

## North York Moors National Park Authority

15 December 2014

### Reports from Members on Outside Bodies

1. **Purpose of the Report**

- 1.1 To consider reports from Members attending meetings on outside bodies as representatives on the Authority.

2. **Background**

- 2.1 It has been agreed that Members attending meetings of bodies where they are representing the Authority should present a report, either verbal or written, on the issues discussed.

3. **Report of the Conference of National Park Societies and Campaign for National Parks**

- 3.1 David Jeffels attended this conference he has asked that the report be included for Members information. The report is attached at **Appendix 1**.

4. **NYM Disability Advisory Group**

- 4.1 Sarah Oswald attended this meeting on 3 October 2014. Her notes from the meeting are attached at **Appendix 2**.

5. **Ryedale Tourism Advisory Board**

- 5.1 Alison Fisher attended this meeting on 23 September 2014 she has asked that the report be included for Members information. The report is attached at **Appendix 3**.

6. **Financial and Staffing Implications**

- 6.1 There are no financial or staffing implications.

7. **Legal Implications**

- 7.1 There are no legal implications.

8. **Recommendation**

- 8.1 That the report be noted.

Contact Officer  
Vanessa Burgess  
Committees Officer  
Tel No 01439 772700

## **REPORT OF THE CONFERENCE OF NATIONAL PARK SOCIETIES AND CAMPAIGN FOR NATIONAL PARKS**

The subjects discussed both in the conference hall and in on-site workshops, were very varied and thought provoking. They included housing, and concerns that the Yorkshire Dales had seen a quarter of its social housing sold under The Right to Buy legislation, which had had an adverse impact on encouraging young people to stay in The Dales to live and work.

Also debated were, inevitably financial cutbacks and their impact on NPs, with one delegate expressing the view that he feared Parks will be reduced to "just planning committees". Another believed there was "political weakness" resulting in NPs lacking champions. Recreating a "Romantic and Radical Vision" on NPs was advocated by another speaker, and a particular issue was the cuts in public transport on the ageing population, especially in the remote rural areas of The Dales (the same would apply to the North York Moors).

COLIN SPEAKMAN, a legend of The Yorkshire Dales and vice president of the Yorks Dales Society, said that £20 million of projects had been achieved with the Dales Millennium Trust, mainly environmental projects, while the Public Rights of Way network was the best of any National Park. Green lanes had been saved in The Dales, and "green" travel services had been established with the Dales Bus Service, and the opening of a key station on the Settle to Carlisle railway. Cycling too was growing in popularity attracted 50k passenger journeys this year.

Some 250 km of stone walls had been restored and £6.5m invested in jobs with the result that the Dales NP was delivering considerable economic benefit to the area. The importance of apprenticeships in National Parks was highlighted by David Butterworth, the CEO of the Dales NP and Peter Charlesworth, the chairman.

Other points from the sessions included the establishing of hay meadows with older breeds of cattle grazing and it was interesting to hear that the milk from cattle grazing the meadows was regarded as being an antidote to cancer, as well as having the obvious benefit to the landscape of The Dales (Perhaps it is something the Clinical Commissioning Groups in the NYMNP area might consider investing in!)

Outreach work in The Dales, working with young and disadvantaged people had also been a success, and sustainable tourism businesses had had considerable benefit to the region, especially helping such business as public houses to survive. It was pointed out by speakers that half of the Dales farmers' income came from public funding, with only half being generated by farming itself.

Other conference sessions included study visits, seeing how some of The Dales young people were making a living, generally exploring the Dales and seeing the successes which had been achieved in its conservation and landscape schemes.

Overall, it was an excellent conference, well organised with good speakers and interesting subjects. If anyone would like more information just let me know.

**DAVID JEFFELS**

**Rep from NYMNP on Campaign for National Parks**

## Disability Advisory Group

The following summary notes are from the Disability Advisory Group held on 3rd October 2014. Full minutes should be available from officers.

A focus of the meeting was an update from officers on the changes within NYM as a result of the necessary budget cuts. DAG members were advised of the status of the structure review and redundancies begin made and that all areas were impacted. Of particular interest to the members were the changes to the ranger service and PROW provision. Changes to the boundaries of areas to align with parish forum areas were explained as well as the new structure and positions. DAG members were advised of the appointments which had been made to posts and the members of staff who would be leaving the authority.

Rights of Way was noted to be a big area of work and the new ways of working were explained - with the intention that important PROW should have high priority, e.g. promoted routes and this included all disabled access routes. The rest of the network will have a statutory function and will encourage farmers and landowners to fulfil responsibilities, e.g. NYM will provide materials for farmers to do work.

There were a number of questions including whether the budget has been planned to 2020 - DAG members were advised that DEFRA cuts may be further in the future.

The volunteer service is maintaining its current work levels but there is no mechanism to engage others currently, which has included:

- Workcraft task day once a month
- Moors Centre play area and grounds maintenance
- Kirkleatham special school once a month - pupils have received John Muir awards at Discoverer and Explorer level. These were the first completing the higher award levels

The volunteer service has been undertaking a complete review of the service and there are increased expectations of ways of working to create a single team approach with volunteers helping staff and having volunteers recruited to specific activities. It will be targeted volunteering, for example as on Cleveland way working with rangers.

Volunteer rangers will continue and will become increasingly important, they will be arranged along the same boundary areas and there will be roles defined, skills and training developed.

