

Response from the Campaign for National Parks to Brecon Beacon National Park Authority (BBNPA)'s Social Inclusion and Child Poverty Strategy & Action Plan Consultation

Introduction

The Campaign for National Parks is the independent national voice for the 13 National Parks in England and Wales. Our mission is to inspire everyone to enjoy and look after National Parks – the nation's green treasures.

National Parks are our finest landscapes with the highest level of protection. Their statutory purposes are to conserve and enhance wildlife, cultural heritage and natural beauty, and to promote opportunities for public enjoyment and understanding of their special qualities. For over 75 years the Campaign for National Parks has been working to ensure that our National Parks are beautiful, inspirational places that are relevant, valued and protected for all.

We are pleased to have this opportunity to respond to BBNPA's Social Inclusion and Child Poverty Strategy & Action Plan Consultation as we are keen to ensure that everyone can visit and enjoy Wales' National Parks. Although this consultation is being undertaken by BBNPA, the wording in the draft strategy suggests that it will apply to all of Wales' National Parks, so we have prepared our response with that in mind.

In preparing our response we have focused on how the proposed strategy will encourage visits to, and involvement in, National Parks from a wider range of people, drawing on our experience managing the Campaign for National Parks Mosaic Programme, and particularly the Mosaic Wales project (see our response to question 3 for further details of this).

Response to consultation questions

1. Are the four areas of focus appropriate? Are there any other major areas of BBNPA activity which you feel need a focus on inclusion?

We agree that the four areas of focus are appropriate and cover all the major areas of BBNPA activity which need a focus on inclusion. However, there are a couple of areas where there is a need to add to what is currently included in the strategy if it is to achieve its intended aims. In particular, we would like to see something added to Outcome A which focuses on encouraging a wider range of people to be NPA members. This will be essential if social inclusion is to become a mainstream part of the activities of the three NPAs. Another area of activity which needs to be strengthened is transport as discussed in response to question 2.

2. Are the outcomes (the results we expect from the actions) appropriate and achievable?

In general, the outcomes are appropriate and achievable. However, we are concerned about the lack of emphasis on improving access for those without private transport. Outcomes C2 (Visitors of all abilities can access areas of the National Parks) and C3 (People of all abilities and backgrounds can discover the National Parks) will only be achievable if actions are taken on transport. It is notable that one of the project examples here focuses on transport emphasising its importance to achieving these outcomes but there are currently no actions listed relating to transport. We recognise that transport provision is not generally an area that NPAs have direct responsibility for but this strategy should still include an action for NPAs to work with other stakeholders to encourage better public transport and provision for cyclists and pedestrians.

3. Has your organisation or group taken part in any of the activities mentioned in the Action Plan? Do you have any feedback?

Yes, we have taken part in activities mentioned in the Action Plan through our responsibility for the Mosaic Wales project. Mosaic Wales aims to create long term engagement between BME communities and the National Parks in Wales. The project has been running for two years and during that time has recruited 60 volunteer Community Champions - 20 for each National Park - who promote National Parks to their communities and work with National Park Authorities to sustain engagement with BME communities in Wales. The project has just entered its third and final year.

In our experience with Mosaic, we have always had a very positive experience of working with staff in public facing roles and there have been good opportunities for staff and Community Champions to meet at events and share experiences. We would welcome this same level of engagement with NPA members in particular as part of the 'sharing experiences' mentioned in Outcome A1 of the draft plan.

Anecdotal evidence from Mosaic Champions indicates that they often find it very difficult to access information about both the NPA and the National Park, including what is happening and how to get there. This gap is mentioned in the strategy as something that needs attention and our experience would support this.

Incidentally, there is a reference to Community Champions in Sections B and D of the draft plan but it is not clear whether these are Mosaic Community Champions or not. It would be good to clarify this.

4. Do you have any partnership proposals for BBNPA which could benefit excluded groups and individuals?

We are already in discussions with BBNPA and the other two Welsh NPAs about the possibility of developing Mosaic further to work with new audiences in Wales including with communities in urban areas of high deprivation.

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For further information about any aspect of this response, please contact Ruth Bradshaw, Policy and Research Manager (email:ruthb@cnp.org.uk, tel: 020 7924 4077 ext.222).