trails, providing easy access, multi-user routes into and within the heart of the Peak District National Park.
- Encourage and provide opportunities for volunteers to monitor and repair paths.

### **Access for all** (refer also to 'Inspiring Generations')

- Work with partners to seek opportunities for improved access to the Peak District National Park for less represented audiences.
- Promote access for the young, inexperienced and those with limited mobility and health inequalities to overcome barriers to access.
- Incorporate and develop the network of 'Miles without Stiles'.

### **Listen and respond to visitor needs**

- Ensure opportunities are available for visitors, residents and partners to contribute to decision making process in a transparent way.

- Ensure visitor/customer surveys and feedback continues to influence policies and recreation provision.
- Work towards a sense of common and shared responsibility for a national asset.
- Continue to work closely with the Peak District Local Access Forum to provide this link.

## 7. Business and Rural Economy

Many businesses within the Peak District National Park derive direct and indirect economic benefits from their unique location and relationship with its landscapes. At a value of £3.8bn annual Gross Value Added (GVA) (2010), economic output comes from a diversity of sectors with potential for growth and development. It is this relationship that we seek to foster and build upon in order to deliver national park purposes. To further this relationship, we will encourage businesses to embrace the landscape, and the enhancement of it, as part of their business model.

Businesses in the Peak District National Park have come together in a private/public partnership, Business Peak District, to support the sustainable growth of the area's economy.

### BACKGROUND

#### Location

- The high value landscape also presents opportunities for business growth, as does the Peak District's central location at the heart of England closely surrounded by major conurbations. However, rurality, low wages and the typically small business size in the Peak District National Park (90% of firms employ fewer than 10 people) present challenges<sup>54</sup>.

#### Local Enterprise Partnerships

- Local Enterprise Partnerships (LEP) have the following priorities:
  - D2N2 priority sectors: Derbyshire Dales and High Peak make a significant contribution to food and drink manufacturing, the visitor economy and in advanced manufacturing sectors.
  - Sheffield City Region priority sectors: Derbyshire Dales offers an ideal location for creative and cultural businesses.
  - Stoke-on-Trent and Staffordshire priority sectors: Staffordshire Moorlands makes a considerable contribution to the manufacturing sector and sub-sector priorities (advanced manufacturing and applied materials), as well as the visitor economy priority.

#### Business productivity

- Research in 2010 shows that the Peak District National Park makes significant economic contributions, including annual gross value added (GVA) of £3.8bn (2010), equivalent to 11% of the GVA of the D2N2 LEP area, 14% of Sheffield City Region and 24% of the Stoke and Staffordshire LEP area<sup>55</sup>.
- In the wider Peak District National Park, average productivity levels per full time equivalent (FTE) workplace employee are above those of some LEP areas and equal to that of D2N2.
- There is a strong manufacturing base accounting for 16% of workplace employment in the wider Peak District National Park and with some particular strength in manufacturing subsectors, such as food, metal products and machinery/equipment<sup>56</sup>.
- There are strong business survival rates with 58% of new Peak District National Park firms surviving at least four years, well above the LEP average<sup>57</sup>.

#### Devolution

- The impact of devolution will depend on the deals made at a local level and could impact substantially on the make-up and roles of the authorities operating in the Peak District National Park.

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<sup>54</sup> NB These figures exclude the micro and sole traders. Enterprise Peak District: Peak District Outline Economic Growth Package

<sup>55</sup> Enterprise Peak District: Peak District Outline Economic Growth Package

<sup>56</sup> ONS IDBR

<sup>57</sup> Enterprise Peak District: Peak District Outline Economic Growth Package

## Employment

- Economic activity and employment structure within the Peak District National Park is predominantly made up of farming, land management, manufacturing, accommodation and retail sectors. Although these industries declined in the 1980s and 1990s, production still remains a large sector in the Peak District National Park, accounting for 28% of turnover and 14% of employment<sup>58</sup>.
- The Peak District National Park has relatively high levels of employment in agriculture, forestry and fishing, production, construction, wholesale and retail, and particularly in accommodation and food services sectors compared to the other national parks and the rest of the UK. These five sectors account for 72% of all employment in the Peak District National Park, compared to 47% across all English national parks and 39% across the UK as a whole<sup>59</sup>.
- The Defra agricultural census shows farming and land management to provide around 3,500 jobs, comprising 18.5% of total employment in the Peak District National Park. Some traditional industries, such as farming and land management, have seen a decline over the past 50 years, whilst service sector industries (including tourism) have seen a significant growth in their contribution to the Peak District National Park economy and employment<sup>60</sup>.
- The IDBR showed there were 3,405 businesses located in Peak District National Park which provided employment for more than 17,300 people in 2014. The survey shows local levels of employment have remained relatively stable since 2009<sup>61</sup>.
- The average business in the Peak District National Park employs approximately five people. 93% of businesses in the National Park have 9 employees or less compared with 35% National Park England average and 14% in England<sup>62</sup>.
- Half of Peak District National Park residents commute outside the Peak District National Park for work. Conversely, an estimated 4 in 10 jobs in the Peak District National Park are occupied by people commuting into the Peak District National Park for work. This reflects the complex interdependencies that the Peak District National Park economy has with neighbouring urban communities and market towns<sup>63</sup>.

## Unemployment

- Unemployment throughout Derbyshire is lowest in the rural areas. The Peak District National Park has experienced lower levels of claimant unemployment than the United Kingdom as a whole. However, this trend has continued in relative terms. In mid-2008 to 2009, when the first effects of the recession were beginning to show, the national rate of people claiming JSA doubled from 2.0% to 4.0%; in the Peak District National Park, the rate also doubled from 0.4% to 0.9% over the same period. However, over the last 10 years, people claiming JSA has remained under 1%<sup>64</sup>.
- Although unemployment has increased nationally over the last five years, it is most pronounced in the Peak District National Park in the younger 16–25 generation, with few opportunities particularly in traditional industries such as agriculture.

## Turnover and Gross Value Added

- The 2,915 local businesses are estimated to have generated a combined annual turnover of more than £1.1 billion in 2012<sup>65</sup>. This equates to an average turnover of more than £87,000 per employee, which is the highest of all English national parks and significantly higher than the English national park average of £68,000. The data in Figure 1 shows that the turnover of businesses in the Peak District National Park is relatively concentrated amongst small businesses with fewer than 10 employees.

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<sup>58</sup> Peak District National Park Authority State of the Park Report

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<sup>60</sup> Peak District National Park Authority State of the Park Report

<sup>61</sup> Peak District National Park Authority State of the Park Report

<sup>62</sup> Peak District National Park Authority State of the Park Report

<sup>63</sup> Peak District National Park Authority State of the Park Report

<sup>64</sup> ONS NOMIS JSA

<sup>65</sup> ONS NOMIS IDBR

- The production and wholesale and retail sectors generate the largest turnover in the Peak District National Park. These sectors generate more than 37% of all turnover in the Peak District National Park, which is much higher than the national park average of 27% and is more similar to the UK average of 40%.
- The Peak District National Park also generates a relatively high turnover in the agriculture, forestry and fishing and transport and storage sectors, and a relatively low turnover in the information and communication, finance and insurance, professional, scientific and technical and health sectors, compared to the other English national parks and the UK average<sup>66</sup>.

### **Inspired by the Peak District**

- The Inspired by the Peak District brand was launched in 2014 and has been successful with over 350 businesses signed up by 2016. These range from food and drink producers and online retailers to manufacturing and creative industries.

### **Growth hubs**

- Although work is ongoing to extend the reach of LEP growth hubs to benefit Peak District National Park businesses and to develop the Inspired by the Peak District brand, there is still a risk that rural areas are overlooked in favour of jobs and growth in urban areas, and accessing finance to grow local businesses via LEP funding remains an issue.
- There is also the issue of a lack of consistency of business support across the 6 different LEP's which are active in the Peak District National Park.

### **Digital Connectivity**

- Most properties within the Peak District National Park are connected to the internet through the existing copper phone line network, linked to telephone exchanges in and around the Peak District National Park. There are 19 exchanges within the Peak District National Park boundary, with an additional 21 exchanges covering fringe communities. Digital Derbyshire aims for:
  - 95% of homes and businesses in Derbyshire will have access to super-fast broadband by the end of the year (2016)
  - 98% of homes and businesses in Derbyshire will be able to access speeds of at least 24Mb per second by the end of 2018.
- In addition the “*Superfast Staffordshire*” and “*Connecting Cheshire*” projects have their own digital connectivity targets.
- Almost all remaining properties – those in really hard to reach places where it's not possible to roll out fibre broadband – will have access to at least 2Mb per second, which is enough for general web surfing and sending emails.

### **Mobile phone coverage**

- There are still issues of mobile phone coverage across the Peak District National Park.
- The Peak District National Park Authority have worked closely with the Mobile Infrastructure Project (MIP) to identify appropriate sites for broadband cabinets and mobile phone infrastructure in ‘not-spots’. The MIP closed in March 2016.
- The National Parks England Accord with Mobile Operators Association was renewed in 2015 and further ways to promote good phone coverage are currently being considered.

