Assessment Report

Customer Service Excellence

Yorkshire Dales National Park Authority

Successful

2 August 2024

Assessment Summary

Overview

Overall Self-assessment	Satisfactory
Overall outcome	Successful

RP1 2024
The Yorkshire Dales became a National Park (the Park) in 1954 in recognition of its outstanding natural scenery, diversity of wildlife habitats, cultural heritage and opportunities for outdoor recreation. An extension of the Park boundary in 2016 means it now covers 2,179 square kilometres in North Yorkshire and Cumbria, and a small area within Lancashire. The Park is a working environment and home to over 23,000 people, with over 95% of land in private ownership. The Park is proud to be celebrating its 70th Anniversary on 16th November 2024.

The Yorkshire Dales National Park Authority (the Authority) has its objectives set by Parliament and its customers have diverse and often conflicting needs and preferences. Some services are similar to those provided elsewhere, for example, providing the function of local planning authority, but most services are specific to National Park Authorities. The role of the Authority is defined to conserve and enhance the Park's natural beauty, wildlife and cultural heritage and to promote opportunities for the understanding and enjoyment of its special qualities by the public. There is also a requirement to foster the economic and social well-being of local communities, and the retention and attraction to the area of young people.

The Authority has a Board of 25 Members and employs 130 full-time equivalent staff, working across nine sites, supported by 270 highly valued Dales Volunteers, who carry out a wide range of work, often 'out and about' the Park, easily accessible to the public. Staff are hardworking and knowledgeable, and are a credit to the Authority, demonstrating commitment and genuinely caring attitudes that are greatly appreciated by the many different customer groups and partners. Great efforts are made to forge effective and transparent working relationships with customers and create an atmosphere of trust between all. This is particularly important as the Authority often has to provide balance and resolve situations where there may be potential conflicts of interest.

The Authority continues to achieve at least Full Compliance in all elements of the Standard. There is an impressive total of eight Compliance Plus elements (1.1.2, 1.1.3, 1.3.5, 2.1.1, 2.2.2, 3.2.1, 3.4.1 and 3.4.3).

The Authority is a long-standing holder of the Customer Service Excellence Standard since 2010, and the Assessor is delighted to recommend continued accreditation.

1: Customer Insight

Criterion 1 self-assessment	Strong
Criterion 1 outcome	Successful

RP1 2024
Criterion 1 is about customer insight, consultation, engagement, satisfaction levels and improving the customer experience. This Criterion is fully compliant, with three Compliance Plus elements (1.1.2, 1.1.3 and 1.3.5).

Compliance Plus is merited for impressive commitment to understanding the needs and preferences of the many customer groups (1.1.2) and exemplary efforts to develop services in response to the specific needs of the hard to reach and disadvantaged (1.1.3). The Authority takes every opportunity to improve the customer journey, meriting Compliance Plus (1.3.5).

Customer insight is gained from major surveys, such as the Visitor Survey and the Resident Survey, both completed every five years, as well as from other surveys, including the questionnaire for readers of the popular ‘The Visitor’ magazine and the Visitor Centre Survey. 96% of respondents to the Visitor Survey 2022, published on the web site, were very satisfied with their overall visit to the Park. The Resident Survey 2023 plays an important role in capturing local people’s views and perceptions.

Formal consultation procedures include the very important Local Plan 2023-2040 Public Consultations and the statutory Local Access Forum consultations.

2: The Culture of the Organisation

Criterion 2 self-assessment	Strong
Criterion 2 outcome	Successful

RP1 2024
Criterion 2 is about the culture of the Service and staff commitment to the customer focus. This Criterion is fully compliant with two Compliance Plus elements (2.1.1 and 2.2.2).

There is strong corporate commitment to putting the customer at the heart of service delivery, admirably supported by the long-standing Chief Executive, meriting Compliance Plus (2.1.1). Staff are polite and friendly, knowledgeable and highly professional, with an impressive understanding of customers' needs, also meriting Compliance Plus (2.2.2).

The Park is funded by Central Government, but financial pressure in recent years has led to a cultural change as a result of the need for the Park staff to actively generate more local funding through grant applications, income generating initiatives and charges for professional services. More staff have thus been appointed to facilitate this change, which has resulted in more income now from additional project funding than from core Government funding.

The Staff Survey 2024, with an impressive 88% response rate, found that 93% of staff feel valued and appreciated, with 80% feeling supported by their Manager.

The Authority is proud to hold Investors in People accreditation.

3: Information and Access

Criterion 3 self-assessment	Strong
Criterion 3 outcome	Successful

RP1 2024
Criterion 3 is about information and access, partnership working and working in the wider community. This Criterion is fully compliant, with three Compliance Plus elements (3.2.1, 3.4.1 and 3.4.3).

Compliance Plus is merited for the efforts made to ensure that customers receive all relevant information, through a wide variety of channels (3.2.1). The Authority provides a wide range of verbal, published and web-based information.

Partnership arrangements are very strong, meriting Compliance Plus (3.4.1). The National Park Management Plan 2019-2024 is the most important document for the Park, and is produced and monitored by a partnership of local organisations that operate across the area. These partners include Councils and Local Authorities, the National Trust, farmers and landowners, blue light services, environmental groups and charities. The Authority has to perform a delicate balancing act between a variety of interests and these partnerships, and consequently their co-ordinated services, form a crucial part in ensuring that the Authority continues to deliver its role as a place of conservation, industry, recreation and enjoyment.

Outstanding support for wider communities also merits Compliance Plus (3.4.3).

4: Delivery

Criterion 4 self-assessment	Satisfactory
Criterion 4 outcome	Successful

RP1 2024
Criterion 4 is about core business standards, performance, benchmarking and best practice, and complaints handling. This Criterion is fully compliant.

The Authority has challenging standards and performance indicators, well laid out in the National Park Management Plan 2019-2024, which has 49 specific objectives, overseen by the Management Plan Steering Group, focussing on many areas and issues, including building stronger communities, retaining and attracting young people to the Park, and shaping planning policies for existing residents and potential new dwelling developments. The Steering Group prepare annual progress reports to inform the National Park Authority and other key delivery partners, identifying where there are opportunities or the need for greater collaboration and co-ordinated action amongst partners in order to deliver the objectives in the Management Plan.

The Service consults and involves people in a wide range of ways, learning from best practice and benchmarking performance against other National Parks.

The Complaints Policy is clear, easy to use and subject to regular review. It fully sets out its commitment to dealing with complaints quickly, thoroughly, and effectively.

5: Timeliness and Quality of Service

Criterion 5 self-assessment	Satisfactory
Criterion 5 outcome	Successful

RP1 2024
Criterion 5 is about customer service standards for timeliness and quality of customer service, and performance against these standards. This Criterion is fully compliant.

The Authority has clear and measurable standards in relation to timeliness and quality of customer service, which are published in the ‘Standards of Service’ section of the web site.

Performance against standards for timeliness of customer service is publicised in the ‘Our Performance’ section of the web site which sits below the ‘Standards of Service’ section. With regard to quality of service, the results of both the Visitor and Resident Survey are published on the web site.

Staff make every effort to ensure that enquiries are dealt with quickly and fully at first point of contact, with procedures in place to keep the customer updated, if that is not possible.

A recent Reception Review has taken place, in response to fewer visitors to the two main offices, following the introduction of blended working for some roles and the changes to core hours. The offices are thus generally quieter, with fewer people working from the office. As a result, there is no longer a need for designated receptionists at the Grassington and Bainbridge offices.

1: Customer Insight

1.1: Customer Identification

1.1.1: We have an in-depth understanding of the characteristics of our current and potential customer groups based on recent and reliable information.

Applicant Self Assessment: Strong

Compliance to Standard: Compliant

New Evidence

24-002: Residents Survey 2023 Assessor Acceptance: Yes

The Resident Survey plays an important role in capturing local people's views and perceptions of the Yorkshire Dales National Park, and includes a respondent profile broken down by gender identity, age group, and area of the National Park. This is the sixth Resident Survey to be undertaken.

24-003: 'The Visitor' Questionnaire Responses - 2023 Assessor Acceptance: Yes

Within each copy of the 'The Visitor' magazine, readers are encouraged to complete a questionnaire that provides information on their motivation for visiting, where else they source information, their age group and how often they visit the National Park. The results are collated on an annual basis.

24-004: Socioeconomic Studies Key Findings Assessor Acceptance: Yes

The population of the National Park stopped growing in 2009 and is now stable at around 23,400. The age structure is heavily skewed towards older age groups. The population over 65 has grown 45% since 2001. Pre-school, primary school and secondary school populations have all declined since 2010.

24-005: Great Place Lakes and Dales Assessor Acceptance: Yes

This programme focuses on rural areas extending into both the Yorkshire Dales and Lake District.
It aims to understand the reasons for fewer 16-34 year-olds than the national average living and working in the area and seek to address them, using arts, heritage and culture as the catalyst for change

Active Evidence

21-015: Communications Strategy 2020-25 Assessor Acceptance: Yes

The strategy explains we need to know our audience, where they are, how to reach them and how to engage them. Evidence based, using insight from a range of sources, including resident and visitor surveys, the new National Parks Brand and Marketing team, as well as feedback on the projects we deliver

23-012: Visitors Survey 2022 Assessor Acceptance: Yes

The visitors survey provides information from existing customers visiting the Yorkshire Dales National Park area on their views of various aspects of the National Park and services provided for customers.
The data collated can then be compared to the 2017 visitor survey information collated

1.1.1.1: We have an in-depth understanding of the characteristics of our current

RP1 2024 The Authority has an in-depth and well embedded understanding of the various customer groups, together with detailed knowledge of their characteristics. Customers are segmented into Visitors or Residents. Within each of these two main groups, customers are then further segmented on the basis of personal characteristics, activities and views. Many staff live within the Park, and this local knowledge serves to further detail and strengthen the Authority's understanding of customer groups.
Socioeconomic studies show that the population of the National Park stopped growing in 2009 and is now stable at around 23,400. The age structure is heavily skewed towards older age groups, with the population over 65 growing 45% since 2001. Pre-school, primary school and secondary school populations have all declined since 2010.

Evidence Value: Fully Met

1.1.1.2: and potential customer groups

RP1 2024 Staff have a sound understanding of the characteristics of potential customer groups and are keen to encourage more customers to visit the Park. Mapping of the home location of visitors shows where people are travelling from, which assists with marketing campaigns based on geographical location. During the pandemic, it was notable that a different demographic of customers visited the Park, which has assisted the Authority in identifying and understanding the characteristics of such potential customer groups. Consideration has been given to the ways in which services and information may be expanded or amended in order to accommodate their needs. Much work is being undertaken with Black, Asian and Minority Ethnic (BAME) communities and young people, and those who participate in Yorkshire Dales events such as the Three Peaks Challenge, where participants may come from many different areas (or countries), diverse backgrounds and age groups.

Evidence Value: Fully Met

1.1.1.3: based on recent and reliable information.

RP1 2024 Customer segments are based on recent and reliable information. Appropriate customer group-specific surveys are conducted regularly, as with the Visitor Survey and the Resident Survey, to ensure that information gained from them remains reliable and meaningful. All appropriate strategies, including those which relate to consultation, service improvement and capturing customer insight, are reviewed and updated when necessary. An independent research body is used for major surveys and where Authority staff have conducted their own survey work, the questions and format have replicated these.
The Authority also has access to Census and other data sources that contain current statistics, data, information, reports and profiles about the population living in the Park.

Evidence Value: Fully Met

1.1.2: We have developed customer insight about our customer groups to better understand their needs and preferences.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliance Plus

Active Evidence

21-005: Residents Survey 2018 Assessor Acceptance: Yes

A residents' survey was conducted with a representative sample of 1,000 Residents. The findings were published in December 2018. We commission this survey every five year, and it plays an important role in capturing local people's views and perceptions of the Yorkshire Dales National Park

21-050: Yorkshire Dales National Park Management Plan 2019-24 Assessor Acceptance: Yes

Each National Park has one, it is their single most important document. It is a Plan for the National Park - its communities, businesses, visitors and the many organisations that operate there. It requires all who have an interest in the National Park to work together to achieve its aspirations.

22-001: Social Media Insights Assessor Acceptance: Yes

This dashboard is updated weekly to provide a snapshot - across Facebook, Twitter, Instagram and others - of our weekly following, reach/impressions and engagement. Where we see spikes, particularly in terms of engagement, we will review the content in order to understand audience tastes and trends.

22-003: Dark Skies Festival 2021 Assessor Acceptance: Yes

The 2021 Dark Skies Festival was quite different to previous Festivals due to the pandemic. When we realised we were going to be in lockdown in February 2021, we planned the festival to attract people to attend, using previous feedback, but in a different and more accessible way..

22-004: Dark Skies Festival Report 2022 Assessor Acceptance: Yes

The 2022 Festival was the first after the pandemic. Everyone was keen to be back outside. There were a variety of events, both virtual and in-person and it was noticed that online events were less popular this year, even though 2021 feedback had suggested there was a demand for these to continue

22-014: 2022 Planning Applicant Survey Results Assessor Acceptance: Yes

This questionnaire was sent out to planning applicants to seek satisfaction with the service received from the planning team

1.1.2.1: We have developed customer insight about our customer groups

RP2 2022 The Authority demonstrates a thorough understanding of the needs of its customers. Many examples were given of how customer insight is gained through consultation and feedback, including surveys with customers/visitors, residents, volunteers and service users, and collaborative working relationships with partners. Other sources include insight from social media comment and feedback. The Communications Strategy 2020 – 25 sets out and supports the commitment of the Authority to evolve its learning of its customers as the customer demographic changes.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.1.2.2: to better understand their needs and preferences.

RP2 2022 The Authority constantly strives to improve their understanding of customers' needs, and is effective in implementing improvements as a direct result of the feedback they receive. The Park is now a designated Dark Sky Reserve and the events run have evolved as a direct result of customer feedback. The Citizens Portal accessed through the Planning section on the website allows for interested parties to comment online and view those of others. Simplification of the planning process has assisted those who had difficulty in following it through the various stages. QR codes are posted on boards outside Visitor Centres linking to several local walks and these can be accessed when the Centre is closed. Social media interaction is under constant adaptation due to the changing preferences of customers. Rangers work closely with landowners and public bodies in order to ensure that all needs are taken account of.
RP1 2024 Although not formally reviewed, Compliance Plus is retained.

Evidence Value: Fully Met

1.1.3: We make particular efforts to identify hard to reach and disadvantaged groups and individuals and have developed our services in response to their specific needs.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliance Plus

Active Evidence

23-001: Access 'certainly improving' for disabled people Assessor Acceptance: Yes

This news release details the work that has been undertaken recently and the work that is due to be undertaken in the near future. These activities are all aimed at improving access for people with disabilities or reduced mobility.

23-002: Local Access Forum Assessor Acceptance: Yes

The Access Forum was established by the Authority as a statutory advisory body, following the Countryside and Rights of Way Act.
The Forum's role is to provide advice on improving access within the National Park. As such, it advises the Authority on the right of Open Access to the countryside.

23-003: Education - additional needs Assessor Acceptance: Yes

We provide education and learning resources for many groups and individuals, including education sessions, activities and resources for people with additional needs.
Everything offered is designed to meet the needs, abilities and experience of the people we are working with.

23-004: Changing Places Article Assessor Acceptance: Yes

Article included in the Dales Newspaper about the new accessible toilet installed at the Dales Countryside Museum at Hawes

23-005: Community engagement in Leeds Assessor Acceptance: Yes

The Learning and Engagement team is currently running a sustained period of activity and engagement within the Inner East and North East Leeds wards of Chapeltown; Burmantofts and Richmond Hill; Gipton and Harehills and Killingbeck and Seacroft.

23-006: Kids in museums Assessor Acceptance: Yes

We wanted to provide a family friendly experience for our visitors and to learn from the experiences of others. We had identified family visitors as a target audience through our Audience Development work and knew that we wanted to enhance our family offer to meet the needs of this audience.

1.1.3.1: We make particular efforts to identify hard to reach

RP3 2023 Great efforts are made to identify hard to reach groups and individuals, including young people and those from Black, Asian and Minority Ethnic (BAME) communities, with the aim of raising awareness of the Park and the services it provides, including its health and wellbeing benefits. Interestingly, visits to the Park by both these groups increased during the pandemic and this trend has continued. The Access and Engagement Directorate seeks to engage with young people in schools and other academic establishments, including providing education sessions, activities and learning resources for people with additional needs and taking part in the National Citizen Service initiative for 16 to 17 year olds. The Yorkshire Dales National Park (NP), North York Moors NP and Peak District NP have also received National Lottery Heritage Funding to support more people from BAME communities to build a lifelong relationship with National Parks.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.1.3.2: and disadvantaged groups and individuals

RP3 2023 Great efforts are made to identify disadvantaged groups and individuals, including customers with physical and learning disabilities, those with mental ill health, the elderly and those who are suffering financial hardship. The Learning and Engagement team is currently running a sustained period of activity and engagement within deprived areas of Leeds, to measure the impact of working with community and school groups within one Geographical area. The 'Kids in Museums' project aims to provide a family friendly experience. A 'pick and mix' welcome point for family resources has been introduced at Dales Countryside Museum, providing activities for different age ranges, including those with learning disabilities. There are backpacks and lanyard activities, fidget toys that link with the display themes or objects, as well as items to help families manage the visit and where possible avoid stressful situations, including a mascot toy that can be used.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.1.3.3: and have developed our services in response to their specific needs.

RP3 2023 Services are developed to meet specific needs. The Yorkshire Dales Local Access Forum was established in 2002 as a statutory advisory body, following the Countryside and Rights of Way Act 2000. It plays an important role in advising on the right of Open Access to the countryside, across the 2,000 kilometres of footpaths, bridleways and byways in the Park. There is an ongoing programme to improve access for people with disabilities or reduced mobility, including replacing kissing gates with wide gates which open both ways, increased availability of all-terrain wheelchairs for hire and a marked improvement to the information available on accessible routes. Some routes are promoted as 'Miles Without Stiles', which are short routes done in a manual wheelchair. A 'Changing Places' accessible toilet has been opened at the Dales Countryside Museum in Hawes, with a second due for opening in Grassington. The Dales Young Rangers programme is now in schools.
RP1 2024 C+ is retained.

Evidence Value: Fully Met

1.2: Engagement and Consultation

1.2.1: We have a strategy for engaging and involving customers using a range of methods appropriate to the needs of identified customer groups.

Applicant Self Assessment: Strong

Compliance to Standard: Compliant

New Evidence

24-006: National Park Management Plan Annual Forum Assessor Acceptance: Yes

Membership of the Forum, which meets annually, is made up of all the bodies with an interest in, or role to play in, delivering the objectives in the Management Plan. The Forum provides an opportunity for the Partnership to report publicly on progress, and for wider engagement and challenge

24-007: Invitation to Parish Forums 2024 Assessor Acceptance: Yes

The Forums encourage a two-way discussion about any and all National Park issues relevant to Parish Councils. Agendas are agreed in advance to include items requested by the Parish Councils.

