

MOSAIC - OVERCOMING BARRIERS TO ACCESS

Overcoming barriers to access for disadvantaged groups, including ethnic minority communities, is complex and time consuming. It requires commitment and, in particular, requires that time is spent making links with communities, understanding their needs and having a flexible approach to working to take up opportunities as and when they arise.

Building a group of skilled and empowered community champions is invaluable in gaining participation by the community; and in supporting agencies to learn about and appreciate the barriers communities face and how to overcome them.

What Are The Barriers people face? ¹	What Factors Can Overcome These Barriers?	Comparison and Lessons Learnt about Geographic Differences
<p>Awareness</p> <ul style="list-style-type: none"> –Don't know what National Parks (NPs) are, access rights, how to get there and that they are free to enter. 	<ul style="list-style-type: none"> –Make literature available in urban areas and community hubs. –NP Authorities attend urban events like Mela's to promote the NPs, their website and visitor centres. –Community Champions promoting the NP by word of mouth and organising taster visits. 	
<p>Relevance</p> <ul style="list-style-type: none"> –Don't know what there is to do in the National Parks. –Some think 'they are not for people like us'. –Personal Capacity versus hierarchy of need. 	<ul style="list-style-type: none"> –Information in urban areas and promotion of NPs in BME media and non-specialist media. –Having representative images in NP promotional materials. –Network in the communities and keep them informed about opportunities. 	<ul style="list-style-type: none"> –Recent migrants have different priorities and less disposable income compared to large established communities. –There is more infrastructure support in northern England and London than some areas in the South.

¹ The barriers were identified by the Gilfillan Partnership through interviews with community champions during the final evaluation of the Mosaic project.



Building links between Ethnic Communities & National Parks

What Are The Barriers people face?	What Factors Can Overcome These Barriers?	Comparison and Lessons Learnt About Geographic Differences
<p>Concerns</p> <ul style="list-style-type: none"> -Fear of going to unfamiliar places, getting lost, racist attack or abuse, feeling unwelcome. -Specific religious or cultural needs may not be catered for. -Infrequency of public transport. 	<ul style="list-style-type: none"> -Facilitate events where people can meet staff, senior managers, local farmers and service providers to build relationships, discuss concerns and access needs. -Inform people of how to plan events around public transport. 	
<p>Accessibility</p> <ul style="list-style-type: none"> -Some National Parks are difficult to get to by public transport. -Don't know where to access information about National Parks. -Economic circumstances 	<ul style="list-style-type: none"> -Provide leaflets and websites with clear English and promote these in urban areas. -Provide information about low cost options for days out, i.e. family tickets, and picnics. -Highlight easy-to-access funds. 	<p>Almost impossible to get to some NPs by public transport, such as Exmoor. Spending power differences.</p>
<p>Skills</p> <p>E.g. Countryside etiquette, map reading, organising group visits, confidence</p>	<ul style="list-style-type: none"> -Offer training to community leaders so that they can visit independently and feel empowered to share the knowledge with others. 	

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