

**Committee: ACCESS**  
**Date: 19 April 2007**

**Report: INTEGRATED ACCESS STRATEGY – ANNUAL PROGRESS REPORT**

### **Purpose of this Report**

1. The purpose of this report is to outline to Members the progress made in implementing the Integrated Access Strategy for the period April 2006 to March 2007.

### **Strategic Planning Framework**

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

### **Best Value Action Plan 2006-7**

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

### **Background**

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

### **Delivery**

5. Each year detailed actions that will help deliver the Integrated Access Strategy are identified in the Authority's Best Value Performance Plan (BVPP). The BVPP outlines the 'business' plan for the Authority based on budget allocation. Given this link between the BVPP and Integrated Access Strategy the annex attached to this report provides both an update of progress against the Strategy and BVPP.
6. Several departments are involved in delivery, particularly the External Affairs and Park Management departments. The Annex lists each Integrated Access Strategy policy,

and gives a resume of action for the period 2006/7 in relation to each. It is important to note that the actions in 2006/7, often build on those of the previous year 2005/6, which were reported in the progress report to the Access Committee held in February 2006. Further information, in relation to the actions highlighted, can be obtained either through the 'links to other documents and reports', or by contacting the relevant Authority 'lead' officer as shown in the table.

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

## **Conclusion**

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

## **RECOMMENDATION**

10. That Members note the report.

**Kathryn Beardmore**  
**Access and Recreation Manager**

5 April 2007

Background documents:

None

# Integrated Access Strategy Annual Progress Report – March 2007

## Annex

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
<b>Managing and Improving the Access Resource</b>			
<b>AS1 Provide an open and welcoming countryside by continuing to be the Delegated Highway Authority for Rights of Way:</b>			
AS1 (a) In partnership with the County Councils (who have statutory responsibility) develop a ROWIP action plan for the Yorkshire Dales National Park which identifies improvements to the network, related to need and adequacy of the existing network.	<ol style="list-style-type: none"> <li>Both county councils have now produced and consulted on a draft Rights of Way Improvement Plan, and these have been discussed by the Access Committee <ul style="list-style-type: none"> <li>Cumbria ROWIP – see Access Committee Aug 2006</li> <li>North Yorkshire ROWIP - see Access Committee Apr 2007</li> </ul> </li> </ol>	<p><b>2006/7 BVPP Action</b></p> <p><b>Access Committee</b> Report Jan 2005 explains overall approach taken by County Councils and link to LTP</p> <p><b>Regular up-dates received by the Access Committee and LAF 2006/7</b></p>	Andy Ryland
AS1 (b) Keep the Definitive Map under review and monitor progress	<ol style="list-style-type: none"> <li>Access Committee receives regular quarterly reports showing month on month progress against BVPP targets in relation to applications, anomalies, Definitive Map Modification Orders and Public Path Orders.</li> <li>Digitising the Definitive Map to produce an electronic copy is progressing well.</li> </ol>	<p><b>2006/7 BVPP Action</b></p> <p><b>Access Committee papers</b></p>	John Dwyer
AS1 (c) Maintain and enhance existing engineered routes.	<ol style="list-style-type: none"> <li>A number of Routes including Gorbeck, Stockdale Lane Settle Loop, Lady Anne’s Highway have been enhanced and improved as part of the implementation of the Pennine Bridleway.</li> <li>The Ranger Service have maintained a number of specific routes in the 3 Peaks area including Swinetail, Gapping Gill and Crina Bottom Ingleborough and Beecroft, Horton in Ribblesdale as well as other routes elsewhere in the Park including Occupation Road, and Double Croft Lane, Dent.</li> </ol>	<p><b>2006/7 BVPP Actions</b></p> <p>PBW Annual Report <b>Access Committee</b> August 2006</p>	Alan Hulme

