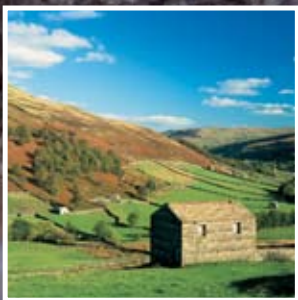




YORKSHIRE DALES
National Park

The Yorkshire Dales: Today and Tomorrow 2007-12

Yorkshire Dales National Park Management Plan



NATIONAL PARKS
Britain's breathing spaces

Introduction

Published by the Yorkshire Dales National Park Authority on behalf of the Yorkshire Dales National Park Management Plan Steering Group

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WHAT IS THE YORKSHIRE DALES NATIONAL PARK MANAGEMENT PLAN?

The Yorkshire Dales National Park Management Plan **The Yorkshire Dales: Today and Tomorrow** was published in 2000 following wide consultation. It set out an ambitious vision for the future of the National Park — a vision shared by those who live and work in it. It also identified a number of key issues for the future of the National Park, and some specific objectives that many different organisations and individuals have since been working to achieve.

The Plan is for the National Park, not just for the National Park Authority – reflecting the views and aspirations of the people that live here, as well as those who visit or work here. The Plan focuses on the delivery of National Park purposes – conserving the natural beauty, wildlife and cultural heritage of the National Park, and promoting understanding and enjoyment of its special qualities. However, achieving these would be impossible without thriving local communities and a strong economy. While social and economic issues are covered in other plans – notably those prepared by the District and County Councils – the Yorkshire Dales National Park Management Plan takes account of these and includes some issues that are specific to, or different in, the National Park.

WHY HAS IT BEEN UPDATED?

Much has changed since 2000. Few will forget the devastating impact of the Foot and Mouth outbreak in 2001, which highlighted so strongly the inter-dependence between agriculture, the wider rural economy and the attraction of the National Park to visitors. So, while the long-term aims set out in the Yorkshire Dales National Park Management Plan published in 2000 still hold true, it is important that it adapts to take account of changing circumstances, changing ways of working and some new challenges.

HOW WAS IT UPDATED?

The updating of the Yorkshire Dales National Park Management Plan was overseen by a small steering group (see opposite). In addition to environmental bodies like English Nature, it included the chairs of the Local Strategic Partnerships from the Craven, Richmondshire and South Lakeland districts, to try to ensure that the Plan complements and supports their plans for environmental, economic and social development.

As well as taking account of the many national, regional and local plans that have been produced by a host of different bodies since 2000, and the results of surveys of residents and visitors, two documents were produced by the Yorkshire Dales National Park Authority specifically to inform the updating of the Yorkshire Dales National Park Management Plan:

- **State of the Park Report 2005**

This report was published in March 2006. It contains a wealth of information, provided by many different organisations, about key aspects of the National Park. It provides a ‘snapshot’ of the current environmental, social and economic well-being of the National Park and its communities.

- **Environmental Report**

This report was prepared alongside the draft updated Yorkshire Dales National Park Management Plan. It assesses any likely significant effects on the environment as a result of implementing the updated Plan (in accordance with the Strategic Environmental Assessment Directive 2001/42/EC).

Both of these documents, together with this Plan, can be downloaded from the Yorkshire Dales National Park Authority’s website at www.yorkshiredales.org.uk.

National Parks

NATIONAL PARKS

National parks contain the most beautiful, spectacular and dramatic expanses of countryside in England. Along with areas of outstanding natural beauty (AONBs) they are landscapes of national importance with designation conferring the highest status for the conservation of landscape and scenic beauty. They also contain a wealth of nationally and internationally important wildlife and geodiversity sites. Millions of visitors enjoy these qualities every year.

Unlike the 'wilderness parks' in some other countries, the national parks of England explicitly reflect the interaction of people and nature. It is this interaction that has, over time, produced areas of distinctive and unique character with incredible natural beauty, wildlife and cultural heritage. The presence and influence of people are at the heart of our national parks, and the vast majority of land within the national parks remains in private ownership.

THE LEGAL FRAMEWORK

The future of English national parks is guided by their two statutory purposes, as set out in Section 61 of the Environment Act 1995. These are:

- to conserve and enhance the natural beauty, wildlife, and cultural heritage of the national parks;
- to promote opportunities for the understanding and enjoyment of the special qualities [of the national parks] by the public.

These purposes and duties are underpinned in law by what is known as the 'Sandford Principle'. This makes clear that the first purpose should take precedence over the second in cases of conflict:

- if it appears that there is a conflict between those purposes,...greater weight [shall be attached] to the purpose of conserving and enhancing the natural beauty, wildlife and cultural heritage of the area.

Reflecting that the national parks are cultural landscapes that have supported communities and industry for thousands of years, and continue to do so, the national park authorities also have a duty under Section 62(1) of the Environment Act, in taking forward the national park purposes, to:

- seek to foster the economic and social well-being of local communities within the national park.

Effectively, this duty sets the purposes of national parks in the context of sustainable development, taking an integrated and balanced approach to environmental, social and economic considerations.

THE ROLE OF NATIONAL PARK AUTHORITIES AND OTHER BODIES

The central role of national park authorities is to take the action needed to put into practice the national park purposes. Importantly, national park authorities are not expected to do this alone. Under Section 62(2) of the Environment Act 1995, other authorities and relevant bodies have a duty to "have regard to" the purposes of the national parks when carrying out their work. This underlines that delivery of national park purposes needs to be undertaken in partnership with key policy makers and fund holders. These include national government, government agencies, Regional Development Agencies, local authorities, non-government organisations, conservation groups, charities and user groups. It also, of course, requires partnerships with the people who own and manage the land and buildings – local businesses, farmers, landowners and local communities.

NATIONAL PARK MANAGEMENT PLANS

The National Park Management Plan is the single most important document for each national park. It is the over-arching strategic document for the national park – setting out how the national park purposes and associated duty will be delivered. It should not only set the framework for the policies and activities of the national park authority but also co-ordinate and integrate the plans, strategies and actions of all other bodies operating within the national park, insofar as they affect the national park purposes and duties.



Yorkshire Dales National Park

A special place

The Yorkshire Dales has been a home and a workplace for generations of hunters, herdsman, farmers, foresters, monks and miners over thousands of years. Today, the Yorkshire Dales National Park is still a home and a workplace for nearly 20,000 people. It is also a place that millions of people visit every year. They visit because it is a special place: a place to be refreshed and reinvigorated, a place to enjoy the challenges of the hills, a place of natural beauty and diversity.

These special qualities have been recognised by the nation as worth conserving for the enrichment of us all, and are valued by millions of people in this country and world wide.

In the Yorkshire Dales, the interaction of people with nature through history has produced a landscape of remarkable beauty, distinctive character and immense interest that is cherished and enjoyed by the nation. The area's uniqueness is created by the combination of many elements the most important of which are listed here.

