

## North York Moors National Park Authority Strategy and Business Plan 2022 – 27

Our Strategy and Business plan sets out the organisational priorities and delivery objectives for the North York Moors National Park Authority (NPA) for the five years 2022-27. They describe the NPA's contribution to the North York Moors Management Plan, and how we will deliver our strategy to grow the organisation and be high profile, contemporary and fit for purpose. The objectives are supported by a set of milestones which the Authority will work to deliver each year. We are now in year three of the Business Plan and milestones cover the year 2024/25.

<p><b>Our contribution to delivering the North York Moors National Park Management Plan</b></p> <p>We have identified three outcomes from the Management Plan that we will prioritise in our Business Plan and MTFs over the five years in order to bring focus to our work:</p> <p><b>Outcome 1 – A resilient landscape at the forefront of addressing climate change and nature recovery</b></p> <p>We're prioritising this outcome because it is the biggest priority in the Management Plan. The NPA needs to show leadership in demonstrating how the National Park can best adapt and respond to climate change whilst maintaining its special qualities. We are already taking a lead in woodland creation and peat restoration.</p> <p><b>Outcome 2 - A nature rich, more biodiverse landscape</b></p> <p>We're prioritising this outcome because it's central to our statutory purposes. We have a strong track-record of landscape-scale habitat creation/ restoration programmes. Developing a local Nature Recovery Strategy that's bespoke for the National Park is the key to unlocking future funding for nature through ELMS.</p> <p><b>Outcome 3 – A place that lifts the nation's health and wellbeing</b></p> <p>We're prioritising this outcome because it's central to a key role that protected landscapes can play in connecting people with nature. We will build on our existing strengths in access management, volunteering and youth engagement. We can further develop our links with under-served communities in Teesside and elsewhere to achieve health and wellbeing outcomes.</p> <p>Whilst our work to achieve these outcomes will not be the total sum of what we will do, these priorities will guide where we concentrate over the coming years so that we do fewer things well.</p>	<p><b>Our strategy for the National Park Authority</b></p> <p>Our strategy defines the goals and ambitions for the National Park Authority. We aim to grow the Authority with a vision for a high profile, contemporary organisation that's fit for purpose. To achieve this we need to:</p> <ul style="list-style-type: none"><li>• Increase the profile and reputation of the National Park and our work, to draw interest, awareness and enthusiasm for the great work we do regionally and nationally.</li><li>• Harness our stakeholders, businesses and residents as partners in aspiration for the National Park.</li><li>• Invest in our people, developing their skills and ensure our working environment and systems are up to date and efficient.</li><li>• Maintain high levels of customer service and satisfaction so our reputation amongst our communities and partners is held high.</li></ul>	<p><b>Our organisational values</b></p> <p><b>We are... Proud</b></p> <p>We are proud to be a part of an organisation that conserves, enhances and champions this spectacular landscape – each of our roles makes this possible.</p> <p><b>We are... Professional</b></p> <p>We are doers, enablers, inspirers - we uphold the highest professional standards to bring about positive change for the National Park.</p> <p><b>We are... Welcoming</b></p> <p>Inclusivity and empathy are at the heart of who we are and what we represent - the National Park is a place for all.</p> <p><b>We are... Collaborative</b></p> <p>We work positively and proactively with others to achieve our shared vision of the North York Moors.</p>
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The Strategy and Business Plan runs in parallel with a Medium-Term Financial Strategy (MTFS) that sets the financial context for the Plan. It is a dynamic document that is reviewed annually taking account of ongoing delivery of objectives as well as changes in the political and financial context.

