

REPORT OF THE DISCOVERY TEAM LEADER

SUBJECT: REPORT ON THE NATIONAL PARKS OF WALES SOCIAL INCLUSION AND CHILD POVERTY STRATEGY AND ACTION PLAN – REVISION OF PCNPA ACTION PLAN

Purpose of Report

Members are asked to approve the revised PCNPA Social Inclusion and Child Poverty Action Plan 2014-16 (the plan is included as Annexe A).

Introduction/Background

The 2012-14 Social Inclusion and Child Poverty Strategy and Action Plan for National Parks in Wales was produced to provide strategic guidance to all 3 National Parks in Wales.

The document states that the 3 National Park Authorities in Wales will promote social inclusion in the exercise of their purposes, duty and delivery of services, including:

- Adopt a cross-cutting theme across all NPA activities that recognises the complex and multidimensional 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, lack of access to a high quality natural environment, 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.

The 2012-14 document contains action plans for each of the three Welsh National Parks addressing the issues highlighted above. This paper proposes a revision to the PCNPA action plan which seeks to update and refresh the Authority's approach to delivering social inclusion work across its service areas from April 2015 onwards.

The revised action plan takes greater account of local priorities and has been produced in partnership with a number of local organisations.

Comparisons

Social inclusion and the eradication of poverty are identified by the Welsh Government as essential factors in improving the well-being and quality life of people

living in Wales. Social inclusion is an integral part of the Welsh Government's priorities linked to the Future Generations Bill.

The Welsh National Parks Social Inclusion and Child Poverty Strategy and Action Plan (SICPAP) supports inclusion work across the 3 Park Authorities in Wales and seeks to provide a 'joined-up' approach to addressing key issues. The action plans provide a local perspective tailored to the work of the NPAs in each area.

Options

The existing SICPAP covers the period 2012-14. Earlier this year it was agreed across the three Welsh NPAs that the strategy should be 'rolled over' for a second term to cover the period 2014-16. It was however suggested that each NPA should seek to refresh and revise the action plans contained within the document to reflect local changes.

Following both internal and external consultation it was felt that the existing PCNPA action plan did require updating to reflect current priorities at a local level and to maximise the use of resources available to the Authority and its partners.

The revised action plan has been developed through a series of workshops attended by NPA staff and external partners. It takes account of Pembrokeshire Coast National Park Authority's (PCNPA's) existing work in this area, Welsh government priorities, the work of the Local Service Board (LSB) through the Single Integrated Plan and key indicators from a range of sources.

The Action Plan follows the broad template adopted by Snowdonia NPA and Brecon Beacons NPA as part of the 3 Welsh National Parks Social Inclusion and Child Poverty Strategy and Action Plan, with **4 higher level aims** as indicated below:

➤ **A: Organisational change to mainstream Social Inclusion within the 3 Welsh National Park Authorities**

The plan recognises the importance of organisational change and the need to embed an 'inclusive approach' into the work of the Authority. For this reason 'A' is a cross-cutting theme which should be considered in all aspects of our work.

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

The National Park provides opportunities for people to achieve positive outcomes for themselves. PCNPA can help in this by providing a range of services focussing, for example, on improved physical fitness and mental health, enhanced employability, social interaction for isolated individuals and community capacity building.

➤ **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.**

The National Park Authority should prioritise work that provides better access to its services and activities, ensuring that more people understand what we do, value the National Park and are able to get involved or contribute in some way.

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

The areas of activity identified above contribute to the eradication of child poverty in Pembrokeshire.

Underpinning the higher level aims is a series of 'activity areas', which reflect our local priorities and determine the work we will undertake in delivering the desired SICPAP outcomes highlighted above.

Progress against the plan will be measured using a Results Based Accountability (RBA) model, which is widely used by Welsh Government in measuring success in undertaking similar work and is a key component of Pembrokeshire's Single Integrated Plan.

Financial considerations

A revision of the SICPAP will not come with any additional budgetary implications. However, it should define how we maximise the use of existing resources (including financial resources) to deliver social inclusion work more effectively.

At present most of the Authority's bespoke social inclusion work is project funded, for example the National Lottery supports the Your Park, Mosaic and traineeship projects. Project funding of this type is always time limited and there is a need to consider how this type of work might be continued in the future. Whilst there continues to be a range of external funding opportunities and partnership possibilities available to support this work, the Authority might wish to increase its core funding to ensure the long-term success of our social inclusion work.

Risk considerations

The emerging Future Generations Bill and other Welsh government initiatives suggest that the areas of activity covered in the Welsh National Parks SICPAP are priorities in Wales. In addition, the review of protected landscapes in Wales will also look at how NPA's contribute to SI agendas.

Compliance

The action plan will be part of the existing Welsh National Parks Social Inclusion and Child Poverty Strategy. It is supported by both park purpose and PCNPA's Corporate Strategy.

Human Rights/Equality issues

The action plan addresses key equality issues in terms of access to the natural heritage of Wales. The plan also makes links between access to nature and human rights.

Biodiversity implications/Sustainability appraisal

The plan and the actions likely to result from delivery will have no negative impact on biodiversity in the National Park. Broadly speaking delivery against the plan will result in an increased awareness of biodiversity in Pembrokeshire (amongst new audiences) and involve participants in positive actions which support biodiversity.

Welsh Language statement

The revised action plan will provide a platform to engage with a range of groups and communities, Welsh language speakers will be seen as a priority group within the work undertaken to deliver against the plan.

Conclusion

The paper proposes a revised Social Inclusion and Child Poverty Action Plan (SICPAP) for the Authority. If agreed, the revised action plan is to be included in the 2014-16 National Parks in Wales Social Inclusion and Child Poverty Strategy alongside similar plans from both Snowdonia and Brecon Beacons NPAs.

The revised action plan is more locally relevant than the previous version and is shorter and more succinct. The plan has been developed with the input of both PCNPA colleagues and external partners.

The proposal includes a process by which we will be able to measure our achievements in relation to the plan and links this work to the outcomes in the Pembrokeshire Single Integrated Plan.

Recommendation

Members are asked to approve the revised PCNPA Social Inclusion and Child Poverty Action Plan included at Annexe A for inclusion in the National Parks in Wales Social Inclusion and Child Poverty Strategy 2014-16.

Background Documents

1. National Parks in Wales Social Inclusion and Child Poverty Strategy and Action Plan 2012-14
2. PCNPA Background Paper: Social Inclusion, Poverty, Health and Wellbeing

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Pembrokeshire Coast National Park Authority - Social Inclusion and Child Poverty Action Plan 2014-16

Background

The Social Inclusion and Child Poverty Action Plan (SICPAP), has been developed through a series of workshops attended by NPA staff and external partners. It takes account of Pembrokeshire Coast National Park Authority's (PCNPA's) existing work in this area, Welsh government priorities, the work of the Pembrokeshire Partnership through the Single Integrated Plan and key indicators from a range of sources.