NATURAL BEAUTY

The area straddles the Pennines, the backbone of England. Geology and natural processes have been the fundamental force behind the creation of this familiar landscape and of the variety found within it. They are the bedrock of the Yorkshire Dales and have expression in numerous dramatic and impressive features:

- This is an expansive area of hill country that rises to over 2,300ft (700 metres) in the Millstone Grit capped 'Three Peaks'. Glaciers and rivers have cut deep valleys (dales) of which there are over 20 named examples, each distinctive in character and atmosphere.
- The south of the National Park displays one of the best examples in Britain of classic limestone (Karst) scenery, with its scars such as those at Gordale and Attermire, pavements including those above Malham Cove, and extensive cave systems.
- The National Park's northern landscape is equally striking. Its valleys with distinctive stepped profiles, the product of differential weathering of the Yoredale Series, are separated by extensive moorland plateaux.
- To the west of the Dent Fault are The Howgills, a series of grassy rounded hills formed from Silurian metamorphosed slates and grits, cut by deep ravines.
- This is a landscape shaped by ice, with significant glacial and post-glacial landforms and features, notably drumlin fields such as the one at Ribbleshead, erratics including those at Norber, moraines and post-glacial lakes of Semerwater and Malham Tarn.

- Spectacular waterfalls, such as Hardraw Force with its 90ft (27 metre) single drop, the famous series of Aysgarth Falls, Cautley Spout with a broken drop of 600ft (180 metres), and Thornton Force, and cascading streams bring movement and sound.
- It is a landscape of striking contrasts, most notably between the deep, sheltered dales and the open, exposed, sweeping fells above.

WILDLIFE

Geology, natural processes and human influences have created the particular conditions that now support a rich and diverse wildlife. This is one of the most valuable parts of the United Kingdom and has the largest area of nationally and internationally important habitats of any national park. Its most significant habitats and wildlife include the following:

- The Yorkshire Dales is renowned for its flower-rich hay meadows and pastures, which are the product of traditional, low intensity management of grazing land over many decades. These are now very scarce nationally, this being one of the few areas where they survive in any number.
- The National Park's range of rare limestone habitats are linked directly to the geology of the southern Dales. The area's limestone country is of international biodiversity importance, including rare wet meadows and upland pastures, limestone pavement and limestone woodland and scrub.
- There are extensive areas of moorland, much managed as grouse moor, that contain important areas of upland heath and blanket and raised bog. These habitats cover vast areas and contain a variety of plant species.
- Deciduous woodland is a scarce yet important component of the landscape and of its mosaic of habitats. Areas are generally small, representing remnants of former more extensive broadleaved woodland or later plantings. They are crucial to scenic beauty and contribute to the different character of each dale, whilst surviving areas of ancient woodland are of particularly high biodiversity value.
- In terms of species there are nationally important populations of breeding waders, black grouse, yellow wagtail and skylark; rare and scarce lime-loving plants such as bird's-eye primrose, rigid buckler fern and globeflower and baneberry; rare and scarce invertebrates such as the northern brown argus butterfly and the atlantic white-clawed crayfish; and important mammals, notably the red squirrel.



A special place (continued)

CULTURAL HERITAGE

Despite its harsh and challenging conditions the Yorkshire Dales has supported communities and industry over several millennia. In turn, these communities have helped to shape much of what we now think special about the Dales. The amount and variety of evidence of the generations of occupation and activity that can still be seen today is exceptional. It provides an intriguing and highly visible record of the area's social and economic history, including:

- In the past, the way of life and culture of Dales' communities was shaped by the area's physical environment and remoteness, nurturing self-dependency and closely knit communities. Whilst the area's traditional dialects and culture are now harder to find, community spirit, self-sufficiency, determination and self-belief survive.
- What we see today reflects the impact of many different people and cultures, from Roman forts to the construction camps of the migrant workers who built the Settle-Carlisle Railway Line. Each has left lasting reminders of their toil and added extra dimensions to Dales' culture. Strength of 'place', continuity and history still shape and influence Dales' communities today.
- Livestock farmers over several centuries created a traditional pastoral landscape much of which survives. This historic landscape is of great beauty and acknowledged as of international importance, including:
 - an intricate network of drystone walls (hedgerows in Lower Bishopdale and Dentdale/Sedbergh) that create a patchwork of enclosures across valleys and valley sides;
 - traditional stone-built field barns, the density of which in some parts of the Dales, notably Swaledale, Wharfedale and Wensleydale, is unique.
- Underlying this farming landscape is the clear evidence of even earlier patterns of cultivation, notably the stepped medieval lynchets of Wharfedale, the similarly-aged ridge and furrow of lower Bishopdale and around Castle Bolton in Wensleydale, and the extensive prehistoric/Iron Age/Romano-British fields in Wharfedale between Grassington and Kettlewell.
- The area's long history of livestock farming has given rise to distinct sheep breeds, a strong culture of upland cattle rearing, and a tradition of cheese making. Livestock farming is still deeply interwoven into Dales life and culture, with livestock sales and local agricultural shows playing an important part in the lives of its people.
- The range, importance and condition of its archaeology are exceptional, recording continuity of human activity from the Palaeolithic to its 19th century and 20th century industrial remains.
- The legacy of former rural industries adds to the character and interest of its landscape. Their influences on the area's culture and social fabric are still evident today. The Park is scattered with the remains of former mineral extraction and processing sites, especially lead and lime industry remains most of which date from the 18th century and 19th century. The Dales' 18th century and 19th century water mills are imposing reminders of how the area's resources were harnessed. Many are ancient mill sites that served their community over the centuries.
- The area's rich history includes periods of dominance by large estates and religious houses. In the medieval period substantial areas of the Dales were hunting forest, or managed as parts of the huge estates controlled by monasteries such as Fountains and Jervaulx Abbeys. Place names and some surviving structures, such as Bolton Castle, Bolton Abbey, Barden Tower and Marrick Priory are powerful reminders of this period.

- Traditional Dales architecture is distinctive and through the local building materials used it links directly to the area's geology. This strong identity generates a strong sense of place and history.
- The Dales is characterised by numerous scattered farmsteads as well as small, attractive and compact villages and hamlets most of which have been there for over a thousand years. They are still largely unspoilt and retain a very traditional and intimate atmosphere as well as a sense of continuity and stability. Many are still bordered by small, ancient, often unimproved fields accessed by narrow lanes and tracks between meandering stone walls, giving the villages an historic, timeless setting.
- The Dales has managed to retain its network of meandering valley roads, bordered by drystone walls or hedgerows and flower-rich verges. These have a particular charm and add to the strong sense of place. Higher up unfenced roads cross open moorland and offer dramatic panoramas across the open landscape and the valleys below.
- The Settle-Carlisle Railway Line, opened in 1876, is unique and displays impressive engineering and conserved Midland Railway architecture. It offers a very special way of enjoying the dramatic landscape along its route.