## Organisational outcome - A high profile, contemporary organisation, fit for purpose

Objective	Delivery by 2027	2024/25 milestones	Notes
1) Raise the profile and position the brand of the North York Moors, so that more people recognise and appreciate the special nature of the National Park.	Increased awareness of the North York Moors National Park.	Develop 'Caring' audience for new bespoke e-newsletter showcasing conservation and climate change work.  Increase existing e-newsletter audiences by 10% (visitor) and 5% (gallery), maintaining above industry standard open rate of 36%.	-
-	Complete the rollout of the National Park's brand including signage and vehicle branding.	Signage scheme/interpretation complete at Sutton Bank, Newton under Roseberry car park and Cawthorn Camps.	-
-	Increase website traffic, social media engagement and reach.	Website baseline established.  Launch TikTok channel.  Increase video views on social media by 15%.	-
-	-	Deliver three communications campaigns that help to position the profile & reputation of the North York Moors & the NPA. <ul style="list-style-type: none"> <li>• Nature for all</li> <li>• Boosting wildlife (species focused campaign - name tbc)</li> <li>• Destination campaign (health &amp; wellbeing focus)</li> </ul>	-
-	Enhance our offer at National Park Centres.	Increase our profile within the family market at Danby Lodge through the installation of a new play area by July 2024.  Increase our visitor numbers across our National Park Centres by a combined 12,000 by March 2025. *  Successful completion of the remainder of the Shared Prosperity Fund project (Tramper route, art trails, new events, sensory spots and a reflective area) by March 2025.	*Baseline (2023/Calendar Year)  Sutton Bank = 134,270  Danby Lodge = 59,626

Objective	Delivery by 2027	2024/25 milestones	Notes
2. Provide an employment and volunteering experience which supports people to thrive, is inclusive and actively engages with the wider National Park family.	Deliver an Organisational Development Plan which sets out an approach to staff and volunteer communication which is clear about what we want to achieve and does so making best use of the available technology.	<p>Agree staff survey improvement plan (April 24) and implement all actions (December 24).</p> <p>Complete review of 10 core HR policies. (December 24).</p> <p>Implement new performance development framework and approach to recognition and rewards (April 24 and then ongoing).</p> <p>External health and safety review (completed by September 24) and action plan delivered (March 25).</p>	-
-	Blended working and desk sharing arrangements that provide opportunities for better professional interaction.	<p>Consultation with staff about internal layout of new HQ/depot (April 24).</p> <p>Commence working practice change management programme (June 24).</p> <p>Establish 6 hot desks within the existing office space at Danby Lodge (October 24).</p>	-
-	Benchmarked salaries in difficult to recruit to work areas, combined with updating the appraisal process and linkage to pay.	<p>Implement new approach to salary progression (April 24).</p> <p>Implement new approach to recognition and 'bonus' awards (April 24).</p>	-
-	Staff training programme to develop leadership and project management skills.	<p>Embed the career development discussions (April 24 and ongoing).</p> <p>New leadership development programme. Contract let (October 24).</p> <p>Commencing delivery of programme (January 25).</p>	-
-	Maintain our current offer and develop new opportunities for training and employing young people in the National Park.	Lead national review of Level 2 Countryside Worker apprentice standard and have revised standard approved (December 24).	-
-	-	Engage with NYMR to agree long term apprenticeship funding programme (March 25).	-

Objective	Delivery by 2027	2024/25 milestones	Notes
3) Ensure our working environment and systems are efficient and minimize our negative impact on the environment	NPA net Scope 1 and 2 emissions to fall by 75% by 2027.	NYMNPAs Emissions 8-year Reduction Plan adopted and in delivery. 20% reduction in NYMNPAs emissions. Climate change strategy for the National Park complete.	-
-	New Procurement framework and policy takes into account environmental credentials of suppliers.	Refresher training for new staff to be delivered (April 24).	-
-	Implement the outcomes of the property review in relation to Helmsley-based premises.	Undertake engagement with residents (May 25). Work to develop costed designs and achieve full planning permission (December 24). Put in place financial plan and agree with Members (September 24). Dispose of unwanted property assets (approval by Members in June 24 and disposal completed by March 25). Let contracts for the professional support needed in the building phase (January 25). Procure contractors to commence the build (March 25).	-
-	Replace all Authority vehicles with zero carbon emissions as soon as 'fit for purpose' vehicles become available.	-	Will be completed when vehicle fleet is replaced. Progress will be made on move to new office/depot
-	EV charging points installed at all key Authority operational sites and visitor centres.	EV Installed at our Newton under Roseberry and Hutton le Hole car parks by June 2024. EV installed at Danby Lodge car park by March 2025. 1 x EV point installed at HQ by April 2024.	-
-	Deliver a costed programme of works for Sutton Bank and Danby Lodge National Park Centres to reach net zero.	-	Public Sector Decarbonisation projects complete. Assessment of photovoltaic generation options for both Visitor Centre sites will be made at a later date.
-	Implement new systems to deliver land charge services directly to the Land Registry Office.	-	Completed 2022/23.

