



**PEAK
DISTRICT**
NATIONAL
PARK

Our Corporate Strategy 2019-24: summary

(Key Performance Indicators and Strategic Interventions updated
January 2021)



View towards Peveril Castle

Our vision:

For the Peak District to be loved and understood as the UK's original national park

Our mission:

To speak up for and care for the Peak District National Park for all to enjoy forever



Our outcomes:

A sustainable landscape that is conserved and enhanced

- Distinctive landscapes that are sustainably managed, accessible and properly resourced
- High quality habitats in better condition, better connected and wildlife rich through nature recovery networks
- Cherished cultural heritage that is better understood and looked after

A National Park loved and supported by diverse audiences

- Greater audience reach among under-represented groups
- A strong identity and excellent reputation driving positive awareness and engagement
- Active support through National Park points of contact to generate sustainable income

Thriving and sustainable communities that are part of this special place

- Influencing and shaping the place through strategic and community policy development
- Community development connecting people to place through active participation, events and sustainable projects



The Peak District National Park Authority is an agile and efficient organisation

- Our workforce is more diverse, healthy and highly engaged
- We are financially resilient and provide value for money
- Our well-maintained assets support the delivery of our landscape, audience and community outcomes
- Our data is high quality, securely managed, and supports decision making and delivery
- The Authority is well managed to achieve its objectives and enhance its performance
- We have effective partnership arrangements in place

Our values are:

Care: We care for the Peak District National Park, the people we work with and all those we serve. It's at the heart of everything we do.

Enjoy: We take pride in what we do and feel good about our contribution.

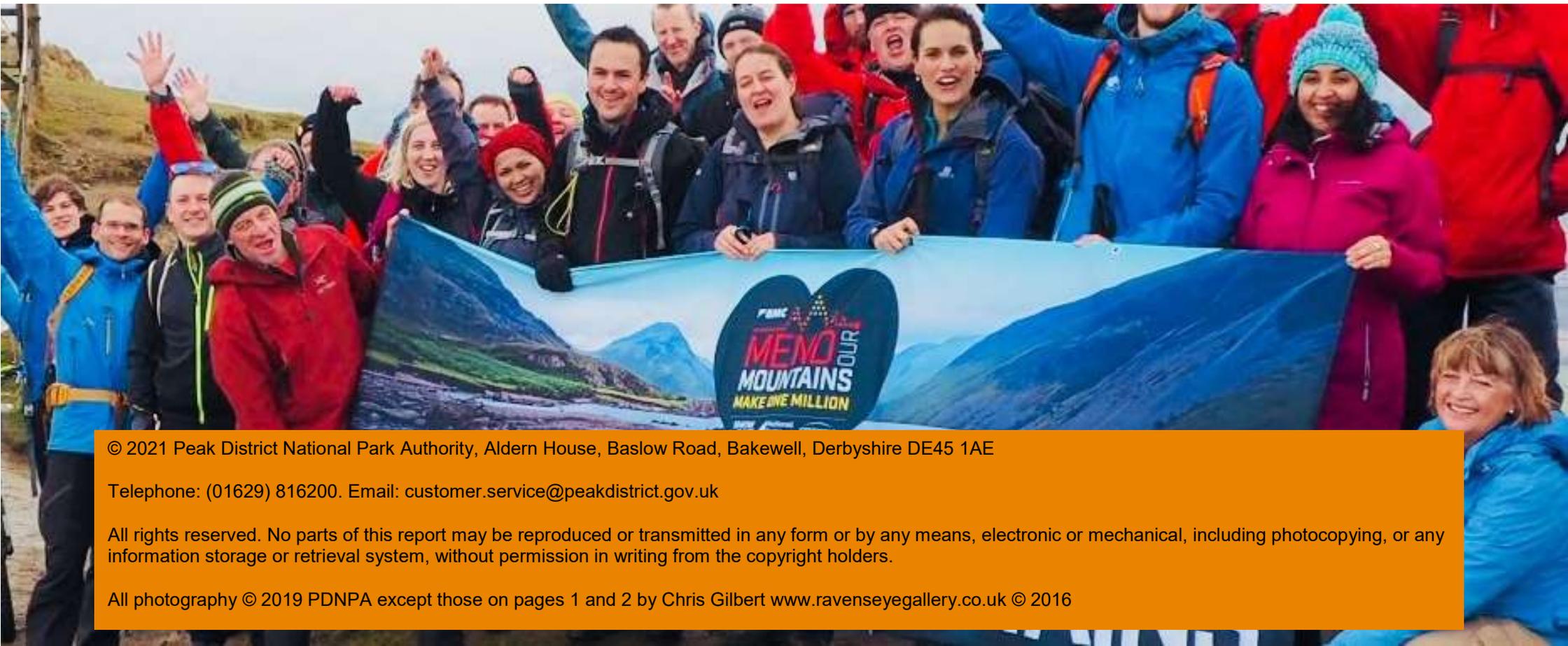
Pioneer: We were born of pioneers. We will continue to explore opportunities to inspire future generations.



Read our full corporate strategy for:

- Key performance indicators
- 2024 and 2040 targets
- Strategic interventions that will deliver the strategy.

Full document available at: www.peakdistrict.gov.uk/corporatestrategy



© 2021 Peak District National Park Authority, Aldern House, Baslow Road, Bakewell, Derbyshire DE45 1AE

Telephone: (01629) 816200. Email: customer.service@peakdistrict.gov.uk

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Benefits within the Peak District National Park				Benefits to the surrounding regions			Benefits for the UK and the globe		
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555
square miles
of PDNP protected for natural beauty

over **1/3**
of the PDNP is open access

472
scheduled monuments in the PDNP

1/3
of the PDNP is designated for nature conservation

45
million burgers
beef equivalent to 45m burgers produced in the PDNP each year

5%
flood risk reduction
blanket bog restoration reduces peak storm water flows

£3.8
billion
value of the output produced in the wider Peak District

PDNP contributes to
£1.6
trillion
value of UK natural environment

PDNP is part of the
12
percent
of land on earth that is in a protected area



158
UK priority species in the wider Peak District

2,910
listed buildings in the PDNP

over **1,300**
miles
of rights of way in the PDNP

65
miles
of cycling trails in the PDNP

450
billion litres
of drinking water a year provided by the PDNP

over **12**
million
visits to the PDNP a year

206
million pints
of milk produced in the PDNP each year

PDNP contributes to the
£2.2
billion
UK health benefits of outdoor exercise

up to **20**
million tonnes
of carbon is stored in PDNP peat bogs

Biodiversity, geodiversity, cultural heritage, soil quality, pollination, energy provision, pest regulation, tranquility, recreation, clean air	Sense of history, regulating water flow, clean water, timber, food	Carbon storage, sense of place, tourism, inspiration, natural beauty
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