

**CUSTOMER  
SERVICE  
EXCELLENCE**



Assessment Report  
Customer Service Excellence

## **Yorkshire Dales National Park Authority**

Successful  
4 August 2023

## Assessment Summary

### Overview

Overall Self-assessment	Satisfactory
Overall outcome	Successful

#### RP3 2023

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 24,000 people, with over 95% of land in private ownership.

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. In 2021, despite the pandemic, the Yorkshire Dales National Park received a total of 5.2 million visitor days, contributing £310 million to the local economy.

The Authority has a Board of 25 Members and employs approximately 175 staff, supported by approximately 250 volunteers. 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 is to be particularly congratulated this year for the achievement of at least Full Compliance in all elements of the Standard. The two previous partial compliances (5.3.1 and 5.3.2) are now raised to full compliance. There is an impressive total of eight Compliance Plus elements.

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	Satisfactory
Criterion 1 outcome	Successful

**RP3 2023**

Criterion 1 is about customer insight, consultation and 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, also meriting Compliance Plus (1.3.5).

Customer insight is gained from surveys, such as the Visitor Survey and the Residents' Survey, both completed every five years, as well as from ad hoc surveys, such as that in 2022 on the proposal to develop a multi-user route along the disused railway line between Hawes and Garsdale. 96% of respondents to the Visitor Survey 2022 were very satisfied with their overall visit to the Park, with a Net Promoter Score (NPS) of 93%, which is a very high customer recommendation score.

The many 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	Satisfactory
Criterion 2 outcome	Successful

**RP3 2023**

Criterion 2 is about the culture of the Service and staff commitment to 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 customer's needs, also meriting Compliance Plus (2.2.2).

Following the challenges of the Covid pandemic, a popular policy of 'blended working' has been introduced for those staff who are able to work from home for part of the week. 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.

It is clear that staff are appreciated, and the strong contribution they make to delivering a service that meets the needs and preferences of all service users is highly valued.

The Authority holds Investors in People accreditation.

**3: Information and Access**

Criterion 3 self-assessment	Satisfactory
Criterion 3 outcome	Successful

**RP3 2023**

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 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.

The Service supports wider communities in outstanding ways that merit Compliance Plus (3.4.3).

**4: Delivery**

Criterion 4 self-assessment Satisfactory

Criterion 4 outcome Successful

**RP3 2023**

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 prepares annual progress reports to inform the National Park Authority and other key delivery partners, identifying where there are opportunities or 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

**RP3 2023**

Criterion 5 is about customer service standards for timeliness and quality of customer service, and performance against these standards. This Criterion is fully compliant; elements 5.3.1 and 5.3.2 are now raised to full compliance.

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 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 are published on the web site. When asked about the 'special qualities of the Park', many respondents commented on 'friendly, welcoming, nice people, well looked after'. The Visit England assessment of the Dales Countryside Museum, Hawes 2021 gave an overall quality score of 87%. Staff were rated at 89% for Customer Care, including Appearance of Staff, Efficiency and Knowledge.

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

## 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: Satisfactory

Compliance to Standard: Compliant

#### Active Evidence

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<b>21-005: Residents Survey 2018</b>	Assessor Acceptance:	Yes
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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

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<b>21-006: Yorkshire 3 Peaks Survey 2019</b>	Assessor Acceptance:	Yes
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The purpose of the survey was to find out more about Three Peaks challenge visitors and how their characteristics and perceptions compared with other visitors to the area, and visitors to the National Park as a whole.

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<b>21-007: Visitor Survey 2017</b>	Assessor Acceptance:	Yes
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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 has been compared to the 2013 visitor survey information collated

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<b>21-008: Visitor Survey 2020 (Covid Related)</b>	Assessor Acceptance:	Yes
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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

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<b>21-013: Demographic Forecast and Socioeconomic Wellbeing Report 2019</b>	Assessor Acceptance:	Yes
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This information provides a breakdown of the population within the Yorkshire Dales National Park in terms of numbers, age structure, employment sectors, labour workforce and housing needs.

