

Committee: ACCESS
Date: 17 April 2008

Report: INTEGRATED ACCESS STRATEGY – ANNUAL PROGRESS REPORT

Purpose of this Report

1. The purpose of this report is to outline to Members the progress made in implementing the Integrated Access Strategy for the period April 2007 to March 2008.

Strategic Planning Framework

2. The information and recommendation(s) contained in this report are consistent with the Authority's statutory purposes and its approved strategic planning framework.

Best Value Action Plan 2007-8

- Produce an annual report outlining progress in achieving outcomes identified in the Integrated Access Strategy.

Background

3. The Integrated Access Strategy is a cross-cutting corporate thematic strategy, which sits between the National Park Management Plan and the Best Value Performance Plan. It provides the overall policy framework for integrated access and recreation within the Yorkshire Dales National Park, by the Authority.
4. Members will recall that the Integrated Access Strategy was agreed at the Access Committee on 13 January 2005. At that meeting it was also agreed that Members would receive an annual report outlining progress on implementation.

Delivery

5. Each year detailed actions that will help deliver the Integrated Access Strategy are identified in the Authority's Best Value Performance Plan (BVPP) and now corporate plan. This outlines the 'business' plan for the Authority based on budget allocation.
6. Several departments are involved in delivery, particularly the External Affairs and Park Management departments. The Annex lists each Integrated Access Strategy policy, and gives a resume of action for the period 2007/8 in relation to each. It is important to

note that the actions often build on those of the previous years so Members may wish to look at previous annual progress report to the Access Committee to gain a full picture of progress (see Access Committee papers February 2006 and April 2007). Further information, in relation to the actions highlighted, can also be obtained either through the 'links to other documents and reports', or by contacting the relevant Authority 'lead' officer as shown in the table.

7. Aspects of the Strategy also link to actions, performance measures and targets highlighted in the Yorkshire Dales Local Plan, the Local Transport Plans, the Rights of Way Improvement Plans, and the recently revised National Park Management Plan.

Conclusion

8. The aim of the Integrated Access Strategy is to provide an overarching strategic framework which will help guide the Authority's work and actions through the Best Value Performance Plan and other action plans such as the Local Transport Plan and Right of Way Improvement Plan.
9. Over the past year significant progress has been made against the strategic aims of the Integrated Access Strategy, as detailed in the attached Annex.

RECOMMENDATION

10. That Members note the report.

Kathryn Beardmore
Access and Recreation Manager
5 April 2008

Background documents:

None

Integrated Access Strategy Annual Progress Report – March 2008

Annex

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
Managing and Improving the Access Resource			
AS1 Provide an open and welcoming countryside by continuing to be the Delegated Highway Authority for Rights of Way:			
AS1 (a) In partnership with the County Councils (who have statutory responsibility) develop a ROWIP action plan for the Yorkshire Dales National Park which identifies improvements to the network, related to need and adequacy of the existing network.	<ol style="list-style-type: none"> Both county councils have now produced and consulted on a draft Rights of Way Improvement Plan, and these have been discussed by the Access Committee <ul style="list-style-type: none"> Cumbria ROWIP – see Access Committee Aug 2006 North Yorkshire ROWIP - see Access Committee Apr 2007 	Final copies of the North Yorkshire and Cumbria ROWIPs can be downloaded from the county councils websites	Andy Ryland
AS1 (b) Keep the Definitive Map under review and monitor progress	<ol style="list-style-type: none"> Access Committee receives regular quarterly reports showing month on month progress against BVPP targets in relation to applications, anomalies, Definitive Map Modification Orders and Public Path Orders. Digitising the Definitive Map to produce an electronic copy is progressing well. A rights of way layer based on OS mastermap is now in use internally. 	Access Committee papers 2007/8	John Dwyer
AS1 (c) Maintain and enhance existing engineered routes.	<ol style="list-style-type: none"> A number of Routes including Gorbeck, Stockdale Lane Settle Loop, Lady Anne’s Highway have been enhanced and improved as part of the implementation of the Pennine Bridleway, and are now being maintained. A five year maintenance plan for the PBW has also been produced. The Ranger Service have maintained a number of engineered routes in the 3 Peaks area including works on Wherside on the Force Gill, Craven Way and Bruntscar routes as well as undertaking engineering works to other routes elsewhere in the Park including further works to Occupation Road, Dent, Burterset Bridleway and the Lady Anne Highway at Cotterdale. 	PBW Annual Report Access Committee August 2007 BVPP Actions 2007/8	Gareth Evans Alan Hulme