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
<p>AS1 (d) Consider the implications of undertaking engineering projects and major rights of way repair works on the busy routes, to ensure these are not carried out at the expense of minor routine maintenance, such as installing or mending stiles and gates and waymarking, on less frequented routes.</p>	<ol style="list-style-type: none"> <li>1. The Ranger Service, with the assistance of the Dales Volunteers, have collated the baseline information for monitoring the condition of the Public Rights of Way network. The Maintenance Plan, that was agreed by the Access Committee 11 May 2006, sets down clear objectives and targets for the next 5 years.</li> <li>2. On-going programme of works to improve the overall network and to show continuous improvement in relation to national indicators BVPP NPI RM1 of 'Ease of Use' and BVPP NPI RM2 of routes signposted from a road.</li> <li>3. Rangers will also be reporting general progress, including PROW issues, to Members at the Authority meeting in July 2007.</li> </ol>	<p><b>2006/7 BVPP Action</b></p> <p><b>Access Committee Report May 2006</b></p> <p><b>National Performance Indicators RM1, and RM2</b></p>	<p>Alan Hulme</p>
<p>AS1 (e) Continue to undertake public rights of way maintenance with the help of volunteers and continue to use local contractors for major projects.</p>	<ol style="list-style-type: none"> <li>1. A range of opportunities for volunteers to assist in maintenance works have been provided including groups from the Ragged Robin Conservation Volunteers, John Muir Trust, Community Warden, Clapham, Austwick &amp; Lawkland, Dales Volunteers, work experience and through the Apprenticeship Scheme. The Dales Volunteers alone, have undertaken approx 490 days of practical activity in 2006/7. In addition they have also carried out approx 400 days of surveying of and recording of rights of way for the Maintenance Plan.</li> <li>2. The Ranger Service continues to use local contractors for services and supplies. In total, approx 45% of the PROW budget has been spent through local contractors in relation to works conducted on PROW during 2006/7.</li> </ol>		<p>Alan Hulme</p>

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
<p><b>AS2 Implement CRoW Act Open Access according to the resources available. Priority will be given to those areas of the National Park that are likely to experience increased use, and/or where there are particular conservation interests:</b></p>			
<p>AS2 (a) Identify the necessary resources to manage Open Access effectively and to ensure reasonable access to access areas by the public.</p>	<p>YDNPA has used the resources available to promote and manage open access through the following:</p> <ul style="list-style-type: none"> <li>- Installing infrastructure stiles and gates.</li> <li>- Developing 8 'open access walks to be promoted in 2007 one of which has been included in the Visitor Newspaper for 2007</li> <li>- Managing Access Information Points these provide 24 hour information on restrictions and exclusions. Including the management of summer 2006 Fire Restrictions and Closures</li> <li>- On-site signing in accordance with the national signing strategy</li> <li>- YDNPA web site gives information and details of restrictions and links to the national website.</li> <li>- Displays and information in NPCs and PIPs, public web link in NPCs.</li> <li>- A Local Access Forum workshop – looking at the future management and development of 'open access' opportunities</li> <li>- Responding to the Natural England consultation on the updating of the Relevant Authority Guidance in relation to the management of restrictions.</li> </ul>	<p><b>2006/7 BVPP Action</b></p>	<p>Alan Hulme</p>
<p>AS2 (b) Work with land managers and users, to ensure timely information, and face-to-face contact, through the Ranger Service.</p>	<ol style="list-style-type: none"> <li>1. The Ranger Service continues to meet with land managers to review current working and monitoring procedures.</li> <li>2. 30 stiles and gates have been provided as part of an ongoing programme of improving 'open access' opportunities. Requests from landowners and users for additional furniture have continued to be low but the Authority is continuing to discuss opportunities with landowners/farmers and interested parties.</li> <li>3. During 2006/7 1 Access news letter has been produced and a further newsletter will be circulated Mar/Apr 2007.</li> <li>4. Nearly 540 access duties, in 2006/7, have been completed by Dales Volunteers in areas identified for monitoring, this includes liaison with landowners/farmers and users of the new rights.</li> </ol>	<p><b>2006/7 BVPP Action</b></p>	<p>Alan Hulme</p>