## **ISSUES**

### **Implications of leaving the European Union**

- Future trade arrangements with European Commission and the World Trade Organisation.
- Value of the pound compared with the euro and the potential impact on small businesses.
- There will be a review of both business grants and support for a new national rather than European programme ready for when the UK leaves the European Union. This will be

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<sup>66</sup> ONS NOMIS IDBR

particularly relevant for the small and micro businesses typical of the Peak District National Park.

### **Changing tourism demands**

- While the Peak District National Park has taken great strides in adapting and innovating to better provide for changing tourism demands, a significant opportunity remains to make more of the Peak District National Park's rich special qualities to attract longer staying visitors or in different peak times.
- The increasing number of organised events can have a positive and negative impact on businesses. The northern area of the Peak District National Park has a poor connection with its surrounding communities. It is on the outer fringe geographically and from a social ownership perspective of organisations such as Leeds city region whilst 25% of the Peak District National Park is in Yorkshire. Huddersfield, Holmfirth, Bradford, Leeds and many of the towns in Greater Manchester do not have a great affinity with the Peak District National Park in the same way that Sheffield does and this translates into the investment these local authorities, their businesses and populations give to the Peak District National Park.

### **Accessing LEP funding**

- Despite positive work with LEPs there is still a risk that rural areas such as the Peak District National Park are overlooked in favour of jobs and growth in urban areas, and accessing finance to grow local businesses via LEP funding remains an issue.
- Multi LEP coverage of the Peak District National Park leading to inconsistency of business support and funding opportunities across the area.

### **Access to services and local business**

- Local businesses, such as village shops or pubs, are an essential component of communities. Nevertheless, these businesses are often hard to sustain. This is due to a wider range of goods and more competitive prices in larger shops and the high number of residents who commute to work outside their community or the Peak District National Park.

### **Youth unemployment**

- Unemployment looks likely to remain most prevalent amongst the younger generation. The Peak District National Park may be less affected by continued recession and resulting unemployment due to relative high levels of wealth, and the average age of residents.

### **Broadband**

- Broadband is a very fast-moving and complex topic and so it is difficult to predict the outcome of government and community investment over the next 2 to 3 years. There remains uncertainty over funding processes, technology, commercial sensitivity of data, and there may be planning considerations as a result of any wireless infrastructure – although it is worth noting that the Peak District National Park Authority have worked with mobile phone companies in the past to approve over 90% of masts in the Peak District.

### **Business premises**

- Lack of modern fit for purpose business premises for purchase or rent.
- Planning requirements in a Peak District National Park can be seen as a barrier to business development.

## **ASPIRATIONS**

As part of the Peak District Economic Growth Package: Enterprise Peak District, eight core interventions were identified in 2014 as priorities. These priorities were recently reaffirmed as current by the Business Peak District Board.

The following provides a short update on the progress made so far and identifies the key aspirations for the next five years against each of these priorities:

### **Accessing finance to grow Peak District National Park businesses**

- Utilising LEP proposals for business grants and loans to support growth in Peak District National Park businesses, ensuring these are at levels and that the process to access such grants are commensurate with Peak District National Park needs:
  - Business Peak District, together with local authority partners, has been working to increase take-up of grant schemes by local businesses, including the Global Derbyshire business support programme (28 projects approved in the Derbyshire Dales alone).
  - Jointly branded events have promoted funding opportunities available to small and micro businesses, including the new EAFRD and LEADER rural development programmes.
  - Business Peak District and the local authority partners continue to provide business representation on the PEAK LEADER Local Action Group to support the development and delivery of this key programme for the area.
  - Future work will focus on shaping and promoting the new LEP/EU funded grant and loan programmes coming on stream to ensure Peak District National Park businesses benefit.

### **Growth Spokes - building the reach of LEP growth hubs for Peak District National Park businesses**

- Extending LEP proposals for Business Advice and Information Growth Hubs as growth spokes into the Peak District National Park and ensuring a consistent business offer:
  - Lobbying of LEPs to enhance the capacity of local business advice services as part of the Growth Hub network has continued.
  - Local authority partners have secured EU funding via D2N2 to provide dedicated, within area support to businesses in the Derbyshire Dales and High Peak until March 2019. EU funding has also been secured to provide business start-up services in the Derbyshire Dales via the Sheffield City Region, again until March 2019.
  - Future work will focus on co-ordinating business events and networking activity across the area and increasing referrals into both D2N2 and SCR Growth Hubs to maximise support for Peak District National Park businesses with growth potential.

### **Physical developments - business site(s)**

- Business premises supporting new businesses to set up and grow, and associated transport improvements in particular:
  - Growth Deal Round 2 allocations have been made to support the expansion of Ashbourne Airfield Industrial Estate (new link road), Buxton Crescent and London Road Mill in Leek.
  - The Business Peak District Board has also continued to press for the re-development of other strategic sites, including Bakewell Riverside, both to help meet the needs of growing businesses and attract new businesses to the area.
  - Future work will focus on enabling the delivery of these priority sites.

### **'Inspired by the Peak District' brand**

- Extending the reach of the Inspired by the Peak District brand to support business marketing, inward investment and exporting aspirations of Peak District National Park businesses:
  - From the D2N2-supported launch of the brand in 2014, the number of businesses using the brand has grown from 54 in June 2014 to over 360 in September 2016.
  - The recently successful European Regional Development Fund (ERDF) bid led by Marketing Peak District & Derbyshire to grow the visitor economy, supported by Business Peak District, Derbyshire Dales District Council, Derbyshire County Council and the Peak District National Park Authority will provide dedicated resources to further develop and increase usage of the brand, focusing on promotional, marketing and on-line activity and an annual events programme up until 31 March 2019.
  - Future work will continue to focus on developing and growing the Inspired by the Peak District brand.

### **Digital connectivity**

- Supporting county councils/BDUK investment activity in digital infrastructure where gaps exist, and business advice to support growth:
  - Continuing to press for the full rollout of high speed internet access across the whole of the Peak District National Park with a particular focus on business locations.
  - Promoting broadband connection voucher schemes to businesses.
  - Future work will also include encouraging take up of services in those areas now being served.

### **Pedal Peak business initiative**

- Supporting growth of the visitor economy and its supply chains through the Pedal Peak sustainable cycling initiatives:
  - The Pedal Peak II project has enabled further development of four key routes linking existing cycling friendly routes for cyclists and walkers (Little Don, Staffordshire Moorlands, Hope Valley and the White Peak loops). The Cycle Friendly Places Grant helped businesses including youth hostels in the Peak District National Park to provide 'cyclists welcome' facilities. It also worked with Bakewell and Eyam Community Transport to fund a Bike Bus project to transport cyclists and their bicycles throughout the central Peak District National Park.
  - The ERDF funding will support the Peak District National Park Authority, together with Derbyshire Dales District Council, to further develop the growing, high-spending cycling market through the Pedal Peak business initiative. This will include grants to improve cycle facilities, a cycle friendly toolkit to help businesses better understand the market, networking events, developing routes and marketing materials and creating and delivering Peak District Cyclist Welcome accreditation from September 2016 up until 31 March 2019.
  - Future work will also include the development of a year round, multi day circular cycle route for the area to encourage more overnight stays based on the Eroica Britannia Route.

### **Supply chain and exporting initiatives to grow Peak District National Park businesses (linked to growth hubs)**

- Supporting existing business development and new business starts through business linking and supply chain development within the Peak District National Park:
  - The focus has been on delivering key events, including 'Learn to Pitch' in Bakewell, targeted at food and drink manufacturing businesses and a Manufacturing and Engineering Showcase in Hope, involving a range of partners including the former Manufacturing Advisory Service and East Midlands Chamber. Several board members gave their time to support these events and the showcase was hosted by Hope Construction Materials. Together the events attracted 75 attendees.
  - The ERDF funding will enable Marketing Peak District & Derbyshire, Business Peak District and their partners to bring in tourism experts and specialist advisers to deliver a wide-ranging programme of business support focusing on international visitors, accessibility, marketing, business to business networking, workshops promoting the Environmental Quality Mark (EQM) and one-to-one advice and development up until 31 March 2019.
  - Around 400 visitor economy businesses and their supply chains are set to benefit from the programme, which will be launched over the next few months and will run until the end of March 2019.
  - The aspiration is to drive up business quality and profitability, develop the Peak District National Park brand, encourage businesses to work together and support each other more, and support start-up businesses through initiatives specifically geared to create more jobs in the visitor economy sector, and bring long-term benefits to the local and regional economy.