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
AS1 (d) Consider the implications of undertaking engineering projects and major rights of way repair works on the busy routes, to ensure these are not carried out at the expense of minor routine maintenance, such as installing or mending stiles and gates and waymarking, on less frequented routes.	<ol style="list-style-type: none"> 1. The Ranger Service, with the assistance of the Dales Volunteers, have collated baseline information for monitoring the condition of the Public Rights of Way network. A Right of Way Management Plan with individual area targets to deliver ongoing routine maintenance of the Public Rights of Way for the next 5 years, has been developed for each ranger area of the Park. 2. On-going programme of works to improve the overall network and to show continuous improvement in relation to national indicators BVPP NPI RM1 of % 'Ease of Use' and BVPP NPI RM2 of % of routes are signposted from a road 	<p>2007/8 BVPP Action</p> <p>National Performance Indicators RM1, and RM2</p>	Alan Hulme
AS1 (e) Continue to undertake public rights of way maintenance with the help of volunteers and continue to use local contractors for major projects.	<ol style="list-style-type: none"> 1. A range of opportunities for volunteers to assist in maintenance works have been provided including groups from the Ragged Robin Conservation Volunteers, John Muir Trust, Community Warden, Clapham, Austwick & Lawkland, Dales Volunteers, work experience and through the Apprenticeship Scheme. The Dales Volunteers alone, have undertaken approx 516 days of practical activity in 2007/8. In addition they have also carried out approx 444 days of surveying of and recording of rights of way information for the Maintenance Plan. This equates to approximately 4 members of staff. 2. The Ranger Service continues to use local contractors for services and supplies. In total, approx 49% of the 2007/8 PRow budget has been spent through local contractors in relation to works conducted on PRow. Local contractors have been further supported through both the Pennine Way and Pennine Bridleway works. 	2007/08 BVPP Action	Alan Hulme
AS2 Implement CRoW Act Open Access according to the resources available. Priority will be given to those areas of the National Park that are likely to experience increased use, and/or where there are particular conservation interests:			
AS2 (a) Identify the necessary resources to manage Open Access effectively and to ensure reasonable access to access areas by the public.	<p>YDNPA has used the resources available to promote and manage open access through the following:</p> <ol style="list-style-type: none"> 1. Installing further infrastructure stiles and gates. 2. Delivering 8 'open access walks as part of the Events programme around the park. 3. Managing Access Information Points these provide 24 hour information on restrictions and exclusions. Including the management 	2007/8 BVPP Action	Alan Hulme

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
	<p>of spring and autumn 2007 Fire Restrictions and Closures.</p> <ol style="list-style-type: none"> 4. On-site signing in accordance with the national signing strategy 5. YDNPA web site gives information and details of restrictions and links to the national website. 6. Displays and information in NPCs and PIPs, public web link in NPCs. 7. Production of a draft Open Access Management and Development Plan. 8. Responding to the Natural England consultation on the updating of the Relevant Authority Guidance in relation to the management of Fire Restrictions. 9. Working with the National Trust and local landowners to address the problems of erosion on Buckden Pike ridge by creating a new route with the installation of advisory signs and new crossing points. 		
AS2 (b) Work with land managers and users, to ensure timely information, and face-to-face contact, through the Ranger Service.	<ol style="list-style-type: none"> 1. The Ranger Service continues to meet with land managers to review current working and monitoring procedures. 2. A further 10 stiles and gates have been provided as part of an ongoing programme of improving 'open access' opportunities. Requests from landowners and users for additional furniture have continued to be low, but despite this the Authority is continuing to discuss opportunities with landowners/farmers and interested parties. 3. Nearly 351 access duties, in 2007/8, have been completed by Dales Volunteers in areas identified for on-going monitoring. These duties also includes liaison with landowners/farmers and users of the new rights. 4. Dales Volunteers have commenced a survey of all existing infrastructure (gates/stiles) and wall conditions in Open Access land and this will continue during 2008/09. 	2007/8 BVPP Action	Alan Hulme
AS2 (c) Draw up a detailed monitoring programme to assess the effect of Open Access on the National Park.	<ol style="list-style-type: none"> 1. Completion of a second questionnaire survey of over 500 visitors (potential and existing users of open access) looking at the impact and knowledge of the legislation and visitors perception and behaviour in 2007. Most significant finding was the increase in the number of people who recognised the open access symbol. 2. Monitoring of open access through access duties has continued throughout 2007-8, but will be reduced in 2008-9. 	2007/8 BVPP Action	Mark Allum Natalie Thompson

