

North York Moors National Park Authority

23 September 2013

Promoting the Park Plan

1. Purpose of the Report

- | |
|--|
| 1.1 To present to members the Promoting the Park Plan for approval |
|--|

2. Background

- 2.1 The National Park Management Plan highlights the need for a clearer identity and 'branding' of the North York Moors to raise the profile and attractiveness of the area. We also need to develop awareness and recognition of the North York Moors National Park in order to deliver better understanding and enjoyment of the Park's special qualities.
- 2.2 The Management Plan also recognises the importance of tourism to the achievement of the Authority's second purpose (and through this also the first purpose) and to the economy of the National Park, bringing in £434 million in 2011. However, there is evidence to show that its value to the local economy has declined since 2007.
- 2.3 The Authority is keen to be more proactive in raising the profile of the wider North York Moors area and to take a positive approach to tourism. The Management Plan proposes an increase in visitors and visitor spending in order to reverse the decline, while recognising that visitor activity needs to be managed to avoid harmful impacts.
- 2.4 Cascading into the Authority's new Business Plan, promoting the North York Moors has been identified as one of two Strategic Priorities, the only areas where the Authority intends to deploy increased core resources.
- 2.5 The Management Plan and Business Plan propose that a new Promoting the Park Plan be developed to identify the best way forward in promoting the National Park and the wider North York Moors area and with policies to achieve the objectives above. This will sit alongside the existing Recreation and Access Strategy, which deals with infrastructure development and management, the External Communications Strategy and Interpretation Plan.

3. Nature and Purpose of the Plan

- 3.1 The Promoting the Park Plan is very much an operational action plan as opposed to a strategy or policy document. Its purpose is to prioritise and allocate resources to already agreed actions. For this purpose it is a brief document and whilst it is set within the framework of the policy and strategy to be found in other Authority documents, it does not repeat it within its pages.
- 3.2 This plan deals strictly with promotional aspects of the National Park and wider North York Moors area, and sets out our key priorities and actions for delivery over the next three years. Whilst there is clear overlap with other work undertaken by the Authority and its partners, such as that to support the tourism industry, this is not the purpose of this plan.

3.3 There is much within the plan which will only be achieved through the actions of the Authority's partners such as tourism businesses, other authorities and Welcome to Yorkshire. Where action by others is required, this is indicated.

4. **Promoting the Park Plan methodology**

4.1 The policies in the National Park Management Plan and headline actions outlined in the Business Plan formed the starting point for the Promoting the Park Plan.

4.2 The outcomes from discussions with the Awareness, Recreation and Business forum (8 October 2012), a Park Services Department meeting (16 October 2012), the Local Access Forum (4 December 2012) and the businesses involved in the North York Moors Tourism Network further guided the Plan's development, along with an understanding of current trends in the tourism marketplace and best practice from other protected landscapes.

4.3 Following consultation with Senior Management Team, the draft Promoting the Park Plan was presented to the Authority in March 2013 and Members' comments have subsequently been incorporated into the final version.

4.4 The draft Plan has also been forwarded to key partners and stakeholders for comment, including the RSPB and Natural England following specific concerns over the potential impacts of an increase in visitor numbers in the National Park.

4.5 The RSPB has requested that the Promoting the Park Plan should include a clear reference and signpost to the Management Plan's Habitats Regulations Assessment (HRA) and the relevant/related mitigation measures identified within the HRA. The RSPB has highlighted the importance that any NPA staff or contractors involved in developing or delivering promotional activity that may result in the potential adverse impacts from increased visitor pressure on protect sites as identified in the HRA are aware of potential issues and the need to trigger the implementation of the appropriate mitigation where necessary. Appendix 2 reproduces the pertinent sections of the HRA, including the mitigation measures relating to increased visitor pressures; this forms an integral part of the Promoting the Park Plan.

4.6 The Promoting the Park Action Plan reproduced in **Appendix 1** has taken into account the outcomes of all the discussions, insights and the consultation process outlined above.

5. **Impact on Delivery of National Park Management Plan priorities**

5.1 Implementation of this action plan will deliver positive progress against the following National Park Management Plan policies:

- E20. Dark skies will be protected and improved
- E24. The impacts of traffic on the tranquillity of the National Park will be minimised, and alternatives to the private car will be promoted
- E25. The geological interest of the National Park will be promoted with a view to obtaining Geopark status
- U4. Provision of high quality information on the recreational opportunities in the National Park will be made available using a wide range of media
- U10. The awareness of the National Park amongst the regional population and visitors will be increased

- U12. Opportunities to promote the wider North York Moors area and North York Moors National Park brand and sense of place will be created and taken
- B1. Visitor spend will be increased
- B2. Opportunities for visiting the National Park outside of traditional peak seasons will be promoted
- B3. Overnight tourism in and around the National Park will be specifically promoted
- B4. The quality and variety of tourism and recreation facilities and accommodation will be improved
- B5. Tourism businesses will reduce their impact on the environment and use resources efficiently
- C13. Attractive and viable alternative means of transport to the private car will be promoted to enable people to travel in and around the National Park in a more sustainable and integrated way.

6. **Financial and Staffing Implications**

- 6.1 Resource (financial and staff) implications are shown in the plan as follows:
- None - funding/staff time already in place;
 - Additional resources - an indication of additional staff and funding requirements.
- 6.2 The plan takes account of current and possible future resource constraints. Whilst there is some uncertainty regarding the Authority's budgets for future years, the plan identifies which actions can be implemented within current levels of budget allocation and those that will only be delivered should additional resources be found, either through prioritisation and reallocation of the Authority's own budgets or through securing external funding. The annual delivery priorities will be reviewed each year in light of resource allocation and availability.
- 6.3 An annual report of progress in delivering the plan and its desired outcomes will be presented to members, together with priority actions for the year ahead.

7. **Sustainability Appraisal**

- 7.1 In terms of the National Park Management Plan, the recommendations contained in this report will have the following significant beneficial/adverse sustainability implications:

- **Beneficial**

- Increased awareness of the special qualities of the National Park;
- Increased support to the local economy through tourism;
- Increased access and enjoyment of the National Park.