### **Skills development to support business growth**

- Supporting an employer-led approach to skills development to meet identified skills gaps for employers; niche skills development in sustainable construction and energy efficiency; development of youth entrepreneurship:
  - Working with local authority partners and the Peak District Partnership to develop a skills survey of local employers and proposals for a Peak District Skills 'summit'.
  - Business start-up programmes e.g. SCR Launchpad in the Derbyshire Dales will also target younger people thinking of starting a business.
  - Future work will focus on promoting employment and skills programmes being rolled out by LEPs and encouraging take-up by local businesses and individuals, particularly younger people.

## 8. Communities

People play an integral part in the life and management of the national park and have lived and worked in the Peak District National Park landscape for thousands of years. They continue to play a major role in securing Peak District National Park purposes. Community life is closely tied up with working life and the vitality of communities also relies on availability and access to jobs and places of work.

The Peak District National Park is in a unique position, at the heart of the nation surrounded by major urban areas. The resident population remains at around 38,000 living in Bakewell and more than 140 villages and hamlets. Surveys show that residents have a strong connection with their local environment and landscape, and high levels of community activity and awareness around Peak District National Park cultural traditions reflect this. Some of the challenges for people living within the Peak District National Park are to maintain balanced and vibrant communities when faced with high house prices, low wages, an aging population and inconsistent access to services. A high priority for most resident communities and constituent local authorities is the provision of affordable housing.

Communities need access to a range of essential services, such as schools, shops, places to meet and health services. Social and community links, such as local markets, recreation spaces and workplaces extend beyond the Peak District National Park, linking communities inside and outside its boundaries. Indeed, for many communities, day to day living is not affected by the Peak District National Park boundary. This is of particular importance for sustainable access to services and job opportunities. These services often serve wider areas and are essential for communities to be vibrant and thriving. However, many communities find it difficult to retain these services and facilities in the locality.

## BACKGROUND

### Population

- The population within the Peak District National Park has remained stable from 2001 to 2011; this is well below the national increase of 7.1 % but is consistent with the position in the other national parks<sup>67</sup>.
- In 2011, there were an estimated 37,905 people living in the Peak District National Park compared with 37,937 in 2001. Unlike national and regional trends, the population has remained stable within the Peak District National Park and is not expected to rise over the coming years<sup>68</sup>.

### Age structure

- National parks have a much older age structure than the rest of the population. In comparison to the national average, the Peak District National Park has a smaller proportion of under 45s and larger proportion of over 45s. This trend is increasing with time, when compared with mid-year estimates for detailed age bands<sup>69</sup>.
- In 2011, approximately 33% of the population of the Peak District National Park was over 60 (an increase of approximately 8% since 2001). Data also shows that the 15-24 age group declined between 2001 and 2011. The mean age of residents within the Peak District National Park is 45.8 years old compared with 39.3 for England. This is in line with other national parks<sup>70</sup>.

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<sup>67</sup> Office for National Statistics Census 2011

<sup>68</sup> Office for National Statistics Census 2011

<sup>69</sup> Office for National Statistics Mid-Year Estimates 2010

<sup>70</sup> Office for National Statistics Census 2011

## Employment

- Levels of self-employment amongst Peak District National Park residents were recorded at over one in four (>25%) of the economically active population. This is almost double the national level, whilst levels of employment amongst the economically active population are higher than the national average<sup>71</sup>.

## Crime

- The Peak District National Park has a low crime rate when compared with Derbyshire as a whole.
- Crime statistics show that the Peak District National Park had a significantly lower total recorded crime rate, compared to Derbyshire as a whole. Staffordshire has the lowest level of all recorded crimes, is the most rural and least densely populated part of the Peak District National Park.

## Ethnic groups

- 97% of the population of the Peak District National Park is White British compared with 85% in the region and 80% nationally.
- The growth of minority ethnic groups in England and Wales is not reflected in the Peak District National Park or any of the national parks<sup>72</sup>.

## Standard of living

- None of the national park's communities are in the top 30% most deprived areas of England and only one constituent area (Sheffield) has a monitoring area overlapping the Peak District National Park with deprivation falling into this category. In this case, most of the population reside outside the Peak District National Park part of the area. This has remained the same since 2004<sup>73</sup>.
- According to national monitoring areas<sup>74</sup>, 98% of the most deprived areas are urban, but there is evidence of pockets of deprivation in rural areas.

## Access to services

- There has been a decline in community services over the last ten years, particularly of shops, post offices, healthcare facilities and public houses<sup>75</sup>.
- Many Peak District National Park villages retain a range of well-used, thriving local services and amenities. However, a combination of online services along with changing behaviours such as combined trips for work and shopping and the longer term trend increase in the use of private transport all contribute to a steady loss of facilities such as pubs, post offices and village shops, particularly as several larger centres on the fringes of the Peak District National Park (e.g. Buxton, Glossop, Leek and Chesterfield) offer an excellent range of goods and services in close proximity.
- Annual monitoring does however also highlight localised gains in farm and village shops<sup>76</sup>.
- Access to services varies according to size of village, geographical location and proximity to larger settlements. The average distance from a residential property to a primary school is around 1km in the Peak District National Park. The average distance to a post office is similarly around 1.5km, whilst distance to bank or building society is around 6km on average, supermarket 7km and job centre closer to 15km (2010)<sup>77</sup>.
- Data indicates that parts of the South West Peak face the worst conditions in terms of access to services.

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<sup>71</sup> Office for National Statistics Census 2011

<sup>72</sup> Office for National Statistics Census 2011

<sup>73</sup> Communities and Local Government Index of Multiple Deprivation

<sup>74</sup> Monitoring areas are based on Lower Layer Super Output Area (LSOA) is a GEOGRAPHIC AREA.

Lower Layer Super Output Areas are a geographic hierarchy designed to improve the reporting of small area statistics in England and Wales.

<sup>75</sup> [Rural services data series](#) (Data.gov)

<sup>76</sup> Peak District National Park Authority Local Development Framework Annual Monitoring Report

<sup>77</sup> [Rural services data series](#) (Data.gov)

- Excluding pubs, primary schools and post offices remain the most common rural service in the Peak District National Park<sup>78</sup>.
- The reduction in post offices may have impacted communities, particularly those with poor transport provision. Some communities such as Bamford, Winster, Youlgrave and Litton have saved their post offices by integrating them into the village shop or pub/cafe, thus improving the long term viability of both community services. In Winster, the shop is also owned by the community.
- Policy requires strong tests to prove that such a use is no longer required, but nevertheless periodic reviews of services in settlements is warranted to monitor losses over time.

## Housing

- National housing related issues such as quality are not as prevalent in the Peak District National Park. However, issues such as availability and affordability are big issues for many residents.
- 2011 Census data shows:
  - 28% of households in the Peak District National Park comprise people over 65 and this has not changed since 2001.
  - The average household size in the Peak District National Park is 2.3 persons with an average of 3 bedrooms per house.
  - A large number of houses in the Peak District National Park are occupied by a single resident aged 65+. As population increases, under occupation of houses could impact on housing availability for other age groups
  - The number of households owned outright has been increasing since 1991 in the Peak District National Park. Approximately 75% of houses in the Peak District National Park were owned by the occupier, with 46% owned outright and 27% owned with a mortgage. This is higher than other national parks and the regional and national average.
- In 2001, 4% of household spaces in the Peak District National Park were classed as second residence or holiday accommodation. Although higher than the national average at the time (1%), this is not as high as some parts of the country<sup>79</sup> or other desirable rural areas outside national parks and without restrictive housing policies. This average figure does however recognise higher rates in some villages.
- Strategic housing policies focus on addressing the local need for affordable housing and also provide for open market housing where this investment can help secure the conservation and enhancement of the Peak District National Park (e.g. utilising former industrial sites and traditional buildings). In pursuing the conservation and enhancement of the Peak District National Park, policies may also support the wider social and economic wellbeing of communities. Emerging policies explore the role of starter homes/custom/self-build schemes on such sites.
- The Local Development Plan Annual Monitoring Report for 2015/16 shows 700 completions nearing the mid-point of the Core Strategy from its base date of 2006. While completion rates have run lower than average for the past 3 years, there remain a further 25 local needs properties with permission (not started or under construction), 143 open market homes with permission (not started or under construction) and further agricultural and ancillary dwellings at the same stage with planning approval (not started or under construction). This suggests that policies are working to allow a steady flow of development across various forms of residential provision, but that other factors are having an impact on delivery and completion of schemes:
  - Delivery is impacted heavily by the quality, quantity and capacity of sites in our villages, and by the amount of public subsidy available to support social housing. The review of development management policies has sought to provide a positive framework for reusing traditional buildings and give more opportunities for homes on farms and for ancillary (granny annex style) accommodation linked to existing

<sup>78</sup> [Rural services data series](#) (Data.gov)

<sup>79</sup> For example, 17% in the Lake District

properties as a means of maintaining family support networks and farming succession.