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
AS2 (c) Draw up a detailed monitoring programme to assess the effect of Open Access on the National Park.	<p>A local programme of monitoring open access in the Yorkshire Dales, has been drawn up and implemented. (This fits within the framework for monitoring access and recreation within the Yorkshire Dales National Park including, green lanes, CRoW Act, Rights of Way, long distance routes, visitor perception and attitude surveys 2005/6 BVPP Action 29).</p> <ul style="list-style-type: none"> <li>- Access Duty monitoring Report for the periods 01/05/05-05/09/05, 02/08/05-05/02/06 and 03/06-07/06 have been produced.</li> <li>- Completion of a questionnaire survey of over 600 visitors (potential and existing users of open access) looking at the impact and knowledge of the legislation and visitors perception and behaviour in 2005, will be repeated 2007/8 (third summer after implementation)</li> </ul>	<b>2006/7 BVPP Action</b>	Mark Allum Jonah Tosney
<b>AS3 Safeguard the National Park from overall or irreversible damage through inappropriate activity and minimise conflict between different users:</b>			
AS3 (a) Use existing legislation and guidance to limit inappropriate activity in the National Park, including supporting and encouraging the Police Authority in controlling illegal and anti-social use.	<ol style="list-style-type: none"> <li>1. Use of legislation to manage use of Green lanes by recreational motor vehicles <ul style="list-style-type: none"> <li>- NERC Act now on the statute books, we are awaiting commencement of section 72 TRO powers for National Parks. The Authority's approach to the management of motorised vehicular use of green lanes began through an officer/member working group in 2005/6 and is now being taken forward through engagement with LAF and user groups through the Yorkshire Dales Green Lanes Advisory Group in 2006/7.</li> </ul> </li> <li>2. Liaison with local police has resulted in the Ranger Service and Dales Volunteers being involved in a number of 'action days' around the national park targeting illegal off-road motorcycle users.</li> <li>3. Framework document on the management of green lanes (unsealed routes) has been produced through consultation.</li> <li>4. Sensitivity assessment carried out on all routes with possible or proven rights for motor vehicles, which identified 28 routes as potentially sensitive.</li> </ol>	<b>2006/7 BVPP Action</b>  <b>Access Committee,</b> Regular report and updates (every Committee since Jan 2006)	Jon Avison  Kathryn Beardmore  Mark Allum

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
AS3 (b) Work with the County Councils and users to explore, identify and implement appropriate management of green lanes on a regional basis.	NYCC and CCC are represented on the Yorkshire Dales Green Lanes Advisory group which was set up September 2006.		Jon Avison
AS3 (c) Work with landowners, farmers, users and user groups to try and resolve any actual or potential conflict through positive visitor management.	<ol style="list-style-type: none"> <li>1. Recreation Charter publicised through the website and of recreation activities now complete and available as a GIS layer has involved with user groups to help promote recreation with responsibility.</li> <li>2. The Ranger Service has continued to liaise with individual land owners and farmers as well as conducted enhancement works to resolve significant issues. These have included the construction of a footbridge and diversion of the 3 Peaks main footpath out of a busy working farm yard at Nether Lodge. The Ranger Service and Ramblers' Association have also developed working procedures and reporting mechanisms through the recently established liaison group meeting.</li> </ol>	<b>2006/7 BVPP Action</b>	Alan Hulme
<b>AS4 Maintain the quality, diversity and scope of the National Park's recreational assets:</b>			
Consider each recreational activity in terms of where it should take place, in what volume and at what time. It must be recognised, though, that in many situations we have no legal means of control and so can only do so through education and encouraging users' voluntary restraint.	<ol style="list-style-type: none"> <li>1. Liaison meetings are held with the BMC twice a year to discuss access issues including bird restrictions.</li> <li>2. The need for a Recreation Charter celebrating the unique recreational assets the Dales has to offer, together with the rights and responsibilities of users and land managers was identified through the Best Value Review of the Authority's second purpose. Through consultation with the YDAF (as statutory adviser on improving open air recreation in the National Park) and user groups a 'recreation charter' for the Yorkshire Dales was produced (<b>see Yorkshire Dales Access Forum</b> report 17 January 2006) It has proved to be a useful document, and will be further publicised in 2007/8</li> <li>3. Behind the recreation charter is a recreational 'audit' identifying sites used for different activities, together with their relative importance/popularity and if there are any management issues eg breeding birds and climbing. Recreation audit for a wide range of activities is in place. A number of other activities will be added as information becomes available.</li> </ol>	<b>2006/7 BVPP Action</b>  <b>Best Value Review -improvement plan</b> in relation to YDNPA's second purpose	Mark Allum