24-008: Social Media Strategy 2024-2027 Assessor Acceptance: Yes

The Strategy is designed to deliver 2 objectives:
1. Maintain effective, high performing social media platforms delivering external facing communications, complimentary to our print, media and other digital channels
2. Deliver engaging social media content to our target audience.

24-009: Staff Survey - Summer 2024 Assessor Acceptance: Yes

Staff surveys are regularly undertaken regarding the way the Authority operates. This latest survey covers:
Understanding and living our Core Values;
Dealing with change;
How the Authority keeps staff updated; and
Reward and recognition.

Active Evidence

21-009: Local Plan Consultations Assessor Acceptance: Yes

The new Local Plan will cover the period 2023-2040. The process for creating it, including public consultation, is scheduled to take place in stages. This web page details how and when members of the public can get involved and the outcomes of the consultations.

21-015: Communications Strategy 2020-25 Assessor Acceptance: Yes

The Strategy's aim is to promote, conserve and enhance the Yorkshire Dales National Park by stimulating engagement, action and care. Communication is a key element in delivering the objectives set out in the National Park Management Plan (NPMP).

1.2.1.1: We have a strategy for engaging and involving customers

RP1 2024 There is a clear Corporate Strategy for engaging and involving customers, well laid out in the Communication Strategy 2020-2025 and the Social Media Strategy 2024-2027. These strategies are well embedded and are subject to regular review and adaptation when appropriate. They ensure that all customers have a range of opportunities to engage with the Authority, either formally or on a more informal basis.

Evidence Value: Fully Met

1.2.1.2: using a range of methods

RP1 2024 A variety of methods is employed to encourage interaction with customers ranging from formal consultation procedures, such as the huge consultation on the Local Plan 2023-2040, to questionnaire surveys, including the Visitor Survey and the Resident Survey, and face-to-face customer involvement via Forums such as the Management Plan Annual Forum, Parish Forums, local planning surgeries and by attending the Visitor Centres or Park offices. There has been an increasing use of social media channels over the last few years.

Evidence Value: Fully Met

1.2.1.3: appropriate to the needs of identified customer groups.

RP1 2024 Methods of consultation are designed to meet the needs of the identified customer group. The aims, objectives and use of both virtual and more traditional methods of engagement are fully set out in the respective Strategies and Plans. All identified customer groups, including hard to reach and vulnerable customers, are covered by these strategies and their specific needs are taken into account. An inherent flexibility of approach within these strategies is well demonstrated by the Authority.

Evidence Value: Fully Met

1.2.2: We have made the consultation of customers integral to continually improving our service and we advise customers of the results and action taken.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

21-009: Local Plan Consultations Assessor Acceptance: Yes

The new Local Plan will cover the period 2023-2040. The process for creating it, including public consultation, is scheduled to take place in stages between 2019 and 2023.This web page details how and when members of the public can get involved

21-050: Yorkshire Dales National Park Management Plan 2019-24 Assessor Acceptance: No

This the most important document for the Authority. It's a five-year work programme which is produced and monitored by a partnership of local organisations that operate across the area. It requires all who have an interest in the National Park to work together to achieve its aspirations.

22-007: Communications Strategy 2020-25 Assessor Acceptance: Yes

The Communications Strategy's aim is to promote, conserve and enhance the Yorkshire Dales National Park by stimulating engagement, action and care. Communication is a key element in delivering the objectives set out in the National Park Management Plan (NPMP).

22-008: Social Media Strategy and Guide Assessor Acceptance: Yes

The strategy has three themes:
1. Understanding our audience;
2. Reaching our audience
3. Engaging our audience
and the guide is to help staff and Members to engage audiences on social media.

22-009: Views sought on Hawes Garsdale bridleway proposal Assessor Acceptance: Yes

Members approved the principle of creating a multi-user route between Hawes and Garsdale Station and asked that a survey be carried out to determine the level of public support for it.
The online survey ran from 29/3 to 22/4 and it's one of the most engaged public consultations we have undertaken

22-010: Visitor Services - Lessons Learnt Assessor Acceptance: Yes

This report was written in December 2021 to consider how we provide our visitor services in the future, based on experiences over the previous 18-months (during Covid).

1.2.2.1: We have made the consultation of customers integral to continually improving our service

RP2 2022 Consultation with customers is integral to how the Authority operates and core to its central ethos. There are well-developed processes in place for learning from satisfaction levels and through feedback via surveys. This ethos is underpinned by the Authority's various strategies, including the Communications Strategy 2020 – 25 and the Yorkshire Dales National Park Management Plan 2019 - 24. The development of projects within the Park and land management plans progress after consulting and engaging with those who may be affected; a current exercise being the proposal on a 'permanent residency' policy being adopted. The simplification of the submission of a planning application and the facility to view progress online in real-time have been service improvements made after feedback analysis and customer involvement.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.2.2.2: and we advise customers of the results and action taken.

RP2 2022 Customers are advised of the results of consultation and subsequent action taken by means of notifications posted on to the website, on social media, in press releases, and within the Corporate Plan and its associated progress reports (published on the website). Relevant content is also published within the residents' and visitors' newsletters.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.2.3: We regularly review our strategies and opportunities for consulting and engaging with customers to ensure that the methods used are effective and provide reliable and representative results.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

21-009: Local Plan Consultations Assessor Acceptance: Yes

The new Local Plan will cover the period 2023-2040. The process for creating it, including public consultation, is scheduled to take place in stages between 2019 and 2023.This web page details how and when members of the public can get involved

22-007: Communications Strategy 2020-25 Assessor Acceptance: Yes

The Communications Strategy's aim is to promote, conserve and enhance the Yorkshire Dales National Park by stimulating engagement, action and care. Communication is a key element in delivering the objectives set out in the National Park Management Plan (NPMP).

23-007: Statement of Community Involvement in Planning Assessor Acceptance: Yes

This is a formal statement confirming who will be consulted, how they will be consulted, when it will happen and how the Authority will use the findings. The Authority is bound by its processes and methods in carrying out its consultations on planning apps and the formulation of policy.

23-008: Local Development Scheme 2023-2026 Assessor Acceptance: Yes

This document describes the planning policy framework in the National Park.
Local Plans set out land use strategy for up to 20 years into the future. They are also used to guide day to day decisions on planning applications and appeals. They set out when, where and how development should take place.

23-009: Hawes to Garsdale Consultation: Survey Response Assessor Acceptance: Yes

This paper was shared at the Full Authority Meeting on 28 June 2022 and provides the results of the survey of public views on the proposal to develop a multi-user route along the disused railway line between Hawes and Garsdale

23-010: 2023/24 Policy Review Timetable Assessor Acceptance: Yes

Policies and strategies reviewed on a regular basis. Normally every three years unless there is a particular requirement to review within an alternative timeline.

1.2.3.1: We regularly review our strategies and opportunities for consulting

RP3 2023 Robust self-assessment procedures enable the Authority to review regularly the strategies for consulting customers. The Policy Review Timetable is the key framework by which the Authority ensures that all of its policies and strategies are comprehensively reviewed, normally on a three-yearly cycle. The Statement of Community Involvement in Planning is a formal statement confirming who will be consulted, how they will be consulted, when and how the Authority will use the findings. The Authority is bound by its processes and methods in carrying out its consultations on planning applications and the formulation of policy. Extensive public consultations have taken place in phases between 2019 and 2023 to produce the new Local Plan, which will cover the period 2023-2040. The new Local Plan is a spatial planning document, which considers what kind of development Dales' communities will need in the future and how best to protect the Park's special qualities.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.2.3.2: and engaging with customers to ensure that the methods used are effective and provide reliable and representative results.

RP3 2023 The Authority regularly engages with customers, through a range of consultations, meetings and surveys, including the Visitor Survey and the Residents' Survey, to ensure that the methods used provide reliable and representative results. The Corporate Plan 2023-2024 includes a commitment to 'Involving Others' in order to fulfil the obligations of the Authority in achieving its mission and its aims as set out in the statutory National Park Management Plan. The aim of the Communications Strategy 2020-2025 is to promote, conserve and enhance the Park by stimulating engagement, action and care. Communication is a key element in delivering the objectives set out in the National Park Management Plan.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.3: Customer Satisfaction

1.3.1: We use reliable and accurate methods to measure customer satisfaction on a regular basis.

Applicant Self Assessment: Strong

Compliance to Standard: Compliant

New Evidence

24-010: Planning Service - Customer Satisfaction Questionnaire Assessor Acceptance: Yes

This questionnaire is sent to all planning applicants following a decision on their planning application. These are the results for 2023/24 and they are used in order for us to continually review the planning service provided to applicants.

24-002: Residents Survey 2023 Assessor Acceptance: Yes

Capturing people's views and perceptions and their awareness of the YDNPA and the services it provides. The survey predominantly carried out by telephone in September and October 2023 with a representative sample of 1,000 YDNP residents.
This is the sixth time the survey has be undertaken.

24-012: School pupil evaluation form Assessor Acceptance: Yes

The Learning and Engagement Team provide a variety of evaluation forms and they are often tailored to suit the customer, in this case the customer was a school child taking part in a River Workshop

24-013: Tramper Feedback Assessor Acceptance: Yes

The Tramper is an all-terrain electric buggy. It's great for those who have difficulty walking to access the countryside. Since the Tramper has been available at the Aysgarth Visitor Centre, for visitors to use for free, customers have been asked to complete a short questionnaire regarding its use.

Active Evidence

21-058: Tripadvisor No1 National Park in Europe 2021 Assessor Acceptance: Yes

The Independent reports that in the very first year that National Parks are featured in the Travellers' Choice Best of the Best Awards for Destinations, the Yorkshire Dales National Park takes the title Europe's best and 11th in the world

23-012: Visitors Survey 2022 Assessor Acceptance: Yes

Visitors Survey 2022
The visitors survey provides information from existing customers visiting the Yorkshire Dales National Park area on their views of various aspects of the National Park and services provided for customers.
The data collated can then be compared to the 2017 visitor survey informat

1.3.1.1: We use reliable and accurate methods to measure customer satisfaction on a regular basis.

RP1 2024 Reliable and accurate methods are used to measure customer satisfaction on a regular basis. Both the Visitor Survey and the Resident Survey are carried out every five years by independent research agencies, providing robust, comprehensive and detailed feedback. Other surveys include the survey for readers of 'The Visitor' magazine, with results collated annually, and the ongoing Visitor Centre Survey. Customer satisfaction with planning services is also subject to robust measurement from service users (including applicants and planning agents). The Learning and Engagement Team use a variety of evaluation forms to gain feedback from school students, often tailored to suit the customer, in terms of age and activity. Questionnaire feedback is also gained on the Tramper all-terrain electric buggy, available free of charge at Aysgarth Visitor Centre, for visitors who have difficulty walking. In addition, data is reviewed from external customer feedback bodies such as Tripadvisor.

Evidence Value: Fully Met

1.3.2: We analyse and publicise satisfaction levels for the full range of customers for all main areas of our service and we have improved services as a result.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

21-005: Residents Survey 2018 Assessor Acceptance: Yes

A residents' survey was conducted with a representative sample of 1,000 Residents. The findings were published in December 2018. We commission this survey every five year, and it plays an important role in capturing local people's views and perceptions of the Yorkshire Dales National Park

22-004: Dark Skies Festival Report 2022 Assessor Acceptance: Yes

The 2022 Festival was the first after the pandemic. Everyone was keen to be back outside. There were a variety of events, both virtual and in-person and it was noticed that online events were less popular this year, even though 2021 feedback had suggested there was a demand for these to continue

22-006: Our Performance Webpage Assessor Acceptance: Yes

Our performance area of the website details the way in which performance is reviewed. It includes links to the priority setting process, corporate plan, carbon reduction plan, internal and external audit, the audit and review committee and avenues of public feedback

22-011: Annual Review of Authority's Performance 20-21 Assessor Acceptance: Yes

A public report on the Authority's performance during 20/21 with a detailed assessment of the 40 objectives, 198 actions, external assessments, comparisons with other National Park Authorities and comparison with previous years.

22-012: Progress on Corporate Plan 2021/22 (half year report) Assessor Acceptance: Yes

This report presented to Members sets out the progress made towards achieving the 40 objectives set out in the Corporate Plan for 2021/22.

22-013: WDLP - Interim Evaluation Assessor Acceptance: Yes

An evaluation plan was prepared at the start of the scheme, which set out the 4 objectives, the outcomes they were intended to achieve and the methods for measuring them. This mid-term evaluation explores how the project is managed and how well the partnership is working etc

1.3.2.1: We analyse and publicise satisfaction levels for the full range of customers

RP2 2022 The Authority uses their comprehensive number of customer surveys to monitor satisfaction levels; these include visitors, residents, volunteers, and those working within the Park. The Authority is careful to ensure that all customers who use their services are included and analysis of results identifies where potential improvements can be made. Results are published on prominent noticeboards within newsletters, on social media channels, on the Performance webpage, and within the Annual Review.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.3.2.2: for all main areas of our service

RP2 2022 Surveys are analysed to provide representative feedback from across all main areas of service delivery. These include those who use the planning service, landowners, information sources such as the Visitors Centre, and the many who use the website and other access channels for resources when planning walks, cycle rides etc. Feedback from events, such as the Dark Skies Festival and the Yorkshire Dales Cheese Festival, is also reviewed in order to drive service improvements.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.3.2.3: and we have improved services as a result.

RP2 2022 Service improvement is the key driver for all forms of consultation including surveys and feedback, and this is embedded in the culture of the Authority. The Dark Skies events are adapted as a result of customer feedback from previous events. Signage around the Visitor Centre car parks has been made clearer for visitors and updated, and an app has been created which is accessible even when offline. Meet and Greet volunteers are present outside the Visitor Centres during busy periods.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.3.3: We include in our measurement of satisfaction specific questions relating to key areas including those on delivery, timeliness, information, access, and the quality of customer service, as well as specific questions which are informed by customer insight.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

21-005: Residents Survey 2018 Assessor Acceptance: Yes

The Residents' Survey plays an important role in capturing local people's views and perceptions of the Yorkshire Dales National Park, their awareness of the Authority and perceptions of it and the services it provides. This was the 5th Residents' Survey to be undertaken

22-004: Dark Skies Festival Report 2022 Assessor Acceptance: Yes

The 2022 Festival was the first after the pandemic. Everyone was keen to be back outside. There were a variety of events, both virtual and in-person and it was noticed that online events were less popular this year, even though 2021 feedback had suggested there was a demand for these to continue

23-012: Visitors Survey 2022 Assessor Acceptance: Yes

The visitors survey provides information from existing customers visiting the Yorkshire Dales National Park area on their views of various aspects of the National Park and services provided for customers.
The data collated can then be compared to the 2017 visitor survey information collated

23-013: Residents Survey 2023 Assessor Acceptance: Yes

The Residents survey will be undertaken during 2023. This is the draft version of the questionnaire and we're currently in the process of receiving quotes from market researchers. This year's survey will also help us understand how our communications channels are being used and their effectiveness

23-014: Visitor Centre Postcard Questionnaires Assessor Acceptance: Yes

These simple postcard surveys are available in the Visitor Centres and visitors are encouraged to complete them and leave them in the post box.

23-015: Postcard survey Results 2022 Assessor Acceptance: Yes

This spreadsheet contains the results from the postcards completed and submitted during 2022.

1.3.3.1: We include in our measurement of satisfaction specific questions relating to key areas including those on delivery, timeliness, information, access, and the quality of customer service,

RP3 2023 The Authority has a wide range of consultations, meetings with customers and detailed comprehensive satisfaction surveys that include specific questions relating to delivery, timeliness, information, access and the quality of customer service. The comprehensive Residents' Survey is carried out on behalf of the Authority every five years, with the 2023 Survey currently being organised. The Visitor Survey 2022 is also carried out every five years, providing detailed feedback on customer satisfaction. These major surveys are supported by many other feedback mechanisms such as 'We really appreciate your views...' leaflets which are available in the Visitor Centres, together with questionnaires and requests for feedback within the Visitor magazine and 'Dales' newspaper, posted to every resident to promote the various events taking place.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.3.3.2: as well as specific questions which are informed by customer insight.

RP3 2023 The Authority has a wide range of consultations, meetings with customers and detailed comprehensive satisfaction surveys that include specific questions which are informed by customer insight. The Residents' Survey 2023 asks about perceived threats to or pressures on the Park, including potential housing development, as well as governance questions on whether residents should be able to elect Councillors directly to the National Park Authority Board, rather than have them appointed by local Councils, and what they think about having 25 Members on the National Park Authority Board. Other questions relate to issues such as car parking and toilet facilities, because these are known by the Authority to be of ongoing concern to customers.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.3.4: We set challenging and stretching targets for customer satisfaction and our levels are improving.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

New Evidence

24-014: KPI for timely determination of planning applications Assessor Acceptance: Yes

We have a corporate plan objective for the percentage of planning applications determined within 8 weeks. We are achieving above the objective and our performance has improved for minor planning applications from 79% in 2019/20 to 89% in 2023/24.
This KPI is followed by all National Parks

24-015: KPI for satisfaction levels with planning service Assessor Acceptance: Yes

We have a corporate plan objective for the percentage of applicants satisfied with the quality of service received. This spreadsheet shows, for the responses received on the years we've asked, we are achieving and/or exceeding the objective.
This KPI is followed by all National Parks

24-016: Progress on Corporate Plan 2023/24 (half year report) Assessor Acceptance: Yes

This report presented to Members in November 23 sets out the progress made towards achieving the ambitious 35 objectives set out in the Corporate Plan for 2023/24, of which 80% are either 'achieved' or 'on course'. The report also highlights notable achievements, for which customers have benefitted.

Active Evidence

23-012: Visitors Survey 2022 Assessor Acceptance: Yes

This survey collates information from visitors visiting the Yorkshire Dales National Park area. The data is compared to the 2017 visitor survey information and includes the statement 'Levels of satisfaction with facilities or services were generally higher in 2022 than in 2017'.

21-046: Development Management Charter Assessor Acceptance: Yes

This Charter explains our aim is to deliver a positive and proactive approach to delivering sustainable development.
We must comply with legislation and Government guidance and meet Government performance targets. We do this by working in partnership with developers, residents and parish council.

22-055: Standards of Service Webpage Assessor Acceptance: Yes

In our attempts to deliver high quality and efficient services to our customers, we have set general standards of service that the National Park Authority and its officers aim to follow. This webpage lists these along with our performance levels

1.3.4.1: We set challenging and stretching targets for customer satisfaction

RP1 2024 There are some challenging and stretching targets for customer satisfaction. The overall satisfaction target for the Visitor Centres is 90%. Planning has a target that 80% of applicants are satisfied with the quality of service provided. (Although sufficient for compliance, the Assessor notes that there is also scope to set an overall satisfaction target for both the Visitor Survey and the Resident Survey).

Evidence Value: Fully Met

1.3.4.2: and our levels are improving.