- **Potential adverse implications**

- Environmental damage through increased visitor pressure.

- 7.2 Mitigation of the potentially adverse impacts is set out within **Appendix 2**.

8. Legal Implications

8.1 There are no legal implications arising from this report.

9. Recommendation

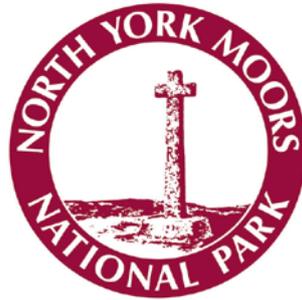
9.1 That the Promoting the Park Plan be approved.

Contact Officer:
Catriona McLees
Head of Promotion & Tourism
Tel No 01439 772700

Background papers to this Report

File ref

None.



Promoting the Park Plan (April 2013 - March 2016)

1. Introduction

The North York Moors National Park Management Plan and the Authority's Business Plan sets the framework for the Promoting the Park Plan 2013-16, which is summarised in the table below. The actions within the Plan outline the activity that the Authority will undertake to promote the National Park and the wider North York Moors area over the next three years, and also highlights external delivery partners, where relevant.

The Plan sits alongside the existing Recreation and Access Strategy, which deals with infrastructure development and management, the External Communications Strategy and Interpretation Plan. It has benefited from input from Authority Members, partners and stakeholders and the North York Moors Tourism Network.

2. Year one priorities

Set out below are our priorities for delivery in year one. These priorities have been selected as those which will have the maximum impact within our restricted resources, for the following reasons:

- This is a relatively new priority for the Authority, much of the early work will relate to clarifying messages, building consensus with partners and to bring about a cultural change in the organisation. This will significantly enhance the Authority's ability to deliver in the longer term.
- There are some opportunities that have presented themselves for increasing national media coverage within our restricted budgets, such as Tour de France and new partnerships with VisitEngland.
- We need to build upon progress already being made, for example our work on social media and the new website.
- We need to capitalise on emerging opportunities arising from new partnerships and structures such as the North York Moors Tourism Network and Local Enterprise Partnerships.

The key actions and priorities for Year 1 (2013/14) can be distilled as follows:

- **National Park Authority culture** – build on existing pride in our work to embed a culture of confidence and boldness in all staff and members, and empower them to be promoters of the Park, providing them with key messages (Action 1.1);
- **National Park Authority logo** – refresh and encourage wider use. As proposed by Members, this would be a 'light touch' refresh of the logo carried out at low cost and within existing budgets. It would not require a wholesale replacement of stationery etc.; existing stocks would be exhausted and replaced with new as necessary (Action 1.2);
- **Signage** – work with NPE to press for recognition of National Parks as road sign destinations. Prepare costed options for brown and white signage (Action 1.3);
- **Social media** – work to agreed protocol and continue to build presence and profile on Facebook, Twitter and blog (Action 1.5);
- **VisitEngland** – buy into Themed Marketing Campaign (English Countryside) with Ryedale District Council and Howardian Hills AONB, securing national media coverage (Action 2.1);
- **North York Moors Tourism Network** – form business led network; supply tools and resources for them to promote the area. Agree future working of the network (Action 2.2);

- **North York Moors website** – develop the 'Visiting' section (Action 2.3);
- **GreenTraveller** – launch Destination Guides to North York Moors and Howardian Hills (Action 2.5);
- **Yorkshire Coast and North York Moors Marketing Campaign** – work in partnership with Scarborough Borough Council and Ryedale District Council (Actions 2.5 and 4.1);
- **New grant scheme** – launch and deliver (Action 3.2);
- **Tour de France** – work with Welcome to Yorkshire to ensure maximum national/international media coverage for the North York Moors. Support local businesses to make the most of the opportunity, particularly the legacy (Action 4.9).

The plan is an active document that will be reviewed annually and adjusted as required, with priorities for subsequent years (two and three) to be agreed at this time.

Action	Timescale	Additional resources	Lead/partners
1. Develop a strong and clear brand identity for the North York Moors and reinforce the use of its correct name.			
Headline indicator: Increase in the proportion of the region's population aware of the National Park (see Appendix 3).			
1.1 Internal activity:			
<ul style="list-style-type: none"> Encourage expression of corporate pride - all staff and volunteers understand what the National Park stands for/how it should be seen, feel part of the organisation and act as Ambassadors, using full staff meetings, department meetings, staff bulletins and the intranet, for example, and to be included in the induction programme for new staff and members. 	All years	None	All
<ul style="list-style-type: none"> Ensure consistency in every aspect of the Authority's work e.g. clothing, Moors Messenger, all public documents, email signature, any work grant aided by the Authority etc. (reinforcing the External Communications Strategy and the Authority's Clear Communications guide). 	All years	None	CS
<ul style="list-style-type: none"> A concise description of the National Park and a summary of key promotional messages are available and used by everyone (see Communications Strategy). 	Year 1	None	PS
<ul style="list-style-type: none"> Enter the Authority for more awards, building on the success of the National Apprenticeship award and White Rose Award, eg farm scheme 	All years	None	All
1.2 Refresh the Authority's logo to reflect today's Management Plan, values and marketplace.	Year 1	None	PS
1.3 Review signage:			
<ul style="list-style-type: none"> Commence renegotiations with NYCC re: redesigning boundary signs to the National Park. 	Year 1	None (Yr 1) TBC (Yr 2-3)	DPS/NYCC
<ul style="list-style-type: none"> Develop cost/benefit analysis of options proposals for signing on major roads 	Year 1	None	PS/NYCC/HA
<ul style="list-style-type: none"> Implement as appropriate 	Years 2/3	Est £200,000	PS/NYCC/HA
<ul style="list-style-type: none"> Lobby for all England's National Parks to be recognised as official destinations and therefore included on standard road signs. 	Year 1	None	DPS/NPE
1.4 Continue to develop the North York Moors National Park website as a leader for information, interpretation, interactivity, persuasion and inspiration (see 2.2. below for Visitor aspect)	All years	None	PS
1.5 Build on fledgling social media activity, including Facebook, Twitter and blogs.	All years	None	PS/C
<ul style="list-style-type: none"> Identify key messages monthly to raise awareness of brand and special qualities. 	All Years	None	SMT/PS
<ul style="list-style-type: none"> Ensure our social media details are promoted wherever possible, for example publications and leaflets, posters, show collateral, National Park Centres, Education team, pool cars etc. 	All years	None	PS
<ul style="list-style-type: none"> Set a baseline for measuring future performance on Facebook and Twitter based on impressions (FB), potential impressions and mentions (Twitter). 	Year 1	None	HPT