The Action Plan follows the broad template adopted by Snowdonia NPA and Brecon Beacons NPA as part of the 3 Welsh National Parks Social Inclusion and Child Poverty Strategy and Action Plan, with **4 higher level aims** as indicated below:

- **A: Organisational change to mainstream Social Inclusion within the 3 Welsh National Park Authorities**
The plan recognises the importance of organisational change and the need to embed an 'inclusive approach' into the work of the Authority. For this reason 'A' is a cross-cutting theme which should be considered in all aspects of our work.
- **B: National Park Authorities support an inclusive local agenda, which promotes sustainable development and health and wellbeing and connects with National Park purposes.**
The National Park provides opportunities for people to achieve positive outcomes for themselves. PCNPA can help in this by providing a range of services focussing, for example, on improved physical fitness and mental health, enhanced employability, social interaction for isolated individuals and community capacity building.
- **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.**
The National Park Authority should prioritise work that provides better access to its services and activities, ensuring that more people understand what we do, value the National Park and are able to get involved or contribute in some way.
- **D. National Park Authorities contribute to the eradication of Child Poverty in Wales**
The areas of activity identified above contribute to the eradication of child poverty in Pembrokeshire.

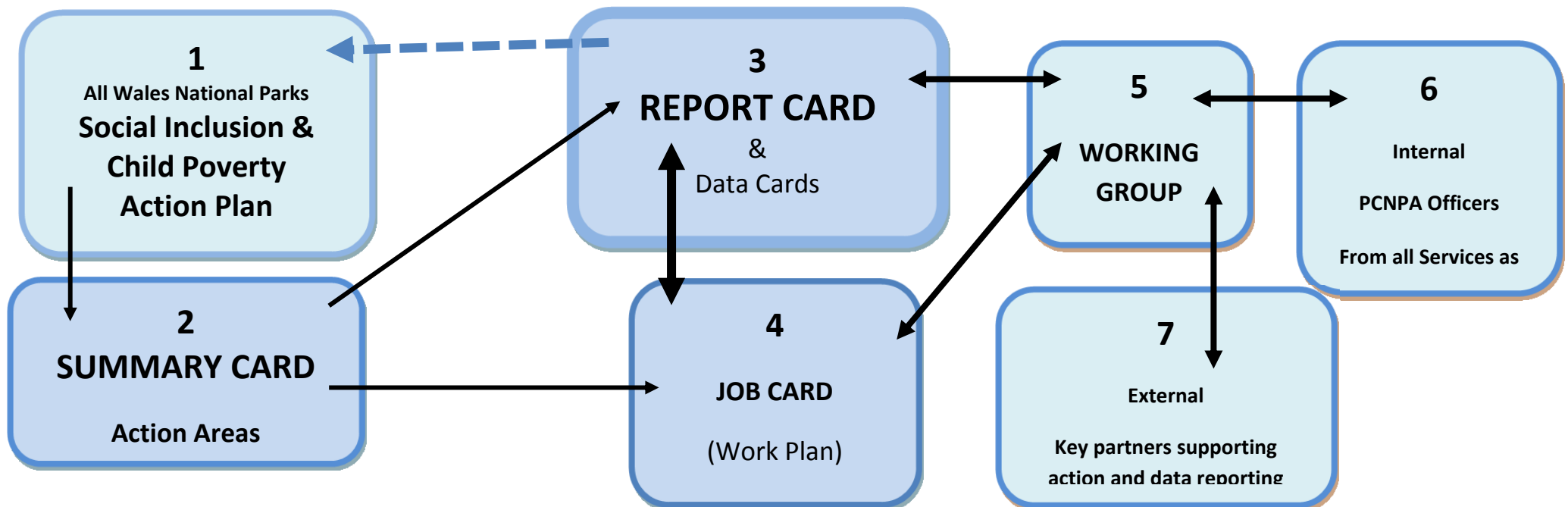
We have adopted the vision '**People Have Happy, Healthy, Hopeful Lives**' as a headline measure of how well we are doing in achieving the aims associated with the SICPAP. The action plan identifies key areas of activity through which we will deliver our work in this area. 'Job cards' will allocate SMART tasks as appropriate in order to deliver our work effectively, these will be developed through PCNPA's Social Inclusion working group.

We will monitor progress through report cards produced at regular intervals which will measure progress against the work identified in the Action Plan.

Pembrokeshire Coast National Park Authority - Social Inclusion and Child Poverty Action Plan 2014-16

How the documents link to one another:

1. **All Wales National Parks Plan:** This is the unifying plan, PCNPA and has four broad Aims, which we have as our 'Priority Actions' for the 'Job Card'
2. **SUMMARY CARD:** the main outcome the four Aims of the All Wales Plan are on this Card , plus the headline outcome 'people have happy, helpful, hopeful lives', and the Action Areas to be addressed through the Report and Job Cards.
3. **REPORT CARD:** Shows the headline outcome and the measures that we will use to monitor the Social inclusion and Child Poverty Action Plan. It also shows key information about partners, funding, projects and leads on the Job Card (how we are doing).
4. **JOB CARD:** this is the 'work plan' and will also be the monitoring tool
5. **Working Group** – to coordinate, monitor and report on the Job Card
6. **Internal** work from PCNPA may include that of rangers, warden, planners, communications and
7. **External** partners who may support delivery of the action plan and help provide data to evidence impact.



SUMMARY CARD

People Have Happy, Healthy, Hopeful Lives

Action Area	<p>A. Social Inclusion is embedded in the work of the NPA</p>	<p>A1 Staff, members and key volunteers will have the training, skills and knowledge required to enable them to be more inclusive in their work.</p> <p>A2 PCNPA communicates effectively with stakeholders including staff, members, local communities and other organisations.</p> <p>A3 The Authority's work is informed and developed based on community needs through effective engagement.</p> <p>A4 Equalities and human rights are given due consideration</p>
Action Area	<p>B. NPA supports an Inclusive local agenda which promotes sustainable development and health and wellbeing and connects with National Park purposes</p>	<p>B1 The Authority has effective partnerships and communication networks with communities, groups and organisations, which lead to positive outcomes for the National Park and local people.</p> <p>B2 Targeted projects are developed and delivered which focus on and benefit Pembrokeshire's most disadvantaged communities.</p> <p>B3 Usage of the rights of way network is expanded to key groups and communities who don't at present make use of this resource.</p>
Action Area	<p>C. National Park Authorities promote inclusive opportunities for the understanding of and sustainable enjoyment of the special qualities of the Park for the people of Wales and the UK</p>	<p>C1 PCNPA has contributed to the development of new opportunities and the re-shaping of existing activity with the aim of widening the audience reach of National Park Authority services.</p> <p>C2 The opportunities to get involved and contribute to the work of the Authority are widely accessible and effective in engaging with a range of audiences.</p>
Action Areas	<p>D. National Park Authorities make a contribution to ensure to the eradication of child poverty in Wales.</p>	<p>D1 Ensure that PCNPA's inclusion work contributes to the eradication of child poverty and its associated features including lack of resources, educational opportunities, experience, and health and social factors.</p>

People Have Happy, Healthy, Hopeful Lives

REPORT CARD Social Inclusion and Child Poverty Action Plan 2014-2016 (December 2014)

OUTCOME: People Have Happy, Healthy, Hopeful Lives

POPULATION: All people in Pembrokeshire

Pembrokeshire Coast National Park Authority Who We Are:

The NPA has a staff, volunteers and key partners all of whom help deliver the [statutory purposes](#) through a range of services and projects. The Authority is the planning authority for the Park area. The Authority is also responsible for the management of the coast path, the maintenance of other public rights of way.