- The anticipated levels of investment from central government for this period did not materialise, but the concerted efforts of housing associations and housing managers are ensuring that a supply line is maintained, albeit at reduced levels. In response, the Peak District National Park Authority supports a positive approach to community planning. The continuing work of the housing enabler, alongside work from community officers and policy planners is keeping communities involved in site identification, whilst new housing need surveys ensure proposals are justified by need.
- Strategic policies over the past 25 years have sought to control the numbers and demand for open market housing, whilst responding heavily to the evidenced need for affordable housing
- Legal agreements are used to secure affordable houses for this purpose. This ensures local people have the opportunity to access these houses in perpetuity. There is a strong performance in terms of retaining 106 agreements. This is reassuring as, without this, communities would lose a proportion of affordable homes, making the stock mix further skewed towards open market housing.
- Changes to permitted development rights, have increased the potential for open market dwellings to come forward but at a cost to other valued uses such as office space. National parks retain control over conversions of traditional buildings on farmsteads. Development management policies provide criteria to manage such development which requires attention to detail to protect the cultural heritage and scenic qualities of the Peak District National Park.
- The numbers of agricultural worker dwellings permitted and completed show the continued value of the policy to farm businesses. The fact that none has been lost to other uses is also encouraging, since it shows that these dwellings are being used for their intended purpose and not as open market dwellings.
- The distribution of housing completions from 2006 is shown on the map at the end of the paper.

### **Broadband<sup>80</sup>**

- Most properties within the Peak District National Park are connected to the internet through the existing copper phone line network, linked to telephone exchanges in and around the national park. There are 19 exchanges within the Peak District National Park boundary, with an additional 21 exchanges covering fringe communities<sup>81</sup>.
- Almost all of these exchanges provide 8MB speeds via ADSL (Advanced Digital Subscriber Line), although generally these speeds reduce with distance from the exchange.
- However, this situation is quickly improving, as a number of towns and villages in the Peak District National Park are likely to receive Fibre to the Cabinet (FTTC) network upgrades in the next two years as part of the government's Broadband Delivery UK project. Larger towns of Matlock, Leek, Buxton and Bakewell are now upgraded, with smaller towns and villages expected to benefit during 2016.
- The 2015/16 residents' survey shows that:
  - Nine in ten respondents (92%) have an internet connection at home.
  - Of the remaining 8% that do not have an internet connection, one third (36%) state they 'have no need for broadband', 24% are 'unconfident with new technology' and 22% say due to the connections speeds 'it's not worth it'.

### **Transport<sup>82</sup>**

- The 2011 census shows:
  - That access to a car in the Peak District National Park remains significantly higher than the national average, with 88% of households having access to a car (up 2% since 2001) as opposed to 74% in England.
  - Peak District National Park residents have 1.6 cars per household on average, compared to just under 1.2 nationally. As average household size is 2.3, many people

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<sup>80</sup> This subject is also included in the business paper.

<sup>81</sup> Data from Point Topic 2012

<sup>82</sup> There is a separate Sustainable Transport paper that draws on many of these issues.

have exclusive access to a car. Cuts to public transport provision have occurred at a time when trends in car ownership have increased overall exacerbating problems of traffic impact and local sustainability, impacting particularly on the most vulnerable.

- In 2011, roughly 61% of Peak District National Park residents commuted by car/van to work. This figure remains virtually unchanged since 2001. However, the number of residents working at home has increased by around 2.5%, along with small increases in travel to work by train (~1%), and decreases in travel to work by bus and on foot (~1%)

### **Residents' survey**

- The Peak District National Park Authority has carried out postal residents' surveys in 2009, 2012 and, most recently, in 2016 to engage with a representative sample of residents to understand perceptions and opinions on the Peak District National Park and the Peak District National Park Authority.<sup>83</sup>
  - Since 2009, resident awareness and understanding of the Peak District National Park remains high. Around 9 in 10 residents (90%) believe the Peak District National Park is a good place to live. Residents value the landscape highest amongst all the special quality statements and valued recreation and learning the least. Analysis of open text shows that above all else, residents feel positively about living in the Peak District National Park and associate with the landscape, the communities and the natural beauty of the place.
  - 60% of Peak District National Park residents volunteer or take part in unpaid work. There are a significant proportion of residents who give their time to support the local community through volunteering with local clubs or organisations. Residents have shown that they feel their help supports the communities and traditions of the Peak District National Park. However, some stakeholders are concerned that volunteering is less common for younger/middle age residents.
  - Walking is by far the most popular activity undertaken by residents (95%), followed by just over one in three who cycle (40% as of 2015/16 survey).
  - Between 2012 and 2016, resident agreement and disagreement with tourism has remained unchanged. Over 50% of all residents agree that because of tourism there are better opportunities for recreation. Only 16% of residents thought that tourism did not help protect the Peak District National Park and 80% agreed that tourism helps support local business through visitor spend.
  - Only 28% of residents were aware of opportunities to become involved in the neighbourhood planning process. 41% feel that they would be confident in organising a local project or tackling an issue in their community. Residents under 65 years old appear more confident and those over 65 years less confident.

## **ISSUES**

The Peak District National Park Authority has carried out postal residents' surveys in 2009, 2012 and, most recently, in 2016 to engage with residents to understand perceptions and opinions on the Peak District National Park. In addition, a workshop was held at Parish Councils' Day on 24th September and has fed into the development of these issues along with other liaison events since 2012.

### **Increased risk of flooding**

- There are a large number of communities at risk of flooding both within and immediately downstream of the Peak District National Park, with major cities (Derby, Manchester, and Sheffield) affected by flood waters originating in the Peak District National Park.

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<sup>83</sup> 4,300 survey packs were distributed and 956 questionnaires were returned within the deadline. This is a return rate of 22%, which is a good overall response rate and is noticeably in excess of the minimum statistical requirement of 371 returned forms.

### **Lack of affordable housing**

- Many residents and partners see availability and affordability of housing as big issues.
- The perceived lack of affordable housing is seen as a serious problem, despite relatively good provision in some areas.
- Affordable houses will address one aspect of housing need. However, the development of cheap market housing will not reduce the average market house price. This is because the cheaper houses will become more expensive over time, but the more expensive properties will not become cheaper.
- Nationally, government is reducing subsidy for social housing (particularly for renting) and moving to the political aim of home ownership (starter homes). These, however, do not address the affordability problem across England.

### **Size of housing**

- House prices are too costly for first or second time buyers.
- Maintaining planning policies which encourage modest, affordable homes helps to address this issue.
- There is also a need to continue to influence market housing (approved for conservation and enhancement purposes) towards those of a size and type that are needed by local communities.
- There is an opportunity to explore community land trusts so that communities can control the size and type/tenure and occupancy of locally needed homes.
- There is an opportunity to assess the success of measures being tested across the country, e.g. through neighbourhood plans to control second or holiday homes through 'principle residence' policies.

### **Loss of community services**

- There has been a decline in community services over the last ten years, particularly of shops, post offices, healthcare facilities and public houses.
- The geography of the Peak District National Park means most people depend on cars for transport. Increased distances to access services can result in a higher cost of living.
- Excluding pubs, primary schools and post offices remain the most common rural service in the Peak District National Park.
- Parts of the South West Peak face the worst conditions in terms of access to services.
- There are a number of communities working to resolve these issues (e.g. through taking over and running village shops, maintaining village halls and post offices). What more could be done to support these community initiatives and spread the approach to others?
- There is a question over whether access to services is problematic in reality or if it is in fact down to perception, as most residents have access to private transport for jobs and services. However, life is extremely difficult for those without access due to continuing reductions in public transport.
- Stakeholders have also suggested that for younger teenagers there is the problem of accessing social/leisure activities and clubs. As a result, some villages experience problems of anti-social behaviour.

### **Poor broadband speeds and patchy connectivity**

- The Peak District National Park lends itself to working from home, but poor broadband speeds make it harder than it should be to work.
- There remains uncertainty over funding processes, technology and commercial sensitivity of data, and there may be planning considerations as a result of any wireless infrastructure.
- The Peak District National Park Authority has worked with mobile phone companies in the past to approve over 90% of masts in the Peak District National Park.
- National rules on permitted development have recently been relaxed to allow further communications masts in national parks.
- There is a need to ensure rollout progresses at speeds promised by partners.

### **Impact of tourism**

- The impact of tourism can be negative for those living in a place where tourists gather or travel through in numbers.
- Only 16% of residents believe that tourism does not help protect the Peak District National Park and 80% agreed that tourism helps local business. But many communities have reported an increase in visitor pressure based on the growing number of events and increasing popularity of sports like cycling, which can have a negative impact.
- Parking can also be a significant problem.
- There is a need to work with communities through strategic visitor management forums and strategies. There is potential to share experiences of good/innovative practice in how we manage visitor pressure in key 'honey pot' sites.
- Many stakeholders have suggested that visitors need to be encouraged to make contributions to the upkeep of the Peak District National Park.
- There is also a need to manage expectations for residents and visitors alike and strike a balance in outlooks.
- Communities feel there is a need to get the right infrastructure in place if we are to encourage greater recreational use of the Peak District National Park i.e. responsible and sustainable tourism.
- Is there a need to quantify the benefits and build data on the value of visitors to the local economy and the impact they have on the special qualities of the Peak District National Park?