ENJOYING THE EXPERIENCE OF BEING THERE

Most of the people who come to the National Park will experience a range of emotions, triggered by its beauty, grandeur and other, less tangible qualities. These all help create the 'spirit of place' that is unique to the Dales. This impacts differently on different people, as the experience is personal to the individual. High on the list of elements that inspire are those that touch and excite the senses, the sounds, sights and qualities that stir the emotions, that allow people to relate to nature and that enhance true enjoyment. The following add to making the Dales very special:

- There are extensive areas where a true sense of tranquillity, remoteness and solitude can still be found, which is rare in England today.
- This tranquillity is enhanced by the natural sounds of wind, water and birdsong. These are important to the recreational experience, the 'spiritual exercise and enjoyment' that lies at the heart of National Park designation in this country.
- With its open fells and numerous valleys the Dales offers expansive views that show to advantage the area's beauty and variety.
- Ever-changing light, seasonal change and occasional severe weather create visual drama and contrast that enhance personal experience.
- The Dales is special in retaining the darkness of night across much of its area. As it suffers little from light pollution, the moon, night sky and atmospheric effects can be fully appreciated.
- Fresh air, clear water and clean environment are notable and enhance the area's appeal for healthy exercise, refreshing the body and the spirit.
- The area is important for the range and quality of natural and cultural resources it offers for outdoor recreation and its opportunities for accessing them. Its historic and extensive network of footpaths, bridleways and tracks, extensive areas of public access, rivers, crags and caves mean that it has some of the best walking, caving, climbing, paragliding and cross-country mountain biking to be found anywhere in the country.

This Management Plan is all about ensuring that the Yorkshire Dales National Park remains a special place, and maintains its benefits for all of us and for future generations.



Issues facing the Yorkshire

Dales National Park

The Yorkshire Dales has a distinctive character and culture that reflect its natural make-up, and continuity with the past. The area faces a number of pressures for change:

- **Farming** – Upland farming has given the Dales much of its distinctive landscape and helped produce its range of important habitats. Many of these are dependent for their survival on continuation of sympathetic regimes of hill farming with livestock. Despite the decline in the numbers of farms and farm workers, agriculture remains important to the local economy and at the heart of communities and their culture. Far-reaching changes due to global market forces and fundamental shifts in agricultural policy mean farming in the Dales has an uncertain future. In turn, the Dales' landscape character could alter and the future of many of its people connected with farming could also be in doubt.
- **Economic changes** – Economic growth across Britain, including developments in tourism and leisure, continuing demand for natural resources like aggregates, and, the linkages between rural and urban economies all have significant implications for the National Park's landscape and its own economy. These changes manifest themselves in the Dales in pressures for new development. For example, large complexes of modern farm buildings, equine developments, commercial recreational developments and telecommunications infrastructure.
- **Recreational demands** – The Yorkshire Dales offers tremendous opportunities for outdoor recreation. Changes to the number, diversity and frequency of people enjoying the National Park, together with a society that is looking for a healthier lifestyle and inspiration and exhilaration from an ever-wider range of recreational activities, have implications for the National Park's environment and economy. There is also the challenge of ensuring that all sectors and members of society, not least those who traditionally have not visited or have been unable to visit, have opportunities to enjoy the National Park's special qualities.
- **Mobility** – Increases in personal mobility have encouraged people to travel further for work, services and leisure. The Dales is now more accessible to more people. Yet, at the same time, cheap air travel and more disposable income means they face ever more competition as a holiday and recreation destination. These changes have implications for the viability of local businesses, shops and services, as well as for the local environment. The predominance of the motor car also serves to accentuate the social exclusion and sense of isolation of those without access to private transport.
- **Housing** – Demand for housing — exacerbated by the number of second homes and holiday homes — has pushed prices well above national and regional averages. When combined with the relatively low average wage levels in the Dales, this means the average house price is around ten times the average household income, and thus beyond the reach of many people in the area with a genuine housing need. This lack of affordable property, either to buy or to rent, has consequences for the viability and vitality of communities and providing a workforce to enable local businesses and services to flourish.

- **Technology** – New technology is changing lifestyles, work patterns and businesses across the world. E-commerce and the internet can alter the balance of community services and businesses but can also help overcome remoteness and offer opportunities for communities to thrive. Technology is changing the way that new buildings are designed and built, as well as opening up opportunities to re-use previously redundant buildings. The way in which energy is provided to both businesses and communities is also changing dramatically as renewable energy technology develops. Taking advantage of these developments also presents additional challenges in a sensitive landscape like the National Park.
- **Military use** – Withdrawal of the country's armed forces from bases abroad will increase demands for developments to accommodate returning personnel and for training facilities. MoD holdings and military activity in and around the National Park may therefore increase. Plans to increase substantially the size of Catterick Garrison are likely to have particular implications for this National Park.
- **Climate change** – There is an increasing body of opinion and growing evidence that changes in climate are happening. While we cannot be certain about the full extent of their impact on the Dales, there is little doubt that effects will be felt in all aspects of the National Park's environment, economy and communities. The challenge for the Dales will be two-fold. First, to find ways in which the special qualities of the National Park can adapt to the effects of climate change. Second, to find ways in which the National Park can best contribute to, and reap new economic benefits from, efforts to tackle the causes of climate change. The latter will be particularly important given that some of the economic impacts of climate change — notably rising fossil fuel energy prices — have particular cost implications in remote rural areas like the Dales.
- **Boundary of the National Park** – Natural England's proposals to extend the Yorkshire Dales National Park to the west of its current boundary are well advanced. Should the designation proceed, it will clearly have implications for those new areas in Cumbria and Lancashire into which the National Park will extend. It may also have implications for the people, businesses and organisations already in the National Park if the existing resources and grant schemes targeted on the National Park are spread more thinly.



The Management Plan

Some current predictions about future pressures would have major repercussions for the Yorkshire Dales were they to come true. For example:

- The population of England and Wales is predicted to grow by about 5% over the next 20 years, increasing demand for new housing, building land and services. This demand will grow at a faster rate than the population because 80% of that demand is likely to be from single people forming new households.
- Road traffic, particularly on rural roads, is predicted to grow by anything from 30 to 60% over the next 20 years, adding to problems such as congestion, air pollution, respiratory diseases and greenhouse gas emissions and resulting in further environmental deterioration.
- As the climate changes and average temperatures continue to rise, rainfall patterns may change. Winter storms are likely to be more severe and serious flooding more frequent as are, paradoxically warmer, drier summers and low flows in our rivers.
- Despite recent increases in recycling, waste from households and businesses continues to rise in volume. Continuing to dispose of waste in landfill sites is unsustainable so the challenge is to minimise waste creation and to maximise re-use, recycling and composting.
- The way we use our countryside will continue to change with rural land use becoming more varied as leisure demands increase and farm businesses diversify. Land management structures and practices will also change as policy reforms take effect.