Objective	Delivery by 2027	2024/25 milestones	Notes
-	Provide and support the delivery of facilities (including toilets and Car Parks) in the National Park for public benefit.	Installation of changing places toilet facility to complete our accessibility offer at Sutton Bank by July 2024.	-
-	-	Install all new signage at 3 key sites – Sutton Bank (August 24), Newton under Roseberry (Sept 24) and Cawthorn Camps (Jan 25)	-
-	-	<p>Specify and procure new finance system (March 2025).</p> <p>Achieve full compliance with Transparency requirements (June 24).</p> <p>Deliver enhanced network connections at Danby Lodge to ensure full access to all IT systems (May 24).</p> <p>Review, revise and implement Business Continuity and Disaster Recover Plans (June 24).</p> <p>Develop specific protocols for the total loss of the finance and/or planning systems (June 24).</p> <p>Revisions to staff IT policies and deliver programme of communication (August 24).</p> <p>Review of contract templates, financial regulations and make changes resulting from Procurement Act 2023 (Dec 24).</p> <p>Implement new Rights of way Management System (Dec 24).</p> <p>Implement new Historic Environment System (Dec 24).</p>	-

<b>Objective</b>	<b>Delivery by 2027</b>	<b>2024/25 milestones</b>	<b>Notes</b>
4) Provide an excellent level of service to all our clients and staff through their every interaction with the organisation.	Deliver a customer focused Development Management and planning enforcement service.	Maintain timely determination of planning applications (60% majors, 65% minors and 80% others determined within statutory timescales).	Organisational KPIs tracked via performance scorecard
-	Undertake Annual Planning training events with Parish Councils and Agents forums.	-	Now undertaken annually.
-	Develop a programme for assessing the level of customer service and an improvement plan which should include training and development initiatives.	Levels of customer satisfaction as measured through the Mystery Shopper Survey to reach an average of 80% for both National Park Centres throughout the year	-
-	-	Enhance our visitor experience by recruiting 10 engagement volunteers at Danby Lodge and Newton under Roseberry and facilitate their location within the car parks/outdoor space.	-
-	-	Group is fully established to integrate EDI matters into the wider Authority.	-

### **Management Plan outcome - A resilient landscape at the forefront of addressing climate change**

<b>Objective</b>	<b>Delivery by 2027</b>	<b>2024/25 milestones</b>	<b>Notes</b>
5) Capture and store carbon by creating at least 2,500 hectares of additional wooded habitat by 2032.	Create 375ha of new woodland	100 ha new woodland created (including all NPA schemes) to bring it to approx. 275 hectares to date.  Develop KPI to track woodland creation across the National Park.	-
-	Plant 500 landscape trees.	200 landscape trees planted to bring it to approx. 930 trees to date.	-
-	Plant/enhance 50km hedgerow.	12 km of hedgerow enhanced to bring it to approx. 42km to date.	-

Objective	Delivery by 2027	2024/25 milestones	Notes
6) Capture and store carbon by ensuring all degraded blanket bogs and peat habitats in the National Park are under active restoration by 2032.	Work with Natural England, Estates and the Yorkshire Peat Partnership to complete restoration works on 2500ha of blanket bog by 2027.	All restoration works from Nature for Climate Fund delivery grant complete (1000 hectares).	-

Objective	Delivery by 2027	2024/25 milestones	Notes
7) Protect, restore and improve soils across the National Park.	Improve 77 ha of land through a programme of invasive plant species control.	35 ha of land to be improved via continuing invasive species control. Annual total includes repeat sites previously controlled as well as new sites.  Identify new sites and commence invasive species control.	-
-	Enhance soil health throughout the National Park by working with land managers. Engage at least 200 land managers in best practice to enhance awareness of soil health.	40 new land managers engaged in soil health awareness.  <i>2023/24 data not yet available to be able to provide cumulative figure to date.</i>	-
-	-	Deliver project on regenerative agriculture on farm holdings in the North York Moors, in collaboration with other northern Protected Landscapes.	-