### **Ageing population**

- The age profile of communities and implications for the future.
- National parks have a much older age structure than the rest of the population.
- This can impact on communities where services are no longer provided locally, and vulnerable people may struggle as they can't travel to get them easily.
- There is a need to have planning policies that encourage provision of housing for elderly persons.
- The culture/social life of villages is often dominated by the interests and needs of older people. It is generally older/retired people who run village clubs and institutions, including parish councils. Could there be initiatives e.g. through parish councils to encourage more young people (e.g. aged 30 and below) to get involved in community life?
- This is also an issue for the general functioning of parish councils with a need for on-going recruitment and training to give parishes the capacity to engage in important planning and management issues.

### **Poor understanding of diverse cultures**

- The lack of diversity has been cited as an issue amongst some stakeholders.
- The Peak District Mosaic project does good work encouraging a more diverse range of visitors but can anything further be done to encourage mutual understanding of different backgrounds?

### **Lack of awareness of neighbourhood plans**

- The Peak District National Park Authority offers a menu based approach to community work so that communities can receive support at different levels. However, some stakeholders feel that there is a lack of awareness of the support available.
- There is a need to understand the general awareness that exists amongst parishes as to the resources and support available for neighbourhood planning by the Peak District National Park Authority and others. Do communities know about it and are they confident to work with the Peak District National Park Authority and partners on neighbourhood planning?

### **Under-representation of young people**

- Stakeholders have suggested that there is a need to improve consultation with young people living within the Peak District National Park and ensure they are represented.

- A number of communities have mentioned that there is a need to ensure that the voices of young people living within the Peak District National Park are heard and represented.

## **ASPIRATIONS**

### **Access to services**

- Adoption of development management policies will strengthen ability to protect and promote local services

### **Broadband and connectivity**

- Maintain engagement with roll out bodies and present positive planning framework for infrastructure roll out subject to landscape and conservation objectives.

### **Housing**

- Seek opportunities for housing where this addresses local issues of affordability, young families, farmer succession, adapting to age and infirmity, family connections and opportunities for general needs housing where this drives the conservation and enhancement of the Peak District National Park.
- Work with other National Park Authorities to influence government funding to ring fence money for social housing across the national parks.

### **Community life and traditions**

- Acknowledge, embrace and support the role that older people play in volunteering to support community life and traditions in Bakewell and the many villages across the area.

### **Tourism**

- Bring communities into local management forums and learn from good local experience across communities.

### **Local planning policies**

- Complete and adopt development management policies during 2017 to help address these issues.
- Commence scoping and review of strategic policies following adoption of development management document.

### **Community and neighbourhood planning**

- Strengthen the capacity for the Peak District National Park Authority to support community planning to enable responsive local policies and effective village management. Retain and strengthen Peak District National Park Authority commitment to community planning and housing enabling capacity, maintaining up to date surveys of housing need, exploring opportunities for affordable housing sites and finding ways of securing the conservation of the Peak District National Park through sites and buildings that enhance the valued characteristics of the area.

### **Residents' voices**

- Work with the Peak Park Parishes Forum to increase membership and improve representation.
- Explore new ways of representing youth groups living within the Peak District National Park such as youth forums.

## 9. Cultural Heritage

The cultural heritage of the Peak District National Park includes all the evidence of past human activity and the associations that can be seen, understood and felt. It includes landscapes, parks, gardens, settlements, buildings, sites, structures, monuments and objects, records, archives and collections, as well as local customs, legends, traditions and arts. The cultural heritage includes the aesthetic appreciation as well as the physical evidence of human activity across thousands of years. It is all around us, providing the context for our everyday lives. It influences regional, local and cultural identity and makes a significant contribution to quality of life, including access, accessibility and social inclusion. It contributes to knowledge, education, understanding and the local and regional economy, it provides recreation and employment, is a force in regeneration, tourism and sustainable development and provides places in which to live and work. The cultural heritage is dynamic and continually subject to change.

Cultural heritage cuts across a range of policies, such as those relating to regional development, communities and social cohesion, agriculture, environment, tourism, education, the digital agenda, research and innovation, landscape and investment. These policies have direct and indirect impacts on cultural heritage, which offers strong support to enable them to achieve their respective objectives. This cultural heritage role, and potential, needs to be fully recognised, supported and developed.

### BACKGROUND

#### Cultural heritage assets

Designated cultural heritage assets comprise c.5% of the resource in the Peak District National Park (based on analysis of national coverage). Designated assets are defined as World Heritage Sites, Scheduled Monuments, Listed Buildings, Protected Wreck Sites, Registered Parks and Gardens, Registered Battlefields or Conservation Areas designated under the relevant legislation (<http://planningguidance.communities.gov.uk/blog/policy/achieving-sustainable-development/annex-2-glossary/>). There are no World Heritage Sites, Protected Wreck Sites or Registered Battlefields within the Peak District National Park.

#### Scheduled monuments

In 2015/16 there were 470 Scheduled Monuments identified within the Peak District National Park; an increase of 1.7% over the 5 years from 2011/12. Seven of these were categorised as being at 'high risk', with 86 at 'medium risk'. Continuing work between Historic England and the Peak District National Park Authority has reduced the overall number of Scheduled Monuments at 'high risk' by 41% since 2001/02.

#### Listed buildings

There were 2,907 listed buildings in the Peak District National Park in 2014/15, comprising 49 grade I, 106 grade II\* and 2,752 grade II. Each year, 10% of the listed building stock is surveyed, as part of the Peak District National Park Authority's decennial review, subject to the availability of volunteers to do this work. The number of listed buildings at risk has fallen from 6.2% in 2011/12 to 5.8% in 2014/15.

#### Conservation areas

There are 109 Conservation Areas in the Peak District National Park. Joint projects between the Peak District National Park Authority, other organisations and local communities are aimed at conservation and enhancement, community development and capacity building. By the end of 2014/15, while 103 of these Conservation Areas had appraisals, only 25 had appraisals that were up-to-date (i.e. completed within the last 10 years). No Conservation Areas are considered to be at risk.

## Registered parks and gardens

There are four sites on Historic England's Register of Historic Parks and Gardens. These are Chatsworth Park, Haddon Hall, Lyme Park and Thornbridge Hall. None are considered to be at risk.

## Non-designated heritage assets

The remaining c.95% of heritage assets are not designated in any way. Some of the assets in that 95%, including buildings, are of sufficient quality to be designated but have not yet been assessed. The National Planning Policy Framework (paragraph 139) requires them to be treated as if they were designated. Some of the remainder are protected through the planning process or through agri-environment schemes. Most exist through the good will of land managers and owners. These heritage assets remain vulnerable, however, and increases in economic pressures, changes in the planning regime and reductions in agricultural support or further targeting of agri-environment schemes, for example, render them and their landscape-setting increasingly at risk.

## National drivers

In 2016, the Department for Environment, Food & Rural Affairs (Defra) set out the following ambitions for cultural heritage as part of the 8-Point Plan for England's national parks<sup>84</sup>:

- ***Tell the story of cultural landscapes in England's national parks.*** The Government will work with national park authorities to help tell the story of these special cultural landscapes. This will aim to increase appreciation of the part different people have played in creating and sustaining these beautiful areas.
- ***Work with the Heritage Lottery Fund to achieve their objective of encouraging more fundable projects in the natural heritage sector.*** The Heritage Lottery Fund (HLF), which on average invests between 20 and 25% of its National Lottery funding in landscape and nature projects, is a key partner for national parks and AONBs. It has provided approximately £62m in funding for projects in national parks, and £91m for AONBs since its inception.
- ***Enhance people's involvement in interpretation of the historic environment and natural beauty in national parks.*** As part of our ambition to get more people connected with the natural environment, national park authorities will provide people with 'hands on' experiences with the historic environment, such as through volunteering, community archaeology projects, heritage at risk projects, and young archaeologists' programmes. The national park authorities will also produce a regular review of relevant work undertaken in each park on the state of its historic environment to ensure that the public is experiencing the best heritage national parks have to offer.

Whilst the above are the most direct links within the plan, cultural heritage contributes both directly and indirectly to the majority of the other aspirations included in the 8 key points<sup>85</sup>.

## ISSUES

In 2015/16, a cultural heritage summit was run by Peak District National Park Management Plan partners. The event highlighted the following issues:

### Funding and resources

- There is a lack of acknowledgement of the important role that cultural heritage plays in social, environmental and economic growth and development. This has resulted in only limited resources being made available to protect heritage assets. Resources need to be integrated to ensure that the importance of cultural heritage (archaeology and landscapes, historic

<sup>84</sup> This plan sets out DEFRA's ambition to put National Parks at the heart of the way we think about the environment and how we manage it for future generations. Available online: [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/509916/national-parks-8-point-plan-for-england-2016-to-2020.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/509916/national-parks-8-point-plan-for-england-2016-to-2020.pdf)

<sup>85</sup> For example points 1(1-3), 2, 3(1, 2), 4(1-2), 5, 6 (2-4), 8 (1, 2)

buildings and settlements, and intangible assets) is properly recognised and taken into account, along with ecology and the natural landscape, in all our areas of activity, not just the planning process. This importance underpins everything that we do and, in order to develop solutions to these issues, new resources and partnership working need to be developed and applied.