More details of these pressures and their impact on the National Park in recent years are set out in the **State of the Park Report 2005**. Amongst other things, it reveals that in recent years:

- there has been a huge increase in the area of land in the National Park that is being managed and funded through agri-environment and conservation agreements;
- traffic levels in the summer have remained level but flows outside the peak season show steady increases;
- housing prices in the National Park are well above national and regional averages and the gap between prices and local incomes has continued to increase;
- the condition of public rights of way remains generally good and is improving;
- unemployment levels are exceptionally low but income levels remain below the average for Great Britain;
- the population of the Dales is increasing and there are slightly more young people living in the National Park;
- the number of Listed Buildings that are 'at risk' has reduced dramatically;
- the number of nationally and internationally important nature conservation sites that are in 'favourable' condition has increased substantially;
- with implementation of the Countryside and Rights of Way Act 2000, open access land in the National Park has increased from 4% of the area to 62%.

The Yorkshire Dales National Park Management Plan **The Yorkshire Dales: Today and Tomorrow 2007-2012** sets out the collective aspirations for the National Park.

The Plan looks at seven different elements of the Yorkshire Dales:

- Landscape
- Community and culture
- Access and recreation
- Understanding and enjoyment
- Nature conservation
- Historic environment
- Economy and employment

These seven elements are not set out in any order of priority, nor are they a checklist of all the activities that affect the National Park. Rather, they are intended to provide a framework for setting out the range of issues relevant to the statutory purposes for which the Yorkshire Dales National Park was designated.

None of the seven sections of the Plan should be considered in isolation. There are many connections between them and, thus, many objectives that relate to more than just the section in which they appear. It follows that tackling the issues identified will depend on integrated action. Actions taken to achieve one set of objectives should complement and reinforce the achievement of objectives elsewhere in the Plan.

For each of the seven elements, the Plan includes:

Aim

Our long-term aspiration for the National Park.

Principles

The factors (not in any order of priority) that we believe should guide the way in which we go about trying to achieve our aim.

Objectives

Specific things (also not in any order of priority) that we want to see achieved in order to make progress towards the aim. Wherever possible, we have tried to make these meaningful and measurable, with a realistic timescale by which they should be done.



Some common themes

Just as there are pressures for change affecting all elements of the Yorkshire Dales National Park, there are common themes that underpin the aims and objectives throughout this Plan.

SUSTAINABLE DEVELOPMENT

Sustainable development is about ensuring a better quality of life for everyone, now and for generations to come. What clearly distinguishes sustainable development within the national parks from that in the wider countryside is that it is specifically concerned with helping to deliver the national park purposes – reflecting the environmental pre-eminence of the designation and the national park’s value as an environmental resource for the region and the country as a whole. So, conserving and enhancing the landscape, biodiversity, cultural heritage and natural resources of the Yorkshire Dales should lie at the very heart of developing a strong economy and sustaining thriving local communities. The close relationship and interdependency between the environment of the Dales, its people and the activities that take place within it, provides the potential to showcase sustainable rural development.

PARTNERSHIPS AND PEOPLE

Ninety five per cent of the Yorkshire Dales National Park is in private ownership. The relationship between people and nature has created the landscape we see today, and it is the decisions and actions of the people who own and manage the land and buildings that will most influence it in the future. But no one person or organisation will make a huge difference acting alone. We need a wide audience supporting and delivering national park objectives. This Plan tries to set out a framework within which many different organisations will work together to support the ongoing stewardship of the National Park. We will identify a ‘lead organisation’ for every objective in the Plan, but each will depend on action by a wide range of bodies and individuals, not just those who live here but by all those who visit as well.

EQUALITY OF OPPORTUNITY

This desire for the Plan to be inclusive also extends to ensuring there is equality of opportunity to appreciate and enjoy the National Park’s special qualities. We know that some sectors of the community visit the Dales much less than others – this includes people with physical and mental disabilities, people from ethnic minorities, people from the inner cities, and young people. We don’t want to force people to visit the National Park but we do want everyone to feel welcome and believe the National Park can offer them enjoyable and rewarding experiences. The Plan, therefore, contains a range of objectives that aim to help remove the barriers — from lack of information to lack of appropriate infrastructure — that prevent people enjoying what the National Park has to offer.

CHANGING PEOPLE’S PERCEPTIONS

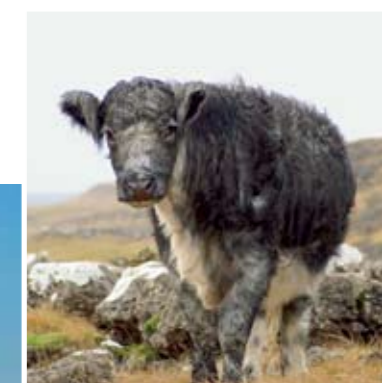
The way people perceive the Yorkshire Dales can be a major factor in delivering national park purposes. It influences everything from the number and type of visitors, the level of public support for farming and conservation work, through to house prices and the number of new businesses. We want people to continue to associate the Dales with a beautiful environment, wonderful heritage, and a warm welcome. But the Dales has more to offer – it can be a wild and exciting place, a place of innovation and learning. Finding ways to promote the many different aspects of the Dales to different audiences will be crucial for the future of the National Park, and the economic and social well-being of the people that live there.

SUSTAINABLE LAND MANAGEMENT

The maintenance and enhancement of most of the special qualities of the National Park depend, crucially, on the way in which the landscape is managed, primarily through farming and sporting uses. Farming in the Dales in a way that conserves the National Park’s special qualities is more difficult, more labour intensive, and thus more expensive than farming in the lowlands. Extensive livestock farming, which is a crucial part of the cultural heritage of the Dales, is most under threat from the recent reforms of the Common Agricultural Policy. Retention of viable upland livestock farming that maintains the Dales landscape’s distinctive appearance and its important range of habitats is, therefore, essential.

RESPONDING TO CLIMATE CHANGE

While we are not certain of the effects of climate change on the Dales, there is little doubt that it has the potential to cause profound changes to the special qualities of the National Park and its economy. Almost every objective in this Plan is linked in some way to tackling the challenge of climate change. This ranges from work to assess the likely impacts on biodiversity, supporting changes to land management and land-use (to make important habitats more robust, maintain and enhance ‘carbon sinks’ like our moorland and woodland, and help to reduce flooding), through to increasing the use of renewable energy and improving the energy efficiency of buildings — all of which create particular challenges in a national park.



Aims of the Management Plan

The statements below are the seven aims of this Management Plan. Together, they describe what we hope to secure for the future of the Yorkshire Dales National Park. The seven sections that follow provide details of the principles and objectives that will contribute to achieving each of these aims.

We want the Yorkshire Dales National Park to be a place where:

For landscape:

The beauty, distinctive character and 'sense of place' of the Yorkshire Dales National Park will be maintained and strengthened through the ongoing interaction between nature and the people who live and work there.