Action	Timescale	Additional resources	Lead/partners
1.6 PR activity (see also 2.4 Destination PR)			
<ul style="list-style-type: none"> Recognise strong stories which have a national angle and maximise their coverage with national media (traditional print and new media), to raise the profile of the North York Moors (including awareness of its location and special qualities). 	Year 1	None	PS
<ul style="list-style-type: none"> Use Moors Messenger to ensure residents/businesses within the National Park and surrounding area are aware of their location. 	All years	None	PS
<ul style="list-style-type: none"> Improve links with community newsletters and Town blogs (off and online) to ensure National Park news and messages are relayed to local people as well as visitors. 	Year 2	None	PS
1.7 Build pride externally in the National Park and North York Moors area.			
<ul style="list-style-type: none"> Further strengthen ties with the local community e.g. offering an even wider range of volunteer opportunities. 	All years	None	HVS
<ul style="list-style-type: none"> Establish a Firm Friends of the North York Moors group that reinforces our location and name, and also builds on the growing interest by businesses/other groups to undertake voluntary conservation work as part of their CSR policies. Firm Friends of Nidderdale AONB is one such model created for businesses which will be considered and is one that would complement the activity of North Yorkshire Moors Association. 	Year 3	TBC	HVS
<ul style="list-style-type: none"> Continue and seek opportunities to build upon the ambassadorial role of rangers/voluntary rangers: <ul style="list-style-type: none"> Deploy new Mobile Display Unit in target areas (MDU) Include tourism/profile messages at training for new volunteers, at Volunteer AGM and in volunteer communications. 	Year 1 Year 2	None None	PS PS
<ul style="list-style-type: none"> Continue to raise awareness of the National Park via delivery of the Education Strategy, Hedgehog Club and Explorer Club. 	All years	None	EM/HVS
<ul style="list-style-type: none"> Develop key messages re: proximity and special qualities of the National Park at Flatts Lane and Guisborough Forest Walkway, should the proposal to manage these two sites go ahead. 	Year 2	TBC	PS
<ul style="list-style-type: none"> Identify 20 key influencers inside and outside the National Park and instigate a programme of activity to raise the profile of the North York Moors using them as ambassadors. This could include well-known businesses (including our existing Information Points), leading conservationists, explorers, academics, personalities etc. 	Year 2/3	None	HPT

Action	Timescale	Additional resources	Lead/partners
2. Improve the quality and variety of the marketing of the North York Moors with the aim of attracting visitors in the 'shoulder' seasons (autumn and winter) and persuading more day visitors to stay overnight. Headline indicators: The average length of stay and the value of tourism to the National Park's economy will have increased (see Appendix 3).			
2.1 Target marketing campaigns aimed at groups based on mindset and motivation for visiting, and focus on specific sectors which would benefit from more promotion as identified tourism business network.			
<ul style="list-style-type: none"> Buy into VisitEngland's Themed Domestic Marketing Campaign activity (English Countryside) 	Year 1	None	HPT/RDC/HHAONB/NYMTN
<ul style="list-style-type: none"> Evaluate success of campaign and buy into subsequent year's activity depending on the outcome. 	Year 2/3	£5K pa	HPT/RDC/HHAONB/NYMTN
2.2 Build on the Moors & More local distinctiveness project (after Leader funding finishes), so businesses can make the most of what their area has to offer to attract visitors, by supporting them and acting as a catalyst and foundation through the North York Moors Tourism Network:			
<ul style="list-style-type: none"> Provide materials e.g. toolkit (words, videos, images, 'how to' guides, messages), angles and ideas, which underpin businesses' own direct marketing activity, and encourage their use. 	Year 1	None	HPT
<ul style="list-style-type: none"> Support and extend the NYMTN e.g. hosting networking events, sharing information and news, provide additional toolkit resources and reinforce local distinctiveness outcomes. 	Year 2/3	None	HPT/NYMTN
<ul style="list-style-type: none"> Stimulate product development and collaboration, and publicise good practice examples and innovative approaches to wise growth, sharing with VisitEngland. 	All years	None	HPT/NYMTN/VE
2.3 Develop the 'Visiting' section of the North York Moors website:			
<ul style="list-style-type: none"> Launch new Walking and Cycling areas including themed downloadable pdf's of walks and bike rides 	Year 1 (walk) Year 2 (bike)	None	PS
<ul style="list-style-type: none"> Highlight distinctive experiences/products; signpost to businesses that are actively involved in NYMTN and support our policies, and improve the Inspired by directory pages to enhance local produce & art promotion; develop a Nature Calendar. 	Year 1	None	HPT
<ul style="list-style-type: none"> Investigate the potential for sector specific e-marketing and implement as appropriate. 	Year 2	£0.5K pa	HPT
2.4 Review the current format of the Out & About Guide such that a sense of ownership in the National Park is developed by its readers and use it to promote NYMTN's new experiences.	Year 1	None	PS
2.5 Undertake proactive destination PR, beyond the work of the Authority:			
<ul style="list-style-type: none"> Work with GreenTraveller to develop Destination Guides to the North York Moors and 	Year 1	None	HPT/HHAONB/

