

REPORT OF THE DIRECTOR OF DELIVERY AND DISCOVERY

SUBJECT: SOCIAL INCLUSION AND CHILD POVERTY ACTION PLAN

Purpose of Report

To seek Member endorsement of the '*Interim Social Inclusion Strategy and Action Plan for the Welsh National Park Authorities 2011-2014*' prior to PCNPA undertaking a consultation exercise with local groups to seek wider approval of the Authority's ongoing approach to social inclusion (as detailed in Annex 3) .

Background

Social inclusion is a key cross-cutting theme which influences much of the policy emanating from the Welsh Government and is also an integral part of the sustainable development agenda. This was highlighted in *The Review of National Park Authorities in Wales (2004)*, and again in the *Policy Statement for National Parks and National Park Authorities in Wales (2007)*.

The Welsh Government's *Policy Statement for National Parks and National Park Authorities in Wales* highlights that although National Parks are predominantly rural in nature they "*contain a resident population of over 80,000, are close to important urban communities and have significant potential to enrich the lives of the people of, and visitors to, Wales and to contribute positively to public health and well-being and to the Welsh economy.*"

As a result, the need for all three National Parks in Wales to address issues of inequality has been consistently highlighted in the annual Strategic Grant Letter (SGL) which sets out the Welsh Government's priorities for each NPA on a year by year basis. In recent times, the SGL has highlighted that the "*Government wants the NPAs to reach out to a wider cross section of society, this should be undertaken on the basis that people from all walks of life should be encouraged and made to feel welcome in these special areas*".

Consequently, a joint approach to Social Inclusion has existed across the three National Parks in Wales since 2005 which is reinforced through a *National Parks Wales Position Statement on Social Inclusion* (Annex 1), a *Joint Social Inclusion Strategy* (Annex 2) and a tailored *Social Inclusion Action Plan* for the Pembrokeshire National Park (Annex 3).

Child Poverty

More recently the *Tackling Child Poverty Guidance & Regulations for Welsh Authorities (2011)* sets out the duties placed upon Welsh Authorities by the *Children and Families (Wales) Measure (2010)*. It states what Welsh Authorities need to do in order to fulfil the duty placed upon them to tackle child poverty in Wales. Public bodies are expected to demonstrate their commitment to tackling child poverty in Wales in line with 13 broad aims. NPA's can choose aims that are most relevant to their area of work and, through discussion with the Welsh Government, it has been agreed that National Park Authorities in Wales primarily contribute to 2 core child poverty aims:

- to ensure that all children grow up in decent housing;
- to reduce inequalities in participation in cultural, sporting and leisure activities between children and between parents of children (so far as necessary to ensure the well-being of their children)

Similarly, it was agreed that, rather than each NPA in Wales adopting a separate *Child Poverty Action Plan* it made more sense to integrate any actions aimed at eradicating child poverty into the existing 3 Parks *Social Inclusion Action Plan* (Annex 3). As a result, the current *Social Inclusion Strategy and Action Plans* are being viewed as interim documents which will be used as the basis for consultation with local groups during Winter 2011/12.

Following consultation with local groups, the revised *Social Inclusion Strategy and Action Plan* will be adopted by the three NPA's in Wales in April 2012 which will provide an integrated plan in-line with the reporting requirements of the *Children and Families (Wales) Measure (2010)* legislation. The integrated plan will then be reviewed on a 2 year cycle with the next review due in March 2014.

Key Targets

The joint *National Parks in Wales Social Inclusion Strategy* sets out four key targets for each NPA to achieve both individually and collectively (as detailed below):

- Social inclusion is embedded in the work of all three National Park Authorities
- National Park Authorities support an inclusive local agenda, which promotes sustainable development, health and well being, and connects to National Park purposes.
- National Park Authorities promote inclusive opportunities for the understanding and sustainable enjoyment of the special qualities of the Parks for the people of Wales and beyond.
- National Park Authorities contribute to the eradication of Child Poverty in Wales

The *Interim Social Inclusion Action Plan for the Welsh National Park Authorities: 2011 – 2014* (Annex 3 of this report) then details how PCNPA will deliver against the above targets. It is this particular document that PCNPA will use to consult with local groups [as a specific condition of the *Children and Families (Wales) Measure (2010)*].

Financial considerations

There are no specific financial implications of this work as it forms an integral part of the Authority's duty to ensure that all sections of society can access and enjoy the special qualities of the National Park.

Risk considerations

There are no specifically identified risks associated with this work but it is imperative to ensure that the work detailed in the action plan is prioritised in order to meet Welsh Government priorities and the duties placed on PCNPA by the *Children and Families (Wales) Measure (2010)*.

Compliance

The *Interim Social Inclusion Action Plan for the Welsh National Park Authorities: 2011 – 2014* assists the Authority in achieving a range of priority outcomes including:

- The Authority's secondary purpose as detailed in the Environment Act 1995
- Corporate Outcome 6 as detailed in the 2011-2014 Corporate Strategy
- Key Welsh Government objectives as detailed in the Park Authority's Strategic Grant Letter 2011-12 and the Single Equality Scheme guidance.
- Key targets as detailed in the Pembrokeshire Community Plan 2010-2025

Human Rights/Equality impact issues

The *Interim Social Inclusion Action Plan for the Welsh National Park Authorities: 2011 – 2014* aims to improve access to the National Park for a range of user groups, particularly key local groups, who are presently under-represented in visitor statistics.

Biodiversity implications/Sustainability appraisal

The action plan assists the Park Authority in addressing the 'lost dimension' of sustainable development i.e. 'to meet the diverse needs of all people in existing and future communities, promoting personal wellbeing, social cohesion and inclusion, and creating equal opportunity¹'.

Welsh Language statement

The *Interim Social Inclusion Action Plan for the Welsh National Park Authorities: 2011 – 2014* meets the requirements set out in the Authority's Welsh language statement.

Conclusion

The *Interim Social Inclusion Action Plan for the Welsh National Park Authorities: 2011 – 2014* (Annex 3) provides an updated approach to tackling inequalities and, in doing so, aims to increase opportunities for key target groups to access and enjoy the National Park whilst ensuring that the Park Authority is meeting its duties outlined in the *Children and Families (Wales) Measure (2010)*.