For communities and culture:

Thriving and active local communities in the National Park will enjoy a high quality of life that helps to sustain the environment, local traditions and contemporary culture. All sections of these communities will have opportunities to influence and develop local services that meet their needs.

For access and recreation:

There will be opportunities for access and recreation in the National Park for people of all ages and abilities and from every sector of society to enjoy the special qualities of the Yorkshire Dales and derive a sense of well-being from their experiences.

For understanding and enjoyment:

There will be a greater awareness of the National Park and of the opportunities it offers to everyone to appreciate, enjoy and learn from its special qualities. People's enjoyment will encourage them to find out more, play a part in the National Park's conservation, and help forge ties between urban and rural communities.

For nature conservation:

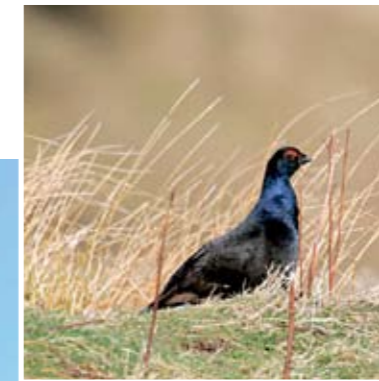
The characteristic habitats and species of the Yorkshire Dales National Park will be conserved and enhanced for this and future generations. Its nationally and internationally important biodiversity will help to support sustainable communities and the local economy.

For the historic environment:

The historic and cultural environment of the Yorkshire Dales National Park will be recognised, understood, appreciated and used, contributing directly to our understanding of ourselves, our sense of identity and pride of place. This rich inheritance will be conserved and enhanced for future generations, including through well-designed and appropriately-sited additions to the built environment.

For economy and employment:

The National Park's special qualities will help to support a local economy that provides secure, diverse and sustainable high-quality jobs, maintains thriving, balanced communities and a healthy, cared for environment. Imagination and innovation will attract new types of business and develop a local economy that respects and draws on the area's assets and quality of life and looks to the future for its aspirations.



Landscape



AIM

The beauty, distinctive character and 'sense of place' of the Yorkshire Dales National Park will be maintained and strengthened through the ongoing interaction between nature and the people who live and work there.

PRINCIPLES

- a) Viable and environmentally sensitive farming, forestry and land management for shooting as part of a vibrant rural economy are fundamental to maintaining the diversity and character of the Dales landscape.
- b) The purpose of strengthening individual components of the landscape (for example, drystone walls, heather moorland, hay meadows, Dales villages) must be to enhance the whole landscape.
- c) The 'landscape' of the Dales includes not only visual features but more intangible qualities, like remoteness, tranquillity and dark night skies, which are part of the spirit of the place.
- d) The distinctive landscape is created by a combination of many elements. It follows that managing the landscape should bring together and use the knowledge and expertise of many people – from the owners and users of the land through to archaeologists and ecologists – and consideration of the full range of conservation issues should underpin proposals for publicly-funded changes in land management.
- e) While the area has a physical and cultural unity, there is also a diversity that means that each dale should be recognised as having its own character and atmosphere.
- f) The combination of architectural identity, associated spaces and landscape setting, notably in Dales villages, creates a strong sense of place and unity and reinforces the ties between natural and historic environments.
- g) The landscape is dynamic. Changes should always complement and give continuity to the distinctive character of the Dales but this should not prohibit 21st century design and technologies that embody sustainable development principles.
- h) Collaboration and engagement with surrounding areas beyond the National Park boundary is essential to conserving the character and sense of place of the Dales landscape.
- i) Conservation of the geology and geomorphology of the Dales is fundamental to understanding its landscape.

OBJECTIVES

- L1. Maintain and enhance the quality and distinctive character of the Yorkshire Dales landscape (as measured through the national Countryside Quality Counts indicator).
- L2. Encourage widespread take-up of Environmental Stewardship and other agri-environment schemes (so that at least 80% of the National Park is covered by agreements by 2010), so as to:
 - a) maintain and enhance the pattern and historic character of traditional field boundaries (drystone walls and hedgerows);
 - b) protect and enhance the mosaic of valuable managed habitats (hay meadows, pastures, rough grassland, native woodland and moorland);
 - c) maintain and enhance the pattern of traditional farmsteads, associated farm buildings, features and field barns, as well as individual or small groups of native trees, where they make a major contribution to landscape character.
- L3. Prevent the introduction of new commercial plantations and reduce the area of existing conifer plantations (outside areas targeted for red squirrels) by at least 20% (600ha) by 2012.
- L4. Prevent the introduction of significant development 'detractors' from the landscape, notably:
 - a) new quarries (other than for local use of building stone and roofing slate);
 - b) extensions to existing quarries (except where the environmental and amenity benefits would clearly outweigh the impact on the landscape), - and implement agreed landscaping and restoration schemes for all existing quarry sites;
 - c) multiple or large-scale wind turbines (a ground-hub height of 25m or more);
 - d) new overhead power and telecommunications lines and associated equipment – and seek to underground at least 10km of existing lines by 2011.
- L5. Work with companies, authorities and agencies responsible for power, water, telecommunications and highways to minimise the impact of infrastructure works on the appearance and character of the landscape.
- L6. Maintain all nationally-important geological sites in 'favourable' condition, and develop a series of Regionally Important Geological and Geomorphological Sites by 2009.
- L7. Maintain the overall tranquillity and sense of remoteness within the National Park, and carry out a re-assessment of levels of tranquillity by 2011.
- L8. By 2008, develop approaches to signage and road improvement and maintenance works that better reflect the distinctive rural character of the National Park, and introduce measures to conserve and enhance important roadside verges.
- L9. Use the management and creation of important habitats in the Dales to prevent soil erosion, reduce flood risk and improve water quality and management, particularly along the Rivers Ure, Aire, Swale, Wharfe, Ribble and their tributaries.
- L10. Support and encourage small-scale renewable energy developments, such as local hydro-electric generation, small-scale wind turbines, and wood-fuelled heating systems linked to managed woodland, that meet local needs and do not adversely affect the distinctive character of the Yorkshire Dales' landscape.

Objectives	Links to other objectives
L1	L2, L3, L4, L5, L8, HE9, EE1
L2	L1, NC4, NC6, HE4, EE4, EE5
L3	L1
L4	L1, L5, L10, HE7
L5	L1, L4, L8, HE9
L7	AR2, AR9
L8	L1, L5, NC3
L9	NC1, NC3
L10	L4, CC9, CC10



Community and culture



AIM

Thriving and active local communities in the National Park will enjoy a high quality of life that helps to sustain the environment, local traditions and contemporary culture. All sections of these communities will have opportunities to influence and develop local services that meet their needs.

