

North York Moors National Park Authority

24 September 2012

National Park Management Plan Launch

1. Purpose of the Report

- 1.1 To inform Members of the plans for the launch of the National Park Management Plan in November and seek their comments.

2. Background

- 2.1 The Authority adopted the new National Park Management Plan at its meeting on 25 June 2012. Members will be aware that the process of producing the Plan involved close liaison with a number of key stakeholders as well as wider consultation with the general public, parish councils and interest groups. As the Plan is for the National Park and not just for the Authority it is crucial that those involved in its delivery confirm their support for the Plan. It is also considered important to capture wider support for the Plan, particularly as it contains some elements beyond the usual content of a National Park Management Plan. It is considered that this is best achieved through a formal launch and 'signing up' to the Plan.

3. Launch of the Management Plan

- 3.1 A number of options for launching the Plan have been considered by officers taking into account the work load implications of each. These included holding a dedicated event, linking with an existing event or holding an electronic launch. It was considered that the latter would not only represent the best use of resources (for both the Authority and stakeholders) but would also be an innovative and contemporary way of launching the Plan and involving the maximum number of people.
- 3.2 It is considered that this could be achieved through the use of email and a simple online survey, whereby stakeholders and the public could 'sign up' to the Plan using one of these media. To coincide with the National Park's 60th anniversary, it is proposed to hold the launch on Friday 30 November 2012. Those signing up will be asked to do so on this day, although prior notice and details about the virtual event will be given well in advance. It will be important to publicise the event in advance using as wide a range of media as possible including press releases, social media and the Authority's website. A form of ongoing live update could be provided on the Authority's website on the day of the launch.
- 3.3 To assist with the launch and enable as wide a range of people as possible to access the Plan, a summary of the key elements of the Plan is being produced. This along with the final published version of the Plan itself will be made available well in advance of the launch.
- 3.4 It is intended to follow up the formal 'signing' with a series of meetings and bilateral protocols with the Authority's main corporate partners. Defra will be approached to seek the support of Ministers for the 'signing' ceremony.

4. **Financial and Staffing Implications**

4.1 The financial implications of holding the launch electronically will be substantially less than holding an event. Follow up events would be necessary whatever form the launch took. The launch can be carried out using staff within the organisation. The costs of desk-top publishing and printing the Plan can be met from within the Policy budget, although the number printed will be kept to a minimum to keep costs down.

5. **Sustainability Appraisal**

5.1 There are no sustainability implications arising from this report.

6. **Legal Implications**

6.1 There are no legal implications arising from this report.

7. Recommendation

7.1 That Members note the contents of the report and comment as they see fit.

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Background documents to this report

File Ref.

1. North York Moors National Park Management Plan 2012