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
<b>AS5 Continue to seek to engage event organisers and promote good practice by:</b>			
AS5 (a) seeking possible alternatives to large-scale events in sensitive areas,	<ol style="list-style-type: none"> <li>1. The Ranger Service has continued to monitor use and liaised with groups, when contacted in advance, on how to minimise impact.</li> <li>2. The local Area Ranger is also working with the 3 Peaks Race Committee, Craven District Council and others in relation to planning for the 2008 World Fell Race event.</li> </ol>		Alan Hulme
AS5 (b) promoting the codes of practice from the NPA and the Institute of Fundraising, etc. Placing information for events organisers on the new Authority website	The Ranger Service continues to promote and forward codes of practice to event organisers and will review methods of promoting information 2007/8.		Alan Hulme
AS5(c) continuing to monitor levels by maintaining a register of events.	Register maintained but few events organisers contacting the Authority directly, hence the need for a review of the numbers of events and methods of communication.		Mark Allum



IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
AS6 (c) Promote cycling and walking routes as a sustainable and healthy way to enjoy the special qualities of the National Park, as well as providing access to facilities and services.	<ol style="list-style-type: none"> <li>1. Launch of <a href="http://www.cyclethedaes.org.uk">www.cyclethedaes.org.uk</a> and <a href="http://www.mtbthedaes.org.uk">www.mtbthedaes.org.uk</a> in October 2005 to promote cycling routes. These cycling websites are linked to the Authority site, the Yorkshire Dales Tourism site and Outdoor Yorkshire site, and have been maintained and developed in 2006/7</li> <li>2. Good working relationships continue with walks for health projects in Leeds and Bradford.</li> <li>3. 'I'm a city dweller project' taken on as core activity within outreach programme as Dales Experience. A successful year, 2006/7, resulted in over 20 day visits.</li> </ol>	2006/7 BVPP Action	<p>Mark Allum</p> <p>Catherine Kemp</p>
<b>AS7 Ensure visitor facilities, 'interchanges' and car parks are of a high quality and in keeping with the character of the location:</b>			
AS7 (a) Assess need, and where appropriate, develop visitor facilities/interchanges in the main market towns and tourism centres through a partnership approach.	Turntable project - The project is to develop a café, wildlife area, cycle facilities and transport hub at the DCM site. The surplus from these activities will fund small grants for to support social inclusion projects such as transport to the NP for excluded groups. This project has been selected as one of twelve in the Yorkshire Region, to receive support in the form of consultant's time to develop a business proposal and access external funding for a social enterprise project. The project will be developed in the next 6 months for implementation in 2007. A Hawes 'interchange' has some funding allocated by NYCC through the LTP2, and it is hoped that this funding can be brought forward to provide some match funding.	2006/7 BVPP Action	Fiona Rosher /Julie Barker
AS7 (b) Encourage visitors to park appropriately in both rural and urban areas of the Park.	<ol style="list-style-type: none"> <li>1. Key messages have been included in National Park media including publications and web sites.</li> <li>2. Car park display boards were erected at car parks promoting this message and the publishers of guide books are also asked to encourage their readers to follow this principal.</li> </ol>	2005/6 BVPP 40, 60	Andy Ryland

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
AS7 (c) Use the planning process to manage parking, particularly where this is part of any new visitor and/or tourism developments.	The Transport and Visitor Management Officer assesses development proposals, as a core activity and makes suggestions where appropriate.	YDNPA Local Plan	Peter Stockton Andy Ryland
<b>AS8 Maintain the diversity of recreational experience to ensure there continues to be a difference between honey pots and quieter areas of the Yorkshire Dales National Park:</b>			
Only promote activities in those areas where the type of activity, and further development and associated increase in visitor numbers, can be managed: safeguarding the environment, and not placing an undue burden on land management interests. (This will require clear definitions of the characteristics of the different areas of the Park based on the special qualities, landscape character assessment, Area Actions community consultation and Local Plan criteria).	<ol style="list-style-type: none"> <li>1. A new structure for tourism delivery has been developed and funded by Yorkshire Forward. – now know as Yorkshire Dales and Harrogate Tourism Partnership. The Action Plan and Business Plan are now in place for 06/10</li> <li>2. The YDNPA is represented at Member and Officer level in the new partnership and will continue to influence tourism promotion and encourage longer stay and higher spend without a detrimental effect on the area.</li> <li>3. The sub-regional cycling strategy (funded through Yorkshire Forward) is providing a strategic approach to ensure this approach continues across North Yorkshire.</li> <li>4. The programme of interpretive walks for education groups is structured around main service centres and mostly well used routes. The events and outreach programmes also pay ‘due regard’ to their ‘environmental impact’ in this context. This approach continues.</li> </ol>	<b>2006/7 BVPP Action</b>	<p>Kathryn Storey Julie Barker</p> <p>Kathryn Storey Julie Barker</p> <p>Iain Mann Mark Allum</p> <p>Bill Wood Catherine Kemp</p>