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
AS3 Safeguard the National Park from overall or irreversible damage through inappropriate activity and minimise conflict between different users:			
AS3 (a) Use existing legislation and guidance to limit inappropriate activity in the National Park, including supporting and encouraging the Police Authority in controlling illegal and anti-social use.	<ol style="list-style-type: none"> 1. Use of legislation to manage use of Green lanes by recreational motor vehicles <ul style="list-style-type: none"> - Section 72 of the NERC Act giving powers to NPA's commenced on 1st October 2007.. 2. Liaison with local police has resulted in the Ranger Service and Dales Volunteers being involved in a number of 'action days' around the national park targeting illegal off-road motorcycle users. 3. Detailed assessment reports on the use of motor vehicles on 'green lanes' have now been compiled for 23 routes (including 3 previously covered by experimental traffic regulation orders). 4. First stage statutory consultation with the possibility of making TROs under section 4 the NPA Regulations has been conducted for 13 routes. 5. Eight of these 13 routes have also been out to the second stage of statutory consultation under section 5 of the Regulations. 6. Published a leaflet in consultation with user groups to encourage trail riders to ride in a responsible manner. 	2007/8 BVPP Action Access Committee, Regular report and updates (every Committee since Jan 2006)	Jon Avison Kathryn Beardmore Mark Allum
AS3 (b) Work with the County Councils and users to explore, identify and implement appropriate management of green lanes on a regional basis.	NYCC and CCC are represented on the Yorkshire Dales Green Lanes Advisory group which was set up September 2006.		Jon Avison
AS3 (c) Work with landowners, farmers, users and user groups to try and resolve any actual or potential conflict through positive visitor management.	<ol style="list-style-type: none"> 1. Recreation Charter has involved with user groups to help promote recreation with responsibility and is publicised through the website. Audit of recreation activities now complete and available as a GIS layer. LAF advice on further promotion of the Recreation Charter. 2. The Ranger Service has continued to liaise with individual land owners and farmers as well as conducted enhancement works to resolve issues. These have included the replacement of a footbridge at Embsay Tannery to wheelchair access standard which has also improved access to the local Nature Reserve. 	2007/8 BVPP Action	Mark Allum Alan Hulme

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
AS4 Maintain the quality, diversity and scope of the National Park's recreational assets:			
Consider each recreational activity in terms of where it should take place, in what volume and at what time. It must be recognised, though, that in many situations we have no legal means of control and so can only do so through education and encouraging users' voluntary restraint.	<ol style="list-style-type: none"> 1. Liaison meetings are held with the BMC once a year to discuss access issues including bird restrictions, and additional meetings arranged to discuss specific site issues. 2. Published a leaflet in consultation with user groups to encourage trail riders to ride in a responsible manner. 	2007/8 BVPP Action	Mark Allum
AS5 Continue to seek to engage event organisers and promote good practice by:			
AS5 (a) seeking possible alternatives to large-scale events in sensitive areas,	<ol style="list-style-type: none"> 1. The Ranger Service has continued to monitor use and liaised with groups, when contacted in advance, on how to minimise impact. 2. The local Area Ranger is also working with the 3 Peaks Race Committee, Craven District Council and others in relation to planning for the 2008 World Fell Race event in April. 3. The authority is seeking to develop a Three Peaks Project with the YDMT and interested partners including the local community and businesses. 	2007/8 BVPP Action	Alan Hulme
AS5 (b) promoting the codes of practice from the NPA and the Institute of Fundraising, etc. Placing information for events organisers on the new Authority website	The Ranger Service continues to promote and forward codes of practice to event organisers and will review methods of promoting information as part of the Three Peaks Project.		Alan Hulme
AS5(c) continuing to monitor levels by maintaining a register of events.	Register maintained but few events organisers contacting the Authority directly, hence the need for a review of the numbers of events and methods of communication.		Mark Allum