In the past, the Authority has not undertaken consultation with local user groups on the social inclusion action plan but the *Children and Families (Wales) Measure (2010)* requires all public bodies in Wales to consult on their efforts to help eradicate child poverty. This stipulation, by the Welsh Government, is seen by PCNPA as an opportunity to increase public scrutiny of our work in this area and represents a firm commitment to achieve more in ‘opening up’ access to the National Park for a range of key target groups in Pembrokeshire and beyond.

Recommendation

Members of the Authority are asked to endorse the *Interim Social Inclusion Action Plan for the Welsh National Park Authorities: 2011 – 2014* (Annex 3) and to agree that a period of consultation with local groups should be instigated in order to ensure that the plan both reflects the needs of key target groups locally whilst also ensuring that we meet our duties as detailed in the *Children and Families (Wales) Measure (2010)*.

Background Documents

WANPA Social Inclusion Strategy 2009-11 – Performance Review Committee 29th April, 2009
Social Inclusion and Outreach Report on “Flexible Programme” 2007-09 and Recommendations for Future Directions – Performance Review Committee 29th April, 2009

(For further information, please contact James Parkin, Director of National Park Management and Experience)

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ⁱ DEFRA – UK Guiding Principles for Sustainable Development - <http://sd.defra.gov.uk/what/principles/>



mae'n wlad i mi
breathe easier

NATIONAL PARKS WALES
Britain's breathing spaces

Datganiad Sefyllfa

"Social exclusion is a term used to describe the experience of individuals who are unable to play a full part in society because of the range of disadvantages they face - be it through a lack of employment, low skills, poor health or discrimination. Often particular groups are more likely to experience these problems, for example people from minority ethnic communities, older people and people with disabilities."

the 3rd Annual Report on Social Inclusion in Wales "Promoting Social Inclusion" (Welsh Assembly Government)

"We will foster a sense of public ownership in relation to National Parks and the wider countryside, recognising that many socially excluded groups do not currently enjoy their social, cultural and health benefits."

National Parks Wales: Champions of Social Inclusion

Introduction: The National Parks of Wales

The three Welsh National Parks cover 20% of the land surface of Wales and are of vital importance to the environmental, social and economic health of the nation. The Brecon Beacons, Pembrokeshire Coast and Snowdonia are internationally important examples of how working landscapes can be protected. The concept of a living landscape - a protected area within which people live and work - is of increasing importance in global conservation terms.

National Parks are 'national' in the sense that they are of special value to the whole nation. They are breathing spaces that enable millions of people to experience, appreciate and derive benefit from special outdoor environments. The iconic landscapes and heritage sites within our National Parks attract visitors from the UK and around the world.

National parks have two statutory purposes:

- to conserve and enhance their natural beauty, wildlife and cultural heritage; and
- to promote opportunities for the understanding and enjoyment of the special qualities of National Parks by the public.

Position Statement

Cymdeithas Awdurdodau
Parciau Cenedlaethol Cymru

Welsh Association of
National Park Authorities

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Parciau Cenedlaethol Bannau Brycheiniog, Arfordir Penfro ac Eryri yn gweithio mewn partneriaeth Brecon Beacons, Pembrokeshire Coast, and Snowdonia National Parks. Working in Partnership.

National Park Authorities (NPAs) work to fulfill the two purposes. They also have a duty to seek to foster the economic and social prosperity of local communities within their area. Local communities are valued for the role they have defining and shaping the landscape they have lived in over generations.

A general duty (s62, 1995 Environment Act) is also placed upon any 'relevant authority', such as the Welsh Assembly Government, local authorities, public bodies and public utilities to have regard to the National Park purposes when operating in relation to or within the National Parks.

Sustainable Communities, Sustainable Development

The concept of Sustainable Communities, lies at the heart of much Government thinking on sustainability and how it can be realised at the local level. The creation of sustainable communities that function effectively and deliver sustainable development locally, is a key principle that all public bodies in Wales must pursue. Creating sustainable communities requires us to integrate the delivery of social, economic and environmental goals, to take a co-ordinated approach to delivering public services that work for everyone, including the most disadvantaged, and to think strategically for the long term.

For our part, the National Park Authorities have a duty to foster the economic and social well being of local communities in ways which are compatible with National Park purposes. This duty requires the Parks to consider how issues such as affordable housing, diverse employment opportunities and provision of local services can be met. The Parks can only fully achieve this duty by working closely with local authorities and other public bodies.

Welsh National Parks and Social Inclusion

The "*Social Inclusion Audit of the Three Welsh National Parks*" was undertaken in 2005 to address the recommendation of the National Parks Review to "consider the social inclusion role of the Parks for the whole of Wales – communities inside the Parks, on their borders and more distant urban communities." The recommendations of the Audit formed the basis for developing a strategy with actions for the three NPAs to deliver over 2006-2008. An updated Strategy and Action Plan was agreed in 2009.

The National Parks' contribution to the health and wellbeing, and education and lifelong learning agendas within Wales is substantial, socially excluded groups should be able to benefit. Funding is a barrier to some excluded groups, preventing them from reaching and enjoying the National Parks. The unique and outstanding landscapes of the National Parks have proved an inspiration to generations and now can provide excluded groups with low cost, inspiring and safe settings in which to experience and try new activities. Innovative approaches and partnerships are continually deployed by NPAs to address this barrier and other barriers to participation.

Through their staff the NPAs collectively possess many years experience of reaching out and supporting socially excluded groups to access and enjoy the National Parks. Staff are skilled in information interpretation; education and outreach work, and able to lead activities for groups visiting National Parks.

The social inclusion work of NPAs is strongly associated with other statutory obligations that NPAs have a duty to observe, such as the Disability Discrimination Act 2006, the Natural Environment and Rural Communities Act 2006 and various provisions within planning legislation to secure improved community involvement in the preparation of Development Plans. NPAs are also committed to strengthening the involvement of previously excluded social groups in the management of the National Parks.