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
<b>AS9 Provide education information and key messages to increase Park users' awareness of their impact and to influence their behaviour towards the Yorkshire Dales National Park:</b>			
<p>There is a range of audiences with whom we should be trying to communicate, and a variety of messages that we need to promote. We need to tailor a variety of approaches to provide information and messages appropriate to differing target audiences. (This should consider targeting and what, how, where and when, information is provided – see also Access for All.)</p>	<ol style="list-style-type: none"> <li>1. The Authority website contains large areas of new information about opportunities to access the countryside (and how to do this responsibly). This should reach new audiences - particularly with the development and promotion of the national parks portal website and the joint national parks Britain's Breathing Spaces campaign.</li> <li>2. The 'message' for education groups is delivered through the range of education activities on offer and resources available via the NPA website. Ongoing</li> <li>3. 'Outreach' groups have been defined as a specific target area and an 'approach' has been identified and resourced. The programme of 'Dales Experience Days' is growing and including a progressively wider range of groups.</li> <li>4. The events programme is well established and currently being developed to increase the emphasis on outreach groups. See AS 18 (b).</li> </ol>	<b>2006/7 BVPP Action</b>	Kath Taylor Bill Wood

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
<b>Sustainable Transport</b>			
<b>AS10 Develop and promote an efficient, effective, integrated and accessible public transport network which provides access to the National Park and areas within it, to key facilities for both visitors and residents of the National Park - and in accordance with the public transport position statement:</b>			
AS10 (a) Develop the Yorkshire Dales Sustainable Travel Partnership to promote focused management of services and promote the use of public transport to and within the Dales.	The Yorkshire Dales Sustainable Travel Partnership has now been meeting for two years and is a cohesive partnership. The partnership has <ul style="list-style-type: none"> <li>- arranged the joint funding of publications</li> <li>- the co-ordination of funding of services</li> <li>- provided through rail/ bus ticket</li> </ul>	<b>2006/7 BVPP Action</b>	Andy Ryland
AS10 (b) Integrate public transport promotion information into Dales Tourism Forum (JPI) sustainable tourism and Outreach activities.	<ol style="list-style-type: none"> <li>1. Information on the Dales Bus discount scheme and sustainable travel messages have been included in the 2007/2008 promotional material produced by the Yorkshire Dales and Harrogate Tourism Partnership including the Partnership's trade newsletter.</li> <li>2. Initial work to fully integrate journey planning information, through <a href="http://www.transportdirect.info">www.transportdirect.info</a> within events information on <a href="http://www.yorkshiredales.org">www.yorkshiredales.org</a> is underway.</li> </ol>		Andy Ryland Kathryn Storey
AS10 (c) Fund services that have a significant benefit on the Authority's Outreach and sustainable tourism activities, through a partnership approach.	During 2006/7 the YDNPA has contributed to funding a limited number of key recreational bus services.		Andy Ryland
AS10 (d) Provide public transport infrastructure on NPA owned sites where this can be externally funded.	See Turntable Project proposals under AS7		

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
AS10 (e) Seek contributions from developers for improvements to public transport infrastructure or services where appropriate.	All appropriate applications are assessed by the Transport and Visitor Management Officer and commuted sums requested where appropriate. This has included support for public transport infrastructure improvements in Long Preston.	Local Plan	Andy Ryland
<b>AS11 Support the provision and maintenance of transport infrastructure and measures that promote the safety of road users, provided these measures either have a positive or de minimis impact on the conservation of the special qualities and character of the National Park:</b>			
AS11 (a) Establish design criteria and standards that seek to conserve the special locally distinctive character of routes in the landscape of the Yorkshire Dales, and which may differ from standards applied elsewhere, including for signing.	The Local Transport Plan provides some guidance.  Approximately 15-20 highways consultations are dealt with each year. For most Highway Schemes the Authority has no 'control' eg through the planning process over the final design implemented, and therefore relies on the County councils proposing designs which are sympathetic to the special qualities of the area, whilst meeting highway requirements	County Councils' LTP2	Andy Ryland
AS11 (b) Negotiate new public rights of way or permissive routes to provide safe alternatives to walking and riding on busy roads.	Routes which provide road safety improvements have been fed into both the Rights of Way Improvement Plans and the Councils' reserve lists for assessment.	County Councils' LTP2 and ROWIPs	Andy Ryland
AS11 (c) Seek contributions from developers, through the local planning process in consultation with the Highway's Authority, for improvements for road safety.	this will be taken forward as opportunities arise.	Local Plan	Peter Stockton