Objective	Delivery by 2027	2024/25 milestones	Notes
8) Achieve good ecological status for all water bodies by 2027 and support the improvement of marine and coastal habitat.	Work with land managers to deliver improvement works on water bodies through agricultural infrastructure and management, invasive species control, improvements to septic facilities and monitoring.	Complete Ryevitalise Landscape Partnership Scheme and ensure continued legacy.	-
-	-	Deliver Phase 1 of Esk and Coastal Streams Restoration Programme, including Catchment Partnership objectives.  Deliver Year 1 objectives of newly funded river restoration project.	-

### Management Plan outcome - A nature rich, more biodiverse landscape

Objective	Delivery by 2027	2024/25 milestones	Notes
9) Create bigger, better and more joined up habitats, with nature rich wildlife corridors extending beyond the National Park boundaries	Develop and deliver a Nature Recovery Strategy for local North York Moors nature recovery work. Ensure NYM nature recovery priorities are incorporated into any wider regional LNRS.	Complete the North York Moors Nature Recovery Plan.	LNRSs by NYC and TVCA in place by March 2025. NPA's Nature Recovery Plan feeds into both LNRSs significantly.

<b>Objective</b>	<b>Delivery by 2027</b>	<b>2024/25 milestones</b>	<b>Notes</b>
-	Maintain 115 ha habitat enhancements through existing conservation agreements and bring 100 ha into new conservation agreements.	Maintain 158 ha of land managed under conservation agreements. 20 ha of additional land brought into agreement.	New figure is cumulative and is focussed on actual area under conservation rather than whole farm holding. Includes Rye & Birds on the Edge agreements.
-	Protect, manage and enhance 250ha of ancient and significant woodlands.	65ha of woodland restoration delivered, to bring it to approx. 215ha in total.	-

<b>Objective</b>	<b>Delivery by 2027</b>	<b>2024/25 milestones</b>	<b>Notes</b>
10) Restore wilder and more naturally functioning ecosystems on at least 2,000 hectares in the National Park.	Develop and implement a partnership approach to deliver Bransdale Conservation Management Plan.	Bransdale Management Plan completed by autumn. 2024. Phase 1 Funding secured for delivery.	-
-	Develop partnership approach to create/deliver a Newtondale / Levisham Conservation Management Plan.	Deliver Linking Levisham Landscape Recovery scheme year 1.	-
-	Develop a Landscape Recovery Pilot programme.	-	Complete with confirmation of go ahead for Linking Levisham

<b>Objective</b>	<b>Delivery by 2027</b>	<b>2024/25 milestones</b>	<b>Notes</b>
11) Work with our moorland community to support the sustainable management of moorland to ensure it retains its intrinsic character which supports a greater variety of species and habitats.	Work with Natural England and Moorland partners to enhance moorland fringe habitat.	Deliver Moor to Restore peat restoration objectives. Hold 3 workshops with moorland community to discuss outputs of climate change modelling undertaken by Leeds University. Establish Moorland Farming support group.	Terms of Reference for Moorland Forum revised and agreed by all parties.

## Management Plan outcome - A landscape rich in heritage and highly valued for its sense of remoteness and tranquillity

Objective	Delivery by 2027	2024/25 milestones	Notes
12) Ensure that our historic environment is better understood, conserved, explained and under appropriate management; and work with partners to reduce the number of identified Designated Heritage Assets at Risk.	Improve the condition of at least 25 Heritage Assets at Risk.	5 designated heritage assets removed from register or prevented from entering the list.	-
-	Deliver the Land of Iron legacy	-	Ongoing as business as usual.
-	Restore the Rosedale Kilns.	-	Abandoned.
-	-	Deliver Year 1 of the Raiding the Bank project.	-
-	Develop a major multi- stranded historic environment focused project seeking external funding.	Discussions with NHLF undertaken and outline bid submitted.	-
-	Complete 10 Conservation Area appraisals/management plans.	Adopt 4 appraisals currently in progress (Staithe, Goathland, Grosmont and NYM Railway).  Progress further 2 appraisals (Hutton le Hole and Appleton le Moors).  Publish Heritage Assessment of Botton Village.	-
-	Deliver 5 heritage skills training workshops.	Deliver 1 heritage skills training scheme	Three workshops delivered to date.
-	Deliver a historic building repair grant (focusing on energy efficiency).	Deliver at least one scheme using existing grant mechanisms.	-
-	-	Link heritage skills to Traditional Boundary Fund walling and focus on hedge laying through developing apprentices and volunteers.  15 training sessions delivered.  Provide hedge management training for land managers through advice on the website and 3 training / advice sessions.	-