How Well We Are Doing.

PCNPA Performance Measures

Footpaths open in NP (%)
'Hits on 'walking n the park' webpages (#)
'Affordable housing' u/c & completions in NP (#)
Local population accessing PCNPA A&E(%)
Volunteer days with PCNPA (#)

What Difference is Made

Pembrokeshire Population Indicators

Adults active (%)
Children active (%)
Children in workless families (%)
Footpath users (#)
Domestic Violence reports (#)

See
Report
Card-Data
for
'data'
&
'story behind
the 'baseline'

What we are doing now: Projects and Policies

Examples:

[Walkability
Your Park](#)

Various Access Improvement Projects
Outdoor schools

[Youth Rangers](#)

Orchard Project

[SDF funded projects](#)

[John Muir Awards](#)

[Ranger Community Projects](#)

[Various Policies including those on
housing, recreation, open space,
visitor economy, community facilities](#)

What We Plan To Do:

See:

- **Summary Card** - A1, 2,3,4; B1,2,3; C1,2; D1
- **Job Cards**

Project Ideas

- Door Step walks
- Park in a Pizza
- Disability Access Project
- Peripatetic Ranger Project
- Mental Health training
- Events (sport and leisure) supported by NP
- sustainable events management project
- Walking Counters

DATA AVAILABLE

- PCNPA Coast path and rights of way automatic counters (Linetop Ltd 2014)
- PCNPA – Park Discovery and Delivery Service A&E (2014)
- PCNPA Rights of Way Team (2014)
- PCNPA Joint Housing Land Availability Study (2014)
- Welsh Health Survey (2013)
- Natural Resources Wales (2014)
- Stats Wales (2014)
- Dyfed Powys Police (2014)

Other DATA / Information

Mosaic Film
Walkability Film
Youth Ranger Film
Your Park Film

DATA Development Needs

Qualitative data on user experiences
Evidence on partnership working
Downloads of Walks from PCNPA websites

Current Funding

- Big Lottery
- Let's Walk Cymru
- Natural Resources Wales (Core Funding & additional 'competitive' sources)
- Visit Wales P4G Funding
- Welsh Government (various)
- Health and Wellbeing Fund
- Heritage Lottery Fund

PARTNERS

- Communities First
- [Dyfed – Powys Police](#)
- [Hywel Dda Health Board](#)
- [Friends of the National Park](#)
- [National Parks Wales](#)
- [National Trust](#)
- [Natural Resources Wales](#)
- [PAVS](#)
- [Pembrokeshire County Council](#)
- [Pembrokeshire Outdoor Charter](#)
- [Public Health Wales](#)
- [Sport Wales](#)
- [West Wales Action on Mental Health](#)
- Housing Associations

REPORT CARD DATA

Measuring Change: Social Inclusion and Child Poverty

We have used the [Results Based Accounting Model](#). RBA is clear that we should not accept 'lack of control' as an excuse to determine if or not measure is used. RBA states that the more important the indicator 'the less control' a single 'program' will have over the 'big outcome'.

This report card relates to:- the impact of our work externally (population indicators) AND the work that we are doing internally (performance measures)


Population Indicators


Measures which help quantify the achievement of a result. The population indicators are factors that we seek to influence either directly through our work such as numbers of people walking on footpaths, or indirectly through co-production and partnership. Figures on Domestic violence' for instance can be influenced by both looking to develop key projects to help address the issue, or through the provision of infrastructure or facilities such as green space which is known to have a positive impact on the issue. We have chosen the 'population indicators' because evidence shows that we can have influence on these areas. We accept that these population indicators may be areas of work that we have yet to fully develop programmes of work to address but are instead emerging areas of interest as part of our developing services that will meet social inclusion and child poverty.

Performance Measures

Measures of how well programs and agencies are working. The most important performance measures tell us whether the clients or customers of the service are better off. The performance measures have been selected because they illustrate broadly the range of work we do at the Authority and can be contributed toward by a set of different services i.e. volunteer days can be influenced by promotion by the Communications, internal staff learning and development, opportunities identified by Wardens etc.

Key to Graphs

Desired outcome 

Predicted trend 

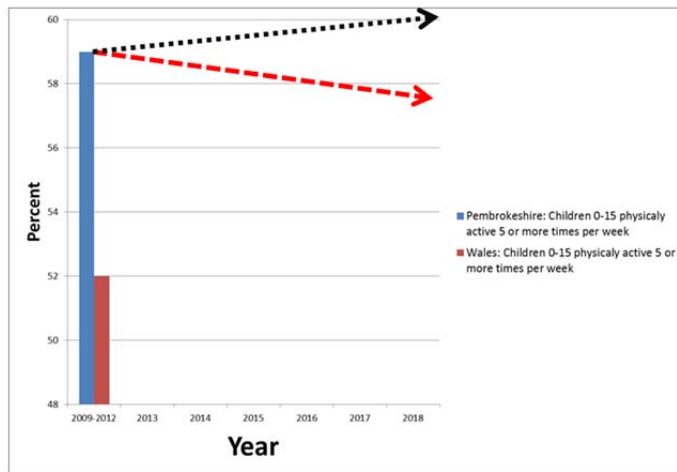
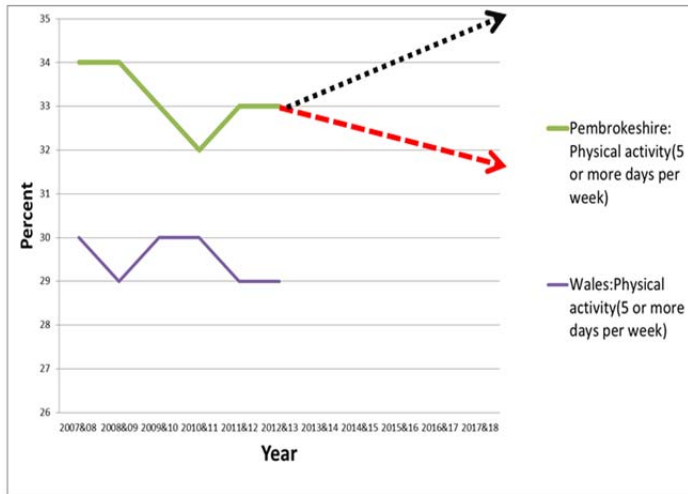
Stories behind the Baseline

Adults Active (%)

Overall, physical activity levels in Pembrokeshire compare favourably with that of Wales for adults and children. Data from the Outdoor Recreation Survey shows an increase in outdoor recreation across Wales, rates have risen most notable for families with younger children.