- Cutbacks and rationalisation in local government affect the protection of cultural heritage assets and the ability to promote understanding and enjoyment of them. Changes in organisation structure can result in losing invaluable knowledge and skills held by key professionals.
- Currently there are no National Park Authority (NPA) grants available for buildings or townscape work or for archaeological projects.
- Grant and funding applications are resource intensive and, with less resource available, opportunities to access external funding are likely to be missed by the NPA.

### **Loss of features**

- There is a lack of understanding of the significant results of irreversible loss and damage to irreplaceable cultural heritage assets.
- Anticipated adverse effects of changing agricultural management prompted by the new Countryside Stewardship agri-environment scheme (which will cover half the area of previous schemes at best), which could be heightened by the UK leaving the EU. This could lead to major changes in the management of historic features such as earthworks.
- Lack of traditional local building materials, particularly stone slate, resulting in the loss of traditional building craft skills, and the alteration and dilution of the character and appearance of buildings and places when imported materials are used.
- Reduction in up-to-date guidance available to owners and managers for the conservation and enhancement of heritage assets<sup>86</sup>.
- Loss of incentives (grants) for the conservation and enhancement of heritage assets.
- Lack of up-to-date Conservation Area Appraisals resulting in erosion and loss of the character and appearance of these designated areas.
- Lack of planning controls and incentives (grants, Article 4 directions) resulting in the unmanaged erosion and loss of the character and appearance of these designated areas.

### **Research, data and information**

- There has been a substantial reduction in the research and surveying resources allocated to cultural heritage since 2010<sup>87</sup>. These activities are essential to understanding the condition of the Peak District National Park's cultural heritage and presenting key messages about how they can be sustained, enhanced, understood and enjoyed.
- The Defra 8-Point Plan suggests that heritage is better protected in national parks and AONBs than elsewhere, but reductions in research, data and information gathering continue to put at risk cultural heritage assets and their landscape settings within the Peak District National Park. In order to assess the state of historic environment (as outlined in the national drivers section), additional resources need to be available.

### **Awareness and marketing**

- There is a lack of joined up, accessible and consistent interpretation of cultural heritage assets across the Peak District National Park.
- Many members of the public do not have access to the information that would enhance their understanding and enjoyment of the wide range of cultural heritage assets that exist across the Peak District National Park landscapes.

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<sup>86</sup> For example, the listed buildings newsletter that was previously distributed by the NPA is no longer sent out.

<sup>87</sup> As a result of the team budget reductions of a minimum of 56%.

# ASPIRATIONS

A number of aspirations were proposed by partners at the 2015/16 cultural heritage summit as a response to the issues identified above. These aspirations are labelled PW (Partner Workshop) below. In addition, aspirations have been drafted by the Peak District National Park Authority Cultural Heritage Team to further respond to the issues section. These aspirations are labelled CHT (Cultural Heritage Team).

## **Funding and resources**

- Engage economic sectors and develop new funding models and investment (PW)
- Influence funding programmes to recognise the value of cultural heritage to economic development (PW)
- The development of new agri-environment support models needs to recognise the value of cultural heritage protection (CHT)
- Ensure cultural heritage is integrated into landscape partnership projects (PW)
- Understand the value of cultural heritage assets to enable cost benefit analysis (e.g. valuation model for cultural ecosystem services provided by the Peak District National Park) (PW)

## **Loss of features**

- Ensure that appropriate recognition is given to the role of cultural heritage in the social, economic and environmental development of the Peak District National Park and its communities (PW). For instance, it provides a cultural ecosystem service as important to some people as the more easily recognised services such as water provision.
- Implement actions to achieve the aspirations of the Historic Accord between the NPA and national heritage agencies, to which the NPA is a signatory (CHT)

## **Scheduled monuments**

- Enable proactive engagement in the further reduction of the number of Scheduled Monuments at risk (CHT)
- Support partners to undertake sufficiently regular (annual) monitoring of all the Scheduled Monuments across the Peak District National Park where not already carried out (CHT)

## **Listed buildings**

- Review of listed buildings, which identifies those at risk, to be undertaken on a 5-yearly (quinquennial) cycle rather than a 10 yearly (decennial) one (CHT)

## **Conservation Area Appraisals**

- Enable the 5 remaining Conservation Areas without appraisals to be completed and review and revise the earlier Conservation Area Appraisals to bring them up to the same format, content and coverage as the more recent and up-to-date ones (CHT)

## **Non-designated heritage assets**

- Complete the archaeological survey of the remaining 37% of the Peak District National Park that currently is un-surveyed (CHT)
- Develop projects that record non-designated traditional buildings in and beyond settlements (CHT)
- Engage with and partner community groups in undertaking surveys of heritage assets (CHT)

## **Incentives**

- Develop models to provide grant-aid for works on listed buildings, on buildings and other assets within Conservation Areas and for archaeology projects to provide tangible support for owners and managers as well as research and understanding (CHT)
- Consider the ways in which Article 4 directions might be used to promote works that maintain and enhance the character of Conservation Areas and listed buildings (CHT)

### **Research, data and information**

- Consider how developments in archaeological techniques such as Lidar (airborne remote sensing), which has a huge potential for enhancing and refining our understanding of landscape history, and in monitoring and recording heritage assets (e.g. drone photography of buildings) can be adopted by the Authority and its partners (CHT) (The Authority through Moors for the Future now has high specification UAV and CAA licensed pilots)
- Bringing cultural heritage knowledge together, so that it is easily accessible (PW)

### **Awareness and marketing**

- Enable all members of the public to access appropriate cultural heritage information to enhance their understanding and enjoyment of the Peak District National Park, particularly through the NPA's website and education provision (PW)
- Pre-visit package of information to facilitate different levels of engagement to provide an experience akin to 'walking through time & history' (PW)
- Use cycle trails as a product for interpreting cultural heritage via a range of guides/trails/walks (PW)
- A multi-layered approach to interpreting the time and depth associated with cultural heritage special qualities to inspire a sense of place in visitors, especially young people and children. This could be done through developing a forest school type approach with an archaeological focus (PW)
- Develop online interpretation resources that bring together knowledge and information on cultural heritage features, using accessible language (PW)
- Find ways to cascade multi-disciplinary information from experts to others in engaging ways e.g. story telling from rangers and online resources (PW)
- Identify stronger national curriculum links (PW)
- Take advantage of the Moors for the Future programme of landscape-scale works to include opportunities wherever possible to benefit cultural heritage
- Develop the present Moors for the Future Community Science Project to include bringing citizen science techniques and enthusiasm to the vast but largely unrecorded human history of the moorland landscape (we felt it was a bit light on the people orientated focus of cultural heritage and this might help with this)

## 10. Sustainable Travel and Transport

With an estimated 11 million visitor days per year, over 38,000 residents and in close proximity to some of the biggest cities in the north, the way we travel to, from and within the Peak District National Park can have a significant impact its special qualities. However, such transport performs a vital role in enabling residents and visitors to access key services such as jobs, education, healthcare, shops and leisure activities.

Over the 65 years of the Peak District National Park's existence, there have been radical changes in how people work, travel and access the countryside. This has included: the closure of two cross-park railways; growth in car ownership and a reciprocal reduction in the provision of rail and public transport services; a decline in the agricultural and manufacturing economy; a willingness to travel further for employment/ education; and a willingness to travel further to access leisure opportunities. This combination has seen an increase in the number of private vehicles on Peak District National Park roads.

### BACKGROUND

The transport networks within the Peak District National Park owe much to the history of the area, ranging from old packhorse routes to disused Victorian railways. As such, these routes are also subject to the geology and topography of the area, with many of the roads being narrow and winding, crossing either deep valleys or high moorland areas. This means that these routes are often subject to the effects of the weather including flooding, high winds and snowfall.

The construction of the current and former railways required major feats of engineering to cross the Peak District National Park, including the creation of cuttings embankments, tunnels and viaducts. This has resulted in a legacy of iconic structures, but with an associated requirement for on-going maintenance.

#### Traffic flows

Traffic flow data is collated from a number of roads within the Peak District National Park. Traditionally, traffic growth has been roughly in line with or below national levels of around 2% per annum. However, from 2009 onwards there was a fluctuating decline in average flows across the Peak District National Park. In 2013<sup>88</sup>, the Average Annual Daily Total (AADT) was 5,780, 7% lower than 2009's AADT of 6,216.