RP1 2024 Levels of customer satisfaction are being maintained at a high level.
Overall satisfaction with the Visitor Centres, although fluctuating over recent years, was a creditable 91% in 2023-2024.
Planning is consistently achieving applicant satisfaction levels above 80%, with 88% satisfaction in 2021-2022.
The Visitor Survey 2022 shows that the vast majority of respondents were very satisfied with their overall visit to the Park, with 83% of respondents giving a score of 6 out of 6, (73% in 2008), and 96% of respondents giving a score of 5 or 6 out of 6. No respondents were ‘not at all satisfied’ with their visit (a score of 1 or 2).
The Resident Survey 2023 shows overall satisfaction with the way the Yorkshire Dales National Park Authority does its job steady at 61% and similar to the previous survey in 2018 (63%).

Evidence Value: Fully Met

1.3.5: We have made positive changes to services as a result of analysing customer experience, including improved customer journeys.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliance Plus

Active Evidence

22-015: Guidance on our website for planning applicants and public Assessor Acceptance: Yes

An information page for applicants/members of the public to understand the planning service provided, including when permission is required, pre-application advice service, fees, follow up advice, exemptions, minerals development, how to pay the fee, design guide and designing rural futures.

22-016: Guidance for participating at Planning Committees Assessor Acceptance: Yes

An information guide for participation at planning committe meetings, which are open to the public.

22-017: Visit England Assessment Visit - DCM Assessor Acceptance: Yes

Visit England's independent external assessment of the Dales Countryside Museum from a customer point of view with a 4% increase from 2018 to 2021.

22-018: YDNP Signage Family Assessor Acceptance: Yes

The best signs often go unnoticed. If a visitor can get to us, know they’re in a YDNP site, park appropriately, pay and find the toilets without asking someone, we’re winning!
This guide enables staff to sign our sites properly and enable our visitors to find what they need. Without noticing.

22-019: Signage Plan for Grassington site Assessor Acceptance: Yes

Following the signage family project, an assessment of the Grassington site was undertaken and this is the resulting plan for the changes to be made to the existing signage

22-045: Twitter post - DCM backpacks Assessor Acceptance: Yes

The Dales Countryside Museum team have been working with the Kids in Museum organisation to enhance the offer for families, which has included the creation of resources and backpacks for SEND families. Attached is a screenshot of a Twitter post about the backpacks created

1.3.5.1: We have made positive changes to services as a result of analysing customer experience,

RP2 2022 There is sound evidence of positive changes to services being made as a result of analysing customer experience, well exemplified in the approach and commitments set out within the National Park Management Plan. The analysis of how customers, in particular international visitors, interact with Park services, has driven the modification in such areas as the range of information provided on social media channels, the highlighting of events such as dry stone walling, and improving accessibility for all.
Plans may be viewed on mobile phones or tablets, and a FAQ section for customers on the planning web pages for quick reference is under consideration.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

1.3.5.2: including improved customer journeys.

RP2 2022 The Authority takes every opportunity to review each stage of customer interaction with service touchpoints to identify and improve the customer journey. Signage around Visitor Centre locations has been improved, and QR codes are available outside the Centres which link to several local walks. Many customers are unprepared for their visit, or have not referred to any information beforehand. As a result, leaflets are provided which include an appropriate walk route. Map boards which correspond to colour coded walkway markers along the route were installed at certain sites (with others to follow). A free Park walking app has been created and may be used offline. The Dales Countryside Museum has created a greater ‘family friendly’ visitor experience by introducing such features as a Pick and Mix activity station and backpacks for children with special educational needs (and their families). This pro-active approach justifies Compliance Plus.
RP1 2024 C+ is retained.

Evidence Value: Fully Met

2: The Culture of the Organisation

2.1: Leadership, Policy and Culture

2.1.1: There is corporate commitment to putting the customer at the heart of service delivery and leaders in our organisation actively support this and advocate for customers.

Applicant Self Assessment: Strong

Compliance to Standard: Compliance Plus

New Evidence

24-001: Corporate Plan 2024/25 Assessor Acceptance: Yes

The Corporate Plan explains the role of the Authority, and sets out the specific objectives that we intend to achieve and the progress we want to make in the year ahead. This includes 'Provide high quality, efficient and effective services and communications to the public and other stakeholders'.

24-017: Core Values and Associated Behaviours 2023 Assessor Acceptance: Yes

The core values and associated behaviours were reviewed during 2023 and underpin the way in which we will achieve our vision.
Examples of the behaviours expected are detailed, including our way, too little and too much.

24-018: Seasonal Access Ranger (Visitor Engagement) JD/PS Assessor Acceptance: Yes

Each year we recruit 2 Seasonal Access Rangers for the Summer
This is a specialist post specifically concerned with helping the public enjoy the National Park. Its focus is on visitor and community engagement, helping visitors enjoy the area responsibly and influencing behaviour where appropriate.

24-019: Our Performance webpage Assessor Acceptance: Yes

This webpage confirms we are committed to providing high quality services & continuously strive to improve the efficiency and quality of our work.
The information we use to review the effectiveness of our work largely comes from 3 sources: internal audit, external audit and feedback from the public.

24-020: Volunteering with the Yorkshire Dales National Park Assessor Acceptance: Yes

Volunteers play a crucial role in supporting the Authority, the local communities and assisting visitors. This webpage explains that providing these opportunities is one of the objectives agreed by the Authority and a wide range of local partner organisations in the National Park Management Plan

Active Evidence

22-055: Standards of Service Webpage Assessor Acceptance: Yes

In our attempts to deliver high quality and efficient services to our customers, we have set general standards of service that the National Park Authority and its officers aim to follow. This webpage lists these along with our performance levels

2.1.1.1: There is corporate commitment to putting the customer at the heart of service delivery

RP1 2024 There is strong corporate commitment to putting the customer at the heart of service delivery, meriting continued Compliance Plus. One of the six key objectives within the Corporate Plan 2024-2025 is to be ‘a friendly open and welcoming place with outstanding opportunities to enjoy the Park’s special qualities’. The Authority’s Core Values and associated Behaviours were reviewed during 2023 and underpin the way in the Authority’s Vision will be achieved. This framework sets out the behaviours expected of all staff, needed to deliver the best quality customer service, ensuring that they are equipped, supported and empowered to provide professional services to the public. This commitment to customer service was clearly evident from discussions with a range of staff and service users. The customer-first ethos is put into practice through specific initiatives that seek to ensure that the Authority places its customers at the heart of service delivery.

Evidence Value: Fully Met

2.1.1.2: and leaders in our organisation actively support this and advocate for customers.

RP1 2024 It was clear from discussions with senior staff that leaders support a customer-first ethos and encourage staff to undertake customer focused service developments. Opportunities are provided for staff and customer representatives to meet with leaders and this was confirmed in discussions.

Evidence Value: Fully Met

2.1.2: We use customer insight to inform policy and strategy and to prioritise service improvement activity.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

21-010: National Park Management Plan Steering Group Assessor Acceptance: Yes

The Steering Group is made up of the authorities and organisations that have a contribution to deliver the objectives in the Management Plan. They will identify where there are opportunities or need for greater collaboration and co-ordinated action amongst partners in order to deliver the objectives

22-010: Visitor Services - Lessons Learnt Assessor Acceptance: Yes

This report was written in December 2021 to consider how we provide our visitor services in the future, based on customer experiences over the previous 18-months (during Covid).

22-020: Local Plan 15-30 consultation Assessor Acceptance: Yes

The local plan contains detailed policies against which planning proposals for development and the use of land and buildings are assessed. All planning authorities are required by law to produce a local plan that covers the whole of their area. This provides info about the process incl. consultation

22-021: Membership of the Authority Assessor Acceptance: Yes

This webpage show the composition of the Members on our Board and their role. Members are representatives of our customers, both local and national. Therefore when Members inform policy and strategy and prioritising service improvement activity, we are using customer insight.

22-022: Younger Voices To Be Heard On Influential Steering Group Assessor Acceptance: Yes

Members approved to appoint 2 young people to represent the views of young people living, working and using the National Park, on an influential steering group.
They will join representatives from partner organisations, networks and local councils on the National Park Management Plan Steering Group

22-059: National Park Management Plan Annual Report 2022 Assessor Acceptance: Yes

This report summarises the work undertaken in 2021-22 by a wide range of local partners towards achieving the 49 objectives that were agreed and set out in the Yorkshire Dales National Park Management Plan 2019-24.

2.1.2.1: We use customer insight to inform policy and strategy

RP2 2022 The Authority incorporates customer insight into their policy making process when considering strategies for improvement and introducing new initiatives. Of particular note is the upcoming appointment of two young people on to the National Park Management Plan Steering Group. This is an influential group who shape and guide the future of the Park, and this process naturally involves inputting into the drafting of policy. The Authority Membership is comprised of people from many backgrounds and representative groups, and an understanding of customer needs is a significant factor in the Communications Strategy.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

2.1.2.2: and to prioritise service improvement activity.

RP2 2022 A priority for the Authority is the retention of young people to live and work in the Park and the inclusion of young people on to the Steering Group will undoubtedly provide an even greater understanding of how to move forward with this. Information obtained from the many exercises undertaken during the pandemic in considering how services could be improved have now been further revised to ensure that the Authority remains up to date with customer expectations and requirements. Information is tailored to suit a different demographic visiting the Park and the new Agile planning database assists in the easier uploading of plans and information on to the website and making the process quicker and more efficient. The Citizens Portal allows for the provision of a clearer and more informative access for customers.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

2.1.3: We have policies and procedures which support the right of all customers to expect excellent levels of service.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

21-019: Equality, Diversity and Inclusion Policy 2020 Assessor Acceptance: Yes

We are committed to eliminating discrimination, victimisation and harassment; advancing fairness and equality of opportunity and fostering good relations between different people and groups; and promoting diversity and inclusion in everything that we do.

22-049: Compliments and Complaints Webpage Assessor Acceptance: Yes

Provides detail on how to contact the Authority to make a complaint or compliment for a range of different reasons and using different methods.

22-055: Standards of Service Webpage Assessor Acceptance: Yes

In our attempts to deliver high quality and efficient services to our customers, we have set these general standards of service that the National Park Authority and its officers aim to follow:

23-016: Equality, Diversity and Inclusivity Blog 2021 Assessor Acceptance: Yes

A Blog written by Julie Hutton, the Deputy Chair of the Authority and Member Champion for Corporate Management

23-017: Development Management Charter Assessor Acceptance: Yes

This Charter explains what customers can normally expect from our Development Management service

23-018: Miles without Stiles Webpage Assessor Acceptance: Yes

Webpage that details routes that are suitable for those in wheelchairs, buggies or even walking dogs who can't negotiate stiles easily. All of the routes are all under 2 miles.

2.1.3.1: We have policies and procedures which support the right of all customers to expect excellent levels of service.

RP3 2023 The Authority has sound policies and procedures relating to customer service, as laid out in the Equality, Diversity and Inclusion Policy and the 'Standards of Service' section on the web site. The Corporate Plan 2023-2024 underpins the Authority's commitment to providing a quality service to all customers and includes as one of its Core Values the commitment to build all relationships on 'honesty, respect, transparency, equality and impartiality'.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

2.1.4: We ensure that all customers and customer groups are treated fairly and this is confirmed by feedback and the measurement of customer experience.

Applicant Self Assessment: Strong

Compliance to Standard: Compliant

New Evidence

24-021: EDI Workshop Slides Assessor Acceptance: Yes

An interactive workshop designed to help staff and Members understand and implement the Authority's equality, diversity and inclusion policies more effectively.
Attendees discuss how a range of 'real-life' situations relating to their role could be addressed to create better outcomes for customers

24-013: Tramper Feedback Assessor Acceptance: Yes

The Tramper is an all-terrain electric buggy. It's great for those who have difficulty walking to access the countryside. Since the Tramper has been available at the Aysgarth Visitor Centre, for visitors to use for free, customers have been asked to complete a short questionnaire regarding its use.

24-027: Image of feedback from DCM visit Assessor Acceptance: Yes

This is feedback received from a visitor following their visit to the Dales Countryside Museum. This feedback was also retweeted on X (formally Twitter) by Sam Bowen @makedoandSEND who provides training and is a champion of accessibility in Museums

24-028: Case Study of good practice SEND Families Assessor Acceptance: Yes

Kids in Museums share a case study from when the Dales Countryside Museum took part in a Family Friendly project. The report includes the improvements the museum has made as a result of the project, the achievements and top tips for welcoming families, including those with special needs

Active Evidence

21-019: Equality, Diversity and Inclusion Policy 2020 Assessor Acceptance: Yes

We are committed to eliminating discrimination, victimisation and harassment; advancing fairness and equality of opportunity and fostering good relations between different people and groups; and promoting diversity and inclusion in everything that we do.

23-012: Visitors Survey 2022 Assessor Acceptance: Yes

The visitors survey provides information from existing customers visiting the Yorkshire Dales National Park area on their views of various aspects of the National Park and services provided for customers.
The data collated can then be compared to the 2017 visitor survey information collated

2.1.4.1: We ensure that all customers and customer groups are treated fairly

RP1 2024 The Authority has policies in place to ensure the fair treatment of all customers and it was clear from discussion with staff that they ensure all customers and customer groups are treated fairly. This is further supported by the commitments made within the Core Values and Behaviours framework, to build all relationships on 'honesty, respect, transparency, equality and impartiality.' The Authority 'welcomes and respects diversity, and demonstrates equality in working relationships'.

Evidence Value: Fully Met

2.1.4.2: and this is confirmed by feedback and the measurement of customer experience.

RP1 2024 Observation on the visit and feedback from customers confirm that customers feel that they are treated fairly by helpful and friendly staff. The Planning survey includes a question on whether respondents felt that they were 'dealt with fairly,' with positive results. (Although sufficient for compliance, the Assessor notes that there is also scope to measure whether customers feel they are dealt with fairly in both the Visitor and the Resident Surveys).

Evidence Value: Fully Met

2.1.5: We protect customers' privacy both in face-to-face discussions and in the transfer and storage of customer information.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-023: Staff Induction Checklist Assessor Acceptance: Yes

The induction procedure requires managers to ensure all new employees are made aware of the IT Policies and Procedures which include important information on Data Protection.

22-024: Access to information Assessor Acceptance: Yes

Webpage with useful information relating to the access of information incuding thePublication Scheme, Open Data, Freedom of Information Act, Personal Data and our Responsiblities, Privacy Notice and who to contact

22-025: Data Protection Policy Assessor Acceptance: Yes

This policy states how the Authority will protect customer information in line with GDPR and data protection requirements.

22-026: ICT Development and Management Procedures Assessor Acceptance: Yes

These procedures set out the agreed approach for the ICT Team to manage and maintain the Authority's systems and data and also to manage associated risks.

22-027: ICT Users Policy Assessor Acceptance: Yes

This Policy must be followed by anyone who is authorised to use the Yorkshire Dales National Park Authority's electronic systems, including the telephones, internet, e-mail and computers.

22-028: Agreement for use of YDNPA facilities by non-Authority employees Assessor Acceptance: Yes

This document sets out the terms on which the Yorkshire Dales National Park Authority (YDNPA) allows use of its accommodation and equipment by the employees or agents of other bodies.

2.1.5.1: We protect customers' privacy both in face-to-face discussions

RP2 2022 Appropriate facilities are available at the Authority's main offices and it was confirmed that, should the need arise, staff at the Visitor Centres were aware of the potential for a customer requiring privacy and had considered suitable arrangements to accommodate this. There are stringent criteria set out for any external agencies who use facilities within the offices.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

2.1.5.2: and in the transfer and storage of customer information.

RP2 2022 New members of staff undergo an induction process and this includes a course on data protection and IT security. Information is stored securely in line with current requirements and is subject to strict governance.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

2.1.6: We empower and encourage all employees to actively promote and participate in the customer focused culture of our organisation.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-029: Staff Code of Conduct Assessor Acceptance: Yes

Code of conduct for Authority employees that confirms the public is entitled to expect the highest standards of conduct from staff when performing their roles

23-011: Corporate Plan 2023-24 Assessor Acceptance: Yes

The Corporate Plan sets out specific objectives that the National Park Authority will work towards over the next three years. Most of these come directly from the National Park Management Plan, but are supplemented with a number of objectives that centre on providing an excellent level of service

23-019: Annual Report on Compliments and Complaints Assessor Acceptance: Yes

A report to the Members on the various compliments received between February 2022 and March 2023

23-020: Job Description for Seasonal Access Ranger (Visitor Engagement) Assessor Acceptance: Yes

Each year the Authority recruits 2 Seasonal Access Rangers specifically concerned with helping the public enjoy the National Park. They focus on visitor and community engagement, helping visitors enjoy the area responsibly and influencing behaviour where appropriate.

23-021: Training Opportunities for all staff Assessor Acceptance: Yes

A varied selection of training opportunities are available to all staff. This document is shared with staff as part of the appraisal pack and training requirements are included within the final appraisal form. There is a separate training list for managers too.

23-022: Guidance for staff dealing with queries about BBQs Assessor Acceptance: Yes

The Visitor Centres have a procedural manual and this section if the guidance for staff when dealing with queries about BBQs in the park.

2.1.6.1: We empower and encourage all employees to actively promote

RP3 2023 All staff are empowered and encouraged to actively promote the customer focussed culture. The Staff Code of Conduct clearly sets out that the public is entitled to expect the highest standards of conduct from staff when performing their roles. The Corporate Plan 2023-2024 sets out a number of objectives that centre on providing an excellent level of service. Customer centric strategies and training programmes encourage staff to engage with customers in appropriate and relevant ways and this ethos is well exemplified by staff spoken to during the visit.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

2.1.6.2: and participate in the customer focused culture of our organisation.

RP3 2023 All staff are encouraged to participate in the customer focussed culture. During the visit, staff well demonstrated their enthusiasm and commitment to providing the best service possible for customers. The knowledge, helpfulness and support provided by staff was greatly appreciated by customers spoken to during the visit.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

2.2: Staff Professionalism and Attitude

2.2.1: We can demonstrate our commitment to developing and delivering customer focused services through our recruitment, training and development policies for staff.

Applicant Self Assessment: Strong

Compliance to Standard: Compliant

New Evidence

24-018: Seasonal Access Ranger (Visitor Engagement) JD/PS Assessor Acceptance: Yes

Each year we recruit 2 Seasonal Access Rangers for the Summer
This is a specialist post specifically concerned with helping the public enjoy the National Park. Its focus is on visitor and community engagement, helping visitors enjoy the area responsibly and influencing behaviour where appropriate.

24-022: All Staff Training Opportunities 2024/25 Assessor Acceptance: Yes

A varied selection of training opportunities are available to all staff. This document is shared with staff as part of the appraisal pack and training requirements are included within the final appraisal form. There is a separate training list for managers too.

24-024: Appraisal Process Guidance Notes Assessor Acceptance: Yes

The appraisal process demonstrates commitment to developing our staff and continuously improving our customer focused services. This includes reflecting on the past year and preparing for the upcoming year, including any training requirements necessary.
This guidance note is updated each year.

24-025: Latest IIP report 2023 Assessor Acceptance: Yes

The Authority has been a long-established Investors in People organisation, accredited against the Standard since 2001 with regular reviews and re-assessments undertaken. This framework benchmarks the effectiveness of leadership and management practices to help drive improvements forward.