PRINCIPLES

- More social and affordable housing is required in the National Park to meet proven local needs.
- A reliable, safe and co-ordinated integrated transport system is needed that can combine the requirements of both local people and visitors.
- Alternative methods of travel should be encouraged and supported to try to reduce the number of private car journeys.
- Implementing appropriate traffic management schemes will help address community concerns over parking, traffic calming and safe walking and cycle routes.
- Retaining and improving the accessibility of important community facilities and services is vital for the survival of balanced communities in the National Park.
- A vigorous social and community life underpins the diverse cultural heritage of the National Park.
- Raising community awareness of global and National Park environmental issues and encouraging participation in local environmental initiatives is important to engendering community ownership and to achieving national park purposes.
- Community partnerships, notably the Local Strategic Partnerships, have an important role to play in identifying and agreeing the issues that need to be tackled, including through Local Area Agreements, so that communities can thrive in the future.
- Communities will have opportunities to identify local issues and priorities through active participation in processes to develop their own local plans, such as Parish Plans and Community Investment Prospectuses, as well as statutory plans such as the Local Development Framework.

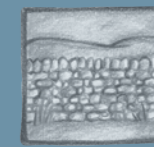
OBJECTIVES

- By 2007 use the Local Development Framework to set targets for increasing the amount of affordable and local needs housing, and then work through partnerships to meet those targets, including through social housing for rent, subsidised ownership, and shared ownership.
- Improve the integration and flexibility of community transport services to meet the needs of local communities, and visitors where possible.
- By 2011 develop and implement eight walking/cycling routes, each of which links one of the surrounding villages to the local service centres of Grassington, Skipton, Settle, Ingleton, Sedbergh, Hawes, Leyburn and Richmond, so that essential facilities and services can be accessed easily and safely on foot or by bicycle.
- By 2011 develop and implement sympathetic traffic management schemes, to reduce the impact of vehicles in at least eight villages and other locations, and achieve accident reduction rates in line with County Councils' targets.
- Support and contribute to meeting targets set in local Community Strategies and sub-regional programmes for improving access to services within or closer to communities.
- By 2010 obtain reliable data on community activity and quality of life in the National Park, and a better understanding of the range of cultural activities available.
- Support community groups to record, maintain, celebrate and share their cultural heritage through community based projects, events, festivals and activities.
- By 2011 develop and implement a programme to raise awareness of wider environmental issues, such as resource depletion, climate change and waste management.
- Support at least one community to develop by 2009 a pilot programme to carry out 'sustainable development appraisals' for their area and encourage active community involvement in 'green projects'.
- Use the National Park's Sustainable Development Fund and other funding sources to support at least 15 new projects each year that bring economic, social and environmental benefits to the National Park.



Objectives	Links to other objectives
CC1	HE6, HE7, HE8
CC2	AR6
CC3	AR9, CC4
CC4	CC3, HE9
CC7	UE9, HE2, EE3
CC8	UE4, NC1, CC10
CC9	L10, CC10, UE7, UE10, EE7, EE9
CC10	L10, CC8, CC9, AR6, UE10

Access and recreation



AIM

There will be opportunities for access and recreation in the National Park for people of all ages and abilities and from every sector of society to enjoy the special qualities of the Yorkshire Dales and derive a sense of well-being from their experiences.

PRINCIPLES

- The development and management of access and recreation opportunities will involve local communities, landowners, land managers and users. The Local Access Forum will provide advice and help to resolve conflict, encourage responsible use and promote good practice.
- Monitoring and research will be used to develop and inform the management of access and recreation.
- People of all ages and abilities from every sector of society should have opportunities to enjoy the special qualities of the National Park.
- The public rights of way network and other recreational infrastructure will be managed to improve and extend opportunities for enjoyment and understanding of the National Park's special qualities, while ensuring those qualities are conserved for future generations.
- Information and guidance through a wide range of media will encourage users to understand, enjoy and respect the National Park's special qualities.
- Partnerships will be encouraged in order to develop and promote an integrated and accessible public transport network, which enables people to get into and around the National Park, both for leisure and for everyday life.
- Information on recreation and travel opportunities should be up-to-date, easy to find and available in many formats both within the National Park and beyond its boundaries.

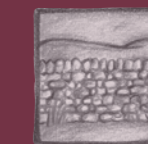
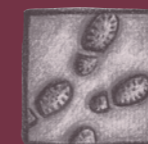
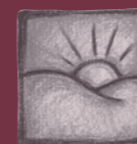
OBJECTIVES

- AR1. Manage and improve the network of public rights of way so that 90% are 'easy to use' by 2010, and maintain that level in future years.
- AR2. Identify the most appropriate measures to manage the use of motorised recreational vehicles on each sensitive 'green lane', and put all such measures in place by 2011.
- AR3. Produce digital versions of the three 'Definitive Maps' of rights of way covering the Yorkshire Dales by 2011 to make it easier to check and resolve issues around the legal status of routes.
- AR4. Develop Rights of Way Improvement Plans for Cumbria and North Yorkshire by 2007, and involve local communities and their representatives, the Yorkshire Dales Local Access Forum, landowners/managers and users in their development and implementation.
- AR5. By 2011 undertake five promotional campaigns aimed at specific recreational activities to raise awareness of the National Park Authority's recreation charter and codes of conduct.
- AR6. Through sustainable travel partnerships increase the integration and use of sustainable transport modes for leisure and everyday life within and to the National Park to ensure that by 2011:
 - the main visitor locations in the Dales are accessible by public transport from their main catchments between Easter and October on Saturdays, Sundays and Bank Holidays;
 - the key corridors in the Dales, linking Kendal, Richmond, Leyburn, Skipton, Settle and Ingleton, have Monday to Saturday public transport access all year;
 - all public bus services to and within the Dales are operated by suitable, fully accessible, low emission vehicles;
 - there is a National Park-wide programme of guided walks and events, at least 85% of which are accessible by public transport.
- AR7. Increase the accessibility of the National Park to users of all abilities so that by 2010 at least 10km (0.5%) of rights of way are fully accessible by wheelchair users and 105km (5%) by those with limited mobility, and improve opportunities for those with sensory disabilities.
- AR8. Develop opportunities, including a National Park-wide programme of events, walks and other activities that encourage healthy lifestyles and assist in the Government's target of increasing levels of physical activity amongst residents and visitors by 1% per year.
- AR9. By 2008, identify and encourage designation of a network of 'quiet lanes' to enhance the enjoyment of the National Park for visitors and residents, improve safety of users and to reinforce the tranquillity and landscape character of key areas.
- AR10. Complete and open the Pennine Bridleway through the Dales by 2009, and identify opportunities to develop additional recreational routes to and from it.