Action	Timescale	Additional resources	Lead/partners
Howardian Hills and maximise the PR from a Social Media Adventure.			GreenTraveller
<ul style="list-style-type: none"> Work in partnership to deliver the Yorkshire Coast and North York Moors Marketing Campaign, including specific destination PR delivered by a freelance PR specialist. 	Year 1	None	HPT/RDC/SBC/NYMTN
<ul style="list-style-type: none"> Review Year 1 and depending on outcomes, continue partnership activity/specific destination PR. 	Year 2/3	See 4.1 below	HPT/RDC/SBC/NYMTN
2.6 Review all current advertising; undertake select advertising according to the new markets and mindsets identified.	Year 1	None	HPT
2.7 Position National Park Centres as Visitor Attractions - play, learn, discover, understand, eat, shop.	All years	None	PS
<ul style="list-style-type: none"> Cross-promote the Centres in other National Park car parks and MDU's. 	Year 1	None	PS
<ul style="list-style-type: none"> Ensure the Centres are included in the Group Travel activity of Yorkshire Coast and North York Moors Marketing Campaign; explore collaborations with other attractions. 	All years	See 4.1 below	HPT
2.8 Apply for International Dark Sky Reserve status for the North York Moors, capitalising on the growing interest in dark skies. Preparatory work to commence in Year 1 with a view to submitting application by Year 3	Years 1-3	£15K	PS/FC/SARAS
3. Promote existing and/or develop new tourism products (including events) which reflect the local distinctiveness of the North York Moors. Headline indicator: Increase the number and range of products on offer.			
3.1 Continue the delivery and development of the National Park Authority's events programme and Inspired by... gallery (promoting local artisans) to local residents as well as visitors:			
<ul style="list-style-type: none"> Develop a more strategic approach to event marketing, including a comprehensive database for distribution of promotional material. 	Year 2	None	EEC
<ul style="list-style-type: none"> Grow the Authority's major events (National Parks Week inc. Launch Event, Moorland Festival, Christmas Craft Fair) within resource constraints. 	All years	None	EEC
<ul style="list-style-type: none"> Integrate existing events programmes with events at Flatts Lane and Guisborough Forest and Walkway, subject to the proposal to manage these two sites going ahead. 	Year 2	None	EEC
3.2 Launch a Tourism Grant to support businesses and communities develop new products and services that use the area's local distinctiveness and reinforce the North York Moors identity.	All years	None (Yr 1-2) TBC - Yr 3	HPT
3.3 Develop Outdoors festival for the North York Moors inc. Walkers are Welcome towns/villages (Guisborough/Pickering/Rosedale), to package and promote existing Walking Festivals.	Year 2	£7K	PS/NYMTN/WaW
3.4 Support festivals e.g. Scarborough Festival of Cycling, Staithes Festival of Arts and Heritage.	All years	None	HPT

Action	Timescale	Additional resources	Lead/partners
3.5 Build the reputation of the area for its high quality artists, galleries, theatre and events. Explore the potential of Inspired by... gallery collaborating with other galleries and events (e.g. Staithes, NYOS, Ryedale Festival, Ryedale Book Festival) to build a more co-ordinated year round ArtsFest offering.	Year 2	None	EE/HPT
3.6 Introduce/license a North York Moors marque "Made", "Enjoy", "Inspired", "Based", "Designed", for use by local businesses and develop promotional items. Such items could be stocked by the Authority's National Park Centres and Village Information Points.	Year 3	£1K	PS/NYMTN
3.7 Scope out an approach to potential Geopark status and assess cost and benefits, ensuring geology is embraced in our interpretation and promotional activity, including working with NYMTN to highlight the important geology of the area in a way that appeals to visitors.	Year 2	TBC	C
3.8 Ensure that the promotion of the North York Moors' cultural heritage is maximised, including within the This Exploited Land landscape partnership proposal.	All years	None	PS
3.9 Ensure sensitive promotion of tranquil and relatively wild spaces (see Appendix 2).	All years	Low	PS
4. Develop existing and new partnerships that support the development, promotion and management of sustainable tourism in the NYM.			
Headline indicator: Increase in number of partners actively promoting the North York Moors area.			
4.1 Forge stronger links and work more closely with neighbouring local authorities, Howardian Hills Area of Outstanding Natural Beauty, local tourism and business associations.	All years	None	HPT/HHAONB/RDC/SBC/LA's etc.
<ul style="list-style-type: none"> Secure North York Moors as a brand name/destination amongst partners 	All years	None	HPT
<ul style="list-style-type: none"> Work in partnership to deliver the Yorkshire Coast and North York Moors Marketing Campaign, including specific destination PR delivered by a freelance PR specialist. 	Year 1 Year 2/3	None £10K pa	HPT/SBC/RDC/NYMTN
4.2 Ensure the value of protected landscapes and tourism is properly reflected in the LEP's Strategic Economic Plan	Year 1	None	NYMNPA
4.3 Evaluate existing partnership agreement with WTY and ensure that WTY can show a return on investment and value for money with respect to the northeast of Yorkshire. Ensure that the sub-destination brand North York Moors continues to be promoted in future partnership agreements.	All years	None (Yr 1) £10K pa	HPT/WTY
4.4 Collaborate with NPE and VE to deliver the joint Partnership Statement; ensure the North York Moors is promoted as much as the more well-known National Parks.	All years	£5K (if campaign goes ahead)	HPT, NPE, VB
4.5 Collaborate with ANPA where required regarding its partnership with VB.	All years	None	HPT, ANPA, VB
4.6 Create an outline of potential Destination Management Partnership (DMP) activities for discussion with NYMTN and support the development of a Destination Management Plan.	Year 2	None at this stage	Private sector/NYMTN/PS

Action	Timescale	Additional resources	Lead/partners
4.7 Support NYMTN if its members wish to establish an independent arm's length body for practical delivery, focused on particular sectors (similar to the Bowland Experience Ltd, for example).	Year 2	None	NYMTN/HPT
4.8 Ensure good presentation of the National Park and opportunities to enjoy its special qualities at partner TICs, building on our presence in Whitby TIC and investigating how this might be rolled out in others e.g. Scarborough and Pickering.	All years	None	PS/TIC's
4.9 Promote opportunities to explore the area by public transport and bike: <ul style="list-style-type: none"> - Form North York Moors Cycling Partnership - Tour de France – ensure maximum national/international media coverage for the North York Moors. Support local businesses to make the most of the opportunity, particularly the legacy - Develop and implement North York Moors Cycling Strategy - Promote proposals for follow on to Moorsbus, Whitby Park & Ride and Esk Valley Hopper - Work with EVR to promote access to the area by railway. 	Year 1 Year 1 Year 2 Year 2 All years	None None TBC None None	PS, BC, CTC, EVR, FC, LA's, NYMR, Sustrans, WTY, NYMTN EVR

