

Agenda Item 9: Recreation Strategy Action Plan 2010-2011

Progress at September 2010

Theme 1 – Healthy Lifestyles

	Headline action	Sign Up	Milestones	Progress
A1	Increase awareness, among target groups, of the health benefits of active recreation	DS NHS Derbyshire/PCT NE (WfH prog) DWT	Key messages for target groups agreed and delivered by all partners	<p>Research carried out on influencing public behaviour, national initiatives (eg Change 4 Life). Task Group initial meeting held 8/9/10. Support to Mosaic groups to attend Super Saturday event in April and cycling opportunities through PPD - target groups offered free bike hire and supported visits.</p> <p>Activities take place in the outdoors, mental and physical health is part of all activities with all groups led and coordinated by education team, rangers and Pedal Peak District.</p>
A2	Promote the Peak District National Park as a destination for healthy recreation activities, recreation events and active holidays	DS VPD&D LAF PCT Peak Pursuits NE (via website links?) DWT	<p>Partners' strategies, policies and campaigns promote health benefits of recreation in the National Park.</p> <p>Health messages incorporated in media campaigns and press releases.</p>	<p>Bradfield joined "Walkers are Welcome" national initiative with assistance from Village Officer</p> <p>Contribute to Derbyshire Sport's Active Derbyshire Plan 2009-2013 to increase activity in all age groups</p> <p>Feature in Park Life July 2010 promoting activity for health</p> <p>Peakwise people project working to support others to enjoy the PD, includes residential activity for groups with mental issues – school groups come out – bring parents back for repeat visits.</p> <p>Saddle up for Summer campaign – cycle events for all – over 40 held this summer to promote cycling.</p> <p>Cyclists Welcome scheme – initial discussions have taken place – VPD&D leading.</p> <p>Pilot 'Market to the Markets' scheme at Glossop, Chesterfield and Dewsbury markets – engaged with over</p>

				1000 people, including many from ethnic minority communities
A3	Develop and promote cycling, horse riding and walking routes linked to urban areas/public transport hubs, particularly - a route between Buxton and Matlock - the East Peak fringe	PCT LAF VPD&D DS	£1.5m infrastructure cycling development plan in place and groundworks begun. Social marketing and audience development plan in place Strategy and action plan for cycling developed for east Peak fringe including links to the National Park	Surveys carried out, work started on repairing the 4 x 400m tunnels. £13k funding approved for Black Harry project to promote, manage and extend routes for cycling and horseriding around Longstone Edge. Project due to be completed by 31/3/11 Bradfield achieved "Walkers are Welcome" status, investigated improved parking arrangements for visitors and installed new footbridge and cycle racks
A4	Research and benchmark models of best practice for providing quality recreation opportunities that enhance health and wellbeing	PCT LAF Peak Pursuits VPD&D	Task Group agrees project brief to scope research work and explore potential for sharing and publicizing good practice	Gold Standard Health Referral scheme adopted by all Derbyshire districts. NP Leisure Walks and Next Steps programmes. Jog Derbyshire scheme has over 50 active groups, over 100 leaders and 850 members. Active Derbyshire website links to wide range of sport and recreation activities, clubs, governing bodies as well as promoting events such as Race for Life. Delivery of national standard training including learn to ride sessions to get nervous people cycling for health. Health groups given supported led rides.
A5	Building on NI8, work with key partners to contribute to a better understanding of active recreation by National Park residents	DS PCT NE (WfH) Peak Pursuits	Residents participate in at least 30 minutes activity 3 or more times a week	Village Games 3-yr project to increase sport & recreation in Derbyshire villages successful in gaining £600k funding from SE. Project coordinators appointed to each district. Partners – DCC, NHS Derbyshire, Rural Derbyshire School Sports Partnership and 6 local authorities including NPA. PPD – programme of led rides with stops to look at heritage and wildlife of the PD