24-026: Information Advsier Pre-season meeting minutes Assessor Acceptance: Yes

These are the minutes from the Information Advisers and Visitor Centre Managers pre-season meeting to discuss the visitor services review, any updates, provide feedback and ensure the visitor centre staff are prepared for the forthcoming season

Active Evidence

21-023: Recruitment Policy Assessor Acceptance: Yes

The Authority aims to attract and recruit the best people for the roles available. It seeks to ensure that staff have the necessary knowledge, skills and experience to deliver the Authority's objectives and make a positive contribution.
This policy is due to be renewed in 2024/25

2.2.1.1: We can demonstrate our commitment to developing and delivering customer focused services through our recruitment,

RP1 2024 The Authority clearly demonstrates commitment to delivering customer focused services through the recruitment policy. The staff who are recruited are clearly committed to improving customer service. Job descriptions reference the importance of customer service skills. Staff numbers have grown over the last year as a result of the cultural change towards the need for Park staff to actively generate more local funding through grant applications, income generating initiatives and charges for professional services. In addition, the total number of apprenticeships offered by the Authority in the last five years has increased to 25.

Evidence Value: Fully Met

2.2.1.2: training and development policies for staff.

RP1 2024 The Authority clearly demonstrates commitment to delivering customer focused services through staff induction, training and development policies. A wide and varied selection of training opportunities is available for all staff, including managers. The appraisal process includes discussion of training requirements. The many Volunteers working within the Park are also given appropriate training and guidance. The Authority has held the Investors in People Standard since 2001, with regular reviews and re-assessments being undertaken to help drive improvements forward.

Evidence Value: Fully Met

2.2.2: Our staff are polite and friendly to customers and have an understanding of customer needs.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliance Plus

Active Evidence

22-010: Visitor Services - Lessons Learnt Assessor Acceptance: Yes

This report was written in December 2021 to consider how we provide our visitor services in the future, based on customer experiences over the previous 18-months (during Covid).

22-017: Visit England Assessment Visit - DCM Assessor Acceptance: Yes

Visit England's independent external assessment of the Dales Countryside Museum from a customer point of view with a 4% increase from 2018 to 2021.

22-029: Staff Code of Conduct Assessor Acceptance: Yes

Code of conduct for Authorty employees that confirms the public is entitled to expect the highest standards of conduct from staff when performing their roles

22-030: Screenshots of Social Media & Website Responsiveness Assessor Acceptance: Yes

Examples of the responsiveness on social media and on the website, with screenshots

22-031: April 2022 Annual Report on Compliments and Complaints Assessor Acceptance: Yes

A report to the Members on the various compliments received between March 2021 and February 2022

22-032: Authority Core Values and Associated Behaviours Assessor Acceptance: Yes

The Authorty's six core values and behaviours (with examples provided below) underpin the way in which we will achieve our vision.

2.2.2.1: Our staff are polite and friendly to customers

RP2 2022 Staff are polite and friendly, demonstrating great dedication and commitment, which is greatly appreciated by customers and partners alike. The desire to ‘go the extra mile’ for customers was well demonstrated on the visit and merits Compliance Plus. Observation of service delivery, customer testimony, compliments and feedback fully support this.
RP3 2023 Although not formally reviewed, Compliance Plus is retained as nothing has arisen to indicate otherwise.
RP1 2024 Although not formally reviewed, Compliance Plus is retained as nothing has arisen to indicate otherwise.

Evidence Value: Fully Met

2.2.2.2: and have an understanding of customer needs.

RP2 2022 Evidence provided, interviews with staff and observation of service delivery, confirmed there is a clear focus on understanding customers' needs and the provision of a quality service; Compliance Plus is justified here. Rangers ensure that good working relationships are forged with those living and working in the Park; this has helped to create a trust between parties which has eased the resolution of any potential situations of conflict. Visitor Centre staff have an aptitude for understanding customer needs and are attuned in ensuring visitors receive relevant and helpful information, and are guided to the most appropriate walks. Information is provided in ways that suit the customer best and activities are created which take account of staff's experience of their customers’ needs. Staff at the Dales Countryside Museum have received training in interacting with families and young people in order to ensure that the whole family group enjoy their visit.
RP1 2024 C+ is retained.

Evidence Value: Fully Met

2.2.3: We prioritise customer focus at all levels of our organisation and evaluate individual and team commitment through the performance management system.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

23-019: Annual Report on Compliments and Complaints Assessor Acceptance: Yes

An annual report to the Members on the various compliments received between February 2022 and March 2023 to demonstrate the high levels of service provided and the individuals/teams receiving the recognition for their achievements

23-023: Appraisal Guidance Notes Assessor Acceptance: Yes

Each year the appraisal guidance notes are updated to explain the purpose and benefit of annual appraisals. The Authority's core values are an integral part of the appraisal process and evaluating (including self-evaluation) staff on their performance against those values

23-024: 360 degree colleague feedback form Assessor Acceptance: Yes

Mandatory for all Directors and Section Heads, but also available to all staff if they choose.
3 different people are requested to provide feedback, one of these could be a Member or a customer. The feedback includes specific areas, additional information and core values and behaviours

23-025: 360 degree self assessment form Assessor Acceptance: Yes

Mandatory for all Directors and Section Heads, but also available to all staff if they choose.
The assessment includes specific areas and additional information. The core values and behaviours is included in the appraisal record form.

23-026: 2023 Appraisal Record Form Assessor Acceptance: Yes

The Appraisal Record Form has recently been developed and now includes a column for staff to complete and submit ahead of the meeting, in order that they can record and assess their role, performance, achievements, challenges, working arrangements, health and wellbeing, management etc.

23-071: 2022 IIP Report Assessor Acceptance: Yes

The Authority is committed to this external evaluation of the investment in its staff and undertakes an assessment of the work undertaken, including performance management, reward and recognition etc.

2.2.3.1: We prioritise customer focus at all levels of our organisation

RP3 2023 Customer focus is prioritised at all levels of the Authority. Senior managers clearly support an open and transparent culture which benefits the customer. Key work objectives include customer service elements as well as service delivery activities, and these are reviewed by means of the formal reporting mechanism.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

2.2.3.2: and evaluate individual and team commitment through the performance management system.

RP3 2023 Individual and team performance achievements are recorded in annual staff performance reviews. The Authority's Core Values and Behaviours are an integral part of the staff appraisal process. The 360-degree colleague feedback process is mandatory for all Directors and Section Heads, but also available to all staff if they wish. Three different people are requested to provide feedback, and one of these could be a Member or a customer.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

2.2.4: We can demonstrate how customer-facing staffs' insight and experience is incorporated into internal processes, policy development and service planning.

Applicant Self Assessment: Strong

Compliance to Standard: Compliant

New Evidence

24-009: Staff Survey - Summer 2024 Assessor Acceptance: Yes

Staff surveys are regularly undertaken regarding the way the Authority operates. This latest survey covers:
Understanding and living our Core Values;
Dealing with change;
How the Authority keeps staff updated; and
Reward and recognition.

24-029: Equality, Diversity and Inclusion Working Group Assessor Acceptance: Yes

The Equality, Diversity and Inclusion Working Group meet twice a year and there is a representative from each section included. Attendees are asked to prepare in advance and provide feedback on experiences. This activity often results in further discussion and amendments to policy and/or processes

24-030: Reception Review - Staff questionnaire Assessor Acceptance: Yes

Following Covid and the introduction of blended working, the offices were generally quieter. As a result a review of the reception service was undertaken and all staff were asked to provide feedback on the service provided by the reception team & how any changes would impact them and/or their teams

24-026: Information Advsier Pre-season meeting minutes Assessor Acceptance: Yes

These are the minutes from the Information Advisers and Visitor Centre Managers pre-season meeting to discuss the visitor services review, any updates and ensure the visitor centre staff are prepared for the forthcoming season
The IAs are able to ask questions & make suggestions ahead of the season

24-031: Email reporting an overflowing gutter Assessor Acceptance: Yes

This is an email from a member of staff to the maintenance team's inbox where they can send reports of maintenance and/or property issues. In this instance there was an overflowing gutter that was damaging the free maps for visitors that needed fixing

Active Evidence

23-062: Email about Parish Clerk Contact Details Assessor Acceptance: Yes

This email is an example of a communication sent to all staff about the latest parish clerk contact details to ensure we're all accessing the latest data. Included are instructions on what to do if we're made aware of a change in contact details

2.2.4.1: We can demonstrate how customer-facing staffs' insight and experience is incorporated into internal processes, policy development and service planning.

RP1 2024 Customer-facing staffs' insight and experience is clearly incorporated into internal processes, policy development and service planning. Discussions with staff confirmed that they are encouraged to put forward suggestions for improvement and that their knowledge of customers is being fed into service delivery. There is an open and participative culture which encourages staff to contribute their knowledge of customers to the planning process. Staff are able to give their views through various meetings, including appraisals. Pre-season meetings are held with the Information Advisers and Visitor Centre Managers to discuss the visitor services review, any updates and prepare for the forthcoming season; the Information Advisers are well able to make suggestions ahead of the season. The Staff Survey 2024, with an impressive 88% response rate, found that 93% of staff feel valued and appreciated, with 80% feeling supported by their Manager.

Evidence Value: Fully Met

2.2.5: We value the contribution our staff make to delivering customer focused services, and leaders, managers and staff demonstrate these behaviours.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-006: Our Performance Webpage Assessor Acceptance: Yes

Our performance area of the website details the way in which performance is reviewed. It includes links to the priority setting process, corporate plan, carbon reduction plan, internal and external audit, the audit and review committee and avenues of public feedback

22-031: April 2022 Annual Report on Compliments and Complaints Assessor Acceptance: Yes

A report to the Members on the various compliments received between March 2021 and February 2022

22-032: Authority Core Values and Associated Behaviours Assessor Acceptance: Yes

The Authority's Core Values include 'Valuing and Empowering People'. These values are published within our Corporate Plan, on the website and form part of our appraisal process.

22-033: 2021 IIP Assessment Report Assessor Acceptance: Yes

IIP Assessment Report includes feedback from staff with an impressive 75% response rate from staff completing the online assessment.

22-041: Well done and Thank You email from CEO Assessor Acceptance: Yes

Email from David (and Richard) to those staff invovled in improving the Website and Social Media for Quality, Marketing, Accessiblity

2.2.5.1: We value the contribution our staff make to delivering customer focused services,

RP2 2022 The contribution made by staff in the delivery of customer focused services is recognised within the performance appraisal system; the Authority Core Values and Associated Behaviours framework allows for the development of staff and provides an outlet for recognising staff behaviours. Senior managers recognise staff achievements and the Employee Voice group has been formed. One result of this has been the creation of a scheme whereby when a member of staff has reached their 10 year working milestone with the Authority, ten trees are planted in their name.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

2.2.5.2: and leaders, managers and staff demonstrate these behaviours.

RP2 2022 It is evident that there is a clear mandate across all levels of the Authority to improve the customer experience and that this is a priority across all service areas. Staff at all levels confirmed that a strong customer focus was at the heart of all that they do and this approach was supported by partners spoken to during the visit. The Authority continues to be accredited to the Investors in People Standard.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3: Information and Access

3.1: Range of Information

3.1.1: We make information about the full range of services we provide available to our customers and potential customers, including how and when people can contact us, how our services are run and who is in charge.

Applicant Self Assessment: Strong

Compliance to Standard: Compliant

New Evidence

24-032: Planning - meet the teams webpage Assessor Acceptance: Yes

A webpage containing the names and contact details of the development management team, including the Head of Development Manager, Planning Officers, the Enforcement team, the Policy team and the Support team. The page includes a description of the services provided and phone/email contact details

24-033: How We Work Webpage Assessor Acceptance: Yes

This webpage describes how the Authority is structured, including Members, staff and volunteers. The links within the page provide further details for each group.
Public meetings, consultations, funding, performance reports and priorities are all described including how readers can find out more.

24-034: Dales Newspaper 2023 Assessor Acceptance: Yes

A newspaper for the residents of the National Park - published twice a year. Available at our offices and distributed to all residential addresses. This latest edition includes details on the planning, farming, sustainable development fund and woodland creation teams and their contact details

Active Evidence

21-032: Plan your visit Assessor Acceptance: Yes

There’s always something to do in the Dales, whether coming for the day or staying longer.
We’ve put this information together to help visitors get started in planning their visit including public transport, car parks, EV charging, things to do, walking information, water safety, accessibility, etc.

21-034: Volunteer Newsletters Assessor Acceptance: Yes

A monthly volunteer newsletter is created providing updates on a variety of topics to ensure they are aware of recent and relevant changes, news or other items that can be communicated and shared with the visitors or residents they meet during their volunteering activities

359: Contact us page on website Assessor Acceptance: Yes

This webpage details the different ways to contact the Authority, i.e. by phone, email, in person at the offices. The webpage also has links to our social media accounts on the bottom and is accessible with 'one click' from the front/home page of the website.

3.1.1.1: We make information about the full range of services we provide available to our customers and potential customers,

RP1 2024 A wide variety of methods is used to provide information to customers and potential customers about the full range of services. In addition to the informative web site, the Dales newspaper is posted twice yearly to all residents of the Park, and is also available in the two main offices in Bainbridge and Grassington. The popular 'The Visitor' magazine, published annually, is widely available free of charge. The Visitor Centres (at Aysgarth Falls, Grassington, Hawes and Malham) provide face-to-face information, as well as a range of maps, displays, leaflets and booklets. Social media continues to be extensively used. The two new walking Apps, introduced in 2022 continue to be very popular.

Evidence Value: Fully Met

3.1.1.2: including how and when people can contact us,

RP1 2024 Full contact details are provided via all those channels outlined above. The 'Contact us' page on the web site provides full contact details, by telephone, email, letter and in person at the offices. There are also direct links from the web site to the relevant social media channel.

Evidence Value: Fully Met

3.1.1.3: how our services are run and who is in charge.

RP1 2024 Full details of how the Authority is run and who is in charge is made available. The 'How we work' web page describes how the Authority is structured, including Members, staff and volunteers, with links within the page providing further details for each group. Public meetings, consultations, funding, performance reports and priorities are all described including how readers can find out more. The 'Meet the Teams' web page contains a description of the services provided, and the names and contact details of the Development Management Team, including the Head of Development Manager, Planning Officers, the Planning Enforcement Team, the Planning Policy Team and the Technician Team.

Evidence Value: Fully Met

3.1.2: Where there is a charge for services, we tell our customers how much they will have to pay.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-015: Guidance on our website for planning applicants and public Assessor Acceptance: Yes

An information page for applicants/members of the public to understand the planning service provided, including applicable fees and how to pay the fee.

22-034: Car Parking Charges Assessor Acceptance: Yes

Webpage detailing the authority's car parking charges along with other relevant information

22-035: Retail Webpage Assessor Acceptance: Yes

The Authority's online shop with prices clearly displayed

22-036: The Visitor 2022 Assessor Acceptance: Yes

Our longstanding and much-loved annual guide to the Yorkshire Dales National Park is packed full of features and useful information to help visitors discover this stunning part of the world. Any fees, costs or charges for events or activities are listed

22-037: Occupancy Restriction Statement Assessor Acceptance: Yes

Statement confirming for applicants that some new dwellings approved under the policies of the Yorkshire Dales Local Plan 2015-30 will be subject to a legal agreement restricting occupancy to certain categories and the charges associated for the agreements are included

22-038: DCM Admission Prices Assessor Acceptance: Yes

Webpage with Dales Countryside Museum Admission information including prices and option to purchase tickets online

3.1.2.1: Where there is a charge for services, we tell our customers how much they will have to pay.

RP2 2022 There is clear evidence that where there is a charge for services, these are clearly displayed. Car park charges are on large notice boards by the ticket machines and are published on the website (this also covers the ways in which payment can be made). Events posted on the website have any charges clearly shown and admission prices for the Dales Countryside Museum are set out on its dedicated web pages. There is a planning fee calculator available online and this also covers where exemptions apply to that charge.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.2: Quality of Information

3.2.1: We provide our customers with the information they need in ways which meet their needs and preferences, using a variety of appropriate channels.

Applicant Self Assessment: Strong

Compliance to Standard: Compliance Plus

New Evidence

24-034: Dales Newspaper 2023 Assessor Acceptance: Yes

A newspaper for the residents of the National Park - published twice a year. Available at our offices and distributed to all residential addresses. It contains information about the Authority and articles about what is going on in the area

24-035: The Visitor 2024 Assessor Acceptance: Yes

Our longstanding and much-loved free annual guide to the Yorkshire Dales National Park is packed full of features and useful information to help readers discover this stunning part of the world.
Highlights for 2024 include the Authority’s 70th anniversary as well as other local events taking place

Active Evidence

23-027: Aysgarth Map Sheet Assessor Acceptance: Yes

In response to the increase in 1st time visitors post-covid, we've produced free 'map sheets' to hand to visitors arriving at the Visitor Centres. The sheets contain a suggested walk and safety/visitor behaviour messages. They've proved incredibly popular and include a QR code to access the website

21-037: Yorkshire Dales Social Media Stats Assessor Acceptance: Yes

This evidence identifies the interaction the Authority's social media pages (Facebook, Twitter, Instagram and Threads) attract.
The report also identifies how the Yorkshire Dales National Park Authority's stats compare to other National Park Authorities.

21-038: Media Library Assessor Acceptance: Yes

A media library of all of our images and videos can be found and are free to use by tourism businesses within or around the Yorkshire Dales National Park for promotion.

21-039: Yorkshire Dales National Park Webiste Assessor Acceptance: Yes

The Yorkshire Dales National Park Authority Website has a plethora of useful information for visitors and residents providing details on the work of the Authority & suggestions of what to do during a visit to the Yorkshire Dales. There is also an online shop offering a variety of interesting items

3.2.1.1: We provide our customers with the information they need in ways which meet their needs and preferences,

RP1 2024 Information is provided in many ways to meet customers' needs and preferences. The Authority continues to provide high quality information to customers, and this is confirmed by customer feedback. Fully accessible downloadable walks are provided for those with mobility issues who wish to explore the Park (such as the Miles without Stiles walks). There is detailed information regarding the range of activities available, who they are suitable for and what equipment, if any, is required. There is a wealth of information for those visiting the Visitor Centres where maps and other helpful guides are present, and knowledgeable staff are able to assist. The understanding of the Authority in meeting the needs of customers is extensive and Compliance Plus continues to be retained.

Evidence Value: Fully Met

3.2.1.2: using a variety of appropriate channels.

RP1 2024 Information is provided through a variety of channels, including verbal, printed and web-based information. Verbal information is provided at the Visitor Centres, at offices, on the telephone and at a range of meetings, such as those with the Local Access Forum (LAF). Rangers and Volunteers provide a particularly important source of information out in the Park. Printed information is widely available from the Dales newspaper, ‘The Visitor’ magazine and the Visitor Centres. Digital information continues to grow in popularity, including social media channels, such as Facebook, YouTube, Instagram and TikTok. The ’Our latest tourism news’ web page details the ‘Tourism Talk’ newsletter sent to tourism businesses who subscribe, with news and updates. In 2022, two new walking Apps were introduced, one free National Park walking App for walkers of all ages and abilities, with a mix of 35 graded routes, and a second Yorkshire Three Peaks App very reasonably priced at £2.99.