Benefiting Wales

Social inclusion projects undertaken by NPAs aim to deliver the “triple bottom line” of economic, environmental and social benefits associated with sustainable development. The benefits extend far beyond National Park boundaries:

- Increased **appreciation of the local environment as a resource** worthy of sustainable use and improvement.
- Addresses **“Health Challenge Wales” target areas**: particularly food and fitness; mental health, and well-being through increased physical recreation that enhances the experience of the natural environment,
- **Rural regeneration**: Provides opportunities for skills development in areas for local employment e.g. conservation, activity leadership
- Increased and improved **environmental education** through the enhanced understanding of the natural environment, climate change and sustainability
- An **inclusive land use planning** process
- **More accessible National Parks**: addressing physical, information and perceptual barriers facing excluded groups
- **Making the Connections**: citizen focused delivery - engaging with a wider cross-section of Welsh society and developing strategies & programmes in response to this process.
- **Addresses “Climbing Higher” target areas**, such as the use of the natural environment for outdoor activity and outdoor adventurous activities:

Promoting Social Inclusion

The Welsh NPAs promote social inclusion through close collaboration with each other and through partnership work at the local, regional, national, and even international, level (e.g., collaboration projects such as EQUAL)..

It is our view that proactive and sustained efforts in the following areas will, over time, do much to address many key social inclusion issues:

- Recognise the complex and multi-dimensional nature of social exclusion, its presence within and well beyond National Park boundaries, and seek to promote social inclusion in all aspects of the Authorities’ work, internally within the Authorities and through the outward-facing work with the general public;
- Broaden the concept of National Park access to encompass everyone within Wales and beyond. Individuals and groups may be excluded from accessing the special qualities of the Parks as a result of the many and diverse barriers that exist
- Ensure that the planning functions of the National Park Authorities (particularly local development plans and National Park management plans) address the wider socio-economic issues facing National Park communities;
- Continue to deliver the Social Inclusion strategic action plan, agreed by the three NPAs;
- Deliver a range of initiatives across all three National Parks and actions that are relevant and sympathetic to a specific National Park;
- Contribute to the work of relevant Local Service Boards and to input directly into the emerging Community Strategies and Plans across Wales;
- Identify and deliver joint projects (with themes common to all 3 Parks) that promote social inclusion; that promote National Parks to a wider cross section of society and promote the work of the National Parks to national and local organisations responsible for the promotion of social inclusion, health and wellbeing agendas;
- Continue to share best practice and experience between the National Parks in Wales and beyond;

- Foster the economic and social well-being of local communities and seek to reduce social exclusion, specifically working with excluded groups and with partner organisations to meet this end;
- Work with local visitor services and businesses to sensitively increase opportunities and links with excluded groups;
- Continue to identify additional partnership and funding opportunities to benefit socially excluded groups;
- Contribute to promote and commission research regarding the barriers to accessing National Parks and the wider countryside.

Case Studies

Brecon Beacons National Park Authority Brecon Beacons NPA-Brecon Youth Diversionary Project

The project was brought together to benefit young people who are at risk of becoming involved in crime or anti social behaviour, identified by Powys Youth Offending Service's Youth Inclusion Support Panel (YISP) program. It provides them practical and theoretical knowledge in biodiversity, countryside development, and conservation, and through this an opportunity to develop their team building and social skills to assist future employment, training or education.

Individuals learn practical countryside management skills for one day a week for the duration of the project, working alongside BBNPA Wardens. This also enhances a sense of "ownership" of the National Park.

The project has been a learning experience for all involved. For example, the practical days benefitted from:

1. reduced staffing levels, to avoid perceived "over-supervision", and maximum group sizes of 6.
2. provision of breakfast to participants, dramatically enhancing concentration and motivation.



The Project is funded by Countryside Council for Wales, Powys Youth Services, Dyfed Powys Police and the Brecon Beacons National Park Authority. Its success has led to partners continuing the approach through 2007/8, 2008/9 and 2009/10.

Pembrokeshire Coast National Park Authority "Voices for Choices" - Disabled Young People

Staff from PCNPA have worked with the "Voices for Choices" Group for well over a year. About 20 young people form a Pembrokeshire-wide youth forum, for ages 15-23, with a wide range of abilities, and varying difficulties.

They are a very enthusiastic group and have worked well with our staff on a range of projects, towards their John Muir Awards. A day was spent on woodland activities at Colby Woodland Garden (with the National Trust); a day experiencing the Iron Age at Castell Henllys; a day on the Castlemartin Army Range and a day at Whitesands Bay, making sand and rock sculptures, followed by a visit to Oriel y Parc Landscape Gallery in St Davids. All these activity days were thoroughly enjoyed and provided useful feedback for National Park staff.

After the field visits, the young people organised a presentation evening for parents, youth workers and local civic dignitaries to share their experiences of the National Park. They produced both a DVD and a calendar for sale. The images and comments very much focused on core National Park themes and values.



We believe that this project exemplifies clearly the benefits that can be acquired by a socially-excluded group through direct participation in a National Park inspired (and led) programme.

Snowdonia National Park Authority "Voice Trails"

"Voice Trails" are monthly organised walks for blind and visually impaired people. The impetus came from our Disability Equality Forum where one of the members who has a visually impairment commented on the lack of opportunities for blind people to access the countryside.

The project is a partnership between CCW; North Wales Society for the Blind and Gwynedd's Disability sport



development officer, with Snowdonia National Park being the lead partner and funding from Sports Council Wales. The walks are now in their second year – and seem to be going from strength to strength.

Comments received by participants:

"The great thing about these walks is being able to get transport from the centre of Bangor out to the countryside, because we couldn't do that by public transport. Also, finding our way around the trail without being able to see the notices would be very difficult, so having a guide is fantastic. It's great to have someone who really

knows his stuff and can point out interesting things about the history and the wildlife of the reserve".

"What I received today was priceless, being able to hand over the responsibility to somebody else, not having to constantly worry that I would stumble, or crash into something. There's no price you can put on the freedom to walk without fear".

