

**Date: 13 December 2022**

**Report APPOINTMENT OF MEMBER CHAMPIONS FOR RECREATION MANAGEMENT, PROMOTING UNDERSTANDING, AND CULTURAL HERITAGE**

**Purpose of report**

1. To appoint members to the roles of Member Champion for Recreation Management, Member Champion for Promoting Understanding and Member Champion for Cultural Heritage.

**RECOMMENDATION**

2. a) That members consider the application from Lizzie Bushby for the role of Member Champion for Recreation Management and, if they are supportive, make an appointment for a period of 3 years; and  
b) That members consider the application from Derek Twine for the role of Member Champion for Promoting Understanding and, if they are supportive, make an appointment for a period of 3 years;  
c) That members consider the application from Libby Bateman for the role of Member Champion for Cultural Heritage and, if they are supportive, make an appointment for a period of 3 years.

**Background**

3. Lizzie Bushby is the only member who has indicated an interest in the role of Member Champion for Recreation Management. Ms Bushby's expression of interest is attached as **Appendix 1**.
4. Derek Twine is the only member who has indicated an interest in the role of Member Champion for Promoting Understanding. Mr Twine's expression of interest is attached as **Appendix 2**.
5. Libby Bateman is the only member who has indicated an interest in the role of Member Champion for Cultural Heritage. Mrs Bateman's expression of interest is attached as **Appendix 3**.
6. The role descriptions are attached as **Appendix 4**.

**David Butterworth  
Chief Executive  
28 November 2022**

## Member Champion – Recreation Management

### Expression of Interest from Lizzie Bushby

I would like to be considered for appointment as Member Champion for Recreation Management.

My experience and knowledge in the areas covered by this role include:

- As a Chartered Member of the Landscape Institute, my professional work contributes to protecting, conserving and enhancing the built and natural environment for public benefit. I see recreation management as an important part of my work in green infrastructure and destination planning. I'm really interested in how people interact with a range of places, routes and recreational activities, and how access to green spaces and the countryside can have both health and wellbeing benefits, and contribute to strengthening the local economy.
- I am a regular user of rights of way to access the countryside, often with my family. Having spent several years navigating with a buggy I understand the importance of flat and accessible routes, such as Miles without Stiles, as well as more challenging routes.
- More recently, I have worked on an interpretation strategy and strategic tourism infrastructure plan for remote Scottish Islands, both of which stressed the importance of strategically located car parks, toilets and wayfinding materials in rural locations for the benefit of both locals and visitors.
- In roles at Leeds University, I have recruited and managed volunteers to deliver an international student festival and an art programme for local school children. I am particularly interested in volunteer opportunities to help young people connect with the Yorkshire Dales, and encourage them to consider related jobs.

I am keen to contribute to the Authority's work in this area for the following reasons:

- I am passionate about access to the countryside, particularly within the Yorkshire Dales, and in supporting more people to experience the freedom and joy this brings.
- As a relatively new Member, I would love the opportunity to get to know the Authority, its officers, members and the issues it experiences better through actively contributing to developing policy, supporting officers to deliver agreed objectives and championing this work externally.
- I am genuinely interested in the development of traffic tree multi-user routes such as the Hawes to Garsdale route, in the implementation of the Coast to Coast route as a National Trail, and the management of the Three Peaks route.
- Recently, I took part in a stargazing session, and I am newly fascinated about dark skies and dark sky reserve status and would like to learn more about this and contribute to this work in the Yorkshire Dales.

I am enthusiastic about this area and keen to develop my existing knowledge. I would welcome the support of members to be appointed to this role.

Lizzie Bushby  
23.11.2022

## Member Champion – Promoting Understanding

### Expression of Interest from Derek Twine

*NOTE:*

*This expression of interest is dependent upon there being another Member expressing interest in, and being supported for, the role of Member Champion for Cultural Heritage.*

In expressing my interest to be Member Champion for Promoting Understanding, I am building on and contributing my various competences, understandings and networks from both professional and pro-bono life.

As CEO of a major UK and global youth organisation my experience and commitment to formal and non-formal education were developed over many years, particularly extending to diverse and previously uninvolved communities. Increasing outreach to engage more young people and more adult volunteers enabled greater participation and greater appreciation. These experiences were then subsequently relevant to my contribution as a Member of Council for the National Trust for two terms.

Most of my roles as CEO, Charity Trustee and Chair, commercial/retail NED, and even as Chair of school governors have included both responsibility for diversifying and securing new sources of funding and also representation to media and to public audiences. Partnership working has been a major feature in all spheres of my career; a most recent example has been the successful Generation Green initiative supported by YDNPA with the collaboration of a group of youth organisations and funding from DEFRA

Since joining the Authority, I have served on the F&R Committee (currently as Chair), have given support as Member Champion for Cultural Heritage, and have contributed informally to several aspects of the Access and Engagement agenda.

I now look forward to further contributing to our remit for promoting understanding of the opportunities offered by our rich heritage of the Dales.