Acronyms

ANPA – Association of National Park Authorities

BC – British Cycling

C – Conservation Department (NYMNPA)

CS – Corporate Services (NYMNPA)

DPS – Director (Park Services) (NYMNPA)

EEC – Events and Exhibitions Coordinator (NYMNPA)

EM – Education Manager (NYMNPA)

EVR – Esk Valley Railway

FC – Forestry Commission

HA – Highway Agency

HHAONB – Howardian Hills Area of Outstanding Natural Beauty

HPT – Head of Promotion & Tourism (NYMNPA)

HVS – Head of Volunteer Services (NYMNPA)

LA's – Local Authorities

LEP - York, North Yorkshire and East Riding Local Enterprise Partnership

NPA's – National Park Authorities

NPE – National Park England

NYCC – North Yorkshire County Council

NYMNPA – North York Moors National Park Authority

NYMR – North Yorkshire Moors Railway

NYMTN – Businesses from within the NYM Tourism Network

PS – Park Services Department (NYMNPA)

RDC – Ryedale District Council

SARAS – Scarborough & Ryedale Astronomical Society

SBC – Scarborough Borough Council

SMT – Senior Management Team

TBC – To be confirmed

TIC's – Tourist Information Centres

VB – VisitBritain

VE – VisitEngland

WaW – Walkers are Welcome

WTY – Welcome to Yorkshire

Appendix 2 - Relevant parts of North York Moors National Park Management Plan Appropriate Assessment under the Habitats Regulations (May 2012)

Habitats Regulations Assessment aims to ensure that there is no harm to the integrity of Special Areas of Conservation or Special Protection Areas (protected by the EU Habitats Directive). Habitats Regulations Assessment was undertaken as part of the production of the North York Moors National Park Management Plan and identified a number of mitigation measures to ensure that an increase in visitor numbers would not harm the SACs and SPA in the Park. As the Promoting the Park Plan takes forward the broader aims of the Management Plan in terms of increasing visitor numbers, the mitigation measures identified are equally relevant to the Promoting the Park Plan. The Promoting the Park Plan has been developed giving consideration to the need to avoid harm to the natural environment including the SACs and SPA including through consultation and discussion with environmental interest organisations.

Specific contact has been made with the RSPB and Natural England with regard to the implications in relation to Habitats Regulations Assessment and the inclusion of the information in this Appendix as part of the Plan reflects the outcome of these discussions.

Each of the measures proposed in the Plan have been considered in terms of their potential effects on the Park's SACs and SPA to ascertain whether they might lead to effects that could not have been known when assessing the Management Plan or effects that could be different in scale or nature to those anticipated when assessing the Management Plan. The majority of the measures will contribute in a general way to promoting the National Park and encouraging people to visit and for these the mitigation measures identified in the Management Plan remain appropriate.

Whilst they do not propose anything that is different to the policies contained in the Management Plan, the three measures listed below could benefit from specific mitigation, as identified, which will help to further ensure there is no harm to the integrity of the SACs and SPA. The potential effects are those identified in the Appropriate Assessment of the Management Plan.

Measure contained in the Promoting the Park Plan	Recommended mitigation
Deploy new Mobile Display Unit	Locate the MDU away from locations which would increase concentrations of visitors in the SACs or SPA.
Launch new Walking and Cycling areas [on the Authority website] including themed downloadable pdfs of walks and bike rides	Include advice such as that contained in the Moors Message (see below) alongside details of walking and cycling routes.
Develop and implement North York Moors Cycling Strategy	Give further consideration to the implications of this for the SACs and SPA.

In relation to all of the measures contained in the Promoting the Park Plan, the inclusion of the mitigation measures below (copied from the Appropriate Assessment of the National Park Management Plan) will help to reinforce the protection of the SACs and SPAs through the Plan's implementation.

Management Plan policy aim / consequence	Potential harm to the integrity of Natura 2000 sites	Relevant Management Plan policies	Mitigation
Increasing numbers of visitors (taking part in informal recreation or organised visits)	Trampling of vegetation and habitat in any sites in the National Park . Individual incidences of trampling are unlikely to harm the integrity of the sites but cumulative effects may do. All sites contain public rights of way and the North York Moors SAC and North York Moors SPA are largely Open Access land.	E8, E25, E27, U1, U2, U3, U4, U7, U8, U10, U11, U12, U13, U14, U15, U16, B1, B2, B3, B8, C5	<p>The North York Moors Recreation and Access Strategy was produced in 2008 and sets out policies in relation to management of recreation in the National Park. The Strategy was produced prior to the recent downturn in visitor numbers and focuses on recreation management rather than on attracting additional visitors to the Park. A new Promoting the Park Plan is to be produced which will aim to bring in more visitors, acting alongside the policies of the Recreation and Access Strategy. The Recreation and Access Strategy is still current and is identified as a means to achieve many of the Management Plan's recreation policies. As part of the production of the Promoting the Park Plan, further consideration will be given to the effects of additional visitors on the SACs and SPAs and this will be used as a basis for promoting tourism in a way which will not harm the integrity of the Natura 2000 sites. It is worth noting that at the time the Recreation and Access Strategy was produced visitor numbers were at around 10.8 million per year (in 2007, compared to 10.2 million in 2010), thus the increase of 17% on current (2010) visitor numbers represents only a 10% increase on 2007 numbers, and National Park Authority knowledge suggests that damage and disturbance has been very limited and very localised even at these peak times.</p> <p>Protecting the natural environment of the National Park is embedded within the National Park Authority's activities related to promoting enjoyment and understanding. Below are a number of examples of how this is achieved in practice:</p> <ul style="list-style-type: none"> • Interpretation boards across the Park and interpretation provided at the visitor centres encourage people to act in a way which will not harm the habitats and wildlife. • The Moors Message is widely promoted and, amongst other messages, states 'Tread Gently - despite surviving all sorts of weather, the moors, their plants and animals are fragile and sensitive.' The Moors Message is publicised on the Authority's website, in visitor centres, on signs and in mobile units. • Advice to dog owners (which has been produced with Natural England, the Moorland Association and the Kennel Club) is widely publicised, including on the Authority's website, in visitor centres and in mobile units, and states: 'On moorland it's important to keep your dog on a short lead (less than 2 metres) between 1st March and 31st July when rare birds are nesting on the ground' 'In most moorland areas dogs must stay on rights of way. Please keep them on a lead or to heel at all times.' • The National Park Authority has powers to impose Traffic Regulation Orders in instances where vehicular use is damaging the National Park's special qualities.