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
Accessibility and Visitor Management			
AS6 Through collaboration with North Yorkshire and Cumbria County Councils, support the expansion and improvement of the pedestrian, cycle- and horse-riding network which provide opportunities for enjoyment of the special qualities of National Park and provide access to key facilities for visitors and residents:			
AS6 (a) Negotiate new public rights of way or permitted routes (e.g. through agri-environment schemes) to provide safe alternatives to walking and riding on the road and/or to provide new links to open access areas.	<ol style="list-style-type: none"> 1. The Ranger service continues to provide advice and guidance and is directly involved in the reviewing of Environmental Stewardship Schemes. Rangers are consulted on opportunities for improved access through the Farm Environment Plan consultation process. 2. A number of footpath creation agreements in the Kettlewell and Clapham areas are being progressed. 3. Landowners have been contacted about the possibility of the creation of a new bridleway link between Austwick and Clapham to remove walkers and cyclists from the A65. Agreement in principle has been obtained and funding is now being sought. 	<p>ROWIPs</p> <p>Access Committee Definitive Map Quarterly Report</p>	<p>Alan Hulme</p> <p>John Dwyer</p>
AS6 (b) Work with partners, local communities and park users to progress improvements in both off-road and on-road routes for pedestrians, cyclists and horse-riders, including 'quiet-lane' initiatives. (Where possible these improvements should be funded through the Local Transport Plan process).	<ol style="list-style-type: none"> 1. As part of the work of the Target project various studies were carried out in to the feasibility of developing off road cycle/bridle routes. The Addingham - Bolton Bridge route is now being promoted by a local forum. During 2007/8 the Authority supported the public consultation exercise in the development of the Ilkley to Bolton Abbey multi-user trail. 2. A bridleway link between Clapham and Austwick is being discussed with landowners. 3. Routes which provide road safety improvements have been feed in to both the ROWIP list of 'improvements' and the County Councils' Highway Scheme 'reserve lists' and will be assessed as part of their prioritisation process. 4. Yearly meetings now held with Highways Agency/Mouchel Parkman who have responsibility for the A65. 	County Councils' LTP2 and ROWIPs	Andy Ryland

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
AS8 Maintain the diversity of recreational experience to ensure there continues to be a difference between honey pots and quieter areas of the Yorkshire Dales National Park:			
<p>Only promote activities in those areas where the type of activity, and further development and associated increase in visitor numbers, can be managed: safeguarding the environment, and not placing an undue burden on land management interests. (This will require clear definitions of the characteristics of the different areas of the Park based on the special qualities, landscape character assessment, Area Actions community consultation and Local Plan criteria).</p>	<ol style="list-style-type: none"> 1. Yorkshire Dales and Harrogate Tourism Partnership is now established. The Action Plan and Business Plan are now in place for 2006 to 10 2. The YDNPA is represented at Member and Officer level in the partnership and will continue to influence tourism promotion and encourage longer stay and higher spend without a detrimental effect on the area. 3. The programme of interpretive walks for education groups is structured around main service centres and mostly well used routes. The events and outreach programmes also pay 'due regard' to their 'environmental impact' in this context. This approach continues. 	2007/8 BVPP Action	<p>Julie Barker Kathryn Storey Julie Barker Bill Wood Catherine Kemp</p>
AS9 Provide education information and key messages to increase Park users' awareness of their impact and to influence their behaviour towards the Yorkshire Dales National Park:			
<p>There is a range of audiences with whom we should be trying to communicate, and a variety of messages that we need to promote. We need to tailor a variety of approaches to provide information and messages appropriate to differing target audiences. (This should consider targeting and what, how, where and when, information is provided – see also Access for All.)</p>	<ol style="list-style-type: none"> 1. The Authority website contains large areas of new information about opportunities to access the countryside (and how to do this responsibly). This should reach new audiences - particularly with the promotion of the national parks portal website and the joint national parks Britain's Breathing Spaces campaign. 2. The 'message' for education groups is delivered through the range of education activities on offer and resources available via the NPA website and is ongoing. 3. The programme of 'Dales Experience Days' is growing and including a progressively wider range of groups. 4. The events programme is well established and has been developed to increase the emphasis on outreach groups. See AS 18 (b). 	2007/8 BVPP Action	<p>Kath Taylor Bill Wood</p>

