

# North York Moors National Park Authority

Monday 14 December

## Communicating with Members

### 1. Purpose of the Report

- 1.1 To outline the mechanisms to be put in place to ensure effective communication and engagement with Members.

### 2. Background

- 2.1 A report to NPA in December 2019 set out a suite of mechanisms to keep Members fully informed and engaged in the wide range of projects and programmes delivered by NYMNPAs. These included:

- Additional evening seminars to focus on less visible areas of work.
- Using members' bulletin to cover progress on major projects.
- Training days to enable members to examine project delivery on the ground.
- Using the two Forums to scrutinise project progress and delivery, along with opening attendance to all members.

- 2.2 The Covid pandemic has significantly impacted on these plans but it has shown the effectiveness of video conferencing as a means of informally updating and engaging with members. Fortnightly VCs that were instituted in March/April were suspended in late September following a gradual easing of lock-down restrictions.

- 2.3 Subsequent tightening of measures will inhibit opportunities for face to face engagement for the foreseeable future, and although a succession of member meetings (CLM Forum, Local Plan Training Planning Committee, NPAs in November/December) is planned, a communications gap risks opening up in terms of awareness of project delivery, planning developments taking place, ability to raise issues informally, personnel changes etc.

### 3. What's the outcome we are looking for?

- 3.1 We want:

- Members to feel well informed about programme and project delivery so they can act as effective champions externally.
- To provide oversight/scrutiny of delivery without getting into operational detail.
- Members to have the opportunity to 'deep-dive' into areas of significant interest to the NPA and its work.
- Staff across the Authority to be able to showcase their skills and expertise.
- Efficient mechanisms that maintain effective formal reporting and governance whilst minimising undue additional burdens on staff.

### 4. Proposals

- 4.1 Scheduled meeting dates are appended, **Appendix 1**, to this document. In addition to these proposed meetings we recommend:

- A monthly update by VC with Members will start in January. This will be informal and last up to 1.5 hours and be led by Directors/Heads. The purpose will be to give members a better overview of programme delivery and emerging issues.
- That Forums to continue with quarterly meetings. Meetings should be thematic to allow deeper dives into key areas of delivery. The timing of ARB and CLM Forum meetings in 2021 should be reviewed to ensure effective spacing
- The Management Plan working/steering group will start its work from January 2021.
- Members like to see and experience on-the-ground activity. Site visits and training days have a broader value in terms of member engagement and we will come forward with a forward plan for site-based activity in 2021
- We should rationalise internal communications. A review is underway but we propose to discontinue the previous Member Bulletin and move towards a single internal staff/Member newsletter, frequency to be confirmed.
- The forward plan of meetings is congested and should be kept under review so as not to overburden members or limit participation. Longer-term governance arrangements should be further considered in light of the new Management Plan/Business Plan in 2022.

## 5. **Financial and Staffing Implications**

- 5.1 Additional member briefings will impact on staff time but this may be offset by reducing the need for ad hoc reporting and responding to member enquiries. Rationalising internal communications will free up a small amount of staff time.

## 6. **Contribution to National Park Management Plan**

- 6.1 Please identify how the subject matter of the report contributes to the delivery of the National Park Management Plan and include the relevant Policy Number from the Management Plan (where appropriate) together with reference to any of the 'Means to Achieve' that are relevant.

## 7. **Legal Implications**

- 7.1 None

## 8. **Recommendation**

- 8.1 That Members note the recommendations and make any comments or suggestions as appropriate.

Contact Officer  
Tom Hind  
Chief Executive  
Tel No 01439 772700

## **Background papers to this Report**

## **File ref**

- 1.