Objectives	Links to other objectives
AR2	L9, AR9
AR4	EE8
AR5	UE1, UE4, EE8
AR6	CC2, CC10, UE9
AR7	EE8
AR8	UE7
AR9	L7, CC3, AR2
AR10	EE8



Understanding and enjoyment



AIM

There will be a greater awareness of the National Park and of the opportunities it offers to everyone to appreciate, enjoy and learn from its special qualities. People's enjoyment will encourage them to find out more, play a part in the National Park's conservation, and help forge ties between urban and rural communities.

PRINCIPLES

- Improving understanding of the National Park will enhance people's enjoyment and so increase support for the conservation of its special qualities,
- Information about what makes the National Park special should be provided in a variety of ways so that it will be accessible to everyone.
- The National Park's potential as a formal and informal education resource will be used to reach, inform and influence people.
- Activities to improve understanding and to highlight opportunities for enjoyment of the National Park will extend beyond the National Park boundary in order to reach regional, national and international audiences.
- Partnerships with many different communities and groups will be key in promoting understanding and enjoyment.
- Promotion of understanding and enjoyment must respond to our changing society and make full use of new technologies and approaches to maximise effectiveness.

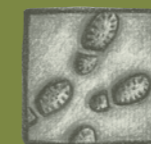
OBJECTIVES

- Provide clear and consistent messages about what is special and what people can do to help conserve the special qualities of the Yorkshire Dales National Park, so that at least 50% of visitors and 70% of residents have an understanding of national park purposes and/or the special qualities of the Yorkshire Dales by 2010.
- Promote awareness of the Yorkshire Dales National Park so that, by 2008, 90% of visitors are aware that they are in a national park.
- Make information about the Yorkshire Dales National Park easily accessible and relevant to a diverse range of groups and individuals, focusing on the urban areas of Yorkshire, Lancashire and Teesside that surround it, including:
 - increase the number of visitors from black and ethnic minority communities from 1% in 2005 to 2% by 2011;
 - increase the percentage of residents in Keighley and Bradford who are aware of the National Park from 25% in 2005 to 30% by 2011.
- Through the Tourism Partnership, strengthen and develop the image of the Yorkshire Dales National Park to incorporate sustainability, inclusion and conservation values, alongside outdoor recreation, excitement and enjoyment.
- Each year, develop and implement at least one new programme of formal or informal education or training to encourage schools and groups to get involved in conserving the special qualities of the Yorkshire Dales National Park.
- Carry out research to identify why few young people visit national parks other than as part of educational groups, and by 2008 develop appropriate programmes to encourage an interest in national parks within this age group.
- Provide people from all backgrounds with the opportunity to make a difference to the long-term conservation, enhancement and enjoyment of the National Park and to contribute to personal health and well-being by providing at least 5,000 volunteer days per year by 2009.
- Raise awareness of the Yorkshire Dales so that by 2008 at least 10% of people in England and Wales can name it as being a national park.
- As part of the Tourism Partnership's programme, develop an annual programme of events, walks and activities that use the special qualities of the Yorkshire Dales National Park to deliver wider benefits, such as health, leadership skills and spiritual well-being.
- Promote environmental awareness amongst tourism businesses and visitors within the Yorkshire Dales National Park, so as to increase the number of businesses offering 'sustainable tourism products' from 25% in 2006 to 50% by 2010.

Objectives	Links to other objectives
UE1	AR5, UE3, UE6, UE7
UE2	UE8
UE3	UE1, UE7
UE4	CC8, AR5, EE1, EE3
UE5	UE7
UE6	UE1, EE8
UE7	CC9, AR8, UE1, UE3, UE5, NC8
UE8	UE2
UE9	CC7, AR6
UE10	CC9, CC10, EE7, EE9



Nature conservation



AIM

The characteristic habitats and species of the Yorkshire Dales National Park will be conserved and enhanced for this and future generations. Its nationally and internationally important biodiversity will help to support sustainable communities and the local economy.

PRINCIPLES

- Nature conservation work will focus on the habitats and species identified in the Local Biodiversity Action Plan (Nature in the Dales) as being of international or national importance, along with those which are threatened locally or regionally.
- Local Biodiversity Action Plan priority habitats and species will be safeguarded, and there will be no further degradation in the quality, area or quantity of these resources.
- The quality of habitats will be enhanced wherever possible, including within the built environment.
- Where habitats and species are under-represented or fragmented, conservation work will be targeted to increase their area and/or number.
- Decisions on habitat protection and enhancement will be based on robust, up-to-date information.
- The role of farmers and land managers as active partners in conserving and enhancing the National Park's biodiversity is crucial but everybody can make a contribution: working in partnership is the most effective way of delivering high quality nature conservation.
- The high quality of the natural environment supports economic and social development in the National Park.
- Less intensive management of habitats at a landscape scale, where nature is given greater chance to adapt to environmental change, will be encouraged.

OBJECTIVES

- By 2009, assess the most likely impacts of climate change on the National Park over the next 15 years, and use this to produce an adaptation plan for managing those impacts.
- By 2008, identify and map areas where less intensive management could be trialled or which could provide natural connections between existing habitat fragments to allow habitats and species to respond to environmental change.
- Support good conservation management by farmers and landowners so that:
 - 70% of the area covered by Local Biodiversity Action Plan priority habitats is in favourable condition by 2010;
 - at least 95% of nationally and internationally important wildlife sites are in favourable condition by 2010.
- Support farmers and landowners to increase the area of Local Biodiversity Action Plan priority habitats by 7% by 2011, including:
 - restoring 1,700ha of hay meadow;
 - creating 100ha of floodplain wetland;
 - restoring over 4,000ha of upland heath and blanket bog;
 - creating 450ha of upland ash woodland by 2010, (as part of increasing the overall coverage of native broadleaved woodland to over 5,000ha by 2020).
- Ensure that the populations of all Local Biodiversity Action Plan species are stable or increasing by 2010.
- Assess the condition of all ancient woodland in the National Park by 2010, restore all ancient replanted woodland to a semi-natural state and ensure that all semi-natural woodland is protected, enhanced and self-regenerating by 2020.
- Develop and implement a system for monitoring for the Local Biodiversity Action Plan and reporting progress on it by 2007, and produce a map that shows the distribution and status of all Local Biodiversity Action Plan priority habitats and species (excluding rare and vulnerable species) and make it widely available through the National Biodiversity Network by 2008.
- Work with local communities to identify from the habitat map a range of initiatives that, by 2011, would enable people to get actively involved in the implementation of the Local Biodiversity Action Plan.
- By 2009 review current or planned reintroduction programmes that affect the Yorkshire Dales National Park and support those that form part of a nationally co-ordinated plan for species recovery endorsed by Natural England.
- Determine the extent of invasive species and pest problems across the National Park and develop a strategy for their management by 2010.

Objectives	Links to other objectives
NC1	L9, CC8
NC3	L2, L5, L9, NC4, NC7, EE4, EE5
NC4	L2, NC3, NC6, NC7, EE4
NC5	NC7
NC6	L2, NC4
NC7	NC3, NC4, NC5
NC8	UE7

Historic environment



AIM

The historic and cultural environment of the Yorkshire Dales National Park will be recognised, understood, appreciated and used, contributing directly to our understanding of ourselves, our sense of identity and pride of place. This rich inheritance will be conserved and enhanced for future generations, including through well-designed and appropriately-sited additions to the built environment.