National Parks in Wales Social Inclusion Strategy and Action Plan 2012-14

PART A: Strategy and Action Plan

Background

Social inclusion is a key cross-cutting theme which influences much of the policy emanating from the Welsh Government and an integral part of the sustainable development agenda. This was reflected in *The Review of National Park Authorities in Wales 2004*, and again in the *Policy Statement for National Parks and National Park Authorities in Wales (2007)*. This new Policy Statement states “*Although predominantly rural in nature, the Parks contain a resident population of over 80,000, are close to important urban communities and have significant potential to enrich the lives of the people of, and visitors to, Wales and to contribute positively to public health and well-being and to the Welsh economy.*”

The Statement emphasises “*While each of the NPAs are already taking some useful action here, there is more to do if the vision aim of the Parks being enjoyed and cherished by a full cross section of society is to be realised.*”

Finally, it is stated that “*the Parks are there for everyone to enjoy. While the Assembly Government wants the NPAs to reach out to a wider cross section of society, this should be undertaken on the basis that people from all walks of life should be encouraged and made to feel welcome in these special areas*”.

More recently *Tackling Child Poverty Guidance & Regulations for Welsh Authorities (2011)* sets out the duties placed upon Welsh Authorities by the Children and Families (Wales) Measure 2010. It states what Welsh Authorities need to do in order to fulfil the duty placed upon them to tackle child poverty in Wales. Public bodies are expected to demonstrate their commitment to tackling child poverty in Wales in line with 13 broad aims. National Park Authorities can choose objectives which relate to one or more of the broad aims that are most relevant to their area of business and set out priorities against that chosen aim/s. National Park Authorities’ work primarily contributes to 2 of these aims:

- a. to ensure that all children grow up in decent housing;
- b. to reduce inequalities in participation in cultural, sporting and leisure activities between children and between parents of children (so far as necessary to ensure the well-being of their children)

National Park Authorities’ objectives, actions and functions to be exercised for contributing to the eradication of child poverty in Wales are included in the Social Inclusion Action Plan.

Introduction

The Review of the National Park Authorities in Wales 2004 pointed to the need to “consider the social inclusion role of the Parks for the whole of Wales – communities inside the Parks, on their borders and more distant urban communities”. In response to this the NPAs jointly commissioned Cardiff University School of City and Regional Planning to undertake an audit of their services. The recommendations of the *Social Inclusion Audit of the Three Welsh National Parks 2005* have formed the basis for developing and delivering strategy and actions for the three Parks since then, on a 2 yearly cycle, 2005-7, 2007-9 and 2009-11.

Tackling Child Poverty Guidance & Regulations for Welsh Authorities (2011) sets out a timetable requiring National Park Authorities (amongst others) to produce a Child Poverty Strategy before end of March 2012, and for it to be reviewed by 31 March 2014. For this

reason the NPAs' Social Inclusion Strategy and Action Plan timetable is realigned to include an interim Strategy and Plan for 2011-12, and a 2 year plan for 2012-14.

The strategy set out below has been agreed by the three National Park Authorities as a means to furthering social inclusion in all aspects of their work. It is followed by a detailed action plan for each Authority which outlines how that Authority will deliver the agreed objectives within the context of their own Park until March 2014. In some cases the actions taken by each NPA will be similar; while in others there will be a need to employ different approaches to reflect the differing context in which each Authority operates. Where the NPAs are following similar actions there is a commitment to work together as appropriate, and to share good practice between the 3 Parks.

National Park Authorities can promote social inclusion only within the context of their statutory purposes and duty. Clear terms of reference are required, which recognise the unique role of NPs as a resource for the people of Wales, the UK and beyond, and as providers for the local community both now and in the future. The NPAs have accepted the remit for social inclusion recommended in the Audit as set out below.

To promote social inclusion in the exercise of their purposes, duty and delivery of services, the Welsh National Parks will:

- adopt a cross-cutting theme across all NPA activities that recognises the complex and multi-dimensional nature of social exclusion, and seeks to promote social inclusion in all the NPA's work.
- foster the economic and social well-being of local communities and seek to reduce social exclusion due to poverty, lack of employment, lack of services, poor health, disability, lack of education, psychological and cultural barriers, or other disadvantage and work specifically with excluded groups and with partner organisations to these ends;
- broaden access for the wider community of people of Wales the UK and beyond, who may be excluded from the understanding or enjoyment of the special qualities of the Parks as a result of the barriers listed above.

Aims

The 4 aims of the social inclusion strategy are based on the remit for social inclusion accepted by the 3 National Parks as set out above:

Social inclusion is embedded in the work of all three National Park Authorities

Social inclusion is an underlying theme in much of the strategic thinking of the NPAs. The NPAs recognise the need to further promote social inclusion as integral to the Authorities' work. The production of this joint strategy and action plan is fundamental to achieving this.

National Park Authorities support an inclusive local agenda, which promotes sustainable development and health and well being, and connects to National Park purposes.

National Park Authorities promote inclusive opportunities for the understanding and sustainable enjoyment of the special qualities of the Parks for the people of Wales and beyond.

National Park Authorities contribute to the eradication of Child Poverty in Wales

The NPAs can contribute primarily to two areas of Child Poverty action:

- a. ensuring that all children grow up in decent housing;
- b. reducing inequalities in participation in cultural, sporting and leisure activities between children and between parents of children (so far as necessary to ensure the well-being of their children)

The objectives and action areas which will deliver these aims to be met are set out below:

A: Social Inclusion is embedded in the work of all three NPAs

Outcomes:

A.1: The role of members continues to be reinforced.

The 3 Parks will work together to ensure that there are opportunities for new and existing Members to receive training and share experiences.

A.2: The involvement of officers continues to be reinforced

The NPAs will reinforce new and existing officer involvement by working collectively to provide opportunities for officers to receive training and learn from the experience of others.

A.3: Mechanisms are in place which ensure that social inclusion is integral to all work areas

The NPAs will embed social inclusion within their mainstream work by having mechanisms to ensure that it is integral to all key work areas

A.4: Monitor and review the social inclusion strategy and action plan

A robust system of monitoring and review will be put in place in each Authority to ensure social inclusion targets are met and an evidence base exists which can inform future developments

B: National Park Authorities support an inclusive local agenda, which promotes sustainable development and health and well being and connects with National Park purposes.

Outcomes

B: 1: The National Park Authority works inclusively in local partnerships

NPAs will develop partnerships which will help them to reach a wider audience. This will include organisations with skills and experience in working with excluded groups as well as those with a community or economic development role.

B: 2: People's health improves through use of the National Parks

NPAs will be proactive in contributing to healthy living, working with local and national partners, to add value and raise awareness of the National Parks as a resource for healthy recreation.