Objective	Delivery by 2027	2024/25 milestones	Notes
13) Increase the intrinsic darkness of the National Park International Dark Sky Reserve, through expanding the current dark sky core zone by twenty percent by 2027.	Deliver a lighting strategy/management plan to maintain dark sky status and increase the area of dark sky core zone by 20%.	Define core expansion area and start process for expansion with DarkSky International (new name for IDA).	-
-	Proactively use the planning system to conserve dark skies.	-	Completed.
-	Factor lighting into all future landscape improvement projects wherever possible.	Deliver 3 large scale lighting projects and 6 smaller scale lighting projects.	-
-	Identify dark corridors within dales to link up with habitat connectivity.	Deliver 4 community engagement sessions.  Train Dark Sky Ambassador volunteers – 2 sessions with 20 attendees.	-

## Management Plan outcome - A place that lifts the nation's health and wellbeing

Objective (from NPMP)	Delivery by 2027	2024/25 milestone	Notes
14. Create specific, targeted opportunities to improve mental and physical health and wellbeing by connecting people with nature.	Provide Green Social Prescribing opportunities to communities within and around the National Park.	<p>Launch the 'Nature Prescriptions for North Yorkshire project' by end of May 2024.</p> <p>Nature Prescription offer is embedded through social prescribers/GP practices within 5 Primary Care Networks – March 2025.</p> <p>IMPACT MEASURE - 70% of Participants in 24/25 project report a closer connection to nature and/or an improvement to their wellbeing.</p>	-
-	Establish an Arts & Culture Partnership for the National Park which will develop externally funded projects that deliver the outcomes of the Art & Culture Strategy.	<p>Arts &amp; Culture Partnership MoU and operating model finalised with 20 partners signed up.</p> <p>Implement Stage 1 of Arts Council funding (if successful) and installation of Arts Trails at National Park Centres.</p>	-
-	Refocus the NYM events programme, targeting health and wellbeing benefits.	<p>Create and deliver Mindful on the Moor Festival and hold 4 Self-Care workshops.</p> <p>Provide an additional 25 externally funded places for groups/individuals in financial need to access NPA events beneficial to H&amp;WB.</p>	-
-	-	<p>Ensure at least 100 evaluation forms for H &amp; WB events are completed.</p> <p>Of these, 75% or more of the people engaged identify a positive change in their wellbeing.</p>	-
-	Implement a revised volunteering strategy, which determines targets for health and wellbeing, participation and output.	<p>Analyse Volunteering survey, develop action plan (April 24) and implement actions (December 24).</p> <p>Establish new KPIs to measure volunteering performance. New KPIs and baseline agreed April 24.</p> <p>Establish KPI improvement for 24/25 (April 24).</p>	-
-	Build on our emerging destination PR activity working with underserved groups and organisations.	<p>4 community champions trained, through the Mosaic project, to make their own films for sharing on social media platforms by March 2025.</p> <p>Two organised walks in partnership with Muslim Hikers.</p>	-

