

Peak District Local Access Forum - 8th December, 2016

Report from John Thompson

Item 6

Peak District NPA - Access Fund Report

Introduction

1. I did a report to the LAF on 3rd December, 2015 about how we could support and encourage donations to the Access Fund.

2. It was then agreed to:

a). Approve the Principles set out in paragraph 17 for Fund Raising to help boost the Peak District Access Fund.

b). Support the specific suggestions for Fund Raising initiatives in paragraphs 18-24 and the points in Annex C, and agree that they are pursued where appropriate and complimentary to the "Giving Strategy" being reported to the Audit, Resources and Performance Committee in January, 2016 and the Local Access Forum in March, 2016.

c). Monitor and review the report as appropriate over the coming 12 months.

3. We agreed under a) above the role of the LAF & principles could be summarised as to:

- Recognise that we are an Advisory body with a range of members as Volunteers
- Ensure LAF Fund Raising efforts compliment Peak District NPA's Fund Raising and event notification system
- Help publicise and advocate the Access Fund to a wide audience
- Encourage voluntary donations and pledges for access improvements directly to the NPA
- Assist the Authority in drawing up a "Wish List" of projects suitable for donations and in achieving opportunities through agreements being in place with landowners, so as not to raise expectations which cannot be delivered.
- Ensure that there is a programme of work to justify annual expenditure and retain a "Ring Fenced" fund to maintain enthusiasm and credibility with publicity and thanks

4. Under b) above we agreed to:

Low Key fundraising - examples being:

a). Cake sales (raised £60 at one event last year)

b). Peak District raffle (we are not registered to do raffles?) with very unusual prizes

c). Walk-a-thon - people walk 1 - 10 km with a Ranger and learn about conservation and the Peak District on the walk

d). Auctions - either silent auction or date auction

e). Organise a sponsored event(s) involving activities like Walking, Running, Climbing, Swimming, Cycling, Mountain Biking and Horse Riding using the skills, interests and contacts of LAF members?

Other Initiatives - We thought that should be helpful, and if we made some progress on the Wish List we could publicise it, and then build up a head of steam for more adventurous fund raising.

Wider Opportunities - all need discussion re Principles and LAF's role/ constitution

Asking Outdoors companies (such as the OMM, or Dark and White Events) who make regular commercial use out of the area whether they'd like to 'sponsor' the National Park. They could display a logo on their websites 'proud sponsors of the Peak District National Park' or similar, get some 'green credits' with the competitors signing up for their events, and the access fund would get some much needed cash. The OMM might be good to approach as they've already made a small donation from one of their local events. Dark and White Events run more competitions round here, but tend to be a bit more low key. From the OMM website - see <https://www.theomm.com/omm-lite-peak-district-2016/>. Claire Griffin noticed that their Lite event is taking place from Parsley Hay in April. Entries are open now, which means competitors will be viewing their website. So this could be an auspicious time for us to approach them, if we thought the idea was worth pursuing. I asked LAF colleagues what they thought Bob Berzins thought it was a good idea to approach OMM about making a contribution (voluntary).

Fell Runners - Bob Berzins says there is a wider situation that the Fell Runners Association (FRA) is dealing with at the moment and has offered to help the Access Officer. Race organisers in the Lake District (and other areas), have been asked to pay for Race Licenses by landowners. NT Lakes would then use this money to pay for path repairs etc. Jon Stewart advises that the National Trust in the Lakes has established a new process for giving permission for sports events on its land- it can be viewed here-

<http://www.ntlakesoutdoors.org.uk/event-permission> . It provides guidance for sport and charity event organisers who are proposing to use Trust land. It applies mainly to larger events (over 25 participants). There is an admin fee, plus costs if a static base is required and a request for a donation to help look after the areas being used. Bob's own experience with helping to organise fell races is that they should be low cost, low impact and with most/all excess income donated to good causes. The Fell runners national body is concerned about possible compulsory levies for events. Bob is in favour of widespread voluntary donations from fell race organisers and hopes to write to all Peak District race organisers, with details of the Access fund when the 2016 race calendar is published. Claire Griffin agrees and would be interested to be involved in discussions about fell race organisers making voluntary donations v a compulsory levy. Bob will meet the FRA officers at some point - if I could bring a clear message from the LAF that would be great. Edwina said she was happy to give support to Bob by saying that the LAF supports voluntarily contribution as we know that the approach the Dark Peak Fell Runners have adopted seems to be appropriate rather than a compulsory levy. However she felt that fund raising would be easier for the PDNP if there were clearly identifiable projects.

The Lake District approach is actually very similar to what we are doing here with the events notification procedure hosted by the National Park Authority. The website link is here : <http://www.ntlakesoutdoors.org.uk/event-permission>. It is very clear and useful. There is a link to a flowchart (under •Do i need permission to run my event?) that sets out what types of events are covered ie not all. There is an admin charge (same as we are using

here and very reasonable especially if for example SSSI permission is needed), plus a request for a small donation per participant. There are other infrastructure charges if that is required but all seem very reasonable. Apparently the Lake District National Park Authority are kicking off some work on accrediting event organisers in a payback scheme. Not clear at this stage how it links to the NT approach there.

Go Fund Me - Another suggestion (Chris Page), was to use a site like go fund me (https://www.gofundme.com/lp/welcome1?pc=fb_pp_ga_1015_atcong_w12&gclid=CLaw0tWt4MgCFWnkwgodUA0BGA), to raise monies for the Access Fund.

Charity being Formed? - Chris also wondered if we could also promote it to anyone and everyone as something to support – but which may need it to become a proper charity in order to give confidence in the fund itself (perhaps with LAF members as the trustees to ensure it is as minimal effort as possible for the authority)? I consider this should not be pursued by LAF as the "Giving Strategy" for the Peak will be looking at this amongst other issues in their third phase of the "Giving Strategy."

5. Overview – Following on from the Authority meeting in January, 2016, we have not had any report to date about the Giving Strategy and hope we may get an update about the future direction of, and work on that at this meeting. We can then take stock of our role and support to the Access Fund, building on some welcome donations to date which have been encouraged by Forum members through their involvement with various voluntary bodies.