		<ul style="list-style-type: none"> • The National Park Authority and Natural England have established an events protocol whereby event organisers must avoid sensitive locations and times. • The National Park Authority's Recreation and Park Management department works closely with environmental and wildlife organisations such as the Hawk and Owl Trust and Butterfly Conservation. <p>In reality, very few visitors to the National Park divert from defined routes. The National Park Authority promotes this behaviour through ensuring that the rights of way network is well managed and well signposted and the Authority produces numerous leaflets promoting specific walks which enable people to enjoy a walk using defined routes. Whilst much of the moorland is defined as open access land evidence suggests¹ that only a small minority make use of this right, and that those who do often stick to surfaced tracks. The Authority is able to undertake works to prevent damage where it is possible it may occur for example by resurfacing the proper route or by putting barriers in place.</p> <p>The Recreation and Access Strategy aims to focus recreational activities at existing 'hubs' and states 'Develop a range of recreational opportunities at 'hubs' providing a managed focus for activities that links in with public transport and lower key access opportunities in surrounding areas.' The hubs are not defined in the Recreation and Access Strategy but include the two National Park visitor centres at Sutton Bank and Danby, Dalby Forest, Guisborough Forest and Saltergate. With the exception of Saltergate all of these hubs are located away from SACs and the SPA in the Park. Directing visitors to hubs is therefore likely to relieve pressure from most areas designated as SAC or SPA. This approach is re-emphasised through Management Plan policy U1 which states 'Opportunities for a range of recreational activities will be developed around existing 'hubs''. In relation to Saltergate which is close to the moorland SAC and SPA, the Authority's activities generally revolve around management through signage and boards and information provided in a Mobile Display Unit in the car park which contain the messages listed in the paragraph above.</p> <p>The Recreation and Access Strategy also sets out policy in relation to the moorland which states 'The National Park Authority and its partners need to continue to promote the special qualities of the moorlands as a 'wilderness landscape' and encourage recreational activities appropriate to that special character. This is perhaps particularly important in reaching out to non-traditional users, so that expectations are realistic and pressure for inappropriate infrastructure is resisted. All facilities should be low key and</p>
--	--	---

¹ A 2008 survey revealed that only 3.7% of users of public rights of way and open access land in locations where open access land exists, used open access land off paths and tracks.

			<p>sensitive to the area, and improvement works to e.g. highways should respect the special qualities. The only existing honeypot location is the Hole of Horcum on the edge of the moorlands character area. The development of other honeypots should be resisted so that the sense of tranquillity and unspoilt nature is maintained'.</p> <p>In relation to organised visits (such as by school children or those visiting as part of the Geopark network or the National Park Authority's outreach programme), these would be undertaken in a co-ordinated way which should ensure that rights of way are followed and the messages of the Moors Message are adhered to. In addition, such organised visits will help to ensure that visitors behave appropriately on any return visits and understand the National Park's environment.</p> <p>North Yorkshire County Council has adopted a Rights of Way Improvement Plan which sets out policy for improvements to the rights of way network. This includes a policy which states 'Ensure that improvements which are undertaken are compatible with the statutory purposes of Natura 2000 site designation (European sites).' This was added as a result of the Habitats Regulations Assessment of this plan. (Whilst this plan is dated 2007 – 2011 it is referred to in the 2011 – 2016 North Yorkshire Local Transport Plan and should therefore be regarded as current). The National Park Authority, via Delegated Agreement is responsible for the maintenance of the rights of way and will manage them as set out in the paragraphs above.</p> <p>Management Plan policies which aim to increase learning and understanding of the National Park's special qualities, in particular policies E16, U13, U14, U15 and U16, will contribute towards mitigating any effects of policies which aim to increase visitors. Amongst other messages, these policies should result in actions which increase awareness and understanding of Natura 2000 sites.</p>
	<p>Disturbance to merlin and golden plover, qualifying features of the North York Moors SPA. Individual incidences of disturbance are unlikely to harm the integrity of the sites but cumulative effects may do.</p>	<p>E8, E25, E27, U1, U2, U3, U4, U7, U8, U10, U11, U12, U13, U14, U15, U16, B1, B2, B3, B8, C5</p>	<p>The North York Moors Recreation and Access Strategy was produced in 2008 and sets out policies in relation to management of recreation in the National Park. The Strategy was produced prior to the recent downturn in visitor numbers and focuses on recreation management rather than on attracting additional visitors to the Park. A new Promoting the Park Plan is to be produced which will aim to bring in more visitors, acting alongside the policies of the Recreation and Access Strategy. The Recreation and Access Strategy is still current and is identified as a means to achieve many of the Management Plan's recreation policies. As part of the production of the Promoting the Park Plan, further consideration will be given to the effects of additional visitors on the SACs and SPAs and this will be used as a basis for promoting tourism in a way which will not harm the integrity of the Natura 2000 sites. It is worth noting that at the time the Recreation and Access Strategy was produced visitor numbers were at around 10.8</p>