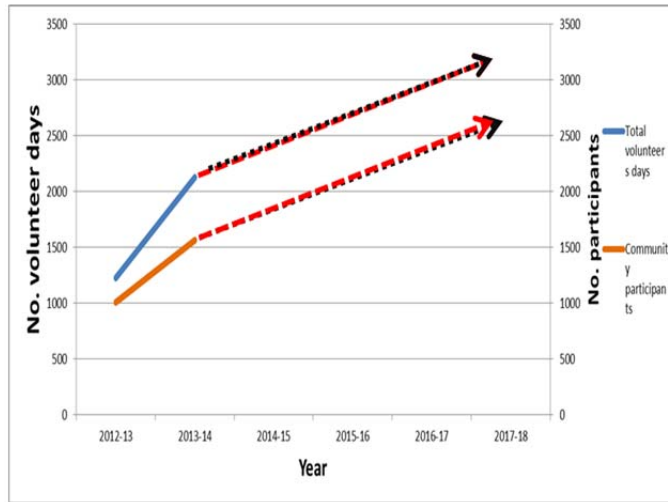
However, Public Health Wales are concerned that levels of sedentary behaviour in children and adults in Pembrokeshire may be increasing. Of particular concern is the obesity levels of girls aged 4/5 in Pembrokeshire being the heaviest in Wales (year 2011/12), professionals think that this maybe because girls do less outdoor activity than boys. .

The Authority can support rates of physical activity as the National Park provides opportunities for physical activities such as walking as well as other spaces where people can be active such as beaches and woodlands. The Authority ensures that green spaces are protected and such spaces are known to be hubs for physical activity.



Children Active (%)

See previous

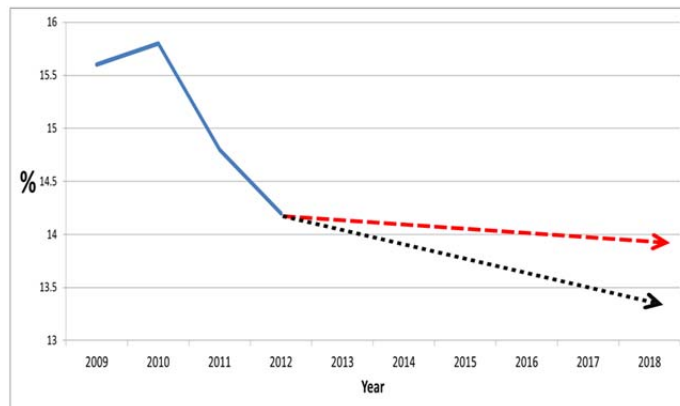


Volunteers days for PCNPA (#)

No reliable data on volunteer days committed to PCNPA before 2012. Anecdotal evidence shows that volunteers were active and contributed well to Park purposes especially with regards to work on the ground in conservation management and access improvement. Since 2012 more robust recording of volunteers has been put in place and we envisage that future data will be more accurately gathered across the Park. The volunteer strategy lays out the plan for widening volunteer opportunities

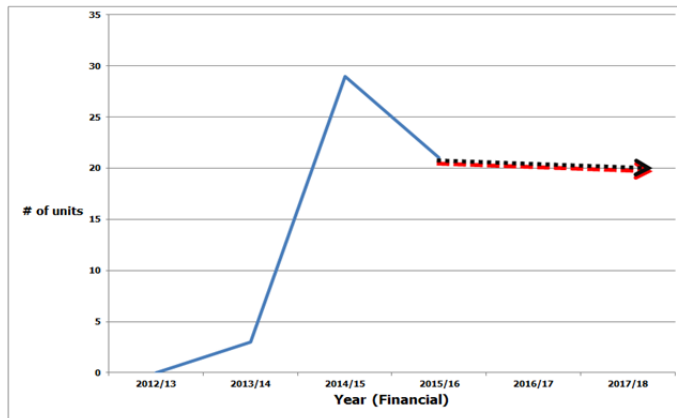
Local population access PCNPA A&E (%)

% of local people accessing A&E compared to visitors shows that rates have risen in recent years. Some data and anecdotal evidence shows that there has been a perception by locals that the NP is for 'visitors' only. The NPA has been developing its work to meet local needs and to encourage local participation. It is anticipated that changes to how programmes are developed and delivered would enhance participation of local communities in particular widening opportunities for those who have not traditionally accessed the NP.



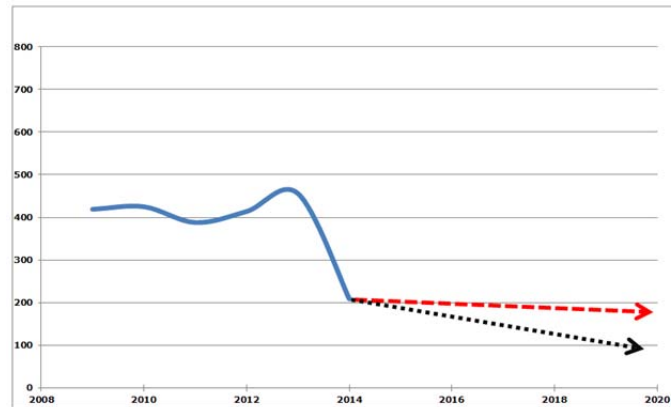
Children in Workless Families (%)

Current rates are at their lowest since 2007 and are related to a rise in full and part time employment. Part time employment is more common for women and so more children are likely to be in households that have a parent in part-time work. It is anticipated that the recent closure of the Murco Oil Refinery will have an impact on workless families, however beyond this the economy of Pembrokeshire being reliant on agriculture and tourism is less dependent on global markets. Tourism in Pembrokeshire has seen two good years due to good weather and agriculture has benefit from this



Affordable housing' u/c & completions in NP (#)

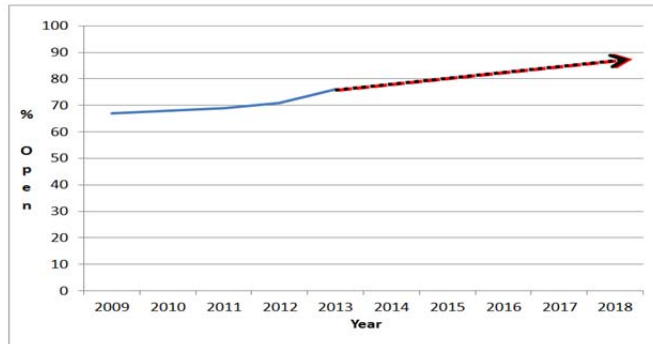
Affordable housing helps sustain communities. Planning Authorities are required to prepare a joint housing land availability study annually projecting what housing is likely to be delivered over the next 5-year period and beyond. Current projections are that developments in the NP will be coming forward in the region of 20+ affordable houses annually for 2014 to 2015 and for 2015 to 2016. The figures for the previous years are a factual record of completions. There are several factors that influence the delivery of affordable housing including the economic downturn, the lack of interest from some landowners in bringing sites forward and a perception that that the Authority was unwilling to negotiate. With high percentage requirements for affordable provision in the adopted Local Development Plan this required addressing in a poorer economic climate. Action has been taken to address this issue in the short term by way of a new Supplementary Planning Guidance Document on Affordable Housing. Policy 45 on Affordable Housing will be one of the main focuses of the LDP review in 2015.