B: 3: Communities and groups are supported by the Authority to use the National Parks

NPAs will work proactively and in partnership with others to engage with deprived communities & groups within the Parks and surrounding areas.

B: 4: The land use planning system is understood by all

NPAs will further develop good practice in community involvement, including specific action to address hard to reach groups, through the Local Development Plan process. NPAs will work to strengthen the SI element of appropriate policy areas such as community facilities, cultural heritage, and employment.

B: 5: People have the ability to live within the National Parks

NPAs will continue to work with constituent county councils and social housing providers and other stakeholders to enable the provision of appropriate affordable housing through the LDP, joint Housing Land Availability studies and proposed HLA processes.

B: 6: Local communities value the National Park and are proactive in conserving it

NPAs will be proactive and interactive in their communication with local communities using arrangements established through existing and emerging National Park Management Plans and the community strategy process.

C: National Park Authorities promote inclusive opportunities for the understanding and sustainable enjoyment of the special qualities of the Parks for the people of Wales and the UK.

Outcomes

C.1: National Park Authorities play a full role in the WG vision

The NPAs will seek to ensure that the WG policy recognises the unique role of the Parks in promoting inclusion for the wider visitor community, and their unique role in promoting the national themes for inclusion, healthy living and sustainable development; and provides them with appropriate guidance.

C.2: Visitors of all abilities and backgrounds can access areas of the National Parks

The NPAs will extend visitor access by removing barriers and making NP facilities and services available to a wide audience including those with disabilities and/or poor health, ethnic minorities, disadvantaged communities, those on low incomes and young people. Central to this process will be the involvement of representative groups who can give a "lived experience" perspective, and the targetting of information & resources.

C.3: People of all abilities and backgrounds can discover the National Parks

Education is clearly an effective means of reaching large numbers of people. The NPAs will work to reach a wider audience through lifelong learning and outreach. Where possible they will do this in partnership with other organisations and community leaders within Wales and the UK who are likely to reach a wider audience.

C.4: People of all abilities and backgrounds have the opportunity to access information about the National Parks

The NPA will work to extend their communication policy to enable the people of Wales and the UK to access information about the Parks, taking specific account of

the interests of disadvantaged groups, for example: young people; those on low income; ethnic minorities, people with disabilities and other deprived groups.

C.5: There is a flourishing heritage, culture and local distinctiveness within the National Park

NPAs are custodians of Welsh heritage and culture, in particular the historical development of rural communities, and the relationship of Welsh language and culture to the landscape. NPAs will work to increase understanding of the Welsh cultural heritage.

C.6: A key focus for social inclusion within each Park which reflects its own unique features is identified.

The NPAs recognise that they do not have the resources to move forward equally across all areas of social inclusion at a national level. Each Park can make a focused contribution to the national agenda by leading in a specific area and developing an exemplar from which contacts and best practice can be disseminated to the other Parks and wider.

D: National Park Authorities contribute to the eradication of Child Poverty in Wales

Outcomes

D.1: National Park Authorities make a contribution to ensuring that all children grow up in decent housing

The NPAs' roles as planning authorities, and in supporting local initiatives (particularly through SDF) enables a contribution to partnership work on affordable housing and fuel poverty, supporting Children & Young People from low income backgrounds to achieve better long term outcomes and break the intergenerational cycle of poverty reproduction.

D.2 .National Park Authorities make a contribution to reducing inequalities in participation in cultural, sporting and leisure activities between children and between parents of children

Delivery of the NPAs' second purpose and duty through the Social Inclusion Strategy & Action plan aims, objectives and actions contributes to reducing inequalities for both National park resident and visiting children and families participating in Park supported or led activities or informal recreation. NPA programmes are adjusted to maximise opportunities for Children & Young People from poor households to participate and achieve educational attainment, health and economic benefits as appropriate to each programme.

Interim Social Inclusion Action Plan for the Welsh National Park Authorities: 2011 – 2014

3 Parks actions in bold type. Individual Park actions in normal type

A: Social Inclusion is embedded in the work of all three NPAs			
OUTCOMES	ACTION AREA	Date	LEAD OFFICER(S)
A.1: The role of members continues to be reinforced	<p>The 3 Parks will work together to ensure that there are opportunities for new and existing Members to receive training and share experiences</p> <p>Member SI training</p>	Annual	JE
A.2: The involvement of officers continues to be reinforced	<p>The NPAs will reinforce new and existing officer involvement by working collectively to provide opportunities for officers to receive training and learn from the experience of others.</p> <p>Develop a single equality scheme Child safeguarding training for appropriate staff</p>	April 2012 Nov 2011	HR Team
A3: Mechanisms are in place to ensure social inclusion is integral to all work areas	<p>NPAs will embed social inclusion within their mainstream work</p> <p>All managers & team leaders to take responsibility for, and report on, SI through the Corporate Outcome Actions Template</p>	Ongoing	SMT and Team leaders
A.4: Monitor and review SI strategy and action plan	<p>Report on progress as part of NW grant letter requirements - including report on how best to jointly progress the SI agenda</p> <p>Annual monitoring through Ffynnon process. Annual report to the Performance Review Committee</p>	Annual	SI Lead Officer

B: National Park Authorities support an inclusive local agenda, which promotes sustainable development, health and well being and connects to National Park purposes

