Yorkshire Dales National Park Authority **Item 12**

17 December 2024

Appointment of Member Champion for Corporate Management, Promoting Understanding and Cultural Heritage.

Purpose of report

1. To appoint a member to the roles of Member Champion for Corporate Management and Promoting Understanding for a period of 3 years.

Recommendation

2. That Members consider the applications at **Appendix 1**.

Background

3. Mrs Hutton has indicated an interest in the role of Member Champion for Corporate Management. Her expression of interest is attached as **Appendix 1**.

   Mr Neil Heseltine has indicated an interest in the role of Member Champion for Promoting Understanding. His expression of interest is also attached at **Appendix 1**

   Mr David Noland has indicated an interest in the role of Member Champion for Cultural Heritage. His expression of interest is also attached at **Appendix 1**

David Butterworth
Chief Executive

Appendix 1

Member Champion – Corporate Management: Mrs Julie Hutton

I would like to apply for the above position for a further term, although unfortunately I will not be able to complete the full term, as my position as Secretary of State Member with the Authority will come to an end prior to December 2026.

I have really enjoyed carrying out this role over the last six years and I hope my contribution across the wide range of work covered by this position has supported officers and Members.

A selection of my contributions has included:

Committees:
Supported co-option of young Members to Finance and Resources Committee, through links with universities and local employers. The South Downs National Park have done this quite successfully. The two co-opted young Members will be co-opted to Finance and Resources as non-voting Members, as they cannot be co-opted to the full Authority and I will support them in my role as Chair of the Committee and as Member Champion if appointed.

Act as a 'critical friend' to officers and encourage improvement:
I provided input to the Investors in People Customer Service Excellence re-accreditation twenty-four-month review with other members of staff from various departments. We are about embark on the next review.

I have continued to be an active member of the Equality, Diversity and Inclusion Working Group, attending and contributing to meetings of the Group, including involvement with the development of a short EDI video and reviewing the annual equality statement and recently updated EIA form and guidance.

Supporting Officers with review and implementation of policies:

I have reviewed and commented on the proposed measures to be taken by the Authority in relation to the new duty to prevent sexual harassment in the workplace prior to a report going to SMT and Members. I have also been involved in the recent review of the Staff Code of Conduct.
I provided input and made suggestions as a member of the Carbon Reduction Plan performance review group.

Communication:
During my experience within this role, I have reviewed and supported the updating of Communication and Social Media Strategies. I have also kept abreast of the developments around the website and new content.
I have provided input to press releases within my area including the recent press release regarding the Carbon Reduction Plan.

Recruitment and Retention:
I have supported the HR team in its work to recruit staff and assisted with the review of the policy to provide the Market Rate Supplement, to help in the recruitment of difficult to recruit to posts such as planning officers.

Other Knowledge and Experience:
The experience I have gained through being involved in policies and reports on legal and financial matters has continued to enhance my knowledge and this will be important as we move forward into the future with some financial uncertainty.

I consider my strengths to be working collaboratively and effectively alongside other Members and Officers in helping them to achieve their objectives and my experience within the role for the past six years together with my previous experience working in a local authority covers all the areas required to fulfil this position.

More broadly, in my previous career, my experience includes interviews with the media, championing the organisation externally and managing organisational change and cultural shift. I have led on performance management of a team and the whole organisation.
I have managed successful relationships with politicians and other leaders in business and local authorities

In addition, I have been involved in corporate governance, managing finances at programme and operational level with budgets up to £240M. Policy development, equality and diversity have all played a significant part in my career. I believe that this experience supports my suitability to carry out this role.

If I am successful in my application for this role, I would be able to continue to support the Members, Chair and the wider Authority in the broader context.

Julie Hutton

Member Champion – Promoting Understanding: Mr Neil Heseltine

My first ever involvement in the Yorkshire Dales National Park was with the Green Lanes Advisory Group, leading to an involvement with the Yorkshire Dales Access Forum then onto becoming a full member of the Authority, so it was very much the promoting and understanding of all that this landscape and its communities has to offer that first dragged me into the fold of the Authority.

Being part of the farming and land management community here in the Yorkshire Dales gives me first hand, day to day, experience of some of the potential challenges that welcoming visitors may bring but I am a firm believer that constant education, collaboration and communication, in both directions, only serves to build a better experience for all concerned.

My main reason for going for this role at this particular time is the inspiration I gained from being one of the representatives at the recent 'Landscapes for Everyone' conference

hosted by Northumberland National Park. Whilst we all know there is brilliant work being done across all National Parks with regards to improving access for all, it became very apparent from the conference that there is so much more we can do.

At the last Authority meeting, I was delighted members elevated the Outreach programme to priority status, and I would welcome the opportunity to be able to work with Julie and Rebecca, and their teams, on this and all other programmes delivering access and engagement throughout the Yorkshire Dales, with the ultimate aspiration being that our landscapes can be truly enjoyed by everyone.

It is for these reasons that I ask for members support today in becoming Member Champion for Promoting Understanding.

Many thanks, Neil Heseltine

Member Champion – Cultural Heritage: Mr David Noland

I have reviewed the key responsibilities of this role and I feel that my experiences and successes in education and as a councillor would enable me to fulfil them to a high standard.
As a regular walker and cyclist in the Dales, the demands of this role to care for the historic environment particularly its buildings and archaeology, the landscape and its heritage are dear to my heart as I am sure they are to all members of the authority.

David Noland