Theme 2 – Widening Participation

	Headline action	Sign Up	Milestones	Progress
B1	Increase and promote sustainable and accessible services at gateways (eg Dovestones and Marsden)	PDNPA	Work with partners on specific initiatives/plans to increase and promote accessible services at Dovestones, Marsden, Langsett	Village Games Adventure Sport Day at Whitehall Sat 30 Oct – range of activities for age 4 upwards. Key project at Langsett working with partners published opportunities and run workshops with teachers showing the resources there and also deliver some education programmes there.
B2	Provide safe, clearly marked off-road trails at key access points to the National Park for people of all abilities to walk, run or ride	DS (support but not deliver) PCT (support) LAF	Matlock-Buxton cycle project milestones for 2010/11 completed. Programme of other trail linking routes agreed (eg from Sheffield, Chesterfield, Penistone) and funding explored	Sheffield Moors partnership looking at routes from Sheffield to Peak District. Bradfield investigating links through EPIP feasibility study.
B3	Provide and promote recreation events suitable for a range of abilities linked to public transport	DS VPD&D PCT (support and promote)	DMPs provide coordinated programme of recreation events	Public transport always encouraged if possible – groups collected from station etc. Activities around station eg start in Buxton and walk back through PD
B4	Seek opportunities to extend water based recreation activities appropriate to the special qualities of the National Park	Peak Pursuits DS PDNPA LAF	New water based recreation opportunities identified through commissioned feasibility study or partner contribution	Initial meeting of water recreation task group 22/9/10
B5	Encourage development of learning and recreational opportunities for children and young people	Peak Pursuits NE (NNR and HLS education access) DS PCT (support – may link with delivery) B5	Funding secured to deliver Access to Nature bid for £0.5m. Work planned with partners through 2010/11. 3 Losehill Hall weekends for Sheffield residents to look at conflict resolution.	Funding achieved A meeting has been held with the National Park's learning team as part of an audit of the current situation and what is being delivered. The team have provided opportunities for 17,500 people so far this year (not just yp). Work includes 1 weekend with yp – 4 fab breaks with Derbyshire disabled young people. Shebeen has lost its core funding. Work is being done in partnership with YHAs

				<p>for the HLF youth ranger programme. Family learning taster days. MICCI looking at effects of recreation on moorland areas. John Muir Trust is a key partner. Long term partners eg NT or one off eg Rotherham for one particular group of people. Stockport supporting teachers – cascading effect. Losehill Hall is on the approved provider list for positive activities for Derbyshire</p> <p>Youth groups actively targeted through PPD</p> <p>DWT provide family activities at Whistlestop and Poole's Cavern</p>
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Theme 3 – Climate change and sustainability

	Headline action	Sign Up	Milestones	Progress
C1	Develop and promote sustainable transport links from surrounding urban centres, transport hubs and settlements in the National Park	PCT (support, not deliver) VPD&D (support and promote)	Develop and deliver Transport Action Plan. Influence Local Transport Plan 3 as it is developed.	Moorlands Connect bookable (demand responsive) bus service covering area between Leek/Buxton/Ashbourne introduced 6/9/2010. Each bus carries up to 4 bikes.
C2	Identify and address potential impacts of climate change on recreation infrastructure and use sustainable development techniques for new or enhanced recreation facilities (eg emissions reductions, use of water, rate of soil erosion)	NE (Research on climate change adaption at scale of character areas)	Apply to PDNPA properties/facilities and encourage partners to do so	<p>Awareness training for building managers and workshops delivered.</p> <p>Funding achieved from the Carbon Trust and East Midlands Improvement & Efficiency Partnership to do a carbon management plan of all NPA properties.</p> <p>PPD is improving the cycling infrastructure and cycle training for all ages to promote more everyday cycling eg cycling to work and school</p>
C3	Promote sustainable travel choices eg linked public transport routes, campaigns, offers and initiatives	PCT (promote) LAF VPD&D (support and promote)	<p>Sustainable Transport Action Plan led by PDNPA.</p> <p>Support through Sustainable Development Fund</p>	<p>Peak Connections leaflets and new Tideswell leaflet.</p> <p>Moorlands Connect bookable (demand responsive) bus service covering area between Leek/Buxton/Ashbourne introduced 6/9/2010. Each bus carries up to 4 bikes</p>
C4	Identify	YW	Source funding	MICCI project – LHH learning

	opportunities to evaluate the potential impacts of recreation on the landscape, biodiversity, cultural heritage and economic environment of the National Park	LAF NE (making use of/helping to shape national policy/guidance ie 'Best of Both Worlds', advice to landowners in HLS, SSSI site managers, etc DWT	and research skills to undertake work, support partner organisations	team and Moors for the Future DWT Living Landscapes Strategic Plan 2010-15
C5	Encourage the development of 'green' recreational products	VPD&D	Explore potential to include recreation businesses within Live & Work Rural Programme	Cyclists Welcome scheme – VPD & D