OUTCOMES	ACTION AREA	Date	LEAD OFFICER(S)
<p>B.1: The NPA works inclusively in local partnerships</p>	<p>NPAs will develop partnerships which help them to reach a wider audience. This will include organisations with skills and experience in working with excluded groups as well as those with a community or economic development role e.g.</p> <p>Work in partnership with local groups such as Communities First, Children and Young People's Partnership, PCC Disabilities Team, Bikeability Project, Local Health Board, Pembrokeshire College, Pembrokeshire Youth, Pembrokeshire Family Challenge, Plant Dewi, voluntary sector youth organisations</p>	<p>Ongoing</p>	<p>Discovery Ranger - Outreach</p>
<p>B.2 People's health improves through use of NPs</p>	<p>NPAs will be proactive in contributing to healthy living, working with local and national partners to add value and raise awareness of the NPs as a resource for healthy recreation.</p> <ul style="list-style-type: none"> • Appoint member of staff with specific responsibility for developing PCNPA policy on health and well being • Improve and promote opportunities for physical access throughout Park e.g. update easy access publication, continue to reduce numbers of man-made obstructions to access on key paths, audit and raise awareness of easy access routes through Walkability project • Schools programme e.g. sustainable schools, outdoor schools, Our Trees, Our Future project 	<p>April 2012</p> <p>Ongoing</p> <p>Ongoing</p>	<p>Head of Park Direction</p> <p>Access Officer/Walkability Project Officer</p> <p>Park Experience and Outreach Team</p>
<p>B: 3. Communities and groups are supported by the NPA to use the NP</p>	<p>NPAs will work proactively and in partnership with others to engage with deprived communities and groups within the Parks and surrounding areas.</p> <p>The NPA will focus its Outreach programme on those areas of deprivation identified by a needs analysis e.g. Springboard Project working in Communities First, elderly people living within the most deprived areas</p>	<p>Ongoing</p>	<p>Park Experience and Outreach Team</p>

<p>B.4. The land use programme is understood by all</p>	<p>NPAs will further develop good practice in community development, including specific action to address hard to reach groups through the Local Development Plan process.</p> <p>Strengthen the SI context of policy including protection of community facilities, a range of appropriate tourism products, protecting and nurturing cultural heritage including Welsh language, phasing of development of larger sites, local employment sites, Gypsy sites, traffic management policies</p>	<p>Ongoing</p>	<p>DP Team</p>
<p>B5. People have the ability to live within the National Parks</p>	<p>NPAs will continue to work with constituent county councils and social housing providers and other stakeholders to enable the provision of appropriate affordable housing through the LDP, joint Housing Land Availability studies and proposed HLA processes.</p> <ul style="list-style-type: none"> • Regular liaison meetings with the relevant bodies • Support the Rural Housing Enabler • Land availability studies undertaken annually • Annual letters sent to landowners raising awareness 	<p>Ongoing</p>	<p>DP Team</p>
<p>B6. Local communities value the National Park and are proactive in conserving it</p>	<p>NPAs will be proactive and interactive in their communication with local communities using arrangements established through existing and emerging National Park Management Plans and the community strategy process e.g.</p> <p>Through consultation, public meetings and associated publicity of these events</p>	<p>Ongoing</p>	<p>Head of Park Direction</p>

C. National Park Authorities promote inclusive opportunities for the understanding and sustainable enjoyment of the special qualities of the Parks for the people of Wales and the UK

<p>OUTCOMES</p>	<p>ACTION AREA</p>	<p>Date</p>	<p>LEAD OFFICER(S)</p>
<p>C: 1. National Park Authorities play a full role in the WG vision</p>	<p>The NPAs will seek to ensure that the WG policy recognises the unique role of the Parks in promoting inclusion for the wider visitor community and their unique role in promoting the national themes for inclusion, healthy living and sustainable development; and provides them with appropriate guidance</p> <p>e.g. 3 Parks Position statement, influencing the National Parks Policy Statement, Corporate Strategy.</p>	<p>Ongoing</p>	<p>SMT</p>

<p>C2: Visitors of all abilities can access areas of the National Park</p>	<p>The NPAs will extend visitor access by removing barriers and making NP facilities and services available to a wide audience including those with disabilities and/or poor health, ethnic minorities, disadvantaged communities, those on low incomes and young people. Central to this process will be the involvement of representative groups who can give a 'lived in' experience.</p> <ul style="list-style-type: none"> • Identify and overcome the main barriers to inclusion and work in partnership with local & national organisations representing excluded groups, through an Outreach programme e.g. Heath Challenge Pembrokeshire, Communities First, PCC Family Centres, Pembrokeshire Youth, Mosaic project • Submit Big Lottery Bid to follow on from Go4it • Continue to improve and promote physical access for people of all abilities visiting the NP e.g. through the Walkability project, removal of physical obstacles on Coast Path 	<p>On going</p> <p>2011</p> <p>Ongoing</p>	<p>Park Experience and Outreach Team</p> <p>Discovery Ranger - Outreach</p> <p>Access Officer Walkability Officer</p>
<p>C3: People of all abilities and backgrounds can discover the National Parks</p>	<p>The NPAs will work to reach a wider audience through lifelong learning and interpretation. Where possible they will do this in partnership and with other organisations and community leaders within Wales and the UK who are likely to reach a wider audience</p> <ul style="list-style-type: none"> • Work with teachers and children in schools located within deprived communities in the local area • Continue to implement 'inclusive' interpretation across the NP e.g. audio tours, activities and events, family trails 	<p>On going</p> <p>On going</p>	<p>Park Experience and Outreach Team</p> <p>Interpretation Officer</p>
<p>C: 4. People of all abilities and backgrounds have the opportunity to access information about the NPs</p>	<p>The NPAs will work to extend their communication policy to enable the people of Wales and the UK to access information about the Parks, taking specific account of the interests of disadvantaged groups, for example: young people; those on low income; ethnic minorities; people with disabilities and other deprived groups.</p> <p>Continue to ensure that all of our communications products cater for as wide an audience base as possible, including disadvantaged groups/individuals (e.g. <i>Walks for All</i> publication, articles and press releases promoting all of our inclusion work, fully accessible website).</p>	<p>Ongoing</p>	<p>Comms Team</p>