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
<p><b>AS12 Support measures which either reduce dependency on motor vehicles for movements to, and within, the National Park or remove unnecessary and inappropriate traffic from the National Park; and promote the management of traffic so that vehicles use appropriate routes both inside and outside the National Park:</b></p>			
<p>AS12 (a) Provide good-quality and safe ways for exploring the Dales, and publicise these through local businesses, to help individuals make informed choices about their mode of travel.</p>	<p>YDNPA currently operates 29 Park Information Points, many local business, where promotional material including information on the Dales Bus Discount scheme, cycling and public transport information is distributed to and displayed, where available.</p>		<p>Andy Ryland Kathryn Storey</p>
<p>AS12 (b) work with the county councils and other partners, quarry companies and other producers of heavy goods to identify schemes and funding to minimise the effect of freight movements on the National Park area.</p>	<p>Ongoing discussions about:</p> <ul style="list-style-type: none"> <li>• Timber extraction at Greenfield and Cam</li> <li>• Putting the railway back into Horton Quarry</li> </ul>		<p>Dave Parrish</p>
<p>AS12 (c) Seek improvements in directional signing to encourage traffic to use the higher order roads in an updated Advisory Road Hierarchy, when travelling to, or within, the area.</p>	<p>The Authority has actively engaged in discussions with the County Councils on their rural road hierarchies which is a starting point for sign strategies.</p>	<p><b>Access Committee</b> Report Feb 2006</p>	<p>Andy Ryland</p>

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
<b>Access for All</b>			
<b>AS13 Provide access so that all potential visitors (those who are fully able and those with a variety of mobility, and sensory impairments) have a wide and varied spread of opportunities to access the Yorkshire Dales countryside:</b>			
AS13 (a) Determine the demand, both current and potential, for improved access to the countryside in order to inform an Access for All audit.	Survey to help prioritise access for all improvements is programmed for 2007/8.		Rachel Briggs
AS13 (b) Audit the access network across the National Park in order to provide information about its condition and to identify paths with the potential to be improved to provide access for those less mobile.	<ol style="list-style-type: none"> <li>1. worked with Yorkshire Forward and Craven District Council to produced a best practice guide for local businesses in relation to the DDA.</li> <li>2. undertaken an assessment of RoW network based on a desk top exercise, and field survey (using volunteers) to survey the rights of way network to identify those suitable to be developed for 'access for all'. An analyse and report of the interim survey results has been completed.</li> <li>3. undertaken 2 projects to improve access for people with specific mobility needs <ul style="list-style-type: none"> <li>- a further 1.5km of footpath opened up to wheelchair users at Bolton Abbey</li> <li>- 900 meters of footpath on the Dales Way at Buckden had 'barriers' removed and was re-surfaced to allow access for those with limited mobility.</li> </ul> </li> </ol>	<b>BVPP Action 2006/7</b>  <b>BVPP 2006/7</b>  ROWIP Adequacy Survey  <b>ROW Maintenance Plan</b>	Rachel Briggs
AS13 (c) Ensure that all NPA-managed sites meet the highest access standards possible (given resource and environmental constraints).	All YDNPA sites brought up to standard for DDA 2005	2005/6 BVPP	Paul Drake