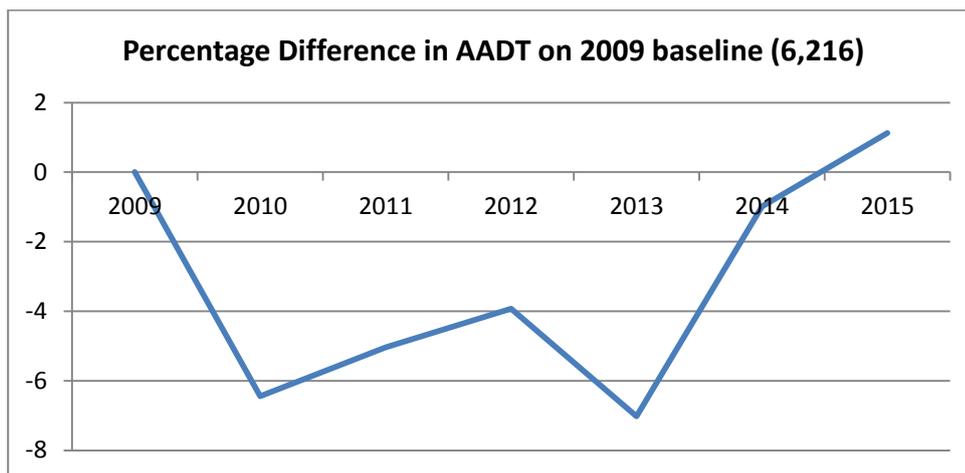
2014 and 2015 have seen year-on-year increases in flows of 6.5% and 2.1% respectively. This growth is higher than the national average, which was 2.4% in 2014 and 1.1% in 2015. During 2015, the AADT across the Peak District National Park roads was 6,286, a 1.1% increase on 2009. The reason for growth over the last two years, which is across all classes of road, is unknown. It may relate to a combination of economic growth and an increase in staycations.

Figure 1 shows the fluctuation in traffic flows against the 2009 Base Year.

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<sup>88</sup> During this period, there have been some reliability issues with Counters leading to changes in site locations, which may have had an impact on AADTs

**Figure 1 – Percentage changes in AADT on National Park Roads from 2009-15**



**Rail travel**

Nationally there has been a significant increase in rail travel over recent years. This has been reflected and to an extent surpassed in the Peak District National Park, with patronage increases across all four railways that either cross or provide access to the Peak District National Park. This growth in popularity owes much to the work of the recent franchisees and the Community Rail Partnerships that cover these railway lines. The growth in patronage is provided in Figure 2 below.

**Figure 2 – Changes in rail patronage on Cross-Park and Gateway Railways since 2008/09**

Railway Line (Cross-Park / Gateway)	Patronage in 2008/09	Patronage in 2014/15	Change (Percentage Change)
Hope Valley Line (Cross-Park)	530,000	764,000	+234,000 (+44%)
Buxton Line (Gateway)	789,000	938,000	+149,000 (+19%)
Glossop Line (Gateway)	1,224,000	1,637,000	+413,000 (+34%)
Derwent Valley Line (Gateway)	328,000	681,000	+353,000 (+107%)

It should be noted that in the case of the Derwent Valley Line there has been considerable growth, but that if compared with a 2007/08 baseline, the growth was even more pronounced, being 152%.

**Modal choice**

Whilst the increase in rail patronage is welcomed, it must be set against the predominant use of the private car for most journeys to, from and within the Peak District National Park. Residents have higher than average number of cars per household (1.6) compared with the national average of 1.2 cars per household. Similarly, the majority of visits to the Peak District National Park are made by private car (83%); the equivalent of 9.1 million of the 11 million visitor days per annum<sup>89</sup>.

The use of private cars to access the Peak District National Park is determined by a number of factors including cost, convenience, the availability of alternative forms of transport, and the reasons for the visit. For example, some areas of the Peak District National Park cannot be accessed by rail or service bus, whilst participation in some activities requires equipment not easily carried by either bus or train. This includes climbing/bouldering, horse riding, hang gliding and mountain biking. Experimental services have been trialled to provide a public transport

<sup>89</sup> Peak District Visitor & Non-Visitor Survey 2014 - [http://www.peakdistrict.gov.uk/\\_data/assets/pdf\\_file/0005/538772/vistor-non-visitor-survey-2014.pdf](http://www.peakdistrict.gov.uk/_data/assets/pdf_file/0005/538772/vistor-non-visitor-survey-2014.pdf)

access for climbers (Stanage Edge) and cyclists (Peak Cycle Shuttle). However, in both cases patronage has fallen considerably short of that required to cover the costs of operation.

## ISSUES

Because of concerns in relation to transport expressed by the Peak District National Park Management Plan stakeholders, a Travel Summit was held in 2015. The attendees were asked to highlight the issues relating to travel affecting the Peak District National Park, and to then prioritise them. They were also invited to suggest solutions to these issues, identifying lead bodies and possible resources for their resolution.

Six issues were highlighted by the attendees of the summit as priorities for delivery, these were:

- Different travel solutions for local / visitor journeys
- Innovative solutions are not championed by the Peak District National Park
- 'Connect' the Peak District National Park to the local cities
- A lack of integration between different modes of transport at hubs
- Complicated displaying of timetable information and seasonal variations
- Increased isolation for ageing Peak District National Park demographic.

### **Desire for connectivity across the Peak District National Park**

The Peak District National Park is surrounded by many urban areas including Derby, Manchester, Sheffield, Stoke-On-Trent, Chesterfield, Barnsley, Macclesfield and Oldham. There are longstanding calls for improvements to road and rail across the Peak District National Park, linking these urban areas and delivering economic growth. This has largely related to links between South Yorkshire and Greater Manchester, although, there have also been repeated calls for the reopening of the Derby to Manchester railway between Matlock and Buxton.

The topography of the Peak District National Park and the historic origins of the existing routes means enhancement would require major engineering works, with associated environmental impacts. The very high conservation designations covering much of the Peak District National Park, including SSSI and the Europa Designations (Special Area of Conservation and Special Protected Area) compound this threat.

There have been a number of scheme proposals over the life of the current Peak District National Park Management Plan aimed at addressing connectivity issues:

- 1) Hope Valley Line Capacity Enhancement Scheme (Network Rail) – This focuses on the creation of two passing loops to ease congestion on the Hope Valley Line. Of these loops, one is proposed within the Peak District National Park between Hathersage and Bamford, with the other located outside the Peak District National Park boundary, east of Dore Tunnel. A public inquiry into the proposals was held in May 2016.
- 2) A57/A628 Improvements (Highways England) – A number of improvements to the corridor are proposed, including Mottram and the Glossop Spur. Climbing lanes are proposed within the Peak District National Park boundary. These proposals are yet to be finalised.
- 3) Trans-Pennine Tunnel Study (Department for Transport) – An investigation into a Trans-Pennine road tunnel under the Peak District National Park was launched in 2015. The study aims to provide enhanced, all-weather connectivity between South Yorkshire and Greater Manchester. An interim report on the study was produced in August 2016. Work continues focusing on five potential routes across three broad corridors in the north of the Peak District National Park. Early feedback from Highways England identified a potential for the High Speed 3 project to be tied in.

In respect of the case for reopening the railway between Matlock and Buxton, recent years have seen a significant investment of funding from Cycling England and the Department for Transport to create a multi-user trail along the route. The Monsal Trail comprises an 8.5 mile route which is very popular, being recently voted by Sustrans as being the best short trail in the UK. A combination of its popularity (250,000 users in 2014), the benefits it brings to the local economy, and the intention to extend it to Matlock and Buxton as part of a wider route linked to other trails means that any reopening of a railway along the route would require the provision of an equal or better replacement for the Monsal Trail.

### **Emerging sub-national transport bodies**

The devolution of powers to sub-national bodies such as Transport for the North and Midlands Connect offers opportunities for local authorities within these areas to prioritise those areas on which they wish to invest transport funding. However, whilst this should enable available funds to be directed into the most appropriate schemes, the desire to drive economic growth may result in the promotion of schemes that directly or indirectly impact on the Peak District National Park in a negative way. This approach to allocation of funds might also mean that a less than holistic approach is taken, where both Transport for the North and Midlands Connect overlap.

### **Decline in public transport**

The Peak District National Park still benefits from a fairly good public transport network. However, austerity measures have resulted in a steady decline in the levels of subsidised bus services over recent years, particularly weekend and evening services. This has a knock-on effect in how visitors access the Peak District National Park for leisure and how residents access goods and services at the weekend. It is anticipated that this decline will continue into the future, with one authority recently consulting on the withdrawal of subsidised services across the county. This will potentially leave a limited network of commercial services, which may themselves suffer if the withdrawal of subsidies leads to a reduction in drivers and vehicles across bus operators in the area.

