

REPORT OF DIRECTOR OF DELIVERY AND DISCOVERY

SUBJECT: ANNUAL SUMMARY REPORT – MOSAIC CYMRU PROJECT

Purpose of Report

To provide an update to Members on the Mosaic Project; an initiative led by the Campaign for National Parks (CNP) to increase the number of black and ethnic minority people who visit National Parks in Wales.

Background

People from black and ethnic minority communities are under-represented in their use of National Parks across the whole of the UK. On average whilst black and ethnic minority communities represent approximately 10% of the total UK population only 1% visit a National Park on a regular basis. This has been of concern to both CNP and National Parks across the UK for some time now.

In an attempt to combat this trend, CNP launched the Mosaic Project in 1992 in conjunction with all National Park Authorities (NPA's) across England as well as the Brecon Beacons National Park Authority (BBNPA) in Wales, who joined the UK programme in 2005.

To date, the overall UK project has been very successful with 7,500 new participants accessing National Parks in the last 2 years alone. As a result, the CNP alongside National Parks Wales extended the Mosaic Project to cover the whole of Wales. As a result, Snowdonia National Park Authority (SNPA), BBNPA and PCNPA have worked closely with CNP and the Youth Hostel Association (YHA) to develop a bespoke Mosaic Project for Wales entitled Mosaic Cymru.

Mosaic Cymru is funded by the Big Lottery Fund's 'People and Places Programme' which is providing grant-aid funding of £296,308 to support the delivery of the project. This funding is augmented by each Park Authority in Wales committing an annual cash contribution of £4,000. In addition, the 3 NPA's and the YHA are investing in-kind resources, such as officer time and free access to facilities, which will provide partnership funding totalling £196,599 over the lifetime of the project

Project Targets

Mosaic Cymru aims to build sustainable links between black and minority ethnic communities and the three Welsh National Parks. The project works in partnership with the Youth Hostel Association (YHA) and the Snowdonia, Pembrokeshire Coast and Brecon Beacons National Park Authorities to deliver Mosaic.

The Mosaic model focusses on two parallel strands of activity:

1. Mosaic Cymru recruits and supports volunteer Community Champions to learn about the National Park closest to where they live. The Community Champions then promote access opportunities to local black and minority ethnic (BME) communities by organising direct visits to National Parks and by promoting the Welsh National Parks at a wide variety of urban events.
2. Mosaic Cymru supports National Park Authorities to encourage diversity amongst visitors, specifically black and minority ethnic communities living in urban areas close to the National Park. Community Champions get involved in guiding Officers at National Park Authorities and advise them on how to increase engagement with BME communities.

"[Mosaic is] an open door for BME people who do not have many opportunities" - Community Champion at the Annual Mosaic Cymru Event

Headline Achievements (Feb 2012 – Jan 2013)

- Team of three project officers and one support officer started in post at the beginning of 2012. Each project officer is responsible for the project in one National Park.
- 31 Community Champions have been recruited (against a target of 24), 3 in Snowdonia National Park, 15 in Brecon Beacons National Park and 13 in Pembrokeshire Coast National Park.
- Community Champions have started to organise their own visits to National Parks and promote them at urban events. So far they have introduced 78 people to National Parks and many have big plans for 2013.
- Project officers have built a strong network of community groups, National Park Authorities, National Park Societies and other organisations in all three National Parks and in the five urban areas for targeted recruitment of Community Champions (Newport, Cardiff, Swansea, Bangor, and Wrexham).
- Pembrokeshire Coast Community Champions have come together to form a new group called 'Diversity Outdoors'. They aim to build engagement between black and minority ethnic communities across South Wales with the National Park Authority (NPA) and communities on the Pembrokeshire Coast.
- Community Champions and National Park Authorities joined together for a national forum to debate how National Park Authorities can encourage engagement with people from black and minority ethnic (BME) communities.
- One Community Champion became a member of the Brecon Beacons National Park Local Access Forum

Detailed Outcomes for Year 1

- 1. 24 Community Champions have the requisite skills, knowledge and confidence to champion National Parks with people from BME**

Mosaic Cymru have recruited 31 Champions in year one. 13 Community Champions are actively promoting the Pembrokeshire Coast National Park and 15 are promoting the Brecon Beacons National Park. Recruitment in Snowdonia has been a little slower. By January Mosaic Cymru had 3 Community Champions, with 3 more in the process of signing up and plenty more interest. The management group remains confident that we the target of a total of 48 Champions across the three National Parks will be achieved by January 2014.