Objective (from NPMP)	Delivery by 2027	2024/25 milestone	Notes
15. Increase awareness of, and access to the National Park among underserved communities, particularly those in the surrounding area	Develop an improved and accessible visitor offer in the north of the National Park.	<p>Planning approval and delivery schedule for Guisborough Forest agreed with work commenced by March 2025</p> <p>Roseberry Topping Path Restoration – main access path fully restored by October 2024.</p>	-
-	Support the VisitEngland North York Moors Accessibility Project to improve information, customer service and facilities	-	Completed.
-	Deliver a programme of outreach activities and events focusing on underserved communities.	<p>Commence delivery of the Championing National Parks for Everyone Project by July 2024</p> <p>Deliver 1 Community Champion training course by Feb 25 and recruit 7 new champions</p> <p>Complete 3 co-designed engagement opportunities with The Outdoor Partnership by Oct 2024</p> <p>Deliver 3 co-designed walks for wellbeing in partnership with Nur Fitness by July 2024</p>	-
-	-	<p>Facilitate visits for 800 participants through the Community Transport Project by the end of Sept 24</p> <p>Attend Ormesby Hall Local Engagement Weekend (June) and Middlesbrough Mela (Aug) to engage target audiences</p>	-
-	Increase the proportion of people from under-represented groups involved in volunteering.	Increase from 30% baseline in volunteering strategy by 5%	-
-	Provide immersive learning experiences through an Outdoor Learning Service tailored to schools, with a focus on areas of high deprivation.	<p>Establish a baseline for the following outcomes by end October 2024:</p> <ul style="list-style-type: none"> <li>• children identify a closer connection to nature</li> <li>• children identify that they have been inspired to care more for nature</li> </ul> <p>At least 50% of schools/groups undertaking outdoor learning activities are from areas of high deprivation</p>	-

Objective (from NPMP)	Delivery by 2027	2024/25 milestone	Notes
16. Inspire the next generation to enjoy, learn about and care for the National Park and support young people's direct involvement in decision making about its future.	Deliver a programme of youth engagement provision and volunteering, aiming for 30% of volunteers being 30 and under by 2027.	Develop a multi-year funding programme to secure the future of Youth +, Young Rangers and Explorer Volunteers.  Establish a baseline for the following outcomes by Oct 2024: <ul style="list-style-type: none"> <li>• Young People identify an improvement to their wellbeing</li> <li>• Young People acknowledge that they have developed skills</li> <li>• young people acknowledge that the schemes have enabled them to make a difference for nature</li> </ul>	-
-	Ensure Youth Council and Youth Voice is embedded into NP processes.	Youth Voice is embedded in decision making through co-option and successful induction onto members forums (conservation and climate change/ recreation and wellbeing) by October 2024.  Youth Voice supported to increase their membership by 7 young people external to the NPA by March 25.	-
-	Successfully conclude delivery of the NHLF funded Young Explorer Project and seek legacy funding to ensure equitable provision of these clubs.	-	Completed June 2023.

Objective (from NPMP)	Delivery by 2027	2024/25 milestone	Notes
17. Ensure that all members of the public are able to enjoy the National Park using easy to use, well-marked rights of way and open access land.	Maintain promoted RoW at 85% easy to use	85% of public rights of way easy to use in latest BVPI survey.  Agree, identify and record the promoted and priority routes across the National Park.  6km of surface/ accessibility improvements.  30 accessibility improvements made on priority routes  25% reduction in problem reports on priority routes	To be assessed in line with new Targets and Outcomes Framework  Improved access points (gap-gate-stile), removal of barriers
-	Increase the offer of 'Miles Without Stiles.'	Implement recommendations of the audit.	-

Objective (from NPMP)	Delivery by 2027	2024/25 milestone	Notes
-	Expand the provision of a quality Trampler Network across the National Park.	Create a new Trampler route and offer at Danby Lodge by October 2024.  Develop new partnerships to add an additional Trampler and location to the Trampler Network.	-
-	Work with partners to establish the Coast to Coast as a National Trail and maintain support for the Cleveland Way.	Undertake necessary RoW work to dedicate a legal route across the whole of the National Park by March 2025. 6500 metres of path surfaced to National Trail Quality Standards by March 2025.  80% of the route officially signed as Coast to Coast by March 2025.	-