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

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
<b>Healthy Living</b>			
<b>AS14 Encourage use of safe walking and cycling routes including routes to reach services and facilities that benefit visitors and residents alike:</b>			
AS14 (a) Develop a series of circular walks and rides that are based on key settlements (see also Access for All).	ROWIPs have identified the importance of safe, circular walks centred on where people live.	ROWIP	Andy Ryland
AS14 (b) Work with the County Councils to further develop a network of routes, including 'quiet lanes', for cycling and walking around towns and villages.	Work, initially, is to look at the Cumbria part of the Park 2007/8	ROWIP	Andy Ryland
AS 14 (c) Deliver a programme of walks aimed at new users of the Yorkshire Dales National Park, including a walks programme for Walking the Way to Health Initiative participants combined within the main events programme.	<p>The 2006 programme included: two slow motion / limited mobility 'fungal trails' on the Bolton Abbey Estate, a slow motion / limited mobility Malham Landscape Trail and two Teddy Bear's Picnics.</p> <p>Similar events are included in the 2007 programme and more opportunities will be developed here and in the 2008 programme.</p>		Cathy Bergs
<b>AS15 Work with local health professions, e.g. Family Practitioner committee/Health Authorities,</b>			
to improve the health of local people and visitors through improvements in, and the promotion of, the rights of way network for walking, running and cycling around the key service centres in the National Park.	<ol style="list-style-type: none"> <li>1. Over previous years, the Authority in conjunction with Harvey Map, have published a series of walks maps which promote walking and riding from key settlements (these are now being reprinted by Harveys).</li> <li>2. Volunteers working with Richmondshire and Hambleton PCT to develop a partnership to establish a 'cycle for health' scheme based in the north of the National Park.</li> </ol>		<p>Andy Ryland</p> <p>Rae Lonsdale</p>



IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
<b>Social Inclusion</b>			
<b>AS17 Provide opportunities and encourage new audiences to engage in, learn about, and value the National Park:</b>			
AS17 (a) Continue to develop an Outreach programme for potential users that do not visit the National Park, to facilitate trips and provide a diverse range of opportunities to take account of different needs and interests. Currently our Outreach programme is targeting Keighley and the centre of Bradford.	<ol style="list-style-type: none"> <li>1. The turntable project will enhance the opportunities for non users to access the countryside and act as a hub.</li> <li>2. Third year of Beyond the Boundary project completed.</li> <li>3. Working with Keighley residents included summer playscheme and visits from range of groups, and network of contacts developing in Bradford and Keighley.</li> </ol>	<b>2006/7 BVPP Action</b>	<p>Julie Barker</p> <p>Catherine Kemp</p>
AS17 (b) Implement Mosaic 2: this will ultimately lead to more participation of black and minority ethnic communities as Dales Volunteers, employees and Members. In turn, the community champions will act as spokespeople on behalf of the National Park, cascading their interest and enthusiasm.	<ol style="list-style-type: none"> <li>1. Mosaic group leader visit to Malham YH 2 – 3 Sept 2006.</li> <li>2. Mosaic group leader visit to Hawes YH planned for 22 – 23 April 2007.</li> <li>3. Mosaic annual national conference planned for Grinton Lodge YH in October 2007.</li> </ol>	<b>2006/7 BVPP Action</b>	<p>Cathy Bergs</p> <p>Rae Lonsdale</p>
AS17 (c) Link to other projects, e.g. TARGET, to promote the area to under-represented groups.	Exit Strategy for Target project was that the outreach work be subsumed into the Authority's core outreach activity - this has taken place. Target Project exit strategy explained in article in MIB July 2005		Catherine Kemp
<b>AS18 Increase awareness of the National Park and what it can offer:</b>			
AS18 (a) Work with Dales Tourism Forum/Joint Promotion Initiatives to target marketing and promotion work so that it meets the aspirations of different users.	The YDNPA continues to be represented on the Harrogate and Yorkshire Dales Tourism Partnership and has significant influence in the production and content of the Partnership's promotional material eg. The Holiday Guide & <a href="http://www.yorkshiredales.org">www.yorkshiredales.org</a> . – final versions incorporate key NPA messages.	<b>2006/7 BVPP Action</b>	Kathryn Storey

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
AS18 (b) Produce a socially inclusive programme of events.	<p>The 2006 programme included: two slow motion / limited mobility 'fungal trails' on the Bolton Abbey Estate, a slow motion / limited mobility Malham Landscape Trail and two Teddy Bear's Picnics.</p> <p>Similar events are included in the 2007 programme and more opportunities will be developed here and in the 2008 programme.</p> <p>See also AS14 c</p>	<b>2006/7 BVPP Action</b>	Catherine Kemp Cathy Berg
AS18 (c) Re-evaluate the Interpretation Strategy in relation to the Disability Discrimination Act.	DDA is not explicitly mentioned in the revised Interpretation Strategy (2005) but ensuring accessibility is an overall aim of the Interpretation Policy (1999) which guides the work of the Interpretation Officer. Action taken to ensure that all future interpretation is in line with the DDA.		Karen Griffiths
AS18 (d) By implementing the Authority's 'Outreach' programme.	Bulk mailing of 'yours to enjoy' DVD mailing completed. Evaluation of the success of the DVD's in promoting awareness to be undertaken for publication in 2007.	<b>2006/7 BVPP Action</b>	Catherine Kemp
<b>AS19 Provide individuals and groups of people from all walks of life with...</b>			
<b>the opportunities to make a difference, through their personal skills, interests and enthusiasm, to the long-term conservation, enhancement and enjoyment of the National Park.</b>	<p>Currently 230+ Dales Volunteers offering support over a very wide range of activities. 50% of Dales Volunteers questioned (Jul 05) to assess strategy implementation's personal impact.</p> <p>Summary available from Volunteers Co-ordinator</p>	Volunteering Strategy (May 2001)	Rae Lonsdale