Domestic Violence reports (#)

Domestic abuse is related to a number of complex and interconnected factors. Rates are high in Pembrokeshire compared with the rest of Wales, why this is the case is unclear but rural isolation may have a part to play, as 'isolation is a factor in domestic abuse scenarios. The majority of the domestic abuse incidents recorded in these figures relate to abuse where the perpetrator is part of a married or cohabiting couple.

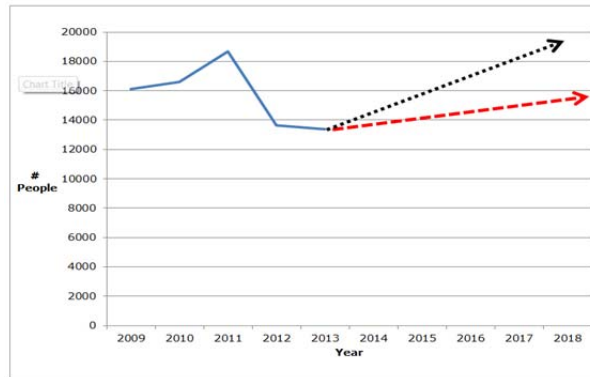
Domestic abuse reports to Dyfed Powys Police had remained steady up until mid-2012. Since 2012, Dyfed Powys Police and partner agencies have developed training and resources to help victims. The impact of this is seen in that figures show a rise from 2012 up until the early part of 2013 and then figures drop significantly. The rise is attributed to confidence victims feel to report such matters to the Police following increased publicity. Interventions include helping people reduce stress and find ways of such as through physical activity or having places to think. The National Park will be working with other organisations to raise the profile of this issue and develop its services to help address the issue.



Footpaths (PROW) in NP open to high standard (%)

The Authority surveys paths on a rolling 3 year programme to assess quality standards and accessibility. Overall standards are rising; however weather conditions impact upon path quality. Maintenance and repair of those paths impacted by storm damage or accelerated erosion due to weather conditions is likely to deflect resources way from more general upkeep and repair. If funding remains at current levels the Authority plans are to maintain current standards but anticipate that future predictions of more extreme weather events may make this more challenging.

Note Data from two new counters in Pantmaenog and Toch Wood will be included from end of 2014. These paths are multi-user (bridleways).



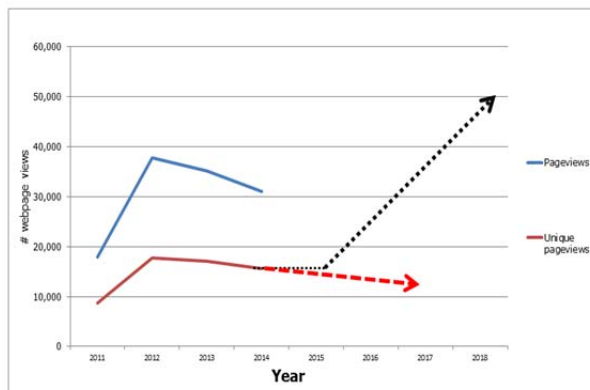
Footpath Users in NP (#)

Walking is an activity that can be enjoyed by most members of our community. Walk is a low or no cost activity and has proven benefits to health and wellbeing. The data is based on counters on both coast and inland path in the NP. The counters are a sample of usage of the network.

Overall use of the Public Rights of Way Network has been consistent. However, usage did decrease in 2009, 2010 and 2011 due to wet weather. Trends show that usage overall may rise slightly, and this is supported by data from the Outdoor Recreation Survey that shows an increase in outdoor recreation across Wales.

The coast path has seen the most notable rise in usage; this is likely because of the launch of the All Wales Coast Path in 2012.

The Inland paths are on typical remote inland locations and are not on circular walks that include coast path routes. There is typically a drop in use for 'good summer' periods this is because people may choose to walk the coast in good weather and keep to the more sheltered inland routes during poor weather.



'Hits' on walking pages (#)

Currently there are 200 promoted walks that can be downloaded from the website. These walks include a number that are 'Access for All' as well as more challenging walks.

Current figures only account for the number of visits to the Walking pages. The refreshed 'Enjoy' website will be launched in early 2015, and monitoring tools will be embedded on the site to count the numbers of walks downloaded.

SAMPLE JOB CARD

ACTIVITY	STRATEGIC OUTCOMES AND ACTIVITY AREAS	WHEN	COST	WHO (details of partnerships etc)	NOTES
<p>Walkability Doorstep Walks A project which focuses on developing the use of local routes for walking through community engagement</p>	<p>B (B1, B2, B3) C (C1, C2)</p>	2015-17	£60k staff time	Requires external funding (HLF), Phase 1 bid already submitted	
<p>Physical Activity Passport Engaging young people and families in physical activity, linked to the use of PCNPA centres and selected locations across the NP</p>	<p>B (B2) C (C1, C2)</p>	2015	£10k-£15k	Ranger teams (Discovery & Area), centre staff	
<p>Older peoples focus group Working with a group of 50+'s to identify their needs in terms of accessing and making use of the NP, building on engagement work already undertaken by Your Park Staff</p>	<p>A (A1, A2, A3) B (B1, B2,) C (C1)</p>	2014	No additional cost	Your Park team to lead for Authority, local service providers, PCC, Pembrokeshire over 50's forum	
<p>Improved mental health for young people through the National Park – hold meetings with stakeholders with a view to developing a project brief</p>	<p>A (A1, A2, A3) B (B1, B2,) C (C1) D (D1)</p>	2015	Staff time only Additional costs to be identified	Discovery Team Leader, Health and Tourism Policy Officer, user groups	

National Parks in Wales

Social Inclusion & Child Poverty Strategy and Action Plan 2012-14



NATIONAL PARKS WALES
Britain's breathing spaces

National Parks in Wales

Social Inclusion & Child Poverty 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 it is 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)**.

The 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"*.

The **Equality Act 2010** places a duty on National Park Authorities to produce an Equality Plan highlighting action to:

1. remove or minimise disadvantages experienced by people due to their protected characteristics.
2. take steps to meet the needs of people from protected groups.

Implementation of this Social Inclusion Strategy & Action Plan plays a key role in discharging this duty.

In the **Children and Families (Wales) Measure 2010**, Welsh Ministers have identified three strategic objectives for the first Child Poverty Strategy for Wales which cut across all of its the broad aims. These are to:

1. Reduce the number of families living in workless households.
2. Improve the skill level of parents and young people in low income families so that they can secure well paid employment.
3. Reduce the inequalities that exist in the health, education and economic outcomes for children living in poverty, by improving the outcomes of the poorest.

A definition of poverty is: *"Poverty is when someone's resources are so far below those of the norm for the society they belong to that they are effectively 'excluded from ordinary living patterns, customs and activities"* (**Monitoring Poverty and Social Inclusion in Wales 2011. Joseph Rowntree Foundation**).

Tackling Child Poverty Guidance & Regulations for Welsh Authorities (2011) sets out the duties placed upon Welsh Authorities. The Guidance 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 the third strategic objective and two of the broad 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 identified in the Social Inclusion Action Plans.