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
Sustainable Transport			
AS10 Develop and promote an efficient, effective, integrated and accessible public transport network which provides access to the National Park and areas within it, to key facilities for both visitors and residents of the National Park - and in accordance with the public transport position statement:			
AS10 (a) Develop the Yorkshire Dales Sustainable Travel Partnership to promote focused management of services and promote the use of public transport to and within the Dales.	<ol style="list-style-type: none"> 1. The Yorkshire Dales Sustainable Travel Partnership has now been established for a number of years and is a cohesive partnership. 2. The Authority assisted the setting up of the Dales and Bowland Community interest Company which is now working to obtain funding to support the Dales Bus Services. 3. Through the Yorkshire Dales Sustainable Travel Partnership the Authority supported the inclusion of public transport information in the Yorkshire Dales and Harrogate Bedroom Browser. 	2007/8 BVPP Action	Andy Ryland
AS10 (b) Integrate public transport promotion information into Dales Tourism Forum (JPI) sustainable tourism and Outreach activities.	<ol style="list-style-type: none"> 1. Information on the Dales Bus discount scheme and sustainable travel messages have been included in the 2007/8 promotional material produced by the Yorkshire Dales and Harrogate Tourism Partnership including the Partnership's trade newsletter. 2. Initial work to fully integrate journey planning information, through www.transportdirect.info within events information on www.yorkshiredales.org is underway. 		Andy Ryland Kathryn Storey
AS10 (c) Fund services that have a significant benefit on the Authority's Outreach and sustainable tourism activities, through a partnership approach.	<ol style="list-style-type: none"> 1. During 2007/8 the Authority supported the winter operation of the 805 bus service between Leeds and Grassington and Hawes and also made a contribution to the Dales and Bowland Community Interest Company to support the Craven Link bus which runs from Ilkey to Bolton Abbey and to Skipton. 		Andy Ryland
AS10 (d) Provide public transport infrastructure on NPA owned sites where this can be externally funded.	See Turntable Project proposals under AS7		

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
AS10 (e) Seek contributions from developers for improvements to public transport infrastructure or services where appropriate.	All appropriate applications are assessed by the Transport and Visitor Management Officer and commuted sums requested where appropriate. This has included support for public transport infrastructure improvements in Long Preston.	Local Plan	Andy Ryland
AS11 Support the provision and maintenance of transport infrastructure and measures that promote the safety of road users, provided these measures either have a positive or de minimis impact on the conservation of the special qualities and character of the National Park:			
AS11 (a) Establish design criteria and standards that seek to conserve the special locally distinctive character of routes in the landscape of the Yorkshire Dales, and which may differ from standards applied elsewhere, including for signing.	The Local Transport Plan provides some guidance. Approximately 15-20 highways consultations are dealt with each year. For most Highway Schemes the Authority has no 'control' eg through the planning process over the final design implemented, and therefore relies on the County councils proposing designs which are sympathetic to the special qualities of the area, whilst meeting highway requirements	County Councils' LTP2	Andy Ryland
AS11 (b) Negotiate new public rights of way or permissive routes to provide safe alternatives to walking and riding on busy roads.	Routes which provide road safety improvements have been fed into both the Rights of Way Improvement Plans and the Councils' reserve lists for assessment.	County Councils' LTP2 and ROWIPs	Andy Ryland
AS11 (c) Seek contributions from developers, through the local planning process in consultation with the Highway's Authority, for improvements for road safety.	this will be taken forward as opportunities arise.	Local Plan	Peter Stockton

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
<p>AS12 Support measures which either reduce dependency on motor vehicles for movements to, and within, the National Park or remove unnecessary and inappropriate traffic from the National Park; and promote the management of traffic so that vehicles use appropriate routes both inside and outside the National Park:</p>			
<p>AS12 (a) Provide good-quality and safe ways for exploring the Dales, and publicise these through local businesses, to help individuals make informed choices about their mode of travel.</p>	<p>YDNPA currently operates 29 Park Information Points, many local business, where promotional material including information on the Dales Bus Discount scheme, cycling and public transport information is distributed to and displayed, where available.</p>		<p>Andy Ryland Kathryn Storey</p>
<p>AS12 (b) work with the county councils and other partners, quarry companies and other producers of heavy goods to identify schemes and funding to minimise the effect of freight movements on the National Park area.</p>	<p>Ongoing discussions about:</p> <ul style="list-style-type: none"> • Timber extraction at Greenfield and Cam – There have been recent discussions involving UPMTTilhill and NYCC about the possibilities of transporting timber by rail. Tilhill’s position is that they will consider the use of rail if it does not significantly increase costs. • Putting the railway back into Horton Quarry – discussions with the operators, Hanson Aggregates, continue on a regular basis. Hanson was acquired in 2007 by Heidelberg Cement and as a consequence all sites and operations are being re-appraised. Although the grant situation is improved the current indicators are that Hanson is unlikely to re-instate the rail link in the near future. 		<p>Dave Parrish</p>
<p>AS12 (c) Seek improvements in directional signing to encourage traffic to use the higher order roads in an updated Advisory Road Hierarchy, when travelling to, or within, the area.</p>	<ol style="list-style-type: none"> 1. The Authority has actively engaged in discussions with the County Councils on their rural road hierarchies which is a starting point for sign strategies. 2. During 2007/8 the National Park Authority was consulted on a road sign replacement programme on A and B roads throughout the National Park. The National Park Authority requested that signs were as small as allowable and that the routing of traffic took account of the size of the roads being used. 	<p>BVPP 2007/8</p>	<p>Andy Ryland</p>