		<p>million per year (in 2007, compared to 10.2 million in 2010), thus the increase of 17% on current (2010) visitor numbers represents only a 10% increase on 2007 numbers, and National Park Authority knowledge suggests that damage and disturbance has been very limited and very localised even at these peak times.</p> <p>Protecting the natural environment of the National Park is embedded within the National Park Authority's activities related to promoting enjoyment and understanding. Below are a number of examples of how this is achieved in practice:</p> <ul style="list-style-type: none"> • Interpretation boards across the Park and interpretation provided at the visitor centres encourage people to act in a way which will not harm the habitats and wildlife. • The Moors Message is widely promoted and, amongst other messages, states 'Tread Gently - despite surviving all sorts of weather, the moors, their plants and animals are fragile and sensitive.' The Moors Message is publicised on the Authority's website, in visitor centres, on signs and in mobile units. • In bird nesting season the National Park Authority's voluntary rangers and moorland owners and keepers put signs in place advising people not to disturb birds. • Advice to dog owners (which has been produced with Natural England, the Moorland Association and the Kennel Club) is widely publicised, including on the Authority's website, in visitor centres and in mobile units, and states: 'On moorland it's important to keep your dog on a short lead (less than 2 metres) between 1st March and 31st July when rare birds are nesting' 'In most moorland areas dogs must stay on rights of way. Please keep them on a lead or to heel at all times.' Voluntary rangers also advise people to keep dogs on leads. • The National Park Authority has powers to impose Traffic Regulation Orders in instances where vehicular use is damaging the National Park's special qualities. • The National Park Authority and Natural England have established an events protocol whereby event organisers must avoid sensitive locations and times. • The National Park Authority's Recreation and Park Management department works closely with environmental and wildlife organisations such as the Hawk and Owl Trust and Butterfly Conservation. <p>In reality, very few visitors to the National Park divert from defined routes. The National Park Authority promotes this behaviour through ensuring that the rights of way network is well managed and well signposted and the Authority produces numerous leaflets promoting specific walks which enable people to enjoy a walk using defined routes. Whilst much of the moorland is defined as open access land evidence suggests that only a small minority make use of this right, and that those who do often stick to surface</p>
--	--	---

		<p>tracks. The Authority is able to undertake works to prevent damage where it is possible it may occur for example by resurfacing the proper route or by putting barriers in place.</p> <p>The Recreation and Access Strategy aims to focus recreational activities at existing ‘hubs’ and states ‘Develop a range of recreational opportunities at ‘hubs’ providing a managed focus for activities that links in with public transport and lower key access opportunities in surrounding areas.’ The hubs are not defined in the Recreation and Access Strategy but include the two National Park visitor centres at Sutton Bank and Danby, Dalby Forest, Guisborough Forest and Saltergate. With the exception of Saltergate all of these hubs are located away from SACs and the SPA in the Park. Directing visitors to hubs is therefore likely to relieve pressure from most areas designated as SAC or SPA. This approach is re-emphasised through Management Plan policy U1 which states ‘Opportunities for a range of recreational activities will be developed around existing ‘hubs’’. In relation to Saltergate which is close to the moorland SAC and SPA, the Authority’s activities generally revolve around management through signage and boards and information provided in a Mobile Display Unit in the car park which contain the messages listed in the paragraph above.</p> <p>The Recreation and Access Strategy also sets out policy in relation to the moorland which states ‘The National Park Authority and its partners need to continue to promote the special qualities of the moorlands as a ‘wilderness landscape’ and encourage recreational activities appropriate to that special character. This is perhaps particularly important in reaching out to non-traditional users, so that expectations are realistic and pressure for inappropriate infrastructure is resisted. All facilities should be low key and sensitive to the area, and improvement works to e.g. highways should respect the special qualities. The only existing honeypot location is the Hole of Horcum on the edge of the moorlands character area. The development of other honeypots should be resisted so that the sense of tranquillity and unspoilt nature is maintained’.</p> <p>In relation to organised visits (such as by school children or those visiting as part of the Geopark network or the National Park Authority’s outreach programme), these would be undertaken in a co-ordinated way which should ensure that rights of way are followed and the messages of the Moors Message are adhered to. In addition, such organised visits will help to ensure that visitors behave appropriately on any return visits and understand the National Park’s environment.</p> <p>North Yorkshire County Council has adopted a Rights of Way Improvement Plan which sets out policy for improvements to the rights of way network. This includes a policy which states ‘Ensure that improvements which are undertaken are compatible with the</p>
--	--	--

			<p>statutory purposes of Natura 2000 site designation (European sites).’ This was added as a result of the Habitats Regulations Assessment of this plan. (Whilst this plan is dated 2007 – 2011 it is referred to in the 2011 – 2016 North Yorkshire Local Transport Plan and should therefore be regarded as current). The National Park Authority, via Delegated Agreement is responsible for the maintenance of the rights of way and will manage them as set out in the paragraphs above.</p> <p>Management Plan policies which aim to increase learning and understanding of the National Park’s special qualities, in particular policies E16, U13, U14, U15 and U16, will contribute towards mitigating any effects of policies which aim to increase visitors. Amongst other messages, these policies should result in actions which increase awareness and understanding of Natura 2000 sites.</p>
Increased numbers of vehicles	Increased levels of emissions from vehicles and increased amounts of run-off could potentially harm vegetation in Fen Bog SAC and the North York Moors SAC , as roads run through and near to them.	E8, E25, E27, U1, U2, U3, U4, U7, U8, U10, U11, U12, U13, U14, U15, U16, B1, B2, B3, B8, C10, C5	<p>It is not known at present exactly what the effect is of vehicle emissions and run-off from roads on the important vegetation in the SACs.</p> <p>Whilst it is thought that effects from increased vehicles might not be significant, the National Park Authority and others aim to minimise the amount of people driving around the Park. Management Plan policy C11 states ‘Attractive and viable alternatives to the private car will be promoted to enable people to travel in and around the Park in a more sustainable way’. This identifies safe cycling and walking routes, focused bus services and further measures including circular bus services from transport interchanges which are proposed within the Local Sustainable Transport Fund bid.</p> <p>The policies in the Management Plan and the Recreation and Access Strategy which aim to focus recreational activities at hubs will help to minimise journeys through the Park by encouraging people to walk, cycle or use bus services from the hubs. The policy in the Recreation and Access Strategy states ‘Review Moorsbus network and seek opportunities to provide a well promoted service, integrated with all other forms of transport, recreation and parking, connected to recreation ‘hubs’ and which provides a service to a wider range of users.’ The Authority will no longer be running Moorsbus from 2014, but instead will provide transport targeted at specific groups which will still help to achieve these aims.</p> <p>The Recreation and Access Strategy also contains the following actions: ‘Extend and promote opportunities for walking and cycling linked to the Park’s rail lines and opportunities for public transport companies to transport cycles in greater numbers; Encourage local accommodation providers and attractions to offer discounts to visitors arriving by public transport;</p>