Theme 4 - Raising awareness and understanding

	Headline action	Sign Up	Milestones	Progress
D1	Promote positive messages about sustainable recreation and how to access the National Park safely and in a way which encourages people to make a positive contribution as part of their visit (eg purchasing locally or volunteering)	Peak Pursuits VPD&D PCT (support) NE – web links, etc LAF DS (support not deliver)	<p>Communications Plan in place and agreed with partners.</p> <p>New Visitor Guide which incorporates improved info on how to access opportunities, distributed through key community contacts, engagement projects and partners.</p> <p>Web pages developed and maintained.</p> <p>Marketing of cycling opportunities through Pedal Peak District.</p> <p>Trails interpretation plan developed (subject to Monsal Trail infrastructure developments)</p> <p>Volunteer involvement with the delivery of the Black Harry trails project</p>	<p>Visitor Guide produced and distributed to target groups along with ranger Guided Walks programme.</p> <p>An impacts of tourism module has been run for A level and BTEC students and is very popular.</p> <p>Get Active pages developed</p> <p>Wide promotion and uptake of cycling opportunities by range of groups and individuals</p>

D2	Encourage product/service providers to network and promote new recreation products including 'packaged' offers	DS (Jog Derbyshire scheme) Peak Pursuits VPD&D	Links with networks established and role identified Two emerging L&W Rural projects underway	<p>Paul Ball forming a marketing advice panel to promote use of the NP for outdoor activities – part of a wider approach by Peak Adrenaline – inclusive and supportive services for small groups of adventure seekers. Commitment to using local facilities accommodation and service providers. L&WR assisted with advice, networking and grant for set-up costs (marketing, website and outdoor equipment).</p> <p>Peak Outdoor – early stages of involvement, business idea is to work with schools and colleges, adult groups on outdoor activities/education visits.</p> <p>Peak Llamas – llama trekking business offering guided walks especially useful for youngsters and people with special needs. Helped with advice, networking and grant for website, leaflets and llama panniers.</p> <p>Ian Renshaw – setting up climbing instruction/experience business aimed at family groups visiting the PD on holidays and day trips. Committed to using local accommodation and food providers. L&WR has assisted with business advice and grant for IT equipment, website and climbing equipment.</p> <p>8 farmers attended L&WR course to receive CEVAS training to deliver educational access on farms</p> <p>DMPs to promote PD as an 'attack' brand by Visit England. PD to be 'Destination of Distinction' pilot area during and after 2012 Olympic Games.</p> <p>Focus on cycling opportunities by VPD – Cyclists Welcome accreditation scheme</p> <p>Potential to 'package' the promotion of educational offering to include NNR activity</p>
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D3	Establish and maintain a database of recreation opportunities and an evidence base of visitor profile, service uptake, etc	LAF PDNPA VPD&D PCT – link it to Active Derbyshire DS – link to Active Derbyshire NE – make use of data and evidence that emerges from Monitoring Engagement with the Natural Environment (MENE) scheme	Database and evidence base monitored and reviewed annually	MENE data now available PPD survey data – really useful database of where people are from, age, health and comments about their experience > 1000 participants
D4	Produce guidance for use of the National Park for recreation eg for large scale organised events, safety issues and links to services	YW LAF PDNPA	Guidance for large scale events agreed with partners, produced and promoted by NPA and partners	Work ongoing
D5	Contribute to interpretation relevant to recreation opportunities in the National Park	VPD&D	New Interpretation framework incorporates appropriate messages about sustainable recreation opportunities	Recreation is a key issue in emerging Interpretation Framework – contributing to ‘interpretation champions’ Youth rangers lead learning with family groups – youth ranger days with YHA
D6	Increase awareness of sustainable recreation opportunities to people from under-represented groups	PCT LAF DS	Build on current work with Community Champions to promote sustainable recreation in the National Park through innovative media and mechanisms such as accessibility videos at gateway sites and promotion at markets in target group catchment areas. Walking Festival launch event engages Community Champion groups	Opportunities taken to inform Community Champions eg Peakwise people project with Mosaic champions Promoted and led rides for 4 x Mosaic groups so far with help from rangers – rides have included stops to learn about the NP Increased outreach and education capability on NNR has produced a significant increase in engagement with young people and other harder to reach groups Good attendance by many groups at launch event and on guided walks with very positive feedback.