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
Access for All			
AS13 Provide access so that all potential visitors (those who are fully able and those with a variety of mobility, and sensory impairments) have a wide and varied spread of opportunities to access the Yorkshire Dales countryside:			
AS13 (a) Determine the demand, both current and potential, for improved access to the countryside in order to inform an Access for All audit.	Survey to help prioritise access for all improvements has been undertaken in 2007/8 as part of the equality survey.		Rachel Briggs
AS13 (b) Audit the access network across the National Park in order to provide information about its condition and to identify paths with the potential to be improved to provide access for those less mobile.	<ol style="list-style-type: none"> 1. worked with Yorkshire Forward and Craven District Council to produced a best practice guide for local businesses in relation to the DDA was undertaken in 2006 2. undertaken an assessment of RoW network based on a desk top exercise, and field survey (using volunteers) to survey the rights of way network to identify those suitable to be developed for 'access for all'. An analyse and report of the interim survey results has been completed 2006/7 3. in 2007/8 we undertook 2 projects to improve access for people with specific mobility needs <ul style="list-style-type: none"> - a further 1.5km of footpath opened up to wheelchair users at Bolton Abbey - 900 meters of footpath on the Dales Way at Buckden had 'barriers' removed and was re-surfaced to allow access for those with limited mobility. 	BVPP Action 2006/7 BVPP 2006/7 ROWIP Adequacy Survey ROW Maintenance Plan	Rachel Briggs
AS13 (c) Ensure that all NPA-managed sites meet the highest access standards possible (given resource and environmental constraints).	'See it Right' accessibility audit underway on the website with an action plan being developed for 2008/09.	2007/08 BVPP	Stuart Willis

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
<p>AS13 (d) Provide information to enable people to make an informed choice about the suitability of a destination, including the opportunities that exist in terms of what's on, where to go, when to go, what you can and can't do when you get there, together with the level of facilities and 'access' arrangements. In so doing individuals will be able to make their own decisions about which rights of way, and other recreational opportunities, are suitable for their level of ability.</p>	<ol style="list-style-type: none"> 1. Current series of Authority existing 'Access for All' leaflets and booklets being developed - new 'Access for All' booklet for Wensleydale completed 2006/7 another planned for Wharfedale 2008/9. 2. Information now on Authority website on opportunities to access for all and accessing the National Park. Information is also on other sites eg. Yorkshire Dales and Harrogate Tourism Partnership website. 		<p>Kath Taylor Rachel Briggs</p>

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
Healthy Living			
AS14 Encourage use of safe walking and cycling routes including routes to reach services and facilities that benefit visitors and residents alike:			
AS14 (a) Develop a series of circular walks and rides that are based on key settlements (see also Access for All).	ROWIPs have identified the importance of safe, circular walks centred on where people live.	ROWIP	Andy Ryland
AS14 (b) Work with the County Councils to further develop a network of routes, including 'quiet lanes', for cycling and walking around towns and villages.	Work, initially, is to look at the Cumbria part of the Park 2007/8	ROWIP	Andy Ryland
AS 14 (c) Deliver a programme of walks aimed at new users of the Yorkshire Dales National Park, including a walks programme for Walking the Way to Health Initiative participants combined within the main events programme.	<p>The 2006 programme included: two slow motion / limited mobility 'fungal trails' on the Bolton Abbey Estate, a slow motion / limited mobility Malham Landscape Trail and two Teddy Bear's Picnics.</p> <p>Similar events were included in the 2007 and 2008 programmes and more opportunities will be developed here and in the 2009 programme.</p>		Kath Needham
AS15 Work with local health professions, e.g. Family Practitioner committee/Health Authorities,			
to improve the health of local people and visitors through improvements in, and the promotion of, the rights of way network for walking, running and cycling around the key service centres in the National Park.	<ol style="list-style-type: none"> 1. Over previous years, the Authority in conjunction with Harvey Map, have published a series of walks maps which promote walking and riding from key settlements (these are now being reprinted by Harveys). 2. Volunteers working with Richmondshire and Hambleton PCT to develop a partnership to establish a 'cycle for health' scheme based in the north of the National Park. 		<p>Andy Ryland</p> <p>Rae Lonsdale</p>