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, lack of access to a high quality natural environment, 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 outcomes and action areas to deliver these aims are set out below. **More detailed action plans containing National Park specific responses are found toward the centre of this publication.**

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, better quality local environments and reduced 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.

Brecon Beacons National Park Authority Social Inclusion and Child Poverty Action Plan 2012-14

Action Area: 3 Parks actions in **Bold** type. Individual Park actions in normal type.

A: Organisational change to mainstream social inclusion within the 3 National Park Authorities.		
OUTCOMES	ACTION AREA	PROJECT EXAMPLES
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. Member Social Inclusion & Child Poverty training.	A comprehensive Member Development Programme includes Social Inclusion and Sustainable Communities training and site visits for decision making Members of the National Park Authority Figure 1.
A.2: 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. Social Inclusion & Child Poverty Training for new staff. Train staff for work with vulnerable groups and individuals.	
A.3: Mechanisms are in place to ensure social inclusion is integral to all work areas	NPAs will embed social inclusion within their mainstream work by having mechanisms to ensure that it is integral to all key work areas. Sustainability appraisals of key decisions and programmes include social inclusion . Mosaic (BME Champions) Feedback Forum and Organizational Change project. Community Champions (Children & Young People in poverty) project feedback and resulting organisational change.	
A.4: Monitor and review the social inclusion strategy and action plan	Monitor and review the social inclusion strategy and action plan. Annual monitoring and 2 yearly review.	

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	ACTION AREA	PROJECT EXAMPLES
<p>B.1: The National Park Authority works inclusively in local partnerships</p>	<p>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. OCN Rural Skills project (accredited training for NEET young people). Education programmes, Disabled Access group liaison. Outreach to Communities First bodies. Work with Powys Children & Young Peoples' Partnership to target Children & Young People in poverty with information on resources & programmes. SDF support to inclusive local projects.</p>	<p>Art in the Park For art students from outside the Park. A walk to the Beacons Way Art Trail to visit artist's inlaid stones & work with the Beacons Way Art Trail artist - taking part were Abercrave & Coelbren schools MEND (Mind, Exercise, Nutrition, Do it) & Ystradgynlais Junior Fitness group. Figure 2.</p> <p>Crossing Park Boundaries Crossing Park Boundaries is a four year project jointly funded by the BBNPA and the Countryside Council for Wales. The project supports excluded groups from within and beyond the Brecon Beacons National Park boundaries in making initial visits to the Park and in developing innovative ways of breaking down actual and perceptual barriers to enjoying and benefitting from the National Park and wider countryside. Figure 3.</p>
<p>B.2: People's health improves through use of the National Parks</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 National Parks as a resource for healthy recreation. Support schools in using the outdoor classroom and in undertaking visits to the National Park. Work with partners to provide subsidized education visits for children & young people in poverty e.g. Art in the Park Deliver barrier free access. Improve access through programme to replace stiles with gates. Provide a guided walks& events programme.</p>	<p>Geocaching Geocaching is a form of "high tech orienteering" enabling access to , enjoyment and awareness of outdoor environments. The use of hand held GPS technology and a Geocache "treasure hunt" in open countryside has proved popular with many participants in BBNPA's Geocaching programme. Figure 4.</p>
<p>B.3: Communities and groups are supported by the NPA to use the National Park</p>	<p>NPAs will work proactively and in partnership with others to engage with deprived communities & groups within the Parks and surrounding areas. Community Champions project to provide groups working with excluded children & young people taster visits and training. Provision of led experiences (Education programme and Guided Walks). Deliver Sustainable Development Fund to support inclusive local initiatives. Targetted workshops at Visitor Centres. Geopark Amman Valley Event 2012.</p>	<p>Geocaching Geocaching is a form of "high tech orienteering" enabling access to , enjoyment and awareness of outdoor environments. The use of hand held GPS technology and a Geocache "treasure hunt" in open countryside has proved popular with many participants in BBNPA's Geocaching programme. Figure 4.</p>

<p>B.4: The land use planning system is understood by all</p>	<p>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 Social Inclusion element of appropriate policy areas such as community facilities, cultural heritage, and employment</p>	
<p>B.5: 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. Over LDP plan period 2007 to 2022 estimated 269 affordable dwellings will be delivered.</p>	
<p>B.6: 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.</p>	

<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>		
<p>OUTCOMES</p>	<p>ACTION AREA</p>	<p>PROJECT EXAMPLES</p>
<p>C.1: NPAs 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. Update 3 Parks position statement. Seek to ensure that SI remains part of the National Parks policy statement.</p>	<p>Inclusive Interpretation Interpretative projects include panels, community artwork, sculpture, murals, drama. All are designed to be intellectually and physically accessible in line with best practice guidelines including those of Sensory Trust and Fieldfare Trust. E.g. work with "Chance Encounters" and Brecon Brownies to create images later carved into oak benches. Figure 5.</p>
<p>C.2: Visitors of all abilities can access areas of the National Parks</p>	<p>The NPAs will extend visitor access by removing barriers and making NP facilities and services available to a wide audience including disabled people 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. Disabled access group liaison, Mosaic (BME Champions) Group Leader Visits. Inclusive</p>	<p>Mosaic Mosaic is a national project led by Campaign For National Parks working with National Park Authorities to build sustainable links</p>

	interpretation through national guidelines, Interpretation Procurement in community partnerships. Powys Youth Forum liaison and progression of actions agreed.	between black & ethnic minority communities and National Parks. Figure 6.
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. Education programme and education partnership programmes. Develop wider audience for events programme. Partnership with Literature Wales. Monitoring of education delivery including numbers from excluded groups/children in poverty; OCN Rural Skills project (accredited training for NEET young people).	www.mosaicnationalparks.org .
C.4: People of all abilities & backgrounds have access to information about the NPs	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. Mosaic (BME Champions), Community Champions, Liaison with access groups Powys Youth Forum liaison and progression of actions agreed.	
C.5: There is a flourishing heritage, culture and local distinctiveness within the NPs	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. Information on local cultural heritage on the web and support of local cultural projects. Deliver local cultural events in Geopark with outreach to excluded groups.	
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. SNPA work focusing on the Bwrlwm Eryri cultural heritage project as well as the Eryri Disability Equality Forum.	