Evidence Value: Fully Met

3.2.2: We take reasonable steps to make sure our customers have received and understood the information we provide.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-007: Communications Strategy 2020-25 Assessor Acceptance: Yes

The Communications Strategy provides a framework to esnure effective communicatoin with customers with the aim to promote, conserve and enhance the Yorkshire Dales National Park by stimulating engagement, action and care.

22-008: Social Media Strategy and Guide Assessor Acceptance: Yes

The strategy has three themes:
1. Understanding our audience;
2. Reaching our audience
3. Engaging our audience

22-036: The Visitor 2022 Assessor Acceptance: Yes

The Visitor is printed and delivered to B&Bs, hotels, small business, visitor centres for free across the whole National Park. Visitors can pick free copies up from these outlets and it's also available as an online version on the website

22-039: Dales Newspaper 2021 Assessor Acceptance: Yes

Delivered free to all homes within the National Park (circulation approx 12,000). It also reaches those who might not use the internet or social media, giving them information & opportunities to contact the Authority and learn about any changes made, particularly since Covid.

22-001: Social Media Insights Assessor Acceptance: Yes

This dashboard is updated weekly to provide a snapshot - across Facebook, Twitter, Instagram and others - of our weekly following, reach/impressions and engagement. Where we see spikes, particularly in terms of engagement, we will review the content in order to understand audience tastes and trends.

3.2.2.1: We take reasonable steps to make sure our customers have received

RP2 2022 Every effort is made to ensure that customers receive information from the Authority. The website is detailed and informative, and downloadable information, such as walking routes, is available. Full use is made of social media channels, such as Facebook, Twitter, YouTube and Instagram, in informing customers of upcoming events, etc and the analysis of data ensures that the correct channel is being used for specific audiences. Printed information is available via leaflets and informative noticeboards, and QR code posts. The Authority publishes free newspapers for both visitors and residents. Observation of service delivery demonstrated effective face-to-face interaction by staff to improve the quality of information experienced by customers. Planning surgeries are held and the planning pages online are more easily accessible and informative.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.2.2.2: and understood the information we provide.

RP2 2022 The Communications Strategy sets out and supports the commitment to ensuring that customers receive high quality, relevant, and easily understandable information. Social media posts are closely monitored to gauge customer understanding. The web pages devoted to the planning process contain a link to the Plain English Guide to the Planning System and there has been recent revision to decision notices that has helped to create a clearer and more consistent format.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.2.3: We have improved the range, content and quality of verbal, published and web based information we provide to ensure it is relevant and meets the needs of customers.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-036: The Visitor 2022 Assessor Acceptance: Yes

The Visitor is a free annual magazine, printed and delivered to B&Bs, hotels, small business, visitor centres across the whole National Park. Visitors can pick free copies up from these outlets and it's also available as an online version on the website.

23-027: Aysgarth Map Sheet Assessor Acceptance: Yes

In response to the increase in 1st time visitors post-covid, we've produced free 'map sheets' to hand to visitors arriving at the Visitor Centres. The sheets contain a suggested walk and safety/visitor behaviour messages. They've proved incredibly popular and include a QR code to access the website

23-028: Cheese Festival Report 2022 Assessor Acceptance: Yes

This report was written following the 2022 Cheese Festival to provide a review of the events, attendance, promotion and feedback received.

23-029: Dark Skies Festival Map Assessor Acceptance: Yes

We've developed the Dark Skies Festival Map to promote the various events taking place. Activities included an opportunity to do some stargazing with expert astronomers, night-time fell running/photography/canoeing and mindful stargazing. Plus lots of family friendly fun.

23-030: Walking Apps Assessor Acceptance: Yes

In 2022 we launched 2 new walking apps. 1 to cover the Three Peaks and 1 National Park walking app designed to appeal to walkers of all ages and abilities, and with a mix of linear and circular routes which are graded to help people make an informed choice of walk.

23-075: Social Media Review Assessor Acceptance: Yes

We have just commissioned a review of our social media communications. This data and evidence led review will look at how effective we are at reaching and engaging our audiences and platform effectiveness.

3.2.3.1: We have improved the range, content and quality of verbal,

RP3 2023 The range, content and quality of verbal information is continually being improved. The provision of verbal information is a key channel across the Authority. The frontline staff working in Visitor Centres, on Reception desks or as Rangers are constantly testing that verbal information is understood, using a range of techniques to help customers understand to the best of their ability. The Education and Engagement team regularly assess the many outreach presentations that are delivered to schools, community groups and other organisations.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.2.3.2: published

RP3 2023 The range, content and quality of published information is continually being reviewed and improved. The longstanding popular 'The Visitor' annual magazine guide to the Yorkshire Dales National Park is full of features and useful information to help customers explore the area, and continues to be free of charge. It is delivered to Bed & Breakfast accommodation, hotels, small businesses and Visitor Centres across the whole Park, and there is also an online version on the web site. In response to the increase in first time visitors post-covid, a free very popular Aysgarth Map Sheet has been produced to hand to visitors arriving at the Visitor Centre, containing a suggested walk and safety / visitor behaviour guidance, including a QR code to access the web site. The Dark Skies Festival Map has been produced to promote various events, which include stargazing with expert astronomers, night-time fell running / photography / canoeing and mindful stargazing.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.2.3.3: and web based information we provide to ensure it is relevant and meets the needs of customers.

RP3 2023 The range, content and quality of web-based information is continually being improved. In 2022, two new walking Apps were introduced, one free National Park walking App for walkers of all ages and abilities, with a mix of linear and circular routes graded to help people make an informed choice of walk, and a second Yorkshire Three Peaks App very reasonably priced at £2.49. A key feature of the free walking App is an offline mapping tool that allows walkers to track a walk, regardless of whether there is a mobile phone signal or not. A review of social media communications has recently been commissioned, to assess platform effectiveness and customer engagement.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.2.4: We can demonstrate that information we provide to our customers is accurate and complete, and that when this is not the case we advise customers when they will receive the information they requested.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-042: Complaints Policy Assessor Acceptance: Yes

The complaints policy provides a mechanism for receiving, investigating and, where possible, resolving complaints. We will respond to each complaint in a professional, respectful and courteous manner

22-055: Standards of Service Webpage Assessor Acceptance: Yes

In our attempts to deliver high quality and efficient services to our customers, we have set these general standards of service that the National Park Authority and its officers aim to follow.

23-017: Development Management Charter Assessor Acceptance: Yes

This Charter explains what customers can normally expect from our Development Management service

23-019: Annual Report on Compliments and Complaints Assessor Acceptance: Yes

A report to the Members on the various compliments received between February 2022 and March 2023

23-031: Email to customer Assessor Acceptance: Yes

Sustainable Development Fund provides grants for applicants. This email communication shows the acknowledgement of an application and confirming that the application will have to be submitted to the F&R Committee for determination.

23-068: Twitter thread Assessor Acceptance: Yes

A twitter conversation when dealing with a visitor who wanted to report a broken stile and the ongoing conversation this then resulted in

3.2.4.1: We can demonstrate that information we provide to our customers is accurate and complete,

RP3 2023 Great care is taken across the Authority to ensure that information is accurate and complete and procedures are in place to monitor this. Social media allows for current, up to date information to be provided on a regular basis and any changes can be quickly addressed.
Notifications which are sent to customers are clearly set out and detailed. Great care is taken when providing details on decisions made on planning applications and to those seeking funding under the Sustainable Development Fund (SDF).
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.2.4.2: and that when this is not the case we advise customers when they will receive the information they requested.

RP3 2023 The Standards of Service set out the relevant timescales for responding to customer enquiries and where this has not proved possible, customers are advised when they will receive the requested information. Customers who contact the Authority with planning applications are kept informed if anything arises which affects the agreed timescale.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.3: Access

3.3.1: We make our services easily accessible to all customers through provision of a range of alternative channels.

Applicant Self Assessment: Strong

Compliance to Standard: Compliant

New Evidence

24-035: The Visitor 2024 Assessor Acceptance: Yes

The Visitor magazine is available, for free, throughout the Park in local shops, B&Bs, cottages and other businesses. Contact details for the Authority and others are included.
It provides a wealth of information of what is going on in the Park throughout the year and advertises local businesses

24-036: Our latest tourism news Assessor Acceptance: Yes

This webpage details the ‘Tourism Talk’ newsletter sent to businesses customers who subscribe, with news and updates and access to the communication group on Facebook where they can share ideas and inspiration or just promote their business
Making these connections boosts collaboration

24-037: Yorkshire Dales Walking Apps Assessor Acceptance: Yes

We have two great walking apps which cover the Yorkshire Dales National Park and which have been designed and developed by the Authority. The apps are available for both iPhone and Android phones.
There's a free app with 35 walks included and a Yorkshire three peaks app that costs £2.99

24-038: Visitor Services Performance Review Assessor Acceptance: Yes

A review of the Visitor services was undertaken in 2023 and this report details the process, conclusions, recommendations and future options.
The review was to identify the cost of services, the level and standard of service and evaluate the effectiveness of the current service

24-039: Farm Team Advice Sessions Assessor Acceptance: Yes

The Authority works with key partners to provide advice and guidance on, and signpost farmers to, the full range of rural development funding available, including assisting with applying for grants and schemes.
This webpage details the various support and in-person meetings arranged and available

Active Evidence

21-047: Information for new visitors Assessor Acceptance: Yes

This webpage is dedicated to providing information, simple advice and tips to help new visitors make the most of their visit. It includes
Where to go;
What to do while you’re here;
How to stay safe;
When you leave; and
An email address to contact the Authority

3.3.1.1: We make our services easily accessible to all customers through provision of a range of alternative channels.

RP1 2024 Services within the Park are easily accessible to customers through a range of alternative channels and these include schemes such as the Miles Without Stiles Walks (up to two miles). The Park has Visitor Centres and two main offices, where customers have access to a wealth of knowledge and information regarding available services such as planning appropriate walks. A dedicated Education and Learning Team works with under-represented groups on projects, as in Leeds, to raise awareness of the Park and inspire people to connect with the natural environment. Additionally, a wide range of free curriculum-based education sessions are provided for schools and colleges. Planning services are accessible via telephone, email, and face-to-face contact either at the offices or at local community planning surgeries. The web site also allows customers to view planning applications online through the Citizens' Portal. The Farm Team works with partners to signpost farmers to rural grants.

Evidence Value: Fully Met

3.3.2: We evaluate how customers interact with the organisation through access channels and we use this information to identify possible service improvements, and offer better choices

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

21-008: Visitor Survey 2020 (Covid Related) Assessor Acceptance: Yes

This 2020 survey was not part of the scheduled 5 year survey programme but was implemented to specifically look at visitor characteristics, perceptions and motivations during the Covid pandemic.
Similar questions were asked to allow comparison with our regular 5-year survey to be made

22-001: Social Media Insights Assessor Acceptance: Yes

This dashboard is updated weekly to provide a snapshot - across Facebook, Twitter, Instagram and others - of our weekly following, reach/impressions and engagement. Where we see spikes, particularly in terms of engagement, we will review the content in order to understand audience tastes and trends.

22-010: Visitor Services - Lessons Learnt Assessor Acceptance: Yes

This report was written in December 2021 to consider how we provide our visitor services in the future, based on experiences over the previous 18-months (during Covid).

22-040: Online Accessibility Improvement Assessor Acceptance: Yes

We evaluate how customers interact with the organisation through access channels and we use this information to identify possible service improvements and offer better choices.

22-041: Well done and Thank You email from CEO Assessor Acceptance: Yes

Email from David (and Richard) to those staff invovled in improving the Website and Social Media for Quality, Marketing, Accessiblity

3.3.2.1: We evaluate how customers interact with the organisation through access channels

RP2 2022 The evaluation of access channel data is an integral part of service delivery review and the range and extent to which such analytics are used, particularly that data which emanates from the website and social media, is comprehensively detailed. This ongoing evaluation identifies when and how customer contact and engagement is made and provides analytical data to inform future strategy. Work is ongoing to look at trends and inform digital advancements.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.3.2.2: and we use this information to identify possible service improvements,

RP2 2022 The analysis of how the customer interacts with the Authority is firmly based upon the continuous improvement of its services and the Communications Strategy fully supports this commitment. Accessibility is a priority and great efforts are made to ensure inclusivity for all to enjoy the Park. Visitor Centres are more easily navigable inside and signage has been improved. Hard copy leaflets containing local walking routes correspond with coloured way marker posts and the use of targeted social media is employed in order to reach out and provide relevant information to under represented groups; one example is where the Education and Engagement Team are working with people living in a more deprived area of Leeds to encourage visits to the Park and to educate in the Countryside Code etc.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.3.2.3: and offer better choices

RP2 2022 The Authority regularly reviews access channels in order to drive forward the range of choices available. Increased use of a number of social media channels inform customers of upcoming events and provide a greater number of downloadable walks. QR codes allow for the downloading of local walks when the Visitor Centre is closed or for those who don’t wish to enter. A free app is now available which is accessible offline and this provides walking routes of differing distance and ease across the Dales. The Citizens Portal ensures that customers can more readily view planning applications and comments, and this is accessible on a mobile phone and tablet. Customers may make an appointment to see a Planning Officer either face to face or by video conference call.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.3.3: We ensure that where customers can visit our premises in person facilities are as clean and comfortable as possible.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

23-004: Changing Places Article Assessor Acceptance: Yes

Article included in the Dales Newspaper about the new accessible toilet installed at the Dales Countryside Museum at Hawes

23-032: Cleaning Specification Colvend Assessor Acceptance: Yes

This is the specification for the cleaning contractors for our office in Grassington. Includes requirement to ensure reception, meeting rooms and toilet areas are clean.
The property is regularly audited by the contract manager too.

23-033: Cleaning Specification Yoredale Assessor Acceptance: Yes

This is the specification for the cleaning contractors for our main office in Bainbridge. Includes requirement to ensure reception area clean - e.g. specifically mentions deep cleaning floors in reception - weekly in winter, monthly in summer.
The property is regularly audited too

23-034: Cleaning Specification Toilet Blocks Assessor Acceptance: Yes

This contract includes the specification that we require for the cleaning and upkeep of our public toilets.
The toilet blocks are also inspected by the Rangers on a daily basis when they are litter picking in the car park.

23-035: Email conversation about disabled toilet facilites Assessor Acceptance: Yes

An email conversation about the disabled toilet facilities not providing adequate privacy and the response once the problem was rectified

23-036: H&S Spot Checks in DCM Assessor Acceptance: Yes

This spot check was in response to an issue when the public toilet floor was wet and someone slipped. We contacted the Cleaning company and made them aware of this and asked them to instruct the cleaner to clean the floor prior to the museum opening to the public.

3.3.3.1: We ensure that where customers can visit our premises in person facilities are as clean and comfortable as possible.

RP3 2023 The Authority takes great pride in ensuring that premises and facilities are as clean, comfortable and welcoming as possible. Survey data clearly shows the importance attached to this issue by customers and the Authority works hard to ensure that all premises meet customer expectations. The cleaning contractors work to rigorous specifications, which are regularly audited. The National Park 'Yoredale' office in Bainbridge is a modern, attractive office, with a very clean and welcoming Reception area displaying local artwork. Visits were also made to the National Park Visitor Centres at Aysgarth Falls and Hawes, and to the Dales Countryside Museum in Hawes. The Assessor was impressed with all these buildings, which had interesting displays about the area and the past, guidebooks and leaflets, and friendly, informative staff to help customers. A new accessible toilet has recently been installed at the Museum.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.4: Co-operative working with other providers, partners and communities

3.4.1: We have made arrangements with other providers and partners to offer and supply co-ordinated services, and these arrangements have demonstrable benefits for our customers

Applicant Self Assessment: Strong

Compliance to Standard: Compliance Plus

New Evidence

24-001: Corporate Plan 2024/25 Assessor Acceptance: Yes

The Corporate Plan confirms that achieving our objectives is crucially dependent on our working with many other bodies and local communities. We believe that the public and our partners should help to shape our responsibilities as a National Park Authority and the results will benefit all parties

24-040: National Park Management Plan Partnership Assessor Acceptance: Yes

The NPMP is a 5-year work programme which is produced and monitored by a partnership of local organisations that operate across the area.
The partnership will identify opportunities or need for greater collaboration and co-ordinated action amongst partners in order to deliver the plan objectives

24-041: Trees and Woodlands Advice Assessor Acceptance: Yes

Our T&W team have been helping landowners plant and manage woodlands for the last 40 years. We work closely with a number of partners such as the Forestry Commission, Woodland Trust, and Yorkshire Dales Millennium Trust, to find suitable sites, secure grants and design schemes and maintenance plans

24-042: Catchment Sensitive Farming Assessor Acceptance: Yes

Catchment Sensitive Farming is funded by Defra, supported by Natural England, the Environment Agency and the Forestry Commission.
Through the CSF project, we work with farmers and landowners to enable them to improve the environment and their farm business.
This webpage provide details on CSF

24-043: A Destination Plan for Cumbria 2024 to 2030 Assessor Acceptance: Yes

Through this shared Destination Management Plan, we along with other public and private sector partners are seeking to ensure a joined-up approach to support a successful visitor economy for the whole of the county, economic growth, the natural environment and delivering benefits for the communities

24-044: Artists collaborate to support curlews Assessor Acceptance: Yes

A special exhibition at the Authorty's Dales Countryside Museum in Hawes saw a number of artists collaborate on ‘Cry of the Curlew’.
This was one of various events organised to raise awareness and conserve the wading bird. Working in partnership with the RSPB data on the curlews is being collated.

3.4.1.1: We have made arrangements with other providers and partners to offer and supply co-ordinated services,

RP1 2024 Partnership arrangements are very strong, meriting continued Compliance Plus. The Authority has very strong partnerships with many national and local partners including Councils and Local Authorities, the National Trust, farmers and landowners, blue light services, environmental groups, visitors, charities, and residents. The Authority has to perform a delicate balancing act between a variety of interests and these partnerships, and consequently their co-ordinated services, form a crucial part in ensuring that the Authority continues to deliver its role as a place of conservation, industry, recreation and enjoyment.
The National Park Management Plan (NPMP) 2019-2024 is a key five-year work programme, which is produced and monitored by the Management Plan Steering Group, a partnership of local organisations that operate across the area, identifying opportunities or the need for greater collaboration and co-ordinated action amongst partners in order to deliver plan objectives.

Evidence Value: Fully Met

3.4.1.2: and these arrangements have demonstrable benefits for our customers

RP1 2024 It was confirmed strongly on the visit that customers benefit from joint working arrangements. The Corporate Plan 2024-2025 confirms that achieving the Authority's objectives is crucially dependent on working with many other bodies and local communities. The Trees and Woodlands Team have helped landowners to plant and manage woodlands over the last 40 years, working with partners such as the Forestry Commission, Woodland Trust, and Yorkshire Dales Millennium Trust. Catchment Sensitive Farming, funded by Defra, supported by Natural England, the Environment Agency and the Forestry Commission, works with farmers and partners across England to produce food in a way that protects water, the air and soil. The Farm Team works with key partners to provide advice to farmers on rural development funding, including the Farming in Protected Landscapes (FIPL) grant programme. Partnership work on the Destination Management Plan for Cumbria 2024-2030 seeks to support the visitor economy.