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
<b>Sustainable Tourism</b>			
<b>AS20 Work as a key regional influencer, working to ensure that sustainable tourism is high on the agenda of those with this remit:</b>			
AS 20 (a) Develop a sustainable tourism strategy within the framework of the new tourism agenda and link to the various emerging regional strategies.	<ol style="list-style-type: none"> <li>1. A sustainable tourism strategy will not be developed until the new regional tourism agenda has been resolved. A decision will then be taken to consider if a new strategy should be developed or if this can be linked into other strategies.</li> <li>2. Currently investigating the possibility of applying for Europarc Status.</li> </ol>		Julie Barker
AS 20 (b) Produce an action plan that will detail the Authority's current tourism activities, defining, measuring baselines and setting targets for 'sustainable tourism product' and 'sustainable tourist behaviour' by December 2005 for achievement by December 2010.	<ol style="list-style-type: none"> <li>1. Baseline has been set based on a five point sustainability checklist, developed by Sustainable Tourism project officer. This has enabled information for the industry to be collected and targets to be set as a result of this information.</li> <li>2. Achievement of this five point check list has also been stated as a business plan objective by the new Yorkshire Dales Area Tourism Partnership and will be monitored for progress.</li> <li>3. Worked with The Yorkshire Dales and Harrogate Tourism Partnership to develop a Business Registration Scheme which provides a pool of contacts for awareness raising and training opportunities.</li> </ol>		Julie Barker
<b>AS21 Through partnership, encourage sustainable tourism that recognises the special qualities of, and builds on, the environmental assets of the National Park:</b>			
AS21 (a) Define the sustainable tourism product in the Yorkshire Dales National Park and wider marketing area.	The first stage of this has taken place by gathering baseline data.		Julie Barker

IAS Strategy	Action 2006/7	Link to Other Documents and Reports	YDNPA Lead Officer
AS21 (b) Develop an all-year-round tourism product that safeguards and/or enhances the character and environmental assets of the area.	This will be done via the Yorkshire Dales and Harrogate Tourism Partnership and is a business plan target of this partnership (see AS 8 for YDHTP).		Julie Barker
AS21 (c) Encourage the 'greening' of local tourism businesses.	Again this is addressed initially via the 5 point checklist and plans to operate further 'greening you business' days for the Industry. SDF funded project to fund Business Environmental Forum to fund a post carrying out environmental audits for businesses in the NP. 07/08 is final year of funding for project.	<b>2006/7 BVPP Action</b>	Julie Barker
AS21 (d) Encourage more 'staying' rather than 'day' visits through sustainable tourism initiatives.	Area Tourism Plan for 2006/7 <ul style="list-style-type: none"> <li>• Funded via Yorkshire Forward - Yorkshire Dales and Harrogate Tourism Partnership Action Plan produced</li> <li>• Draft marketing plan produced – work started on regional Destination Management System – part of which includes accommodation booking system.</li> </ul>		Mark Allum  Julie Barker
<b>AS22 Encourage greater awareness so that people think about their mode of travel to and within the Yorkshire Dales National Park, as well as the activities they pursue, in relation to their wider impact on the environment:</b>			
AS22 (a) Through promotional material (web and publications) providing 'key messages' to increase users' awareness of their impact and to influence their behaviour towards the Yorkshire Dales National Park.	See AS 9		
AS (b) By ensuring that the 'gateways' on the edge of the Yorkshire Dales National Park and the 'hubs' within the National Park which facilitate getting around the area, are accessible by public transport and/or other sustainable means of travel, such as cycling and walking routes.	Both county councils' LTP2, and the ROWIP are based on service centres	County Council LTP2	Julie Barker Andy Ryland