In addition Moors Work is continuing. It has applied to NYCC for preferred partner status, and has achieved 36 days' work, on 16 sites for 8 agencies, which was 170 volunteer days. They have committed to 2 days per week working in the field until the end of the year. There is some concern that they are a long way from achieving the 1000 volunteer days initial proposed. This is in part due to delayed start. There have also been comments that the workshop supplied from FC at Dalby Forest is not being sufficiently utilised. NYM will be continuing to seek work from Moorswork for a few years. End of year accounts were to be filled at Companies House in October. Although trustees have been nominated, no meeting has been held to confirm posts and there are no formalised structure / roles. The importance of establishing with the Moorswork staff the route forward was underlined. Officers were to encourage a meeting to progress formalisation. NYM Member Sarah Oswald offered support and advice if required.

The group was given a volunteer's perspective by one of the DAG members - working as a meter and greeter in the Danby Centre and one day a week on the information desk. The experience is one of being treated with respect, NYM is the best organisation she has

volunteered in, it is a great chance. Some places discriminate between staff and volunteers but not at NYM. Is great to meet the public and to learn more. Has been part of the events preparation, supporting staff in building up materials required. Feels volunteers are very much valued.

Two members of DAG have undergone professional access training course through the planning department so that they can be referred to when planning applications raise disability access needs / questions. There was a query as to whether NYM might charge for this service as part of income generation.

Sutton Bank and Scotch Corner Chapel - Sarah Oswald updated members on the planned NYM Members training trip and sought some views from DAG on Sutton Bank's new trails to feed into the day. Comments included:

- there are no accessible bikes there
- clarification on opening hours at PACE required - it was closed on Wednesday afternoon when DAG member visited
- no seats on plantation walk yet
- fingerposts don't show that the walk is accessible
- the toilets are locked 5 minutes after 5 - there are lots of people still around on a nice sunny evening - can this be reconsidered?
- could attract more families with a play area?

Bernie responded to the above:

- there are some ideas for play being considered
- signage will be checked
- seating is to become a donations option available online. The page is due to go online and will allow for targeted funding. There is one family which is considering sponsoring a seat in Cliff Plantation in memory of their daughter

Other comments and areas discussed included:

- Dalby Forest accessible bike trail - difficulties in accessing it have been raised
- There is a CCF application for funding at its second stage which hopes to enable improvements to physical and intellectual access
- It was suggested that an update from officers on the This Exploited Landscape project would be good at a future meeting.
- Targeted transport programme has brought 500+ people into the park
- Ryedale Special Families - Young people on the autism spectrum who struggle to leave the house have been enjoying the NYM particularly the opportunity it offers for countryside with few people (meeting people can be a stressful experience for autistic young people). The success of two trips one to Upper Farndale - shows the power of the park
- Despite the challenges of the cuts there is still optimism for the future, including LSDF programme nearly at an end which will include a new Bridge over the Esk. Managing expectation will be important

DAG members wanted to register their thanks to all the officers for their hard work, to wish those who have unfortunately had to leave the authority all the best for their future and to say that they look forward to supporting the officers who have taken up new / changed posts in their work.

**Sarah Oswald**

**RYEDALE TOURISM ADVISORY BOARD**

23 SEPTEMBER 2014

**The Board**, under the new Chairmanship of William Oxley has been reviewing aspects of its role and objectives. As part of this there was agreement that its **purpose** is about “**influencing and advising the public sector and Welcome to Yorkshire on their strategy and operational matters relating to tourism**”. The Board now omits Ryedale from its full title and is known as the Tourism Advisory Board.

Given this refreshed purpose, it was also decided that membership should be opened up to a wider group and once this is established, a vice-chair would be appointed. Actions to achieve this were agreed and the next meeting of TAB in February will be on this refreshed footing. Meanwhile the meeting considered several ongoing aspects:-

- the **TAB Visitor Economy Strategy** and its continuing delivery through the four groups -
  - \*Accommodation; digital marketing classes arranged; Turnstone Media commission continues with focus on better PR and stories
  - \*Festivals and Heritage; no further developments to report
  - \*Attractions; publicity literature under review
  - \*Market Towns; the success of the 2014 literature warrants more of the same for 2015; the scope for a safe cycleway between Malton and Pickering as well as a Ryedale Cycle Trail is under investigation

- **Local Enterprise Partnership**; the recently piloted Visitor Economy Roadmap which is designed to enable businesses to generate more income is now available for wider use; the NYMNP's Roadmap is nearly complete and looks at *spend, visitors* and *opportunity*; The Tour de France feedback suggests it was a huge success and a Tour of Yorkshire 3 day event is in preparation for early May 2015 – concern about funding and logistics was raised.

- **Visitor Information Update**; the Destination Management System has been amended to make it easier to use and training is to be offered; the new NYMNP website has been launched to much acclaim; a Coastal Website is planned; the new Visitor Information Points are running in Helmsley (in the Cut Price Book Shop) and Malton (Ryedale House); the Pickering TIC has been refreshed and is working well; there are now 3 Information Boards in Malton provided by RDC and one in Helmsley provided by NYMNP;

- AOB; Brown Signs refresh is considered necessary and a partnership for this review is between NYCC Highways, RDC and the LEP; the Visit York website is to promote southern Ryedale and the Howardian Hills; a 2015 Tourism North Yorkshire Guide is being produced.

The next RTAB meeting is on 4 February 2015

**Alison Fisher**  
**November 2014**