Evidence Value: Fully Met

3.4.2: We have developed co-ordinated working arrangements with our partners that ensure customers have clear lines of accountability for quality of service.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

21-050: Yorkshire Dales National Park Management Plan 2019-24 Assessor Acceptance: Yes

Each National Park has one, it is their single most important document. It is a Plan for the National Park - its communities, businesses, visitors and the many organisations that operate there. It requires all who have an interest in the National Park to work together to achieve its aspirations.

22-005: Review of the Governance of Partnerships Assessor Acceptance: Yes

Report to SMT to consider the governance arrangements for the partnerships in which the Authority is involved

22-013: WDLP - Interim Evaluation Assessor Acceptance: Yes

An evaluation plan was prepared at the start of the scheme, which set out the 4 objectives, the outcomes they were intended to achieve and the methods for measuring them. This mid-term evaluation explores how the project is managed and how well the partnership is working etc

22-042: Complaints Policy Assessor Acceptance: Yes

The complaints policy provides a mechanism for receiving, investigating and, where possible, resolving complaints. We will respond to each complaint in a professional, respectful and courteous manner

22-043: Press release on project with partner programmes Assessor Acceptance: Yes

Press release on the success of the Tees-Swale: Naturally Connected programme, the Farming in Protected Landscapes programme and the Grow Back Greener scheme for a farmer within the National Park supported by Officers from the Authority

22-044: Tees-Swale: Naturally Connected information page Assessor Acceptance: Yes

The Yorkshire Dales National Park Authority and North Pennines AONB are working in partnership to deliver this major natural heritage project that focuses on the landscape and communities of Upper Swaledale and Upper Teesdale. Funded by the National Lottery Heritage Fund.

3.4.2.1: We have developed co-ordinated working arrangements with our partners that ensure customers have clear lines of accountability for quality of service.

RP2 2022 A comprehensive range of formal and informal arrangements with partners ensures effective consultation and information exchange, including contractual agreements and regular meetings. Great efforts are made to ensure that customers are aware of the lines of accountability and measures are in place which provide a full breakdown of the areas of responsibility. Good examples are the Westmorland Dales Landscape Partnership and the Tees-Swale: Naturally Connected projects which clearly define and inform the customer where the areas of responsibility lie.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

3.4.3: We interact within wider communities and we can demonstrate the ways in which we support those communities.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliance Plus

Active Evidence

23-037: National Park Management Plan Assessor Acceptance: Yes

The National Park Management Plan is the most important document for the Authority. It is a 5-year work programme, produced and monitored by a partnership of local organisations that operate across the area. The 2019-24 plan contains 49 specific objectives that we are working together to achieve.

23-038: Sustainable Development Fund Assessor Acceptance: Yes

The fund supports business and community projects that promote a more sustainable way of living in, working in and visiting the National Park, while conserving and enhancing its local culture, wildlife, landscape and communities.

23-039: Work Experience Info Webpage Assessor Acceptance: Yes

We aim to provide a variety of work experience placements for students from Year 10 upwards.
Places are allocated according to suitability, with priority given to students who either live, or attend a school or college, within the National Park or close to it's boundary.

23-040: Using the National Park Brand Assessor Acceptance: Yes

The Authority is keen that local businesses and communities have the opportunity to use the National Park logo to highlight their association with the area. We have developed five eye-catching versions specifically for this purpose, based on the established ram's head design.

23-041: Help on offer to Dales farmers wanting to increase their income Assessor Acceptance: Yes

Dales farmers looking to increase incomes were invited to evening events in February.
Updates on grants and payment schemes were presented at meetings held in Hawes, Orton, Reeth, Sedbergh and Settle.

23-042: Hawes Orientation Board Assessor Acceptance: Yes

This is just one example of the boards we have installed on the car parks where we have a Visitor Centre. The maps have messages about supporting the local businesses nearby and provide messages to encourage consideration and provide useful information, waymarked local walks etc.

3.4.3.1: We interact within wider communities and we can demonstrate the ways in which we support those communities.

RP3 2023 The Authority supports the wider community in many positive ways that merit continued Compliance Plus, including charitable and fund-raising activities, such as the Yorkshire Three Peaks one day trek with the National Autistic Society in May 2023. The Sustainable Development Fund (SDF) supports business and community projects that promote a more sustainable way of living in, working in and visiting the National Park, while conserving and enhancing its local culture, wildlife, landscape and communities. Work experience is offered to schools and universities. The Dales Countryside Museum provides a public research facility, a venue supporting local artists and exhibitions, and undertakes programmes with other organisations. Meetings have been held across the Park to assist Dales farmers looking to increase their incomes by updating them on grants and payment schemes, such as the Farming in Protected Landscapes and Grow Back Greener schemes.
RP1 2024 Compliance Plus retained.

Evidence Value: Fully Met

4: Delivery

4.1: Delivery standards

4.1.1: We have challenging standards for our main services, which take account of our responsibility for delivering national and statutory standards and targets.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

New Evidence

24-001: Corporate Plan 2024/25 Assessor Acceptance: Yes

The ambitions set out in the National Park Management Plan are carried through into the Authority's own Corporate Plan. It explains the role of the Authority, and sets out the specific objectives that we intend to achieve, and the progress we want to make on them in the year ahead.

24-045: Corporate Action Plan 2024/25 Assessor Acceptance: Yes

The Corporate Plan includes the specific objectives and the purpose of this Action Plan is to set out in detail what we're going to do, and by when, to make progress on the objectives this year.
It is an operational document that is used by managers to plan and manage day-to-day.

24-046: Statutory Purpose - Promoting understanding Assessor Acceptance: Yes

One of the statutory purposes of the Authority is to 'promote opportunities for the understanding and enjoyment of the special qualities of the area by the public'.
This KPI report details how this was achieved in 22/23 and 23/24 for over 10 million visitors and/or local people

24-047: Rights of Way that are easy to use objective Assessor Acceptance: Yes

The National Park Management Plan and Corporate Plan both included an objective about the percentage of rights of way (ROW) within the National Park that are assessed as easy to use.
This KPI report details how we did against this objective each year since 2009/10 up until 2023/24

Active Evidence

22-055: Standards of Service Webpage Assessor Acceptance: Yes

In our attempts to deliver high quality and efficient services to our customers, we have set general standards of service that the National Park Authority and its officers aim to follow. This webpage lists these along with our performance levels

23-017: Development Management Charter Assessor Acceptance: Yes

This Charter explains what customers can normally expect from our Development Management service, including the time period for when responses and decisions can be expected and the appeal process
We must comply with legislation and Government guidance and meet Government performance targets.

4.1.1.1: We have challenging standards for our main services,

RP1 2024 There is a wide range of challenging standards and performance indicators across all areas of the Authority, clearly set out as 49 objectives in the National Park Management Plan 2019-2024. These ambitions are carried through into the Authority's own Corporate Plan 2024-2025 and associated Corporate Action Plan, which sets out in detail proposed actions and timelines. This Action Plan is an operational document that is used by managers to plan and manage day-to-day activities.

Evidence Value: Fully Met

4.1.1.2: which take account of our responsibility for delivering national and statutory standards and targets.

RP1 2024 Standards take into account national and statutory standards and guidance. The statutory purposes of National Parks is set out in the Environment Act 1995, with the statutory duty for the Authority to review its Management Plan 'at intervals of not more than five years'. The National Park Management Plan is the single most important document for each National Park, covering its strategic and financial aims, standards and targets. Each English National Park Authority is a member of National Parks England, a body through which consistency of policy and practice can be measured.

Evidence Value: Fully Met

4.1.2: We monitor and meet our standards, key departmental and performance targets, and we tell our customers about our performance.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-001: Social Media Insights Assessor Acceptance: Yes

This dashboard is updated weekly to provide a snapshot - across Facebook, Twitter, Instagram and others - of our weekly following, reach/impressions and engagement. Where we see spikes, particularly in terms of engagement, we will review the content in order to understand audience tastes and trends.

22-011: Annual Review of Authority's Performance 20-21 Assessor Acceptance: Yes

A public report on the Authority's performance during 20/21 with a detailed assessment of the 40 objectives, 198 actions, external assessments, comparisons with other National Park Authorities and comparison with previous years.

22-014: 2022 Planning Applicant Survey Results Assessor Acceptance: Yes

This questionnaire was sent out to planning applicants to seek satisfaction with the service received from the planning team

22-046: Health & Safety Internal Audit Report 2021/22 Assessor Acceptance: Yes

The Authority has statutory responsibilities to have in place suitable arrangements for managing the health and safety of its employees and of those affected by its activities, including customers. An internal audit took place in 21/22 and this is the final report

22-047: Corporate Plan Action Plan 2021-22 Assessor Acceptance: Yes

A detailed action plan to detail how the Corporate Plan objectives will be met, with a status of achieved, on course, near miss or not achieved for each action at the end of the year.

22-060: Annual Planning Performance Summary Assessor Acceptance: Yes

Annual Planning Performance Summary for the last 3 years, showing the number of planning applications received and the processes undertaken associated with the planning team

4.1.2.1: We monitor and meet our standards, key departmental and performance targets,

RP2 2022 The comprehensive monitoring of business delivery standards and performance targets continues to be a priority. Progress against standards and targets is closely monitored and evidence shows that these are being met or exceeded. Qualitative aspects of service delivery are also taken into account.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.1.2.2: and we tell our customers about our performance.

RP2 2022 Performance data is published within reports such as the Annual Review of the Authority's Performance and the Corporate Plan. The Corporate Plan is posted on the Performance webpages online together with progress reports against their objectives and targets.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.1.3: We consult and involve customers, citizens, partners and staff on the setting, reviewing and raising of our local standards.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-020: Local Plan 15-30 consultation Assessor Acceptance: Yes

The local plan contains detailed policies against which planning proposals for development and the use of land and buildings are assessed. All planning authorities are required by law to produce a local plan that covers the whole of their area. This provides info about the process incl. consultation

23-012: Visitors Survey 2022 Assessor Acceptance: Yes

The visitors survey provides information from existing customers visiting the Yorkshire Dales National Park area on their views of various aspects of the National Park and services provided for customers.
The data collated can then be compared to the 2017 visitor survey information collated

23-043: Views sought on potential housing development sites Assessor Acceptance: Yes

Press Release about land suggested for 600 new homes in the National Park, with the details being published as part of a public consultation that show where possible site allocations, development boundaries and important open spaces are proposed

23-044: Call for better governance arrangements Assessor Acceptance: Yes

Proposals to improve the governance of the Authority were considered at a full meeting of the Authority on 30 June.
The changes, recommended by the Authority's Audit & Review Committee, will see local representation maintained and the overall size of the Board reduced from 25 to 16.

23-045: Local Plan 2023-40 Assessor Acceptance: Yes

This updated webpage provides an update on the consultation work, comments received and next steps for the Local Plan 2023-40

23-046: 'Lines on map time' for new Local Plan Assessor Acceptance: Yes

Press release confirming letters have been emailed to about 400 organisations and bodies including all Parish Councils in the National Park.
Members of the public are encouraged to take part in the consultation, which started on 6 January and will end on 26 February

4.1.3.1: We consult and involve customers, citizens, partners and staff on the setting, reviewing and raising of our local standards.

RP3 2023 Every effort is made to consult customers, partners and staff on the setting, reviewing and raising of local standards. The Local Plan 2023-2040, which helps to 'shape' the Park, is subject to extensive consultation with a variety of customers and partners, and survey results give customers an additional opportunity to feed back any comments to the Authority. The Yorkshire Dales Local Access Forum provides another channel by which customers may provide their views on local standards.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.2: Achieved Delivery and Outcomes

4.2.1: We agree with our customers at the outset what they can expect from the service we provide.

Applicant Self Assessment: Strong

Compliance to Standard: Compliant

New Evidence

24-001: Corporate Plan 2024/25 Assessor Acceptance: Yes

The ambitions set out in the National Park Management Plan are carried through into the Authority's own Corporate Plan. It sets out the specific objectives that we intend to achieve, and the progress we want to make on them in the year ahead. This is a public report and available to the public

24-033: How We Work Webpage Assessor Acceptance: Yes

This webpage describes how the Authority is structured, including Members, staff and volunteers. The links within the page provide further details for each group.
Public meetings, consultations, funding, performance reports and priorities are all described including how readers can find out more.

24-048: Dales Countryside Museum website Assessor Acceptance: Yes

This dedicated webpage provides visitors with all the information they need about the museum, including admission and opening times (including buying tickets online), location and access, events and details of upcoming exhibitions, information for families and schools and much more.

Active Evidence

23-070: Planning Application Acknowledgment Letter Assessor Acceptance: Yes

On receipt of a valid planning application, a copy of this letter is sent to the applicant acknowledging receipt, informing them of likely timescales and the next stage of the process.

22-055: Standards of Service Webpage Assessor Acceptance: Yes

These general standards of service that the National Park Authority and its officers aim to follow are available on the Authority website. This webpage also lists our performance levels against these standards

23-017: Development Management Charter Assessor Acceptance: Yes

This Charter explains what customers can normally expect from our Development Management service, including the time period for when responses and decisions can be expected and the appeal process. The information is available on the Authority website.

4.2.1.1: We agree with our customers at the outset what they can expect from the service we provide.

RP1 2024 Customers are clear at the outset what they can expect from the service provided. The Standards of Service page on the web site sets out the general standards of service which are provided by the Authority. Policies governing what service will be provided by a specific activity or event are clearly detailed on the relevant web pages and on social media channels.
The Development Management Charter, for instance, available on the Authority web site, clearly sets out what customers may expect when seeking further information and advice on planning and new development proposals, including the time period for when responses and decisions can be expected and the appeal process. Planning Application acknowledgement letters are sent out to applicants, informing them of likely timescales and the next stage of the process.

Evidence Value: Fully Met

4.2.2: We can demonstrate that we deliver the service we promised to individual customers and that outcomes are positive for the majority of our customers.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

21-005: Residents Survey 2018 Assessor Acceptance: Yes

The Residents' Survey plays an important role in capturing local people's views and perceptions of the Yorkshire Dales National Park, their awareness of the Yorkshire Dales National Park Authority and perceptions of it and the services it provides. This is the 5th Residents' Survey to be undertaken

21-008: Visitor Survey 2020 (Covid Related) Assessor Acceptance: Yes

This 2020 survey was not part of the scheduled 5 year survey programme but was implemented to specifically look at visitor characteristics, perceptions and motivations during the Covid pandemic.
Similar questions were asked to allow comparison with our regular 5-year survey to be made

22-014: 2022 Planning Applicant Survey Results Assessor Acceptance: Yes

This questionnaire was sent out to planning applicants to seek satisfaction with the service received from the planning team

22-017: Visit England Assessment Visit - DCM Assessor Acceptance: Yes

Visit England's independent external assessment of the Dales Countryside Museum from a customer point of view with a 4% increase from 2018 to 2021.

22-031: April 2022 Annual Report on Compliments and Complaints Assessor Acceptance: Yes

A report to the Members on the various compliments received between March 2021 and February 2022

22-033: 2021 IIP Assessment Report Assessor Acceptance: Yes

IIP Assessment Report includes feedback from staff with an impressive 75% response rate from staff completing the online assessment.

4.2.2.1: We can demonstrate that we deliver the service we promised to individual customers

RP2 2022 It is clear that the Authority delivers the service promised to individual customers, as shown by performance information and feedback from previous surveys. Promises are made which cover all areas of service and further confirmation is obtained through the analysis of compliments and feedback of customer experience.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.2.2.2: and that outcomes are positive for the majority of our customers.

RP2 2022 Current performance measuring results and customer satisfaction results demonstrate that the outcomes are positive for the majority of customers. Members are updated annually with details of compliments (and complaints) received.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.2.3: We can demonstrate that we benchmark our performance against that of similar or complementary organisations and have used that information to improve our service.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

23-012: Visitors Survey 2022 Assessor Acceptance: Yes

The Survey includes a comparison with other national brands for the responses related to the likelihood to recommend the Yorkshire Dales National Park area, where the Authority scored 'very high' and higher than the results in 2017.

23-047: Social Media Dashboard Assessor Acceptance: Yes

The 1st tab monitors how many people are following us on our platforms. The second tab measures our performance against other National Parks. We have a KPI to be in the upper quartile for social media following against other Parks. The third tab is tracking how our two apps are growing.

23-048: UK’s best and most accessible walking trails for novice walkers this National Walking Month Assessor Acceptance: Yes

The Yorkshire Dales National Park features twice in the UK's top 10 dog-friendly trails and also in the UK’s top 10 child-friendly trails

23-049: Performance Review of Development Management Assessor Acceptance: Yes

It was determined a performance review of the Development Management service would be carried out and this report includes the findings, including meaningful comparison with other National Park Authorities

23-050: Charging for Planning Advice Assessor Acceptance: Yes

This paper was present to Members to seek approval to make increases to the current charges for pre-application planning advice. The report included comparable data from other Constituent Authorities.

23-072: The Travel Feature on National Parks around the World Assessor Acceptance: Yes

The Travel has a feature on the 'best National Parks around the world that should be on your bucket list'. We're the only UK National Park to make the list

4.2.3.1: We can demonstrate that we benchmark our performance against that of similar or complementary organisations

RP3 2023 The Authority is committed to service improvement through benchmarking with similar organisations, particularly with other National Parks (15 in the UK–10 in England) and local Councils. The Annual Review of Authority Performance 2022-2023 is a detailed report with data on National Park 'Family' Performance Indicators, highlighting particularly the North York Moors NP and the Lake District NP, which are considered to be closest in similarity to the Yorkshire Dales NP. A Performance Review of Development Management (Planning) was carried out in April 2023, which included meaningful comparisons with other National Park Authorities. Social media data is benchmarked against other NPs. The Visit England assessment provides an overall quality score, allowing the Authority to make comparisons with similar organisations. The Visitor Survey 2022 includes a comparison with other national brands for the Net Promoter Score, where the Authority scored 'very high'.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.2.3.2: and have used that information to improve our service.

RP3 2023 Benchmarking information is used to improve the Service. The Performance Review of Development Management (Planning) carried out in April 2023 found that the Authority provides a very good Development Management Service, meeting objectives and performing well in comparison with other National Park Authorities. However, some recommendations were made, which have now been implemented, to make the Service more cost-effective and more efficient. Before making a decision on increasing charges for pre-application planning advice, Members were given a detailed report, which included comparable data from other Constituent Authorities. The Visit England report for the Dales Countryside Museum in Hawes gave an overall quality score of 87%, with various recommendations for improvement suggested, including staff wearing name badges.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.2.4: We have developed and learned from best practice identified within and outside our organisation, and we publish our examples externally where appropriate.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-010: Visitor Services - Lessons Learnt Assessor Acceptance: Yes

This report was written in December 2021 to consider how the Authority provides the visitor services in the future, based on experiences over the previous 18-months (during Covid).