<p>C: 5. There is a flourishing heritage, culture and local distinctiveness within the NPs</p>	<p>NPAs will work to increase understanding of the Welsh cultural heritage e.g.</p> <ul style="list-style-type: none"> • Develop a culture Action Plan • Develop our culture and heritage work through the appointment of a Culture and Heritage manager • Use the NP to promote and demonstrate cultural heritage e.g. OYP - family workshops focused on cultural heritage, participation in local cultural celebrations such as music festival, changing exhibitions in the Gallery with accessible interpretation opportunities, support for local artists through artist in residence programme, Castell Henllys Origins Project 	<p>March 2012 Nov 2011</p> <p>Ongoing</p>	<p>Culture and Heritage Manager SMT</p> <p>Park Experience and Outreach Team</p> <p>Culture and Heritage Manager</p>
<p>C: 6 A key focus for SI within each Park which reflects its own unique features is identified</p>	<p>NPAs recognise that they do not have the resources to move forward equally across all areas of social inclusion at a national level. Each Park can make a focused contribution to the national agenda by leading in a specific area and developing an exemplar from which contacts and best practice can be disseminated to the other Parks and wider.</p> <ul style="list-style-type: none"> • Appointment of officer with specific responsibility for Health and Well being in Park Policy team • PCNPA partner in 'Creating an Active Pembrokeshire Plan' • Continue to develop and promote Walks for All • Education and Outreach programme to include promotion of health and well being and healthy living initiatives e.g. Walkability project, Outdoor Schools project, support for young people and their families e.g. through Plant Dewi, statutory and voluntary youth organisations, Pembrokeshire Family Challenge; support for those in poor health e.g. Cardiac Rehab groups, work with groups with physical and mental disabilities. 	<p>April 2012</p> <p>On going</p> <p>On going</p> <p>On going</p>	<p>Head of PD</p> <p>JP</p> <p>Access Officer</p> <p>Park Experience and Outreach Team</p>

D. National Park Authorities contribute to the eradication of Child Poverty in Wales

OUTCOMES	ACTION AREA	Date	LEAD OFFICER(S)
D.1 NPAs make a contribution to	The NPAs roles as planning authorities and in supporting local initiatives enables them to make a contribution to partnership working on affordable housing and fuel		

<p>ensuring that all children grow up in decent housing</p>	<p>poverty</p> <ul style="list-style-type: none"> • Provide planning advice/permissions for affordable housing provision for local need on sites allocated in the Plan • Identify sites that would not normally be allocated for affordable housing (exceptions sites) • See B2 above 	<p>Ongoing</p>	<p>Head of Park Direction</p>
<p>D.2.NPAs make a contribution to reducing inequalities in participation in cultural, sporting and leisure activities between children and between parents of children</p>	<p>Delivery of the SI Strategy and Action Plan aims to reduce inequalities for children resident in, and visiting the NP.</p> <ul style="list-style-type: none"> • Consult with Pembrokeshire Children and Young People Partnership to assess the needs of local children • Focus Outreach and School activity sessions on local areas which have been identified as deprived by the CYPP Needs analysis e.g. develop project to support schools in the second quartile LSOAs • Support organisations within areas of multiple deprivation to build capacity to utilize the NP for cultural and leisure activities • Through our Outreach programme support parents and families living in the most deprived areas to increase awareness of and confidence in using the outdoors independently e.g. work with Plant Dewi, Health Challenge Pembrokeshire • Offer opportunities to young people for active participation in conserving the special qualities of the environment through volunteering e.g. through D of E and John Muir schemes • Work with PCC to reduce health inequalities and encourage children and young people to take responsibility for, and play an active role in, maintaining their own health and well being – support for Cardiac Rehab, Play in the Park, Pembs Family Challenge, GECIEI projects • Provide opportunities for young people and adults to improve their economic chances through work based learning, especially those from deprived communities • Improve opportunities for those with a disability including families with disabled children to access the Park e.g. through Walkability project • Address service poverty by helping to provide accessible, equitable services within communities, which are often rural by nature and served by limited public transport links – Greenways Bus Scheme and policies of the Local Development Plan on accessibility • Provide accessible opportunities for visiting families to enjoy and understand the NP e.g. partner with PCC in providing mobile unit for beaches which focus on outdoor recreational opportunities for families at beaches in NP, increase opportunities for events and activities at popular tourist destinations and caravan sites, develop family learning opportunities at all NPA centres and sites to suit a variety of learning styles and preferences 	<p>On going 2012/13 Ongoing Ongoing Ongoing Ongoing by March 2012 Ongoing Ongoing Ongoing</p>	<p>Park Experience and Outreach Team HR team Walkability Coordinator Access Officer PD Team Interpretation Officer</p>

Case Studies to accompany Child Poverty Action Plan

Tom Moses January 2012

Case Studies illustrate action points relating to outcome D.2. of the PCNPA Social Inclusion Action Plan;

'NPAs make a contribution to reducing inequalities in participation in cultural, sporting and leisure activities between children and between parents of children'

Case Study 1- Monkton Communities First. <http://www.monkton.info/>

illustrating PCNPA Child Poverty Action Point: **Support organisations within areas of multiple deprivation to build capacity to utilize the NP for cultural and leisure activities**

Established by The Welsh Assembly Government in 2000, Communities First runs in over 150 communities in Wales. The programme is designed to help people get more involved in their community and help raise their skills and income. Monkton is in the top 10% most deprived areas in Wales.

PCNPA has been working with the C1st Partnership in Monkton since 2006, Our focus has developed from providing walks to include more targeted work supporting the programme's key themes. In the last year the Authority has begun working more closely with the partnership to plan and deliver a range of activities over an extended period, with a view to increasing the communities' motivation and ability to independently access the National Park.

We have delivered or supported events including:

- PCNPA Stall and games at Summer Fun Day in the community
- Beach event for Monkton / Blaunau Gwent Partnerships (partnership work with MCS, NT) including rockpooling, beach cleaning and games
- Walkability Officer delivering community photo trail walk around estate
- Support for Youth Forum Cycling and Sponsored Walk events

Our more regular presence in Monkton has allowed us to develop a closer relationship with the partnership, resulting in them beginning to think of the National Park as a natural choice which helps support their aims, and regularly seeking advice on issues beyond our traditional environmental remit . They have begun to make more independent use of the Park- one of the highlights of the summer youth programme was a 'Magical Mystery Tour' of the St Davids peninsula.

In 2012, the next stage of Communities First, currently referred to as 'Communities First Futures' will be rolled out. Changes include the formation of a 'Cluster' which will include Monkton, Llanion in Pembroke Dock and other areas of need in the locality which have been identified in the 2011 Welsh Index of Multiple Deprivation, and the adoption of 3 key themes for the next stage of the programme - Healthy, Prosperous and Learning Communities. We will continue to work with Monkton and the rest of the Communities First Cluster to help further their aims.