Derek Twine  
November 2022

**Member Champion – Cultural Heritage**

**Expression of Interest from Libby Bateman**

I'm interested in putting myself forward for the role of Member Champion for Cultural Heritage, if somebody else has not already expressed an interest. My current role requires me to work closely with Country Land and Business Association (CLA) members, a number of which own heritage assets and I have a strong belief that cultural heritage has a lot to offer the future of the Yorkshire Dales National Park.

Libby Bateman  
November 2022

## RECREATION MANAGEMENT MEMBER CHAMPION

### Authority programmes covered

- Rights of Way (includes National Trails and Miles without Stiles infrastructure)
- Car parks and toilets
- Recreation management (includes Open Access and Green Lanes)
- Cycling infrastructure
- Volunteering
- Dark Skies (light meter readings and lighting compliance only)

### Current representative roles

1. Chair of YDNPA's Green Lanes Advisory Group
2. Yorkshire Dales Access Forum;
3. Attendance and speaker at Annual Dales Volunteers meeting;

### Current Issues

1. Foster a good working relationship between the Local Access Forum and Authority;
2. Management of recreational vehicular use on unsealed routes;
3. Management of CRoW Open Access Areas and statutory restrictions and exclusions;
4. Three Peaks Project and user pay-back;
5. Pennine Trails National Trails Partnership and implementation of the Coast to Coast route as a National Trail on the ground.
6. Development of new 'miles without stiles' routes
7. Development of traffic free multi-user routes eg Hawes to Garsdale and Kirkby Lonsdale to Ingleton
8. Requirements to maintain Dark Skies reserve status
9. Youth Volunteering offer in line with the Authority's volunteering strategy;
10. Implementing the rights of way maintenance plan and establishing 90% ease of use

### Induction programme and ongoing commitments

- Briefings and spending time 'on the job' with key staff;
- Site visits around the National Park;
- Attend Ranger Service, and Access and Engagement section meetings;
- Attend one Dales Volunteers training day;
- Attend Autumn meeting of Dales Volunteers in order to be able to hear any thoughts Dales Volunteers might want to share;
- Media training;
- Yorkshire Dales Access Forum training events

### Lead Officers

Alan Hulme, Head of Park Management  
Rebecca Greenfield, Head of Access and Engagement

Revised Nov 2022

## **PROMOTING UNDERSTANDING MEMBER CHAMPION**

### **Authority programmes covered**

- Education
- Outreach
- Recreation and Health (includes Access for All)
- Dales Countryside Museum (DCM)
- Tourism
- National Park Visitor Centres and Retail
- Communication (interpretation element only)

### **Current representative roles**

1. Chair of YDNPA's National Park Tourism Partnership (a partnership of representatives of local authorities and neighbouring AONBs), and
2. Chair of YDNPA's National Park tourism forum (networking events for businesses).

### **Current Issues**

1. Connecting people, especially those under-represented in the National Park with nature and the special qualities of the area, including:
  - Working with community groups particularly in East Leeds
  - Developing Dark Sky experiences
2. Developing the YDNPA's education offer, particularly for schools,
3. Using National Park experiences to inspire and contribute to an individual's health and wellbeing, including developing green social prescribing projects.
4. Promoting understanding elements of externally funded projects: Westmorland Dales Landscape Partnership, Tees Swale, Dialect and Heritage project, and securing new sources of external funding for ongoing projects eg Generation Green
5. Connecting with the Arts Council goals of heritage for everyone.
6. Helping businesses make the most of what's 'special' about their area: Distinctly Dales 'sense of place' marketing, training festivals, events, local products, produce and bespoke experiences including promoting enjoyment of its night sky.
7. Using the National Park Visitor Centres to promote local activities and itineraries.
8. Optimising income through merchandising and retail activities and admissions to DCM.

### **Induction programme and ongoing commitments**

- Briefings with Section Heads and Team Leaders - half a day each;
- Site visits to key sites including Colvend, NPVCs, Partnership Centres, and DCM;
- Attendance at team meetings, and annual NPVC staff briefing;
- Day with education and engagement team and attend a GoWild event
- Media training;

### **Lead Officers**

Julie Barker, Head of Visitor Services  
Rebecca Greenfield, Head of Access and Engagement

**Revised Nov 2022**

## **CULTURAL HERITAGE MEMBER CHAMPION**

### **Authority Programmes covered**

- Historical Environment
- Landscape features

### **Current representative roles**

1. Yorkshire Dales Historic Environment Group

### **Current Issues**

1. Implementing the Cultural Heritage Strategy, which sets out how the Authority will target its limited resources to help meet the relevant objectives in the National Park Management Plan.
2. Securing significant new funding to support the conservation, repair and re-use of fieldbarns, especially in relation to the two Barns and Walls Conservation Areas, which are both 'at risk'.
3. Enhancing the Historic Environment Record for the new area of the National Park.

### **Induction programme and ongoing commitments**

- Briefing from Director of Conservation and Community and Senior Historic Environment Officer.
- Site visits (as appropriate) to see specific aspects of the Authority's work.
- Conservation and Community Directorate meetings (annual).
- Conservation and Community Directorate Management Team meetings (every 2 months).
- Media training.

### **Lead officer**

Sarah Whiteley, Senior Historic Environment Officer

**Revised: February 2022**