			<p>Support provision of more options for cycle hire; Consider a potential for traffic free routes, regulated for local use only.'</p> <p>Transport policies in the Management Plan and in Local Transport Plan 3 support this approach of reducing reliance on the private car. North Yorkshire Local Transport Plan 3 contains specific aims to try to reduce the environmental effects of transport: 'Reducing the demand for travel - Encouraging people to think about the trips they make and whether they need to make them. This may be not making unnecessary trips, combining trips (e.g. shopping on the way home from work) or using technology such as video conferencing to avoid making trips. Using 'greener' modes of transport– Encouraging people to use more environmentally friendly forms of transport such as buses, cycling, walking or car sharing. The County Council will promote the benefits of these types of transport and seek to provide the infrastructure (pavements, signal controlled crossings, cycle routes, bus stops etc.) and services (bus services) that allow people to choose alternatives to driving. Encouraging low carbon vehicles – The County Council is currently looking at how it might encourage people to use low carbon vehicles (electric / hybrid cars etc.) This work is in its early stages but is likely to include measures such as the provision of charging points for electric vehicles or special parking places. The County Council is already a partner in a regional 'Plugged in Places' bid for funding to provide electric car charging at key points across the county.'</p> <p>North Yorkshire County Council, as Highways Authority, has a duty to ensure that highways drainage does not harm Natura 2000 sites, in collaboration with Natural England and the Environment Agency.</p> <p>The effects of potential increases in traffic will need to be considered as part of the production of the Promoting the Park Plan.</p> <p>The National Park Authority manages its own car parks. Any additional income received by an increase in visitors using the car parks could be reinvested in environmental enhancements.</p>
Increased numbers of trains	Increased numbers of trains on the Esk Valley Railway and the North Yorkshire Moors Railway may lead harm Arnecliffe and Park	C13	<p>The National Park Authority is involved in the work of the Esk Valley Railway Development Company and is therefore in a position to raise the possibility of effects on the SAC as part of any plans to increase services on the line, and to consider any further research that may be needed. The Esk Valley Railway hosts an infrequent service between Middlesbrough and Whitby and it is unlikely that this service would increase to an extent that it becomes a regular, day-long service. There are no steam</p>

<p>Hole Woods SAC, Fen Bog SAC, North York Moors SAC and the North York Moors SPA through emissions.</p>		<p>trains operating on the line.</p> <p>The National Park Authority also works closely with the North Yorkshire Moors Railway. National Park Authority is in a position to raise the possibility of effects on the SAC as part of any plans to increase services on the line, and to consider any further research that may be needed.</p>
<p>Loss of vegetation and habitat due to upgrading of rail infrastructure in Arnecliffe and Park Hole Woods SAC, Fen Bog SAC, North York Moors SAC and North York Moors SPA during construction or through new development.</p>	<p>C13</p>	<p>The National Park Authority is involved in the work of the Esk Valley Railway Development Company. The National Park Authority is in a position to raise the possibility of effects on the SAC and SPA as part of any plans to increase services on the line.</p> <p>In addition, many works are likely to require planning permission and the need for any site specific Appropriate Assessment would be triggered via this process. Core Policy C in the North York Moors Core Strategy and Development Policies states that 'All developments, projects and activities will be expected to: (1) provide an appropriate level of protection to legally protected sites and species' and provides cross-reference to DEFRA and ODPM Circular Biodiversity and Geological Conservation – Statutory Obligations and their Impact within the Planning System'. Planning permission will not be granted for any development which would harm the integrity of Natura 2000 sites.</p> <p>For works which do not require planning permission, within an SAC or SPA these require consent from Natural England, as part of the SSSI consent regime. Should any significant effects which would harm the integrity of an SAC or SPA be identified (including cumulative effects) the scheme should not go ahead.</p>
<p>Increased numbers of steam trains on the North Yorkshire Moors Railway may increase the risk of fire in Fen Bog SAC, North York Moors SAC and North York Moors SPA.</p>	<p>C13</p>	<p>Agreements exist between the North Yorkshire Moors Railway and the National Park Authority that trains will not run during times of high fire risk.</p>
<p>Increased numbers of trains may disturb birds within the Newtondale part of the North York Moors SPA.</p>	<p>C13</p>	<p>The National Park Authority also works closely with the North Yorkshire Moors Railway. National Park Authority is in a position to raise the possibility of effects on the SAC as part of any plans to increase services on the line, and to consider any further research that may be needed.</p>

Appendix 3: Management Plan targets relevant to Promoting the Park Plan

Increase in the proportion of the region's population and visitors are aware of the North York Moors National Park

	Actual		Targets				
	2003	2008	2013	2018	2023	2028	2030
Regional awareness of NYMNP (%)	33	34	37	40	43	46	50

Source: Yorkshire Dales NP/NYMNPA Regional Awareness Surveys, QA Research

	Actual		Targets			
	2004	2011	2016	2021	2026	2030
Visitor awareness of the NYMNP (%)	n/a	34	37	40	43	45

Source: NYMNPA Casual User Surveys, QA Research

	Actual		Targets			
	2004	2011	2016	2021	2026	2030
Visitor awareness of being in a National Park (%)	83	73	83	85	87	90

Source: NYMNPA Casual User Surveys, QA Research

Value of tourism to the National Park's economy

No fixed targets have been included within the Management Plan beyond the desire to increase the value of tourism to the National Park's economy and increase the average length of stay. However the Management Plan does include an aspiration to match the VisitEngland target of a 3% real growth in the value of tourism year on year. This translates into the following targets for visitor days, visitor numbers and the value of tourism to the economy:

	Actual		Target
	2010	2011	2015
Visitor days² (million)	10.24	10.13	11.87
Visitor numbers (million)	6.44	6.34	7.47
Visitor economy revenue (£ million) (unindexed)	416	434	482

Source: Scarborough Tourism Economic Activity Monitor (Global Tourism Solutions (UK) Ltd, 2011)

Annual updates are commissioned from Global Tourism Solutions (UK) Ltd. and the results will be carefully monitored.

² Visitor days denotes the total number of visitors multiplied by the average length of stay.