This decline in public transport and its use should be set against the ease of access to the Peak District National Park by car, with 16.1 million people living within an hour's drive of its boundary. Traditionally, there has been a high percentage of day visits to the, and these are predominantly made by private car (83%), with 2% of visits being made by public transport bus service<sup>90</sup>. Any further decline in public transport provision will mean that the journeys currently made by bus will either be made by private car, with the associated negative impacts (air quality, congestion, noise and vibration, carbon emissions etc), or in many cases not made at all, due to a lack of a viable alternative means of transport.

The Department for Transport has funded Pilot Total Transport Projects in four of the Transport Authority areas covering the Peak District National Park (Derbyshire, Greater Manchester, Sheffield City Region and Staffordshire County Council). These projects are intended to bring together different transport providers including health, social services and school transport to provide an integrated, more cost effective transport in rural areas.

If the Peak District National Park is to benefit from a better connected public transport system with better services and more frequent services, another way of paying for it may need to be identified. In the past, an environmental levy or road user charging scheme was suggested, although it did not garner sufficient support for this approach to be investigated in any detail. A road user charge for the Peak District National Park could provide a consistent and sufficient revenue stream to fund public transport services and enhance facilities. However, it would necessitate potentially harmful infrastructure, and negatively impact on visitors with either a low income or poor access to public transport beyond our surrounding urban areas.

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<sup>90</sup> Of the remaining modes of travel, 8% walked, 3% cycled, 2% arrived by motorcycle, 2% arrived by train and 1% by coach or minibus. The remaining 2% arrived by other non-specified modes of transport.

### **Active travel**

The high levels of car usage and more sedentary occupations have led to generally lower levels of exercise and a rise in obesity. This overall switch to inactive lifestyles brings associated health risks, and the potential for increased costs in health care. Facilities to encourage active travel in the Peak District National Park can benefit residents and visitors. It is well known that active leisure pursuits can lead to more active travel as part of day-to-day activities. The provision of safe routes for walking and cycling offer opportunities for both leisure and commuting journeys.

The wider Peak District area has benefitted over recent years from investment from the Department for Transport in developing off-road multi-user routes, and recent major cycling events have highlighted the attractiveness of the Peak District National Park for road riding. However, there is still a collective ambition to deliver a more connected network of off-road cycle routes. This includes a circular route linking the Monsal and High Peak Trails known as the White Peak Loop.

### **Multiple authority boundaries**

The Peak District National Park lies within the boundaries of seven constituent highway authorities. It also falls within six constituent passenger transport authority boundaries and under six Local Transport Plans. All of these bodies have different transport aspirations for their areas, and different design standards for their infrastructure. This has led to varied approaches to signage, speed limits and other transport infrastructure across the Peak District National Park. It has also resulted in issues of cross-boundary ticketing and pricing regimes in relation to public transport and levels of public transport provision.

### **Climate change**

The link between carbon emissions and transport has been firmly established yet more and more journeys are being made by private vehicle, which is reflected in the continued growth in traffic across the Peak District National Park. Whilst improved engine technologies and a move towards cleaner fuel sources may offset this potential increase in emissions, the adoption of a fully integrated transport system would reduce the total emissions from vehicles travelling within the Peak District National Park and would ease congestion in the most heavily visited areas.

### **Severe weather**

The recent severe weather events have had impacts on both transport infrastructure and the ability to travel to, from and across the Peak District National Park. Severe flooding events such as in the summer of 2007 and the increase in cold and snowy winters from 2010 onwards have resulted in road and rail closures. Over recent years, it has not been unusual for cross-park roads such as the A628 Woodhead Pass, A57 Snake Pass, A53 Leek to Buxton and A537 Cat & Fiddle roads to be wholly or partially closed due to high winds or snow.

However, of equal importance is the ongoing impact of severe weather events on transport infrastructure, including the instability of underlying geology and the increase in the formation of potholes.

### **Road safety**

The Peak District National Park had for a number of years the reputation of containing a number of Persistently Highest Risk Roads in the UK (EuroRAP). In recent years, the review of rural speed limits, plus the introduction of remedial measures including average speed cameras had seen a decline in killed or seriously injured collisions. However, this has included year on year fluctuations, with a significant peak in 2014. The mix of cross-park, local, visitor and recreational motorcycles and cycles means that there is a considerable mix of traffic, including vulnerable users and those unfamiliar with the road network.

The work of the various constituent road safety partnerships is vital in addressing the causes of road traffic collisions across the wider Peak District.

# ASPIRATIONS

The Sustainable Transport Action Plan has the following ambition, which is still appropriate for the Peak District National Park Management Plan:

“The National Park is known as a place you can easily and inexpensively travel to, within and from, without a car. Choice of travel options makes using public transport, walking and cycling more attractive and part of the National Park experience, and there is less reliance on the private car. Innovative travel solutions become part of the attraction of the National Park.

Transport infrastructure is at a minimum, sympathetically designed and there are no redundant structures. Therefore, the National Park is known as a place where transport infrastructure respects the environment and protects the valued characteristics, while promoting safety.”

The Travel Summit identified six issues as priorities for resolution, which focussed attention of some particular areas of work. In some cases, this work is already being undertaken by partners, but in others there is still scope to continue working to address these issues. In all these cases, a partnership approach will be necessary to delivery, as they lie outside the scope of one body to resolve.

The outstanding areas for delivery through the Peak District National Park Management Plan partnership are:

- Take opportunities to research, and if possible use existing mechanisms to implement, a ‘one-stop-shop’ website for sustainable travel (including purchasing travel and visitor attraction tickets) within the wider Peak District.
- Complete the White Peak Loop, so there is a loop of cycle trails including links to Buxton and Matlock and also seek opportunities to develop other multi-user routes linking surrounding urban areas with the Peak District National Park.
- Develop a sustainable visitor travel product(s) to provide a high quality visitor travel experience.
- Take opportunities to assist in developing low cost product interventions on existing bus services, for example, branding and livery, audio commentary and promotional materials.
- Investigate a road user charging scheme as a means of funding better public transport services and facilities.
- Work with partners to enhance public transport links and infrastructure to and from the Peak District National Park and surrounding urban areas.

## **Enhance the cycling network**

The wider Peak District Cycle Strategy received buy-in from a range of stakeholders to deliver an improved cycling network providing links to, from and within the Peak District National Park. For example, both the Peak District National Park Authority and Derbyshire County Council are committed enhancing cycling routes both within and linking to the Peak District National Park. The priority is to link the Monsal Trail to the new cycle route between Rowsley and Matlock in the east, and to Buxton in the west. It is intended to then connect with the High Peak Trail from Buxton and at Cromford to form a circular multi-day off-road cycle route. This will build on the progress achieved through the Pedal Peak District and Pedal Peak II Projects.

As part of the ongoing development and delivery of the Derbyshire Cycle Plan, Derbyshire County Council is currently developing a Key Cycle Network (KCN) across the County. As part of this process the adoption of a Cycle Infrastructure Delivery Plan (CIDP) is also proposed. The defined KCN will take into account existing infrastructure (both off and on-road) and also look to identify where there are gaps in this infrastructure. A prioritisation process would then be able to identify where resources (as and when they become available) could be employed to enhance the cycle network. The CIDP, whilst assisting in this process, will also assess where smaller-scale interventions could be introduced, interventions that would help address local barriers to people using what is already in place.

In addition to the Derbyshire Cycle Plan and the Wider Peak District Cycle Strategy, there are Cycle Plans and Strategies covering our other constituent and neighbouring authority areas. These include Sheffield and South Yorkshire, Cheshire East and Greater Manchester.

The Pedal Peak II Project has demonstrated the value of working in partnership to deliver multi-user routes both within and linking to the Peak District National Park. Our partners, including Derbyshire County Council, Staffordshire County Council, Sheffield City Council and Barnsley Metropolitan Borough Council, succeeded in delivering 68.2km of new or improved multi-user routes. At a time of reducing public sector budgets, partnership working offers a cost effective way of achieving new or improved cycling infrastructure in the future, and for promoting the use of existing routes.

### **An extensive and integrated public transport network**

Over recent years, with budgetary constraints, there has been a decline in the provision of public transport across the Peak District National Park, and this is likely to continue in the near future. However, the provision of an extensive and integrated public transport network should be an aspiration for the Peak District National Park Authority and its partners moving forward. This should include the ability to include smart ticketing and the ability to transport bikes on both buses and trains. Such an approach would also need to include incentives to encourage residents and visitors to leave their cars and use public transport. This might include discounted entry for tourist attractions or multi-buy discounts for certain journeys.

The Pilot Total Transport Projects referred to earlier may offer opportunities as part of an integrated Public Transport Network, however, opportunities for their use by visitors to the Peak District National Park may be limited.

New and existing technology offers great opportunities to change how people access public transport information and purchase journeys. However, in a largely rural area, with multiple authority boundaries and varied approaches to provision, a consistent approach may be difficult to achieve. The delivery of an extensive and integrated public transport network will require partnership working between passenger transport authorities, bus operators and train operating companies, as well as other bodies including the Peak District National Park Authority. It may well also require making difficult or unpopular decisions as to how best to fund such a network.