PRINCIPLES

- Conservation of the historic environment in the National Park will provide present and future generations with a sustainable and attractive environment and resources which will help them to appreciate it.
- Owners and users of historic buildings and features will be encouraged and supported to ensure their long-term management, including developing sustainable economic uses.
- All communities, local and national, specialist and non-specialist, will be encouraged to identify what is important to them, and how to conserve what they value.
- Information on the historic environment of the Dales is a community resource and will be shared and easily accessible.
- The planning and development process makes a positive contribution to conservation of the historic and cultural environment.
- Local materials, styles, skills and craftsmanship should continue to underpin the built heritage of the Dales.
- The historic and cultural environment of the Dales will be enhanced by good design and craftsmanship in alterations to existing buildings and landscapes and in new buildings and infrastructure, encouraging innovation as well as conservation.
- Elements of the historic environment should be considered in their wider setting as the context and relationship between them can increase their importance. Settlements and their landscape context will be considered as much as individual buildings or structures.

OBJECTIVES

- Develop a research strategy for the historic environment of the Yorkshire Dales by 2009, and use it to target and encourage programmes of survey and research, including work by local archaeology and history groups and individual specialists.
- By 2012 develop and update the Historic Environment Record for the Yorkshire Dales to incorporate the results of all publicly-funded research projects, and to make the information widely available electronically, and the paper records easily accessible.
- Carry out surveys of historic buildings, landscapes and monuments and ensure that information on the condition of those that are designated is never more than five years old.
- Conserve and enhance the most important buildings and structures in the National Park, so that the number of Listed Buildings 'at risk' falls from 5% (90) to no more than 1% (18) by 2020.
- Conserve and enhance the most important archaeological sites and features, so that at least 95% of the Scheduled Monuments are in optimal condition by 2020.
- Develop a code of practice for individuals and organisations carrying out building and conservation work in the Yorkshire Dales National Park by 2011.
- Encourage use of local building materials and, by 2009, assemble and make available information on where these can be sourced.
- By 2008, establish an annual built environment forum for the Yorkshire Dales to develop and promote high-quality, sustainable building design, construction and conservation.
- By 2015 produce updated character appraisals for all 38 Conservation Areas and use these as a basis for developing management plans, taking action to enhance village environments in collaboration with local communities, and considering future designations.
- Gather evidence by 2010 to assess the economic value of the National Park's historic environment, and use this information to develop new opportunities for employment, training and business development, as well as direct investment in maintaining the historic environment.

Objectives	Links to other objectives
HE2	CC7
HE3	HE4, HE5
HE4	L2, HE3, HE6, HE7, HE8, EE5
HE5	HE4, HE6, HE8, EE5
HE6	CC1, HE4, HE5, HE9
HE7	L4, CC1, HE4, HE9
HE8	CC1, HE4, HE5
HE9	L1, L5, CC3, HE6, HE7
HE10	EE2, EE3, EE5



Economy and employment



AIM

The National Park's special qualities will help to support a local economy that provides secure, diverse and sustainable high-quality jobs, maintains thriving, balanced communities and a healthy, cared for environment. Imagination and innovation will attract new types of business and develop a local economy that respects and draws on the area's assets and quality of life and looks to the future for its aspirations.

PRINCIPLES

- While agriculture is no longer the main economic activity, farmers, land managers and landowners play a pivotal role in maintaining and enhancing many of the National Park's special qualities. A viable upland livestock farming industry, alongside sensitively-managed sporting uses, is crucial to the wider economy of the National Park and the region.
- The National Park offers economic opportunities through its unique identity, the quality and richness of its environment and its significance as an area for countryside recreation.
- Economic activity that is environmentally sustainable makes sound business sense in terms of operational good practice and resource efficiency.
- Adopting a forward-looking approach will enhance the potential for attracting high-quality businesses and new people, thereby enhancing the vitality of its communities. The entrepreneurial skills of older people moving into the area and looking for new challenges will also be utilised.
- Conservation objectives can assist economic diversification and contribute to wider social and economic well-being in the National Park.
- A workforce with an appropriate range of skills, both traditional and modern, is essential to the local economy, to community viability and to maintenance of the Dales landscape.
- Safeguarding existing sites and buildings with an employment use retains a spread and mix of available workspace and reduces pressures for development to replace premises lost to other uses.
- The National Park is an economic asset to the region and sub-region, which should influence regional economic thinking in order to make a difference to the economic well-being of local communities in the Dales.
- The area should share in appropriate infrastructure developments, including new communications and media advances, that ensure businesses are not disadvantaged and local service industries have a secure future.

OBJECTIVES

- By 2008 develop a 'quality of place' brand, linked to the National Park's 'special qualities', to use as a common thread that underpins regeneration and renaissance activity across the area.
- Target priority economic sectors that use and reinforce the National Park's assets (notably the creative industries, food and drink, culture, heritage, education, health and eco-tourism), to diversify the local economy, and promote the Dales as a dynamic area that is welcoming to 'low impact' business, supports innovation and offers a healthy and attractive lifestyle.
- By 2011 develop, through the Tourism Partnership, a range of high quality, innovative heritage, cultural and sustainable tourism initiatives that make imaginative use of the area's image and assets.
- By 2008 put in place appropriate arrangements to ensure land managers have access to comprehensive and co-ordinated business and environmental advice for their enterprises.
- Support local training in countryside skills, traditional construction, environmental conservation and sustainable land management and the development, by 2011, of a local centre providing such training opportunities.
- Avoid the loss of existing employment land and premises and ensure that, by 2011, at least 9ha of employment land have been made available for sustainable, high-quality economic development.
- Work with local organisations and businesses to encourage adoption of sound environmental practices, and by 2008 identify plans to support future projects, like the Limestone Country Project and Hay Time Project, that bring additional economic benefits from sustainable farming and tourism.
- Develop the scope, quality and co-ordination of recreational infrastructure to increase and promote the area's appeal to a wider range of people and groups and to increase the economic value to local tourism businesses.
- Use publications, events and other opportunities to encourage businesses, residents and visitors to buy and source local food and products that support national park purposes.
- Improve access to further education and training — within or closer to communities — so as to support the development of the priority sectors.



Objectives	Links to other objectives
EE1	L1, UE4, EE2, EE3
EE2	HE10, EE1, EE10
EE3	CC7, UE4, HE10, EE1
EE4	L2, NC3, NC4
EE5	L2, NC3, HE4, HE5, HE10
EE7	L10, CC9, UE10
EE8	AR4, AR5, AR7, AR10, UE6
EE9	CC9, UE10
EE10	EE2

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