Community Champions in Pembrokeshire Coast have come together to form Diversity Outdoors, a group that aims to build relations between BME communities across South Wales and the Pembrokeshire Coast National Park. The group is raising funds for an exciting range of events in 2013 and beyond ranging from bush craft and wild camping activities to community arts events and food festivals. Pat Gregory, the Project Officer for PCNPA, is providing support to the group as they formally constitute.

2. Five partner organisations (three NPA's, YHA, CNP) demonstrate concrete examples of changes from strategic to ground level policy, decision making and practice to engage and involve people from BME communities.

Staff from all three National Parks attended promotional events which drew large BME audiences. This was a first for the three partners and started to get the word out about National Parks in new places. A Community Champion with the Brecon Beacons National Park attended the Local Access Forum, ensuring that diversity was emphasised on the agenda.

By the end of the first year Mosaic Cymru has identified opportunities for two Champions to shadow staff members at the Brecon Beacons National Park Authority (an Education Officer) and the Pembrokeshire Coast National Park Authority (a Tourism Officer).

Mosaic Cymru has recently renewed partner action plans to scope out new opportunities for influencing change in the partner organisations. This includes Community Champions giving presentations to NPA members, taking part in different meetings and taking advantage of other opportunities to assist National Parks to engage and involve people from BME communities.

3. Established relationships between the local BME voluntary sector and National Parks.

Mosaic Cymru held a fantastic annual event in the Brecon Beacons National Park in October, which Community Champions rated highly in their feedback. Twenty-six Community Champions attended along with staff from all the partner organisations and Community Champions from the previous Mosaic BME project in England. The English Community Champions are in the process of forming a National Network and invited Welsh Champions to join them. One of the aims of the National Network is to build on relations between the BME voluntary sector and National Parks.

The Group Leader Visits have been an important step in establishing relationships between Champions and their communities and the National Parks. Mosaic Cymru

held three Group Leader Visits, two in the Pembrokeshire Coast and one in the Brecon Beacons along with three taster events; one in each National Park. 28 Champions attended and used these events to get to know the National Park and some of its staff and to build plans for future visits and engagement. Champions in Pembrokeshire Coast National Park worked with the Authority to take a lead in organising one of the Group Leader Visits.

“The opportunity to explore and find out all the things that can be done with young people and making connections with Tom, Phil and Martin and the YHA. I enjoyed all the activities, and lots were new to me”
(Pembrokeshire Coast Community Champion after Group Leader Visit)

4. Community Champions are influencing from strategic to ground level policy, decision making and practice in National Park Authorities.

During the first year, Mosaic Cymru made a good start on this objective. The management group held a National Feedback Forum, where 26 Champions fed back their views to National Park Authority staff. Key points were that Champions would like access to more information about public transport, basic information about the outdoors such as safety equipment and contacts for key people in the NPAs who can advise them on things such as organising visits etc.

Mosaic Cymru also plans for a number of Community Champions to undertake ‘mystery shopping’ activities to test out National Park Authority services such as websites and visitor centres. This will take place throughout 2013.

“The recommendation I would make is perhaps a small video clip highlighting some of the natural beauty of the area for example the waterfalls, reservoir and lakes and the wildlife. If a video cannot be added then maybe more pictures so that the viewer can get a better idea and feel of what a wonderful place the Brecon Beacons are with all its natural beauty.” (Brecon Beacons Community Champion comments on the Brecon Beacons National Park Authority Website)

5. 1,260 people from BME communities have enjoyed the natural environment through participating in activities in National Parks.

Mosaic Cymru introduced 109 new people to National Parks in Wales during 2012, including the 31 Community Champions. This is short of the target of 184 people, but project officers will focus in the coming year on supporting champions to introduce new people to their National Parks. This will be achieved through a mix of training in organising a visit and learning about the National Park in addition to one-on-one support and mentoring as Community Champions organise their first visit. So far, Brecon Beacons Champions are planning three different visits in the early summer, while Pembrokeshire Coast Champions have a whole schedule of activities planned.