23-051: National Parks England Assessor Acceptance: Yes

National Parks England (NPE) exists to support policy and practice by coordinating the views of the 10 English National Park Authorities (NPAs).
During 2023 David Butterworth (CEO) was the lead CEO for NPE, he also leads on Performance Improvement, Access issues and European matters for NPE.

23-052: Ash Dieback Statement Assessor Acceptance: Yes

This statement has been published to confirm the position of the Authority that has been endorsed by the Dales Woodland Forum and includes best practice advice that we would encourage people to follow and that we will be following ourselves.

23-053: National Park Authority priorities Assessor Acceptance: Yes

We have a priority setting process that provides a clear framework for planning & managing the Authority’s resources and for staying focused. It is also part of being honest and open with our partners, stakeholders and customers. It has been recognised as an area of 'best practice'.

23-076: EDI Working Group Minutes Assessor Acceptance: Yes

Officers from across the Authority meet bi-annually to look at what is going on in the EDI space and how we can learn from each other to improve what we do and how we do it.

4.2.4.1: We have developed and learned from best practice identified within

RP3 2023 Best practice is identified within the Authority by the regular sharing of ideas and suggestions at various staff meetings and other forums. A useful exercise was the report on 'How visitor services should be provided based on lessons learnt through the coronavirus pandemic' which highlighted the need to be proactive rather than passive about engagement with visitors.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.2.4.2: and outside our organisation,

RP3 2023 The Authority has developed and learned from best practice identified outside the organisation, as a result of the many partnership and benchmarking activities. Authority staff attend forums and conferences and visit other National Parks and Areas of Outstanding Natural Beauty (AONBs). During 2023, the Chief Executive Officer (CEO) was also the lead CEO for National Parks England (NPE), also leading on Performance Improvement, Access issues and European matters for NPE, which provided an invaluable opportunity to learn best practice from partners.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.2.4.3: and we publish our examples externally where appropriate.

RP3 2023 Examples of best practice are published externally on the web site and through press releases, conferences, publications such as the Visitor magazine and the Dales newspaper, meetings and awards, including Investors in People and the Visit England accreditation for the Dales Countryside Museum. Where appropriate, statements are published, giving advice on best practice, as with the 'Ash Dieback Position Statement' on the web site, endorsed by the Dales Woodland Forum, which gives best practice advice for people to follow. 'The Travel' web site in 2023 featured the Yorkshire Dales National Park as one of '12 National Parks from around the world that should be on your bucket list' - the only UK National Park to make the list. The Yorkshire Dales National Park has also featured twice in the UK's top 10 dog-friendly trails and also in the UK's top 10 child-friendly trails (published in the Scotsman: Scotland's national newspaper).
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.3: Deal effectively with problems

4.3.1: We identify any dips in performance against our standards and explain these to customers, together with action we are taking to put things right and prevent further recurrence.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

New Evidence

24-049: End of Year Progress Report on Authority Objectives 2023/24 Assessor Acceptance: Yes

Detailed report to be presented to the Audit & Review Committee in July 2024 highlighting the successes of the year and also the problems in progressing a number of the objectives.
Full details of the 11 objectives that were not on course or achieved in 23/24 are listed at annex A

24-050: National Park Management Plan Annual Report 2024 Assessor Acceptance: Yes

The National Park Management Plan Annual Report provides details of the significant achievements made by the Authority and local partners, objectives where there is some progress being made and also those objectives where little or no progress is being made.

24-051: Guidance for publicity during an election period Assessor Acceptance: Yes

This document was emailed to all staff and Members at the Authority on 28 May. The guidance for officers and Members includes what publicity is and isn't possible during the period. The covering email also provided contact details for any queries about the guidance.

24-052: Compliments and Complaints Report April 2024 Assessor Acceptance: Yes

An annual summary of compliments and complaints received are shared with the Audit & Review Committee. This report shows at Appendix B the number of formal complaints received was 5 during 2023/24. The issue, the outcome and the time taken to deal with each complaint is also provided

24-053: Social media post informing customers that a site will be close Assessor Acceptance: Yes

This post was shared on the Authority's social media platforms, to make visitors aware that the cafe at the Aysgarth Visitor Centre was closed. The post explains the reason for the closure and provides a phone number for visitors to check if the cafe is open again before they visit

24-054: Social media post about an event that had to be postponed Assessor Acceptance: Yes

This post was shared on the Authority's social media platform, to apologies, make attendees aware that the event was having to be postponed and explained that a new date would be shared soon

4.3.1.1: We identify any dips in performance against our standards

RP1 2024 Performance against standards is monitored across the Authority and this ensures that any dips in performance can be identified quickly. Robust audit and review channels are well established, with results presented to Members. Regular staff team meetings and meetings with customers and partners also assist in the anticipation of any issues which may affect performance in the future.

Evidence Value: Fully Met

4.3.1.2: and explain these to customers,

RP1 2024 Any dips in performance are notified to customers verbally or via the web site, email and social media channels. Performance information is reported through the National Park Management Plan Annual Report, which gives details of the significant achievements made by the Authority and local partners, together with objectives where there is some progress being made and also those objectives where little or no progress is being made. A detailed End of Year Progress Report on Authority objectives was presented to the Audit and Review Committee in July 2024, highlighting the successes of the year and also the problems in progressing eleven of the objectives. Performance information is also reported through the Corporate Plan and its associated Action Plan. Reasons for dips in performance are addressed as part of these reviews, with information published on the web site. Copies of Committee meeting minutes are available on the web site, together with live stream recordings.

Evidence Value: Fully Met

4.3.1.3: together with action we are taking to put things right and prevent further recurrence.

RP1 2024 Similarly, the channels outlined above are utilised in explaining to customers any actions that are to be taken as a result of underperformance and how further recurrences may be prevented. The web site and social media channels are also used to inform customers of any sudden or emergency circumstances. One example relates to the closure of the Coppice Café at Aysgarth Falls National Park Visitor Centre due to illness. A social media post explained the reason for the closure and provided a telephone number for visitors to check if the cafe was open again before they visited.

Evidence Value: Fully Met

4.3.2: We have an easy to use complaints procedure, which includes a commitment to deal with problems fully and solve them wherever possible within a reasonable time limit.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-042: Complaints Policy Assessor Acceptance: Yes

The complaints policy provides a mechanism for receiving, investigating and, where possible, resolving complaints. We will respond to each complaint in a professional, respectful and courteous manner

22-048: Officers Conduct webpage Assessor Acceptance: Yes

A webpage on the Authority's internet that details expectations of conduct, monitoring performance and progress, when we do well and when we do badly with a link to the Compliments and Complaints page

22-049: Compliments and Complaints Webpage Assessor Acceptance: Yes

Provides detail on how to contact the YDNPA to make a complaint or compliment for a range of different reasons and using different methods.

22-050: Complaints about National Park Authority Members Assessor Acceptance: Yes

Webpage that clearly sets out the procedure about how to complain about Members of the Authority

248: Contacting the authority web page Assessor Acceptance: Yes

This page gives full contact details via different methods for all reasons.

4.3.2.1: We have an easy to use complaints procedure,

RP2 2022 The Complaints Policy commits to ensuring the complaints process is 'simple to understand..' and 'easily accessible...'. The Policy sets out what constitutes a complaint and distinguishes between Informal Consideration (where it is possible to resolve a concern or issue at the point of contact) and a two stage Formal Investigation process.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.3.2.2: which includes a commitment to deal with problems fully

RP2 2022 The Policy pledges to use upheld complaints as a source for identifying service improvements. A dedicated Complaints Officer ensures that complaints are not overlooked and are fully resolved.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.3.2.3: and solve them wherever possible within a reasonable time limit.

RP2 2022 Established time scales are clearly set out in the Complaints Policy. Stage 1 complaints will receive a full response within fifteen working days, and a Stage 2 review by the Chief Executive (or Deputy) will be undertaken within twenty five working days.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.3.3: We give staff training and guidance to handle complaints and to investigate them objectively, and we can demonstrate that we empower staff to put things right.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-042: Complaints Policy Assessor Acceptance: Yes

The complaints policy provides a mechanism for receiving, investigating and, where possible, resolving complaints. We will respond to each complaint in a professional, respectful and courteous manner

22-049: Compliments and Complaints Webpage Assessor Acceptance: Yes

Provides detail on how to contact the YDNPA to make a complaint or compliment for a range of different reasons and using different methods.

23-019: Annual Report on Compliments and Complaints Assessor Acceptance: Yes

A report to the Members on the compliments and complaints received between February 2022 and March 2023

23-021: Training Opportunities for all staff Assessor Acceptance: Yes

A selection of training opportunities are available to all staff, including customer care and communication skills. This document is shared with staff as part of the appraisal pack and training requirements are included within the final appraisal form. There is a separate training list for managers

23-054: Sheep Grazing Email Assessor Acceptance: Yes

An email conversation following a member of the public complaining about sheep jumping into his garden and the action taken by a member of staff to prevent it happening again

23-055: Corporate governance Assessor Acceptance: Yes

Corporate governance arrangements are all the structures, policies and procedures that determine and control the way that we operate. We maintain a library of all of our current policies, many of which are relevant to governance, and they are regularly reviewed and updated.

4.3.3.1: We give staff training and guidance to handle complaints

RP3 2023 A selection of training opportunities is available to all staff, including Customer Care, De-escalation and Effective Communication Skills. Formal training is provided for Information Advisors in dealing with customer issues and difficult situations at the Visitor Centres. Volunteers are provided with customer care training during induction and this is renewed at their formal annual meeting. The complaints training process is supported by policies and procedures and formal guidance from experienced staff and managers.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.3.3.2: and to investigate them objectively,

RP3 2023 There is a clear commitment to ensuring that staff deal with complaints objectively and the Complaints Policy sets out the aim to provide a 'full, fair and unbiased investigation'.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.3.3.3: and we can demonstrate that we empower staff to put things right.

RP3 2023 Staff are supported in all aspects of complaints handling including the commitment, where possible, to put things right at the time a concern is raised. If this is not possible, details are sent to the Complaints Officer who will ask the most relevant officer to respond directly and promptly.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.3.4: We learn from any mistakes we make by identifying patterns in formal and informal complaints and comments from customers and use this information to improve services and publicise action taken.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

New Evidence

24-052: Compliments and Complaints Report April 2024 Assessor Acceptance: Yes

An annual summary of compliments and complaints received are shared with the Audit & Review Committee. This report shows at Appendix B the number of formal complaints received during 22/23 was 13 and during 23/24, this shows a significant reduction in formal complaints being submitted

24-055: Ombudsman Case 2023 Assessor Acceptance: Yes

This report was shared with the Audit & Review Committee to provide them with details of a complaint upheld by the Local Government and Social Care Ombudsman and steps the Authority has taken in response.

24-056: Why don't we have any bins FAQs Assessor Acceptance: Yes

We are often asked/questioned why we don't have any bins, so this webpage was created to answer the frequently asked questions & provide some clarity about the reasoning for the decision.
This has thankfully reduced the number of informal complaints/questions about the lack of bins within the Park

Active Evidence

22-049: Compliments and Complaints Webpage Assessor Acceptance: Yes

This webpage includes the process and procedures relating to the complaints policy and Member and officer conduct. The page also includes a section on unacceptable behaviour towards officers and the relevant process should that situation occur

21-055: Complaints about National Park Authority Members Assessor Acceptance: Yes

The 25 Members of the National Park Authority have certain responsibilities. They are expected to conduct themselves in a way consistent with the core values of the Authority and in the best interests of the National Park Authority. This web page details how to make a complaint

22-042: Complaints Policy Assessor Acceptance: Yes

The Authority's complaints policy details what is considered a complaint, provides a mechanism for receiving, investigating and, where possible, resolving complaints. We will respond to each complaint in a professional, respectful and courteous manner

4.3.4.1: We learn from any mistakes we make by identifying patterns in formal

RP1 2024 Formal complaints are logged via the Complaints Officer and then captured onto the Complaints and Compliments database. These are then, when appropriate, cascaded up to the relevant senior manager. Any patterns or themes are identified during this process.

Evidence Value: Fully Met

4.3.4.2: and informal complaints and comments from customers

RP1 2024 Informal complaints, comments and compliments follow a similar pattern although minor concerns or issues raised by customers, for example, to staff at a Visitor Centre, may be captured at Team Meetings and reported to Team Managers.

Evidence Value: Fully Met

4.3.4.3: and use this information to improve services and publicise action taken.

RP1 2024 Trends identified via complaints are analysed and any process changes or amendment to service delivery are taken forward where possible. Actions taken are published via such means as the Corporate Plan progress reports and minutes of various Committee meetings which are available on the web site. An annual summary of compliments and complaints received is shared with the Audit and Review Committee and is available on the web site.
One grumble which often comes up relates to why there are no litter bins in the Park. A web page was created to answer this frequently asked question and explain that the clear, simple message, which is at the heart of the Countryside Code, is ‘Leave no trace. Take all your litter home with you.’ This explanation has reduced the number of informal complaints about the lack of bins within the Park.

Evidence Value: Fully Met

4.3.5: We regularly review and improve our complaints procedure, taking account of the views of customers, complainants and staff.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-031: April 2022 Annual Report on Compliments and Complaints Assessor Acceptance: Yes

A report to the Members on the complaints received between March 2021 and February 2022

22-042: Complaints Policy Assessor Acceptance: Yes

The complaints policy provides a mechanism for receiving, investigating and, where possible, resolving complaints. We will respond to each complaint in a professional, respectful and courteous manner

22-051: Statement on reviewing the Complaints Policy Assessor Acceptance: Yes

Statement from the Corporate Services Officer, responsible for receiving complaints and co-ordinating the review of the policy

22-052: SMT Report on Complaints Policy Review Assessor Acceptance: Yes

Review of Complaints Policy Report shared with SMT including recommentations for improving the process
SMT Report

4.3.5.1: We regularly review and improve our complaints procedure,

RP2 2022 The complaints process is reviewed every five years, the last review taking place in 2021. In practice it is reviewed more frequently to take account of any changes in guidance by the Local Government & Social Care Ombudsman (LGSCO).
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.3.5.2: taking account of the views of customers, complainants and staff.

RP2 2022 The evidence demonstrates that customers and staff are given the opportunity to comment upon the complaints procedure. Complainants are not directly contacted in this regard but comments from complainants to the LGSCO are fed back to the Authority where appropriate. The Authority liaises with other National Park Authorities in order to ensure that they remain in line with current guidelines and approach.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

4.3.6: We ensure that the outcome of the complaint process for customers (whose complaint is upheld) is satisfactory for them.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-042: Complaints Policy	Assessor Acceptance:	Yes
The complaints policy provides a mechanism for receiving, investigating and, where possible, resolving complaints. We will respond to each complaint in a professional, respectful and courteous manner		
22-050: Complaints about National Park Authority Members	Assessor Acceptance:	Yes
Webpage that clearly sets out the procedure about how to complain about Members of the Authority		
23-019: Annual Report on Compliments and Complaints	Assessor Acceptance:	Yes
A report to the Members on the compliments and complaints received between February 2022 and March 2023		
23-035: Email conversation about disabled toilet facilites	Assessor Acceptance:	Yes
An email conversation about the disabled toilet facilities not providing adequate privacy and the response once the problem was rectified		
23-056: Local Government and Social Care Ombudsman	Assessor Acceptance:	Yes
This report was shared with the Members to show that in the main we do resolve complaints as very few go to the ombudsman but when they do we take the outcome seriously and put actions in place to prevent them occurring again		

4.3.6.1: We ensure that the outcome of the complaint process for customers (whose complaint is upheld) is satisfactory for them.

RP3 2023 The Authority makes every effort to ensure that the outcome of the complaint process for customers (whose complaint is upheld) is satisfactory for them. This may be undertaken verbally as well as in written responses.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5: Timeliness and Quality of Service

5.1: Standards for Timeliness and Quality

5.1.1: We set appropriate and measurable standards for the timeliness of response for all forms of customer contact including phone calls, letters, e-communications and personal callers.

Applicant Self Assessment: Strong

Compliance to Standard: Compliant

New Evidence

24-057: Auto reply email message from Development Management Team Assessor Acceptance: Yes

This automatic response is sent to anyone that emails the development management team. Customers receive an instant response acknowledging their email has been received and lets them know, if appropriate, they will receive further information about who will be contacting them regarding their email.

24-001: Corporate Plan 2024/25 Assessor Acceptance: Yes

Objective 25 of the latest Corporate Plan confirms the Authority's aim and expected response times for dealing with planning applications is that 65% of minor and 80% of ‘other’ planning applications are to be determined within eight weeks.

24-017: Core Values and Associated Behaviours 2023 Assessor Acceptance: Yes

The core values and associated behaviours were reviewed during 2023 and underpin the way in which we will achieve our vision.
Examples of the behaviours expected are detailed, including our way, too little and too much.

Active Evidence

23-017: Development Management Charter Assessor Acceptance: Yes

This Charter explains what customers can normally expect from our Development Management service, including the time period for when responses and decisions can be expected and the appeal process We must comply with legislation and Government guidance and meet Government performance targets.

21-057: Online shop standards Assessor Acceptance: Yes

This webpage includes a list of frequently asked questions that include expected delivery times, our returns process and contact details relating to the purchase of items from the online shop

22-055: Standards of Service Webpage Assessor Acceptance: Yes

This webpage provides the general standards of service that the Authority and its officers aim to follow relating to customer contact including written communication, telephone calls and visitors at reception, plus other standards.
This webpage also lists our performance levels against the standard

5.1.1.1: We set appropriate and measurable standards for the timeliness of response for all forms of customer contact including phone calls, letters, e-communications and personal callers.

RP1 2024 There are appropriate and measurable standards in place for the timeliness of response for all forms of customer contact, including telephone calls (15 seconds), letters and emails (acknowledgement and response within five working days), personal callers at Reception (less than five minutes) and social media contacts (within one working day). It is acknowledged that, with regard to letters and emails, there may be situations that restrict the Authority’s ability to fully respond within five working days, but, when this is the case, this will be explained to the customer and an accurate timescale will be provided.

Evidence Value: Fully Met

5.1.2: We set comprehensive standards for all aspects of the quality of customer service to be expected in all dealings with our organisation.

Applicant Self Assessment: Strong

Compliance to Standard: Compliant

New Evidence

24-001: Corporate Plan 2024/25 Assessor Acceptance: Yes

The Corporate Plan is reviewed each year and one of the aims within the Plan is to provide high quality, efficient and effective services and communications to the public and other stakeholders.
The reference to maintaining our Customer Service Excellence standard is also referenced.

24-017: Core Values and Associated Behaviours 2023 Assessor Acceptance: Yes

The core values and associated behaviours were reviewed during 2023 and underpin the way in which we operate.
Examples of the behaviours expected are detailed, including our way, too little and too much. These behaviours are also referred to within the annual appraisal process

24-045: Corporate Action Plan 2024/25 Assessor Acceptance: Yes

The Corporate Plan includes the specific objectives and the purpose of this Action Plan is to set out in detail what we're going to do, and by when, to make progress on the objectives this year.
It is an operational document that is used by managers to plan and manage day-to-day.