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
AS16 Enhance the opportunities through the outdoor-activity industry so that a variety of opportunities for outdoor activity and instruction are available:			
Using existing partnerships such as the Craven Integrated Rural Development Project (CIRD), Business Link, Sport England, to develop a vibrant outdoor-activity industry that meets the needs of residents and visitors.	<ol style="list-style-type: none"> 1. The Authority has supported expansion of existing businesses and new business development through the Pennine Bridleway project and the Cycle Tourism project and is supporting the Craven cycling Festival based in Settle, prologue event for 2007. 2. The Education Service is developing links with OECs, eg Bradford centres through the the Bradford OECs steering group 2007. The Bradford OES's steering group in now succeeded by Friends of the Outdoors, a Bradford wide outdoor education network, structured around the manifesto for the Learning Outside of the Classroom (DSCF) initiative. 3. The NPA is represented on the 'Learning in Limestone Country' steering group, working with local education and outreach community groups (until 2008). Working closely with the Hazel Brow Farm Development Officer (until 2008) and a number of other smaller SDF funded education and outreach projects, Wensleydale 'Forest Schools' for example. 4. Transforming Outdoor Yorkshire 'Year of Adventure' project is being developed. 5. We have supported the feasibility study into a mountain bike coast to coast route linking up three National Parks. 	2007/8 BVPP Action	<p>Mark Allum</p> <p>Bill Wood</p> <p>Mark Allum</p>

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
Social Inclusion			
AS17 Provide opportunities and encourage new audiences to engage in, learn about, and value the National Park:			
AS17 (a) Continue to develop an Outreach programme for potential users that do not visit the National Park, to facilitate trips and provide a diverse range of opportunities to take account of different needs and interests. Currently our Outreach programme is targeting Keighley and the centre of Bradford.	<ol style="list-style-type: none"> 1. Proposed new facilities at DCM will enhance the opportunities for non users to access the countryside and act as a hub. 2. Working with Keighley residents included visits from a range of groups and the summer playscheme from Keighley. Planning is underway for a series of residential visits by community groups. 	2007/8 BVPP Action	<p>Julie Barker</p> <p>Catherine Kemp</p>
AS17 (b) Implement Mosaic 2: this will ultimately lead to more participation of black and minority ethnic communities as Dales Volunteers, employees and Members. In turn, the community champions will act as spokespeople on behalf of the National Park, cascading their interest and enthusiasm.	<ol style="list-style-type: none"> 1. Mosaic group leader visit to Hawes YH 22 – 23 April 2007 completed successfully with 7 Bradford based community champions. 2. Mosaic annual national conference hosted by the YDNPA at Grinton Lodge YH in October 2007 involved around 40 community champions from across all 4 National Park Authorities working in the partnership. 3. The NPA is engaged in talks with the Mosaic team about the potential 'Mosaic 3' (name to be agreed) aiming to develop clusters of community champions developing local activity programmes. 	2007/8 BVPP Action	Bill Wood
AS17 (c) Link to other projects, e.g. TARGET, to promote the area to under-represented groups.	Exit Strategy for Target project was that the outreach work be subsumed into the Authority's core outreach activity - this has taken place. Target Project exit strategy explained in article in MIB July 2005		Catherine Kemp
AS18 Increase awareness of the National Park and what it can offer:			
AS18 (a) Work with Dales Tourism Forum/Joint Promotion Initiatives to target marketing and promotion work so that it meets the aspirations of different users.	The YDNPA continues to be represented on the Harrogate and Yorkshire Dales Tourism Partnership and has significant influence in the production and content of the Partnership's promotional material eg. The Holiday Guide & www.yorkshiredales.org . – final versions incorporate key NPA messages.	2007/8 BVPP Action	Kathryn Storey