Figure 1: Member training



Figure 2: Art In the Park



Figure 3: Crossing Park Boundaries



Figure 4: Geocaching



Figure 5: Interpretative bench



Figure 6: Mosaic



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

OUTCOMES	ACTION AREA	PROJECT EXAMPLES
<p>D.1: NPAs make a contribution to ensuring that all children grow up in decent housing</p>	<p>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. Over LDP plan period 2007 to 2022 estimated 269 affordable dwellings will be delivered.</p>	<p>Guided Walks & events Accessible, introductory & family friendly events as part of the annual programme e.g. Bats at Brecon Prom Wednesday 3 Aug 20:30 - 22:00 "In conjunction with Brecknock Bat Group and Brecknock Wildlife Trust. Learn about bat ecology, watch bat behavior and hear their echo-location calls using bat detector equipment during this fascinating evening event."</p>
<p>D.2: Contribute to reducing inequalities in participation in cultural, sporting and leisure activities between children and between parents of children</p>	<p>National Park Authorities make a contribution to reducing inequalities in participation in cultural, sporting and leisure activities, through the delivery of services and programmes with a focus on meeting the needs of children and families in poverty. These actions (above) particularly contribute to reducing inequalities in these areas: A2, A3, A4, B1, B2, B3, C2, C3, C4, C6.</p>	<p>Symbols: Boot 1 (suitable for wheelchairs), Family friendly, No dogs, Geopark event.</p>

Pembrokeshire Coast National Park Authority Social Inclusion and Child Poverty Action Plan 2012-14

Action Area: 3 Parks actions in **Bold** type. Individual Park actions in normal type.

A: Organisational change to mainstream social inclusion within the 3 National Park Authorities.		
OUTCOMES	ACTION AREA	PROJECT EXAMPLES
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. Member Social Inclusion training.	PCNPA Member Training Programme includes Social Inclusion and Child Poverty training, and opportunities for Members and the Core Management Team to get involved in delivery of engagement work to experience first- hand the issues facing disadvantaged communities.
A.2: 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. Develop a single equality scheme. Child safeguarding training for appropriate staff.	
A.3: Mechanisms are in place to ensure social inclusion is integral to all work areas	NPAs will embed social inclusion within their mainstream work by having mechanisms to ensure that it is integral to all key work areas. Sustainability appraisals of key decisions and programmes include social inclusion. Mosaic (BME Champions) Feedback Forum and Organizational Change project. Community Champions (Children & Young People in poverty) project feedback and resulting organisational change.	
A.4: Monitor and review the social inclusion strategy and action plan	Monitor and review the social inclusion strategy and action plan. Annual monitoring through Ffynnon process. Annual report to the Performance Review Committee.	

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	ACTION AREA	PROJECT EXAMPLES
<p>B.1: The National Park Authority works inclusively in local partnerships</p>	<p>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. 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>Communities First PCNPA has been working with the C1st Partnerships in Pembrokeshire since 2006, Our focus has developed from providing walks to 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, to increase the communities’ motivation and ability to independently access the National Park. Figure 1. This beach event, attended by groups from Monkton, Llanion and Blaunau Gwent was delivered in partnership with the National Trust and Marine Conservation Society and included coastal exploring, beach-cleaning and marine litter awareness activities as well as active games for all ages.</p>
<p>B.2: People’s health improves through use of the National Parks</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 National Parks 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>Figure 1. This beach event, attended by groups from Monkton, Llanion and Blaunau Gwent was delivered in partnership with the National Trust and Marine Conservation Society and included coastal exploring, beach-cleaning and marine litter awareness activities as well as active games for all ages.</p>
<p>B.3: Communities and groups are supported by the NPA to use the National Park</p>	<p>NPAs will work proactively and in partnership with others to engage with deprived communities & groups within the Parks and surrounding areas. 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>Springboard Community Learning Photography Project Springboard; a community based project that works in the most deprived wards in Pembrokeshire, provides a range of free training courses and support for adults who want to get back into learning or employment. PCNPA Outreach staff provided outdoor expertise to participants and photography tutors over a series of sessions. This work</p>
<p>B.4: The land use planning system is understood by all</p>	<p>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 Social Inclusion element of appropriate policy areas such as community facilities, cultural heritage, and employment. Strengthen the SI context of policy including</p>	<p>Springboard Community Learning Photography Project Springboard; a community based project that works in the most deprived wards in Pembrokeshire, provides a range of free training courses and support for adults who want to get back into learning or employment. PCNPA Outreach staff provided outdoor expertise to participants and photography tutors over a series of sessions. This work</p>

	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.	will result in an exhibition at Oriel y Parc in Summer 2012. As well as reporting increased motivation and skills in photography, participants highlighted increased confidence and engagement with the natural outdoors and the importance of the quality time that the sessions gave the parents and children involved. Figure 2.
B.5: People have the ability to live within the National Parks	<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. 	
B.6: Local communities value the National Park and are proactive in conserving it	<p>NPAs will be proactive and interactive in their communication with local communities using arrangements established through existing and emerging National Park Management Plans.</p> <p>Through consultation, public meetings and associated publicity of these events.</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.

OUTCOMES	ACTION AREA	PROJECT EXAMPLES
C.1: NPAs play a full role in the WG vision	<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.</p> <p>Update 3 Parks Position statement, influencing the National Parks Policy Statement, Corporate Strategy.</p>	<p>P.C.C. Pembrokeshire Family Challenge is open to all Pembrokeshire families who have a child under twelve. Lifestyle Coaches work regularly with families to change behaviours towards a healthier lifestyle over a twelve week period. 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. NP staff have led</p>
C.2: Visitors of all abilities can access areas of the National Parks	<p>The NPAs will extend visitor access by removing barriers and making NP facilities and services available to a wide audience including disabled people and/or poor health, ethnic minorities, disadvantaged communities, those on low incomes and young people. Central to this process will</p>	

	<p>be the involvement of representative groups who can give a "lived experience" perspective.</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>sessions for 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. Figure 3.</p>
<p>C.3: People of all abilities and backgrounds can discover the National Parks</p>	<p>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.</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>C.4: People of all abilities & backgrounds have access to information about the NPs</p>	<p>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.</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. Walks for All publication, articles and press releases promoting all of our inclusion work, fully accessible website).</p>	
<p>C.5: There is a flourishing heritage, culture and local distinctiveness within the NPs</p>	<p>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.</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 	

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

Figure 1



Figure 2



Figure 3



Figure 4



Figure 5



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

OUTCOMES	ACTION AREA	PROJECT EXAMPLES
<p>D.1: NPAs make a contribution to ensuring that all children grow up in decent housing</p>	<p>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.</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>Plant Dewi Dadventure John Muir Award project PCNPA worked with the Dadventure parenting project to upskill dads in using the outdoors so that they could in turn run sessions for their children in the holidays. Over 4 sessions the dads experienced a range of venues and activities and gained a John Muir award. They went on to run a day out for their kids and have helped design a new leaflet to encourage other parents to do the same. Figure 4.</p>
<p>D.2: Contribute to reducing inequalities in participation in cultural, sporting and leisure activities between children and between parents of children</p>	<p>National Park Authorities make a contribution to reducing inequalities in participation in cultural, sporting and leisure activities, through the delivery of services and programmes with a focus on meeting the needs of children and families in poverty.</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. 	<p>Pembrokeshire College Bridging/Workskills (additional learning needs /NEETS) practical conservation volunteering. These courses give those who need a supported training environment, and lack the confidence or motivation to attend the monthly sessions we provide for Duke of Ed. volunteers, a block of sessions of practical conservation volunteering. Although their course only required two days of volunteering, most opted to do the full 7 days over which they visited a range of habitats and took part in various practical and outdoor engagement tasks and gained a John Muir Discovery Award. During their 'share' presentation the participants were extremely positive about their experiences and are keen to volunteer in the future. Figure 5.</p>

	<ul style="list-style-type: none">• 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.	
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Snowdonia National Park Authority

Social Inclusion and Child Poverty

Action Plan 2012-14

Action Area: 3 Parks actions in **Bold** type. Individual Park actions in normal type.