Objective (from NPMP)	Delivery by 2027	2024/25 milestone	Notes
18. Promote the North York Moors National Park as the premier recreational/ family cycling destination in the North of England.	Develop a compelling offer around the National Park's USP (e-bikes, gravel, family friendly and mountain biking) and encourage a transformative change in the way people get to and move around the National Park.	Support businesses and communities to increase cycling facilities, services and user experience through NYMNPA's Local business tourism contribution grant scheme - five new businesses to become cycling friendly in 2024/25.	-
-	Redesign the Moor to Sea Cycle Network route as a nationally recognised off-road/gravel route.	Initial partnership to be established around specific project (Moor to Sea Cycle Network); engage previous partners (NYC/FE) and new partners (Sustrans/Cycling UK); develop a project plan, timeline and funding prospectus.  Additional objectives to be agreed once partnership in place.	-
-	North York Moors Cycleway signage completed and route launched.	Review feasibility and costs with WSP/NYC and draft realistic timeline for installation.	-
-	Improve the quality of cycling routes at Sutton Bank.	Upgrade sections of Paradise Cycle Trail (red route) and complete resigning of all cycle trails.	-
-	Reestablishment of Rosedale Railway Permissive Cycle Agreement.	Renegotiate Agreement with Landowner.  Reintroduce the Rosedale Railway to the cycling offer for the NYMNP.	-
-	Work with partners to develop cycle trails linking surrounding urban areas with the National Park.	Develop Cycling and Walking Infrastructure Plan for NYMNP.	-

<b>Objective (from NPMP)</b>	<b>Delivery by 2027</b>	<b>2024/25 milestone</b>	<b>Notes</b>
19. Work with businesses to establish regenerative tourism as a guiding principle and encourage visitors to make a positive contribution to the National Park.	Work with NYMTN to encourage hosts to build an even closer relationship with the place distinctiveness/special qualities.	Work with train and bus operators to develop marketing messages that encourage sustainable access into the National Park and active recreation, showcasing messaging to >1 million people on networks that link to the National Park (Northern/TPE).	-
-	-	30 tourism businesses approved as 'Champions' who are actively using National Park messages.	-
-	Deliver tourism elements of Boulby S106	Deliver a four-piece heritage sculpture trail in the project area, working with local communities to select designs.  Support Staithes Festival to increase visitor numbers by 10% and exhibitors by 5% from 2023 baseline.	-

### **Management Plan outcome - A place that supports a more diverse and flourishing net zero carbon economy**

<b>Objective (from NPMP)</b>	<b>Delivery by 2027</b>	<b>2024/25 milestone</b>	<b>Notes</b>
20) Maintain a strong and viable farming and land management community that delivers more for climate, nature, people and place.	Support a significant proportion of farmers and land managers in the National Park in accessing ELM Local Nature Recovery and Landscape Recovery ELM components.  Update to take account SFI, CS+ and Landscape Recovery	Deliver Royal Countryside Fund (RCF) Farm for the Future Programme (funded by Defra's Future Farm Resilience Fund) to farmers and land managers in the National Park.	-
-	Deliver a Test and Trial focusing on incorporating private sector funding into ELM through initiatives such as Biodiversity Net Gain and Carbon Credits.	Implement new Test & Trial (if funding successful) to assess how farming in the NYM can offset carbon emissions elsewhere.	-
-	Deliver and fully spend the resources allocated to the Farming in Protected Landscapes Scheme.	Deliver and optimise the use of the resources allocated to the Farming in Protected Landscapes Scheme.	-

## Management Plan outcome - A place of great beauty where local communities thrive

Objective (from NPMP)	Delivery by 2027	2024/25 milestone	Notes
21) Increase the delivery of affordable housing above 2010-2020 levels to build at least 100 affordable homes in villages across the National Park by 2027; and press for changes to control the conversion of housing to second or holiday homes.	Undertake a focused review of the Local Plan.	Focused review of Local Plan end of 2024 and launched.  Engagement Strategy produced.	Community involvement, engagement & awareness.
-	Prepare an affordable housing and second homes strategy to implement targets.	Prepare good practice guidance and approach Parish Councils to promote/seek interest/sites.	-

Objective (from NPMP)	Delivery by 2027	2024/25 milestone	Notes
22) Work to establish the North York Moors National Park as a leader in low-cost, low-carbon housing design through the development of at least one new-build exemplar scheme; and promote the deployment of sustainable materials and responsible retrofitting measures in historic buildings to secure their long-term future.	Facilitate two exemplar schemes – focusing on retrofitting a heritage building and a new build.	Deliver net zero Lastingham scheme.  Publish guidance on retrofit.	-
-	Update the design guide/design codes.	Design Code Scoping Phase out to public consultation April 2024.  Complete Design Code by end of 2024/25.	Community involvement, engagement & awareness.