24-058: Email response from CEO to complaint received Assessor Acceptance: Yes

A complaint email was received and although the issue wasn't relevant to the Authority, and was outside of our remit, this was the timely response sent from the Authority's Chief Executive in an attempt to appease the customer.

24-008: Social Media Strategy 2024-2027 Assessor Acceptance: Yes

This strategy sets out our strategic objective to reach and engage audiences wherever they are, and increasingly that is on social media. With a significant and growing social media following we want to take advantage of that scale to reach them more effectively.

Active Evidence

22-055: Standards of Service Webpage Assessor Acceptance: Yes

In our attempts to deliver high quality and efficient services to our customers, we have set general standards of service that the National Park Authority and its officers aim to follow. This webpage lists these along with our performance levels against these standards

5.1.2.1: We set comprehensive standards for all aspects of the quality of customer service to be expected in all dealings with our organisation.

RP1 2024 There are appropriate and measurable standards in place for all aspects of the quality of customer service. These include expectations that the staff will treat people courteously at all times and provide a friendly, helpful and efficient reception service to those who visit the offices. Staff will set an example in caring for the environment and in avoiding wasteful use of resources, and will avoid jargon in their dealings with the public.

Evidence Value: Fully Met

5.2: Timely Outcomes

5.2.1: We advise our customers and potential customers about our promises on timeliness and quality of customer service.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

21-046: Development Management Charter Assessor Acceptance: Yes

This Charter clearly sets out what levels of service customers can normally expect from our Development Management service

22-002: Annual Summary of Invoice Paid within 30-days Assessor Acceptance: Yes

It was a target for 21/22 that all invoices are paid within 30 days. This report shows that 99.89% of invoices were paid within 30 days during 21/22.

22-006: Our Performance Webpage Assessor Acceptance: Yes

Our performance area of the website details the way in which performance is reviewed. It includes links to the priority setting process, corporate plan, carbon reduction plan, internal and external audit, the audit and review committee and avenues of public feedback

22-053: Corporate Plan 2022-23 Assessor Acceptance: Yes

The Corporate Plan sets out specific objectives that the National Park Authority will work towards over the next three years. Most of these come directly from the National Park Management Plan, but are supplemented with a number of objectives that centre on providing an excellent level of service

22-054: Planning Enforcement Policy Assessor Acceptance: Yes

This policy sets out how the Yorkshire Dales National Park Authority will undertake the role of enforcing planning control.

22-055: Standards of Service Webpage Assessor Acceptance: Yes

In our attempts to deliver high quality and efficient services to our customers, we have set these general standards of service that the National Park Authority and its officers aim to follow:

5.2.1.1: We advise our customers and potential customers about our promises on timeliness and quality of customer service.

RP2 2022 Customer service standards are relevant and comprehensive, and are contained within the Standards of Service. Promises cover both timeliness and qualitative aspects of customer service delivery and the Standards are published on the website.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.2.2: We identify individual customer needs at the first point of contact with us and ensure that an appropriate person who can address the reason for contact deals with the customer.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-004: Dark Skies Festival Report 2022 Assessor Acceptance: Yes

The 2022 Festival was the first after the pandemic. Everyone was keen to be back outside. There were a variety of events, both virtual and in-person and it was noticed that online events were less popular this year, even though 2021 feedback had suggested there was a demand for these to continue

23-027: Aysgarth Map Sheet Assessor Acceptance: Yes

In response to the increase in 1st time visitors post-covid, we've produced free 'map sheets' to hand to visitors arriving at the Visitor Centres. The sheets contain a suggested walk and safety/visitor behaviour messages. They've proved incredibly popular and include a QR code to access the website

23-057: Meet the Ranger Service Team Assessor Acceptance: Yes

If a customer has a specific question and/or query for a Ranger they can contact the appropriate Area Manager depending upon the geographical area they are enquiring about.

23-058: Planning advice surgeries webpage Assessor Acceptance: Yes

Information on our website about the Authority's Planning Surgeries - how often, when and where they take place and how to book a slot

23-059: Job Description - Receptionist Assessor Acceptance: Yes

The Reception team deals with initial telephone and face to face enquiries and will deal with queries or direct to colleagues as appropriate.

23-060: YDNPA Social Media Responses Assessor Acceptance: Yes

We will always respond to questions left on our social media - whether by direct message (DM) or a comment beneath a post - these fall under our customer service standards and these must be responded to quickly and professionally. These are some examples of responses provided

5.2.2.1: We identify individual customer needs at the first point of contact with us

RP3 2023 Staff are well-trained and very knowledgeable, and are adept at understanding customer needs at the first point of contact. Telephone queries directed through the general Authority number are answered by Reception staff at the National Park 'Yoredale' office in Bainbridge or the 'Colvend' office in Grassington, and a high proportion are dealt with at this stage. Customers who visit the two main offices, the National Park Visitor Centres and the Dales Countryside Museum are greeted by informative staff who spend as much time as is required with a customer to ensure that their needs are met. Social media queries are responded to promptly, within one working day.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.2.2.2: and ensure that an appropriate person who can address the reason for contact deals with the customer.

RP3 2023 However, where staff are unable to deal with a query fully, it was clearly demonstrated that they know who will be able to assist or where to direct the customer. The Authority's Organisation Chart is updated each time a member of staff joins, leaves or changes roles. Parish Clerk contact details are also regularly updated for staff. A customer who has a specific question for a Ranger can contact the appropriate Area Manager depending upon the geographical area they are enquiring about, with photographs and contact details available on the web site. Free Planning Surgeries, advertised on the web site, are available for residents of the Park to get verbal planning advice on householder or small-scale development proposals.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.2.3: We promptly share customer information with colleagues and partners within our organisation whenever appropriate and can demonstrate how this has reduced unnecessary contact for customers.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

23-054: Sheep Grazing Email Assessor Acceptance: Yes

An email conversation following a member of the public complaining about sheep jumping into his garden. The email was initially sent to the Estates Manager who realised he couldn't help but copied in colleagues who could and as a result action was taken to prevent the sheep escaping again

23-061: Violence, abuse and threatening behaviour policy Assessor Acceptance: Yes

This policy details the safety risk register which is a database kept centrally in the X:Drive which contains details of individuals that have been assessed as a potential risk to staff and/or volunteers

23-062: Email about Parish Clerk Contact Details Assessor Acceptance: Yes

This email is an example of a communication sent to all staff about the latest parish clerk contact details

23-073: Authority Organisation Chart Assessor Acceptance: Yes

The Authority's organisation chart is updated each time a member of staff joins, leaves or changes roles, to ensure members of the public can easily see who they need to speak to about a particular topic.

23-077: Yorkshire Dales Access Forum Assessor Acceptance: Yes

The forums statutory purpose is to provide advice on the improvement of public access to land in the area for the purposes of open-air recreation and enjoyment of the area, and to provide advice on the improvement of public access to land in the area for any other lawful purpose.

5.2.3.1: We promptly share customer information with colleagues and partners within our organisation whenever appropriate

RP3 2023 Customer information is promptly shared with colleagues and partners whenever appropriate. The Local Access Forum is one example of where information is shared between various agencies and organisations; meetings are held regularly and help to ensure that all voices are heard. The Authority's National Park Management Plan Steering Group consists of members from a range of key delivery bodies including the Dales Farmer Network, the Environment Agency, the Forestry Commission, District Councils and Natural England, each sharing relevant information.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.2.3.2: and can demonstrate how this has reduced unnecessary contact for customers.

RP3 2023 Customer information gained from within and outside of the Authority is used effectively, and a strong emphasis is placed on reducing unnecessary customer contact. Information on the web site is updated quickly if found to be inaccurate or out of date, ensuring that customers are not required to contact the Authority; for example, if a specific trail is blocked or becomes impassable to certain customer groups. Planning applications, both current and historical, are available to view online, and links for comments are available within that section. Planning Committee meeting agendas and minutes are also posted online. Prompt communication between staff enables customer issues to be addressed quickly, for example, where a member of the public complained in an email about sheep jumping into his garden. This was copied in to appropriate staff who quickly put up temporary fencing along a short section of the wall from where the sheep were escaping.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.2.4: Where service is not completed at the first point of contact we discuss with the customer the next steps and indicate the likely overall time to achieve outcomes.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-055: Standards of Service Webpage Assessor Acceptance: Yes

In our attempts to deliver high quality and efficient services to our customers, we have set these general standards of service that the National Park Authority and its officers aim to follow.

23-017: Development Management Charter Assessor Acceptance: Yes

This Charter explains what customers can normally expect from our Development Management service

23-063: Planning – FAQs Assessor Acceptance: Yes

Our planning team has put together a list of frequently asked questions which will help with the Yorkshire Dales National Park Authority planning application process

23-064: Email conversation about SDF Application Assessor Acceptance: Yes

An email sent to a Sustainable Development Fund Applicant with some queries about their application and an expected timeline for the report to be shared with the committee

23-070: Planning Application Acknowledgment Letter Assessor Acceptance: Yes

On receipt of a valid application this letter is sent to the applicant acknowledging receipt and informing of likely timescales.

5.2.4.1: Where service is not completed at the first point of contact we discuss with the customer the next steps

RP3 2023 There is a clear commitment to deal with issues at the first point of contact, but when this is unable to be fulfilled, sound procedures are in place to ensure customers are informed about the next steps. The good level of knowledge of staff across all Service arms has a significant impact on the number of occasions where service is not completed at the first point of contact.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.2.4.2: and indicate the likely overall time to achieve outcomes.

RP3 2023 In circumstances where it has not been possible to complete service delivery, timescales are provided. All relevant policies are available on the web site and these include response times to requests for a specific service or information.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.2.5: We respond to initial enquiries promptly, if there is a delay we advise the customer and take action to rectify the problem.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

21-046: Development Management Charter Assessor Acceptance: Yes

This Charter clearly sets out what levels of service customers can normally expect from our Development Management service

22-015: Guidance on our website for planning applicants and public Assessor Acceptance: Yes

An information page for applicants/members of the public to understand the planning service provided, including timelines for responses and what services are currently unavailable

22-055: Standards of Service Webpage Assessor Acceptance: Yes

In our attempts to deliver high quality and efficient services to our customers, we have set these general standards of service that the National Park Authority and its officers aim to follow that include expected response times for the various contact methods

22-056: Facebook message on staff group Assessor Acceptance: Yes

The Authority has a staff only facebook group set up that is often used to notify staff of problems or IT issues that need to be resolved

22-058: Screenshots of social media posts about cancellations, changes etc. Assessor Acceptance: Yes

An example of the social media posts shared when the Authority needs to notify customers of any cancellations, changes etc.

5.2.5.1: We respond to initial enquiries promptly,

RP2 2022 Initial enquiries are responded to promptly and in line with the promises made within the Standards of Service. This is supported by performance data, mystery visit feedback, and results from surveys where customers confirm that their queries are answered quickly. During the visit, staff were observed to respond very quickly when customers were seeking access to services.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.2.5.2: if there is a delay we advise the customer and take action to rectify the problem.

RP2 2022 Where an enquiry cannot be dealt with within the prescribed timescale, the customer is advised accordingly and a reason for the delay is given. Staff are diligent in ensuring that delays are kept to a minimum and examples were provided where customers were updated on progress. Issues regarding delays which may have a more widespread impact may also be flagged up on the website.
RP3 2023 Not reviewed.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.3: Achieved Timely Delivery

5.3.1: We monitor our performance against standards for timeliness and quality of customer service and we take action if problems are identified.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

New Evidence

24-014: KPI for timely determination of planning applications Assessor Acceptance: Yes

We have a corporate plan objective for the % of planning applications determined within a timely period, which is considered to be 8 weeks. This spreadsheet shows the performance indicator results for this objective

24-059: Email regarding a visitor in reception Assessor Acceptance: Yes

This email demonstrates the action taken when a member of staff highlights an issue, or potential issue, with the reception service.
The issue was brought to the relevant persons attention and steps put in place to ensure it didn't happen again.

24-019: Our Performance webpage Assessor Acceptance: Yes

This webpage confirms we are committed to providing high quality services & continuously strive to improve the efficiency and quality of our work.
The information we use to review the effectiveness of our work largely comes from 3 sources: internal audit, external audit and feedback from the public.

24-052: Compliments and Complaints Report April 2024 Assessor Acceptance: Yes

An annual summary of compliments and complaints received are shared with the Audit & Review Committee. This report shows at Appendix B the number of formal complaints received was 5 during 2023/24 compared to 13 received during 2022/23

24-015: KPI for satisfaction levels with planning service Assessor Acceptance: Yes

We have a corporate plan objective for the percentage of applicants satisfied with the quality of service received. This spreadsheet shows the performance indicator results which are achieved by carrying out a survey.

Active Evidence

22-055: Standards of Service Webpage Assessor Acceptance: Yes

In our attempts to deliver high quality and efficient services to our customers, we have set these general standards of service that the Authority and its officers aim to follow that include expected response times for the various contact methods.
This webpage also lists the performance results

5.3.1.1: We monitor our performance against standards for timeliness

RP1 2024 A range of appropriate monitoring tools is used to monitor performance against standards for timeliness. The Authority is able to run a regular telephony report to show data on timeliness of response to switchboard calls answered during the week. Response times to letters and emails is closely monitored by the appropriate Directorate staff, including those in Development Management (Planning applications and queries) and Land Management (Trees and Woodland). Waiting times at Reception desks are monitored by staff, and the vast majority of customers are attended to immediately, with queuing not an issue. Social media contacts are closely monitored by the Communications team who pride themselves on prompt response to postings.

Evidence Value: Fully Met

5.3.1.2: and quality of customer service

RP1 2024 Performance against standards for quality of customer service is monitored by means of the Visitor Survey 2022, the Resident Survey 2023 and regular informal feedback from customers. The Authority takes pride in the quality of its customer service and works hard to ensure that a high level is maintained.

Evidence Value: Fully Met

5.3.1.3: and we take action if problems are identified.

RP1 2024 The Authority takes action where problems are identified. This may involve additional staff training or reviews of communication for clarity and relevance. The Performance Improvement Policy and Procedure sets out how any staff behaviour or actions which fall below the level expected by the Authority should be dealt with.

Evidence Value: Fully Met

5.3.2: We are meeting our current standards for timeliness and quality of customer service and we publicise our performance against these standards.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

21-005: Residents Survey 2018 Assessor Acceptance: Yes

The Residents' Survey plays an important role in capturing local people's views and perceptions of the Yorkshire Dales National Park, their awareness of the Yorkshire Dales National Park Authority and perceptions of it and the services it provides. This is the 5th Residents' Survey to be undertaken

22-010: Visitor Services - Lessons Learnt Assessor Acceptance: Yes

This report was written in December 2021 to consider how we provide our visitor services in the future, based on experiences over the previous 18-months (during Covid).

22-017: Visit England Assessment Visit - DCM Assessor Acceptance: Yes

Visit England's independent external assessment of the Dales Countryside Museum from a customer point of view with a 4% increase from 2018 to 2021.

23-019: Annual Report on Compliments and Complaints Assessor Acceptance: Yes

A report to the Members on the compliments and complaints received between February 2022 and March 2023, includes the number of days taken to respond/resolve a complaint

23-067: Annual Review of Authority's Performance 22-23 Assessor Acceptance: Yes

A public report on the Authority's performance during 22/23 with a detailed assessment of the 39 objectives, 186 actions, external assessments, comparisons with other National Park Authorities and comparison with previous years.

23-074: 2023/24 Action Plan Assessor Acceptance: Yes

This sets out in more detail what we are planning to do, and by when, to make progress on those objectives this year. It is a 'public document' but it is not written with the public as its primary audience.It is an operational document that is used by managers to plan and manage day-to-day.

5.3.2.1: We are meeting our current standards for timeliness

RP3 2023 The Authority is meeting its standards for timeliness of response for all forms of customer contact. During the period 1st March 2023 to 31st May 2023, 97% of telephone calls were answered within 15 seconds, 100% of wait times at Reception were less than five minutes and 100% of social media comments / queries were responded to within one working day. This element is now fully compliant.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.3.2.2: and quality of customer service

RP3 2023 The Authority is meeting its standards for quality of customer service. The results of the Visitor Survey 2022 show that 96% of respondents are very satisfied with their overall visit to the Park. When asked about the 'special qualities of the Park', many respondents commented on 'friendly, welcoming, nice people, well looked after'. The Residents' Survey 2023 is currently underway. The Visit England assessment of the Dales Countryside Museum, Hawes, in June 2021 gave an overall quality score of 87%, which was a 4% increase on the 2018 score. Staff were rated at 89% for Customer Care, including Appearance of Staff, Efficiency and Knowledge.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.3.2.3: and we publicise our performance against these standards.

RP3 2023 Performance against standards for timeliness of customer service is now publicised in the 'Our Performance' section of the web site which sits below the 'Standards of Service' section. With regard to quality of service, the results of the Visitor Survey 2022, the Residents' Survey 2023 (once completed) and other assessments, such as the Visit England report on the Dales Countryside Museum in Hawes, are published on the web site and in publications.
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.3.3: Our performance in relation to timeliness and quality of service compares well with that of similar organisations.

Applicant Self Assessment: Satisfactory

Compliance to Standard: Compliant

Active Evidence

22-017: Visit England Assessment Visit - DCM Assessor Acceptance: Yes

Visit England's independent external assessment of the Dales Countryside Museum from a customer point of view with a 4% increase from 2018 to 2021.

23-050: Charging for Planning Advice Assessor Acceptance: Yes

This paper was presented to Members to seek approval to make increases to the current charges for pre-application planning advice. The report included comparable data from other Constituent Authorities which showed our services were either similar prices or cheaper.

23-067: Annual Review of Authority's Performance 22-23 Assessor Acceptance: Yes

A public report on the Authority's performance during 22/23 with a detailed assessment of the 39 objectives, 186 actions, external assessments, comparisons with other National Park Authorities and comparison with previous years.

5.3.3.1: Our performance in relation to timeliness

RP3 2023 It is recognised that the evidence to compare performance in relation to timeliness is not readily available from other National Parks and Environmental Agencies. However, where it is possible to compare with similar organisations, the Authority performs well. (The Assessor notes that there is scope to strengthen this element by making efforts to compare more closely with similar organisations).
RP1 2024 Not reviewed.

Evidence Value: Fully Met

5.3.3.2: and quality of service compares well with that of similar organisations.

RP3 2023 Similarly, it is recognised that the evidence to compare performance in relation to quality of customer service is not readily available from other National Parks and Environmental Agencies. However, where it is possible to compare, the Authority performs well. It is the only National Park in the UK (out of a total of 15) to hold the CSE Standard. It has achieved Investors in People status and Visit England accreditation (87%) for the Dales Countryside Museum in Hawes. The Visitor Survey 2022 showed that the Park has a Net Promoter Score (NPS) of 93%, which is a very high customer recommendation score in comparison with many national brands and higher than the 88% scored in 2017. In comparison, Apple has an NPS of 61% and John Lewis has an NPS of 68%.
RP1 2024 Not reviewed.

Evidence Value: Fully Met