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
AS18 (b) Produce a socially inclusive programme of events.	<p>The 2006 programme included: two slow motion / limited mobility 'fungal trails' on the Bolton Abbey Estate, a slow motion / limited mobility Malham Landscape Trail and two Teddy Bear's Picnics. Similar events are included in the 2007 programme and more opportunities will be developed here and in the 2008 programme.</p> <p>Targeted promotion of part of the events programme to Dales Experience groups planned for 2008/9.</p> <p>as AS14 c</p>	2007/8 BVPP Action	Catherine Kemp Cathy Berg
AS18 (c) Re-evaluate the Interpretation Strategy in relation to the Disability Discrimination Act.	DDA is not explicitly mentioned in the revised Interpretation Strategy (2005) but ensuring accessibility is an overall aim of the Interpretation Policy (1999) which guides the work of the Interpretation Officer. Action taken to ensure that all future interpretation is in line with the DDA.		Karen Griffiths
AS18 (d) By implementing the Authority's 'Outreach' programme.	Bulk mailing of 'yours to enjoy' DVD mailing completed. Evaluation of the success of the DVD's in promoting awareness undertaken.	2006/7 BVPP Action	Catherine Kemp
AS19 Provide individuals and groups of people from all walks of life with...			
the opportunities to make a difference, through their personal skills, interests and enthusiasm, to the long-term conservation, enhancement and enjoyment of the National Park.	<p>Currently 230+ Dales Volunteers offering support over a very wide range of activities.</p> <p>Summary available from Volunteers Co-ordinator</p>	Volunteering Strategy (May 2001)	Rae Lonsdale

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
Sustainable Tourism			
AS20 Work as a key regional influencer, working to ensure that sustainable tourism is high on the agenda of those with this remit:			
AS 20 (a) Develop a sustainable tourism strategy within the framework of the new tourism agenda and link to the various emerging regional strategies.	1. Being taken forward as part of our work on Europarc. Europarc status applied for December 2007. Assessor visiting in April 2008 and result will be known by summer 2008. Any resulting actions will be taken forward in 2008/09.	BVPP Action 2007/08	Julie Barker
AS 20 (b) Produce an action plan that will detail the Authority's current tourism activities, defining, measuring baselines and setting targets for 'sustainable tourism product' and 'sustainable tourist behaviour' by December 2005 for achievement by December 2010.	<ol style="list-style-type: none"> 1. Baseline has been set based on a five point sustainability checklist, developed by Sustainable Tourism project officer. This has enabled information for the industry to be collected and targets to be set as a result of this information. 2. Achievement of this five point check list has also been stated as a business plan objective by the new Yorkshire Dales Area Tourism Partnership and will be monitored for progress. 3. Worked with The Yorkshire Dales and Harrogate Tourism Partnership to develop a Business Registration Scheme which provides a pool of contacts for awareness raising and training opportunities. 4. Following on from the Europarc work, businesses will be encouraged to become recognised through a green accreditation scheme 	Yorkshire Dales and Harrogate Tourism Partnership Business Plan	Julie Barker
AS21 Through partnership, encourage sustainable tourism that recognises the special qualities of, and builds on, the environmental assets of the National Park:			
AS21 (a) Define the sustainable tourism product in the Yorkshire Dales National Park and wider marketing area.	The first stage of this has taken place by gathering baseline data. (see AS20b)		Julie Barker

IAS Strategy	Action 2007/8	Link to Other Documents and Reports	YDNPA Lead Officer
AS21 (b) Develop an all-year-round tourism product that safeguards and/or enhances the character and environmental assets of the area.	This will be done via the Yorkshire Dales and Harrogate Tourism Partnership and is a business plan target of this partnership (see AS 8 for YDHTP).	Yorkshire Dales and Harrogate Tourism Partnership Business Plan	Julie Barker
AS21 (c) Encourage the 'greening' of local tourism businesses.	<ol style="list-style-type: none"> 1. Again this is addressed initially via the 5 point checklist and plans to operate further 'greening you business' days for the Industry. SDF funded project to fund Business Environmental Forum to fund a post carrying out environmental audits for businesses in the NP. 07/08 is final year of funding for project. 2. Following on from the Europarc work, businesses will be encouraged to become recognised through a green accreditation scheme. 	Europarc Accreditation	Julie Barker
AS21 (d) Encourage more 'staying' rather than 'day' visits through sustainable tourism initiatives.	<p>A feasibility study is being conducted on a mountain bike coast to coast route.</p> <p>A third bike livery has been developed.</p>		<p>Mark Allum</p> <p>Julie Barker</p>
AS22 Encourage greater awareness so that people think about their mode of travel to and within the Yorkshire Dales National Park, as well as the activities they pursue, in relation to their wider impact on the environment:			
AS22 (a) Through promotional material (web and publications) providing 'key messages' to increase users' awareness of their impact and to influence their behaviour towards the Yorkshire Dales National Park.	See AS 9		
AS (b) By ensuring that the 'gateways' on the edge of the Yorkshire Dales National Park and the 'hubs' within the National Park which facilitate getting around the area, are accessible by public transport and/or other sustainable means of travel, such as cycling and walking routes.	Both county councils' LTP2, and the ROWIP are based on service centres	County Council LTP2	Julie Barker Andy Ryland