Theme 5 – Partnership working

	Headline action	Sign Up	Milestones	Progress
E1	Establish a Recreation	DS	Recreation	Strategic Management Group

	Partnership and Strategic Management Group of key recreation stakeholders to ensure strategic alignment of priorities and a partnership approach to improving provision and management of recreation opportunities	YW PCT LAF DWT	Partnership and Strategic Management Group established. Partnership contribution to review of the National Park Management Plan	established
E2	Establish more mechanisms to positively manage recreation activities in relation to specific conservation aims and potential conflicts between different use	LAF Peak Pursuits PDNPA NE (making use of/helping to shape policy/guidance ie 'Best of Both Worlds', advice to landowners in HLS, SSSI site managers, etc)	Task groups established to resolve areas of recreation conflict	Initial meeting of water recreation task group 22/9/10 Continued work with highway authorities, police, rangers and vehicle user groups to implement the Off-road vehicle strategy. Peak Horsepower group formed to help improve opportunities for horse riders by identifying potential links or improvements to bridleways, initially looking at Hope Valley. Improved promotion of horse-riding opportunities on NP website and new DCC horse-riding map/leaflet. All PPD groups informed of good practice and shared user issues in order to avoid conflicts and raise awareness of others Work currently in hand to develop a visitor engagement strategy for the NNR aimed at increased recreational / educational usage commensurate with the conservation objectives of the reserve.
E3	Work with adjoining land managers to plan and manage the wider Eastern Peak District Moors on a landscape scale (Stanage, Burbage, Longshaw, Eastern Moors)	PDNPA NE – where this involves land under conservation agreement	Vision and structure for the partnership agreed and a process established to develop an area management plan	NT/RSPB partnership established and public consultation workshops held. Draft management plan in production.
E4	Establish partnership 'task groups' to explore potential for specific recreation activities eg water sports, horse riding, cycling	YW PDNPA DS VPD&D PCT LAF	New water based recreation opportunities identified and developed through	Initial meeting of water recreation task group 22/9/10. Cycling being implemented through wide range of partners – CTC, Sustrans and local

		Peak Pursuits	commissioned feasibility study or partner contribution. Potential to review recreation provision for cycling explored by Strategic management Group	volunteers all contribute to the project.
E5	Work with partners to implement integrated Rights of Way Improvement Plans and develop routes accessible to all where appropriate	PDNPA LAF	At least 90% of network is open and easy to use Easy access routes promoted on NPA and other partner websites Increase access opportunities developed and promoted through agri-environment schemes	Autumn monitoring due You're Welcome, Access for All and access videos on NP website Re-negotiated open access at Wolfscote Hill and Blaze Farm under HLS until 2020. Funding approved for Black Harry project to promote, manage and extend routes for cycling and horseriding around Longstone Edge. Project due to be completed by 31/3/11 Lathkill Dale NNR has undertaken significant upgrading and improvement of its main access route to provide an all ability facility
E6	Manage access to open country and seek to improve access	PDNPA LAF	All access land open and added to where possible	Currently working to dedicate 50ha of land at Middlehay as Open Access

Theme 6 – Community participation, including volunteering

	Headline action	Sign Up	Milestone	Progress
F1	Develop a strategic approach to volunteering to encourage local people and visitors to make a personal contribution to the National Park	PDNPA producing new approach to volunteering YW PCT (support) NE (via work on NNRs) DWT	Business case produced by National Park Authority to establish current position and options for change	NE working with NNR volunteers to develop an outreach strategy which engages more people in voluntary activity
F2	Facilitate/support local communities in positively addressing	DS LAF PCT	8 new community initiatives which include	Launch of Recreation Strategy, Pedal Peak District project and Jog Derbyshire

	recreation issues and explore opportunities linked to recreation and its management in the National Park	(support/link)	community recreation facilities and services	<p>promoted to residents through Park Life, July 2010</p> <p>Opportunities will be offered to local residents to train as cycle instructors to ensure sustainability and to become cycle champions in their communities</p> <p>NNR has established a new 'Friends of' group and is seeking to build this through outreach activity</p>
F3	Develop village trails linked to public transport and sustainable local businesses	DS PCT (support) NE – potential to deliver new permissive routes via HLS	Village trail established in Tideswell	Leaflet produced and promoted through bus operators
F4	Identify and address the recreation needs of communities living in and close to the National Park	DS LAF PCT but also needs of wider Derbyshire	Community Strategies influenced to include recreation opportunities	Autumn focus on increasing cycling opportunities for Bakewell and Bradfield residents including work with schools.