A: Organisational change to mainstream social inclusion within the 3 National Park Authorities.		
OUTCOMES	ACTION AREA	PROJECT EXAMPLES
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. Member Social Inclusion & Child Poverty training.	A.1: SNPA Member Training Programme includes Social Inclusion and Child Poverty training, and opportunities for Members and the Core Management Team to get involved in delivery of engagement work to experience first- hand the issues facing disadvantaged communities. A.3. Eryri Disability Equality Forum , meets twice yearly and includes representation from disabled individuals and groups representing the interest of disabled individuals, it also has a broad representation of staff and Authority Members. Figure 1.
A.2: 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. Social Inclusion & Child Poverty Training for new staff. Train staff for work with vulnerable groups and individuals.	
A.3: Mechanisms are in place to ensure social inclusion is integral to all work areas	NPAs will embed social inclusion within their mainstream work by having mechanisms to ensure that it is integral to all key work areas. Sustainability appraisals of key decisions and programmes include social inclusion. Mosaic (BME Champions) Feedback Forum and Organizational Change project. Also Disability Equality meetings and feedback there from.	
A.4: Monitor and review the social inclusion strategy and action plan	Monitor and review the social inclusion strategy and action plan. Annual monitoring and 2 yearly review.	

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	ACTION AREA	PROJECT EXAMPLES
<p>B.1: The National Park Authority works inclusively in local partnerships</p>	<p>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. Education programmes and Disability Equality Forum. Outreach to Communities First bodies. CAE support to inclusive local projects. Also continue to work with Young People’s Partnership and Health and Wellbeing Network.</p>	
<p>B.2: People’s health improves through use of the National Parks</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 National Parks as a resource for healthy recreation. Support schools in using the outdoor classroom and in undertaking visits to the National Park. Work with partners to provide subsidized education visits for children & young people in poverty e.g .Ty Meirion. Deliver barrier free access. Improve access through programme to replace stiles with gates. Provide a guided walks & events programme for the visually impaired, wheelchair users and Hafal service users.</p>	<p>B.2. SNPA has a close relationship with Ty Meirion – a Unit within Ysgol y Gader, Dolgellau, for pupils with additional educational needs. The Authority organises and funds a yearly two day visit to Plas Tan y Bwlch (the Authority’s environmental education centre). The Cultural Heritage Officer also organises art workshops at the school. Figure 2.</p>
<p>B.3: Communities and groups are supported by the NPA to use the National Park</p>	<p>NPAs will work proactively and in partnership with others to engage with deprived communities & groups within the Parks and surrounding areas. Provision of led experiences (Education programme and Guided Walks). Deliver Sustainable Development Fund to support inclusive local initiatives. Also by continuing to work with the Mosaic project, visually impaired, wheelchair users, Hafal service users and Cil De Gwynedd.</p>	<p>B.3. Working in partnership with the local Centre for Independant Living - accessible walks, therapeutic art classes and gardening workshops are organised for their members. The Authority also recently donated 7 refurbished computers to the Centre – to be distributed for disabled members home use. Figure 3.</p>
<p>B.4: The land use planning system is understood by all</p>	<p>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 Social Inclusion element of appropriate policy areas such as community facilities, cultural heritage, and employment.</p>	

<p>B.5: 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> <p>Over LDP plan period 2007 to 2022 estimated 415 affordable dwellings will be delivered. Continue to contribute to funding Rural Housing Enablers in Gwynedd and Conwy.</p>	
<p>B.6: 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.</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.

OUTCOMES	ACTION AREA	PROJECT EXAMPLES
<p>C.1: NPAs 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.</p> <p>Update 3 Parks position statement. Seek to ensure that SI remains part of the National Parks policy statement.</p>	
<p>C.2: Visitors of all abilities can access areas of the National Parks</p>	<p>The NPAs will extend visitor access by removing barriers and making NP facilities and services available to a wide audience including disabled people 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.</p> <p>Eryri Disability Equality Forum, Mosaic (BME Champions) Group Leader Visits. Inclusive interpretation through national guidelines, Interpretation Procurement in community partnerships.</p>	<p>C.2: The Authority organizes monthly walks for Visually Impaired people and for members of Hafal's Drop-in Centre. (Hafal is an Organization that works for people with severe mental health problems). Figure 4.</p>

<p>C.3: People of all abilities and backgrounds can discover the National Parks</p>	<p>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., Education programme and education partnership programmes. Wider audience for events programme. Partnership with Literature Wales. Monitoring of education delivery including numbers from excluded groups/ children in poverty.</p>	
<p>C.4: People of all abilities & backgrounds have access to information about the NPs</p>	<p>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. Mosaic (BME Champions), liaison with access groups.</p>	<p>C.4: Mosaic Mosaic is a national project led by Campaign For Nation Parks working with National Park Authorities to build sustainable links between black & ethnic minority communities and National Parks. www.mosaicnationalparks.org</p>
<p>C.5: There is a flourishing heritage, culture and local distinctiveness within the NPs</p>	<p>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. Information on local cultural heritage on the web and support of local cultural projects. Assess impact of proposed developments on the Welsh Language through planning procedures. Continuation of Bwrlwm Eryri and support local cultural events through Small Grants Fund and CAE fund.</p>	<p>C.5: Figure 5 The Authority recently purchased yr Ysgwrn – home of Hedd Wyn the nationally renowned bard of World War 1, who was posthumously awarded the ‘Black Chair’ in 1917. In developing a management plan for the property the Authority will work closely with the local community including young people.</p>
<p>C.6: A key focus for social inclusion within each Park which reflects its own unique features is identified</p>	<p>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. SNPA work focusing on the Bwrlwm Eryri cultural heritage project as well as the Eryri Disability Equality Forum.</p>	

Figure 1:



Figure 2:



Figure 3:



Figure 4:



Figure 5:



Figure 6:



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

OUTCOMES	ACTION AREA	PROJECT EXAMPLES
<p>D.1: NPAs make a contribution to ensuring that all children grow up in decent housing</p>	<p>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. Over LDP plan period 2007 to 2022 estimated 415 affordable dwellings will be delivered.</p>	
<p>D.2: Contribute to reducing inequalities in participation in cultural, sporting and leisure activities between children and between parents of children</p>	<p>National Park Authorities make a contribution to reducing inequalities in participation in cultural, sporting and leisure activities, through the delivery of services and programmes with a focus on meeting the needs of children and families in poverty. These actions (above) particularly contribute to reducing inequalities in these areas: A2, A3, A4, B1, B2, B3, B4, C2, C3, C4, C6.</p>	<p>D.2: The Authority's Cultural Heritage Officer facilitated a Intergenerational Arts project in Blaenau Ffestiniog's Day Centre for Older people. Working with an established artist children from the nearby schools worked in partnership with the older people to create a collage based on their memories and experiences of the area. Figure 6.</p>