Monkton Communities First/ Llanion / Blaunau Gwent partnership members



Marine litter activity

Case Study 2 – Plant Dewi Dadventure Project. <http://www.plantdewi.org.uk/>

Illustrating PCNPA Child Poverty Action Point: **Through our Outreach programme support parents and families living in the most deprived areas to increase awareness of and confidence in using the outdoors independently**

Dadventure is a parenting project for Dads provided by the charity Plant Dewi, which aims to improve the lives of children by engaging with their parents. Dadventure groups including parents from our most deprived areas meet weekly in Pembroke Dock, Neyland and Fishguard.

PCNPA first worked with the Plant Dewi 'Fathers Against Boredom' (F.A.B) project between 2006-08 through the Go4It! project to support days out in the holidays for Dads and kids. Beach walks and crabbing received good feedback and an ambitious overnight camp trip to Caerfai was a really meaningful and unique experience for the children involved. Limited staffing capacity hindered developments until a new Project Worker was appointed in 2010.

In 2011 Discovery Outreach staff worked in partnership with the project worker to plan and deliver a series of sessions aiming to develop the dad's use of the natural outdoors, and to move them towards providing more sustainable and age appropriate activities for their children. One 5 year old did not know what a beetle was, but had been out riding a miniature motorbike through bluebell woodland. The group of 7 signed up for a John Muir Award involving Dads coming on a series of sessions to build their abilities and confidence including a significant litter pick at Angle, before running their own activities for their kids on a day in the summer break. 15-year old Kristy-Lee who was being schooled at home after exclusion from school attended all the sessions as part of her education and reported that the experience had made a huge difference to her confidence and attitude, helping her see that the outdoors was special and resulted in her scolding her friends for dropping litter. She 'didn't care that they called her a weirdo.....'.

Kristy-Lee and her Dad both received their award from PCNPA C.E.O. Tegryn Jones after sharing their experience with him. Despite not yet completing their awards after missing some sessions for a whole host of reasons, as is so often the case with

excluded groups, feedback from the other Dads and their kids consistently shows that these activities are popular and provide them with diverse benefits. This was illustrated by a great turnout at the final event of the year in October at Colby Gardens including some new dads and their children who completed a 'Witches Brew' walk, pond-dipped and built bird-boxes to take home and put in their gardens.

The Dadventure group has continued to be involved in the development of a leaflet to support similar parents to get into the National Park, and we look forward to continue developing this relationship in 2012.



Dadventure Litter Pick



Dadventure participants presented with John Muir Award

Case Study 3 – Pembrokeshire College Bridging / Workskills Students

illustrating PCNPA Child Poverty Action Point: **Offer opportunities to young people for active participation in conserving the special qualities of the environment**

Pembrokeshire College Bridging course is open to students of school leaving age with mild to moderate additional learning needs who need a supported training environment. PCNPA has worked with Bridging students for several years either directly or through other organisations like the Prince's Trust. We were approached by the College in September 2011 and asked to provide a block of sessions of practical conservation volunteering, as some of the students had worked with Rangers previously and wanted to do more. PCNPA provides monthly sessions for young people undertaking the Duke of Edinburgh's Award, but these young people lack the confidence and / or motivation to access the DoE Award.

The opportunity to complete the 7 sessions and get a John Muir Award was extended to students on the Workskills course which 'aims to equip (disengaged) young people with the skills needed to gain and retain a job in challenging times', some of whom opted to voluntarily go well beyond the two days of volunteering required by the course. Days with Ranger and Discovery Outreach staff included access and conservation work as well as environmental engagement activities.

During their 'share' presentation the participants were extremely positive about their experiences and are keen to continue contributing to the work of the Authority. It is hoped that they will be able to do so through accessing our forthcoming 'Your Park' project for which funding of £250,000 has been secured from the BIG Lottery Fund.



Bridging students opening new path at Millin Cross

Case Study 4 – Springboard Photography Project

<http://www.pembrokeshire.gov.uk/content.asp?nav=2%2C647%2C534%2C1489>

illustrating PCNPA Child Poverty Action Point: **Provide opportunities for young people and their parents to improve their economic chances through work based learning, especially those from deprived communities**

Springboard is a community based project that works in the most deprived wards in Pembrokeshire, providing a range of free training courses and support for adults who live in Hakin, Monkton or Pembroke Dock, and want to get back into learning or employment.

PCNPA has been working with Springboard since 2007. Initial nature walks and support for Springboard promotional events were well received and developed into a photography course that first ran in 2010 where children took time out from school to accompany parents in a joint learning experience. PCNPA Outreach staff provided outdoor expertise and leadership support to participants and photography tutors over a series of sessions. This work resumed late in 2011 and is ongoing, and will result in an exhibition of participants work at Oriel y Parc in Spring 2012.

As well as reporting increased motivation and skills in photography, participants have highlighted their increased engagement with, and confidence in, the natural outdoors and emphasised the importance of the quality time that the sessions gave the parents and children involved.



Springboard photo course

Case Study 5 – Pembrokeshire Family Challenge

http://www.pembrokeshire.gov.uk/content.asp?nav=107,1424,1548&parent_directory_id=646

illustrating PCNPA Child Poverty Action Point: **Work with PCC to reduce health inequalities and encourage children and young people to take responsibility for, and play an active role in, maintaining their own health and well being**

PCC's Pembrokeshire Family Challenge is a BIG Lottery funded inclusive programme, open to all families living in Pembrokeshire who have at least one child under twelve. Support is provided for an initial period of twelve weeks, with an opportunity to extend this for an additional twelve weeks if required. Lifestyle Coaches work regularly with families to change behaviours towards a healthier lifestyle.

PCNPA has been working with Pembrokeshire Family Challenge throughout the project to support families to access the health and well being opportunities offered by the National Park. Ranger, Discovery Team and Sites staff have led walking, beach, woodland, historical, conservation and awareness-raising activities with groups across the county, as well as giving training to Lifestyle Coaches on how to help families access the benefits the Park has to offer them.

Feedback is excellent; in addition to the health benefits, closer family relationships, increased use of the natural outdoors and connection with nature are often mentioned. We have a steady stream of requests for further support for the work of the project. It is nice to see the Lifestyle Coaches enthusiastically promoting the health and wellbeing benefits offered by the National Park, and delivering many of their own sessions out there without our support- for example they have walked a significant proportion of the coast path over the duration of the project. We look forward to continuing to support Derbyshire Family Challenge for as long as their funding continues.



Family Challenge trip to Marloes