‘I want to come back in the summer (late August) with a small group to start. About 10 families, maybe 60 people.’ (Pembrokeshire Coast Community Champion plans her first event)

6. Improved relations and new relationships between urban BME communities and rural communities in the National Parks.

Community Champions visited Oriel y Parc to meet with the Black Artist Connection to learn about its history and local author Bethan Gwanas. Numerous plans for activities to build relations between BME communities and rural communities in the National Parks are planned for 2013 and beyond including an international food event in Pembrokeshire Coast and a session on the Hafod-y-Llan farm in Snowdonia where Champions will meet people working on the farm and learn about the importance of farming in Snowdonia both economically and culturally.

Financial considerations

The Authority is committing £4,000 a year, for 3 years, to support the implementation of the Mosaic Project in the Pembrokeshire Coast National Park. This relatively modest investment has helped to secure the wider project funding, through the Big Lottery Fund, and will also allow the Authority to access the knowledge and experience of Mosaic staff working throughout the rest of the UK.

Due to the importance of this project in meeting the Authority's commitment to ensure that visitors from a wide range of backgrounds regularly access the National Park, the allocation of £12,000 in total to the Mosaic Project, over the duration of the 2012-2014 period, is considered to offer good value for money.

Risk considerations

The Mosaic Project places few financial risks on the Authority as the project is ultimately led by the CNP as the grant recipient and employing body.

Conversely, there are far greater risks in not being involved in a project of this nature which specifically aims to address such a long standing inequalities in the way that BME communities access the National Parks of Wales.

Compliance

The Mosaic Project assists the Authority in achieving a range of priority outcomes including:

- The Authority's secondary purpose as detailed in the Environment Act 1995
- Improvement Outcome 2 & 3 as detailed in the 2013-2014 Corporate Strategy
- Key Welsh Government objectives as detailed in the Park Authority's Strategic Grant Letter 2013-14 and the Single Equality Scheme guidance.

Human Rights/Equality impact issues

The Mosaic Project's specific aim is to tackle long standing inequalities in the way that BME communities access and enjoy the special qualities of the Pembrokeshire Coast National Park. This is an issue that needs addressing as a priority, particularly as the ethnic make-up of Wales is predicted to change dramatically over the next 40 years with the country becoming far more ethnically diverseⁱ. The Park Authority,

therefore, has a duty to ensure that it is doing everything possible to address existing inequalities whilst preparing for the future needs of all visitors to the National Park.

Biodiversity implications/Sustainability appraisal

The project 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 opportunity'ⁱⁱ.

Welsh Language statement

The Mosaic Project meets the requirements set out in the Authority's Welsh language statement.

Conclusion

Mosaic Cymru is designed to develop long-term sustainable engagement with black and minority ethnic (BME) communities wishing to access the Pembrokeshire Coast National Park. The project has been made possible thanks to the efforts of the key organisations involved, especially the CNP, and through substantial grant-aid funding via the Big Lottery Fund.

Mosaic Cymru has made a significant start during 2012-13 and has met the majority of the programme targets set during the first year of delivery. The 2013-14 financial year will, however, prove vital to the future of the programme and it is essential that a sustainable foundation for the programme is established through joint efforts.

Mosaic Cymru offers an opportunity for the National Park Authorities in Wales to address a long standing inequality in the way that BME communities access and enjoy the countryside of Wales and especially protected areas. As a result, the Mosaic Cymru activities over the 2013-14 financial year will play an important part in ensuring that visitors from a wide range of backgrounds regularly access and enjoy the special qualities of the National Park both now and in years to come.

Recommendation

Members are asked to note the update report.

Background Documents

- NPA Report – Mosaic Update Report – Feb 2012
- Report on Proposed Joint Project Working with Mosaic Partnership (CNP) - in association with Gower AONB (City & County of Swansea) to Promote use of National Parks and other Protected Areas by ethnic minorities to Performance Review Committee, 9th July 2008

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ⁱ http://www.leeds.ac.uk/news/article/853/uk_in_2051_to_be_significantly_more_diverse

ⁱⁱ <http://archive.defra.gov.uk/sustainable/government/what/principles.htm>