
DRAFT Active in the Outdoors – update on Recreation Strategy Action Plan March 2015

By 2020 the Peak District will be a welcoming place, providing good access for all and quality facilities. Everyone will have the opportunity to enjoy and benefit from healthy outdoor experiences, contribute to the local economy and become more aware of the special qualities of the National Park. There will be a network of public transport routes linked to popular sites and any conflicts between recreation, residents and the management of the environment will be addressed. More people will have better information, a greater choice of activities and more sustainable ways of enjoying them. The National Park will thrive because more people will both enjoy and care for it.

The Recreation Strategy Action Plan is currently being updated for 2015/16 and a draft will be circulated to LAF in the near future.

Healthy Lifestyles

- A Wider Peak District cycle strategy and action plan have been published and actions are progressing overseen by a steering group;
- The Derbyshire Sport plan for cycling is leading on participation and progression elements;
- A dedicated task group is looking at how to fill the gaps in opportunity and joined up marketing for mountain biking. A Derbyshire Mountain Bike Facility Development Framework has been drawn up for a potential bid to Sport England;
- 5.5km of towpath improvements have been completed along the Caldron Canal between A53 Stockton Brook and Hazelhurst Locks nr Denford. A further grant has been secured to allow Staffordshire County Council to complete the remaining 6.6km of towpath improvements through to Cheddleton and Leek as part of Pedal Peak 2 project, other schemes are still in the planning stage;
- We have been successful in attracting an extra £430,000 through a grant bid which was submitted to the Department for Transport in early January 2015 to provide an additional highway link onto the White Peak Loop in Matlock and to extend the scope of the Cycle Friendly Places Grant Fund.

Widening Participation

- Pedal Peak District social marketing continues with over 2,500 people signed up to the behaviour change programme which enables them to set their goals and receive hints, tips and advice <http://www.lovetoride.net/peakdistrict> @pedalpeak twitter followers now over 5000;

- Cycle Peak District and Derbyshire new brochure out by Easter will incorporate the 2015 Summer of Cycling events programme. 60,000 copies of the map will be distributed both within the destination (via the TIC network and the Derby Arts/Superboxes) and in Manchester, Birmingham, Nottingham and Sheffield using targeted demographics primarily in retail outlets, restaurants, bars and supermarkets in order to widen participation; www.summerofcycling.co.uk is live and a social media campaign has commenced;
- A management plan is being developed for Stanage North Lees;
- You're Welcome' access guide is currently being refreshed;
- Further visitor and non-visitor surveys are being planned.

Less Impact

- We continue to implement action plans for the management of recreational motor vehicles:
 - The Local Access Forum provided advice to Derbyshire County Council on their repairs at Chapel Gate.
 - In February, the Authority made a traffic regulation order at Leys Lane near Great Longstone to prohibit all mechanically propelled vehicles at all times on grounds of natural beauty and amenity.
 - The Local Access Forum considered in March the principle of voluntary restraint as a possible management option for green lanes
 - Action plans for 2015/16 for green lanes and managing recreational motorised vehicles were reported to members of the Authority in March
 - A Wild Side beer has been launched to celebrate the 10th anniversary of open access and the work in developing the legacy of open access
 - A dedication of land as open access has been made at Middleton Dale, Stoney Middleton and will come into force in September
 - A review is ongoing on a long-term direction restricting access to open access land; a further direction has now been reviewed making it 4 in total that have been dealt with in the last year
 - 5 public path diversions are on-going
- We are working to developing online guidance for large scale events and to encourage participant donations;
- The #DoThisPeakDistrict animation is being disseminated. A schools pack has been produced to accompany it. A subtitled version of the film has also been produced and is being shown on Manchester Hospital TV;
- A sustainable travel summit has been held generating lots of positive ideas and commitment to the agenda. We are putting together a plan of action to capitalise on the high level of engagement from all those who attended the event, including the Secretary of State for transport.

By Carol Parsons – Recreation Strategy Officer

Carol's role is to implement and monitor the Peak District recreation strategy and deliver the recreation action plan via partnership working and project development. To provide strategic input, technical support and assistance with regard to the relevant National Park Management Plan Outcomes and Corporate Outcomes, as well as promotion and awareness raising of responsible visiting and sustainable tourism.