## Committee/Meeting/Training Dates - 2021

Meeting	Date of Meeting	Chairs Briefing
<b>January</b>		
Planning Site Visit	<b>Wednesday 6 January</b>	
Planning Committee	<b>Thursday 14 January</b>	<b>Monday 11 January @ 10am</b>
CLM Forum	<b>Monday 25 January</b>	
Members Evening Seminar	<b>Thursday 28 January</b>	
Planning Site Visit	<b>Friday 29 January</b>	
<b>February</b>		
FRAS Committee	<b>Monday 1 February</b>	<b>Tuesday 26 January @ 10am</b>
RAF Fylingdales	<b>Wednesday 10 February</b>	
Planning Committee	<b>Thursday 25 February</b>	<b>Monday 22 February @ 10am</b>
<b>March</b>		
Members Training Day	<b>Wednesday 10 March</b>	
NPA *	<b>Monday 22 March</b>	<b>Friday 19 March</b>
Planning Site Visit	<b>Friday 26 March</b>	
<b>April</b>		
Northern Parish Forum	<b>Tuesday 6 April</b>	
Planning Committee	<b>Thursday 8 April</b>	<b>Tuesday 6 April @ 10am</b>
PLUG	<b>Tuesday 13 April</b>	
Southern Parish Forum	<b>Thursday 15 April</b>	
ARB Forum	<b>Monday 19 April</b>	
Western Parish Forum	<b>Tuesday 20 April</b>	
Coastal Parish Forum	<b>Thursday 22 April</b>	
Members Training Day	<b>Wednesday 28 April</b>	
<b>May</b>		
Planning Site Visit	<b>Monday 10 May</b>	
CLM	<b>Wednesday 12 May</b>	
Members Evening Seminar	<b>Wednesday 19 May</b>	
Planning Committee	<b>Thursday 20 May</b>	<b>Monday 17 May @ 10am</b>
FRAS Committee	<b>Monday 24 May</b>	<b>Wednesday 19 May @ 3.30pm</b>
<b>June</b>		
Local Access Forum	<b>Wednesday 9 June</b>	
NPA/AGM *	<b>Monday 21 June</b>	<b>Friday 18 June @ 1pm</b>
Joint Parish Forum	<b>June or July (tbc)</b>	

<b>Meeting</b>	<b>Date of Meeting</b>	<b>Chairs Briefing</b>
<b>July</b>		
Members Training Day	<b>Thursday 1 July</b>	
Planning Site Visit	<b>Friday 2 July</b>	
ARB/CLM Joint Forum	<b>Monday 12 July</b>	
Planning Committee	<b>Thursday 15 July</b>	<b>Tuesday 13 July @ 10am</b>
NPA Scrutiny *	<b>Thursday 29 July</b>	<b>Friday 23 July @ 1pm</b>
<b>August</b>		
Members Evening Seminar	<b>Thursday 19 August</b>	
Planning Site Visit	<b>Friday 20 August</b>	
FRAS Committee	<b>Tuesday 31 August</b>	<b>Tuesday 24 August @ 10am</b>
<b>September</b>		
Planning Committee	<b>Thursday 2 September</b>	<b>Friday 27 August @ 10am</b>
ARB	<b>Thursday 9 September</b>	
PLUG	<b>Thursday 23 September</b>	
NPA Committee *	<b>Monday 27 September</b>	<b>Friday 24 September @ 1pm</b>
<b>October</b>		
Planning Site Visit	<b>Friday 1 October</b>	
CLM	<b>Monday 4 October</b>	
Northern Parish Forum	<b>Tuesday 5 October</b>	
Southern Parish Forum	<b>Thursday 7 October</b>	
Members Evening Seminar	<b>Tuesday 12 October</b>	
Planning Committee	<b>Thursday 14 October</b>	<b>Monday 11 October @ 10am</b>
Western Parish Forum	<b>Tuesday 19 October</b>	
Members Training Day	<b>Wednesday 20 October</b>	
Coastal Parish Forum	<b>Monday 25 October</b>	
<b>November</b>		
ARB	<b>Thursday 4 November</b>	
FRAS Committee	<b>Monday 15 November</b>	<b>Tuesday 9 November</b>
Planning Site Visit	<b>Friday 19 November</b>	
<b>December</b>		
Local Access Forum	<b>Wednesday 1 December</b>	
Planning Committee	<b>Thursday 2 December</b>	<b>Monday 29 November @ 10am</b>
NPA Committee *	<b>Monday 13 December</b>	<b>Friday 10 December @ 1pm</b>

\* Denotes NPA Committees starting at 9.30am