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

RP1 2021 The commitment to ensuring that the Authority has an in-depth understanding of all their customer groups is well embedded, and the detailed knowledge of the characteristics of current customer groups is very comprehensive. Customer groups have been well segmented and as many staff reside within the Park, this local knowledge serves to further detail and strengthen the Authority's understanding. Observation on the site visit and discussions with staff showed that their knowledge of their customers was very detailed and informed, and staff were intuitive to any changes, none more so than in the shift in demographic of customers visiting the Park during the pandemic.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value: Fully Met

**1.1.1.2: and potential customer groups**

RP1 2021 The influx of a different demographic of customers visiting the Park during the pandemic has assisted the Authority in identifying and understanding the characteristics of such potential customer groups; this has led to the consideration of 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, age groups etc.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value: Fully Met

**1.1.1.3: based on recent and reliable information.**

RP1 2021 All current and potential customer groups are comprehensively segmented. Appropriate customer group-specific surveys are conducted regularly 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 body is used for major surveys and where Authority staff have conducted their own survey work, the questions and format have replicated these. A Social, Economic and Housing Study of the National Park (Ev 21-013) also provides a high level of detail of the demographic of Park residents.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

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

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<b>21-005: Residents Survey 2018</b>	Assessor Acceptance:	Yes
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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

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<b>21-050: Yorkshire Dales National Park Management Plan 2019-24</b>	Assessor Acceptance:	Yes
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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.

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<b>22-001: Social Media Insights</b>	Assessor Acceptance:	Yes
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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.

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<b>22-003: Dark Skies Festival 2021</b>	Assessor Acceptance:	Yes
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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..

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<b>22-004: Dark Skies Festival Report 2022</b>	Assessor Acceptance:	Yes
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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

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<b>22-014: 2022 Planning Applicant Survey Results</b>	Assessor Acceptance:	Yes
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This questionnaire was sent out to planning applicants to seek satisfaction with the service received from the planning team



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**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.

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.

RP3 2023 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

#### New Evidence

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

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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.

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**23-002: Local Access Forum** Assessor Acceptance: Yes

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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.

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

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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.

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

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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.

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**23-006: Kids in museums** Assessor Acceptance: Yes

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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.

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**23-004: Changing Places Article** Assessor Acceptance: Yes

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

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**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.

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 for visitors. 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 that help families to manage the visit and where possible avoid any stressful situations, including a mascot toy that can be used.

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 that can be 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. 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: Satisfactory

Compliance to Standard: Compliant

#### Active Evidence

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<b>21-001: Social Media Strategy 2021</b>	Assessor Acceptance:	Yes
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The strategy has three themes:

1. Understanding our audience;
2. Reaching our audience
3. Engaging our audience

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<b>21-004: Social Media and Online Participation 2021</b>	Assessor Acceptance:	Yes
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This policy and associated guidance is intended to help Authority staff and Members engage audiences on social media with the work the Authority is doing, the special qualities of the National Park and the sense of being here.

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<b>21-009: Local Plan Consultations</b>	Assessor Acceptance:	Yes
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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

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<b>21-010: National Park Management Plan Steering Group</b>	Assessor Acceptance:	Yes
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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 coordinated action amongst partners in order to deliver the objectives

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<b>21-014: Corporate Plan 2021/22</b>	Assessor Acceptance:	Yes
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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.

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<b>21-015: Communications Strategy 2020-25</b>	Assessor Acceptance:	Yes
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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).

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**1.2.1.1: We have a strategy for engaging and involving customers**

RP1 2021 The presented evidence fully demonstrates that the Authority has a comprehensive strategic approach to customer engagement and involvement. 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.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value: Fully Met

**1.2.1.2: using a range of methods**

RP1 2021 A variety of methods are employed to encourage interaction with customers ranging from formal consultation procedures to questionnaire surveys, and face to face customer involvement via such forums as the Steering Group, local planning surgeries and by attending the Visitor Centres or Park offices. Where face to face contact has not been possible, the use of video conferencing platforms have been used. There has been an increasing use of social media channels, which have been fully, and very successfully, employed during the pandemic.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value: Fully Met

**1.2.1.3: appropriate to the needs of identified customer groups.**

RP1 2021 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 full account of. An inherent flexibility of approach within these strategies is well demonstrated by how the Authority has reacted to a change of customer groups during the last 12 months.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

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**

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**21-009: Local Plan Consultations** Assessor Acceptance: Yes

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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

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

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This is 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.

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

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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).

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

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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.

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

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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

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

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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).

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**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.

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.

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

**New Evidence**

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

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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.

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

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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.

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

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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

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

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

**Active Evidence**

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**21-009: Local Plan Consultations** Assessor Acceptance: Yes

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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

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

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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).



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**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 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 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.

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.

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: Satisfactory

Compliance to Standard: Compliant

#### Active Evidence

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<b>21-005: Residents Survey 2018</b>	Assessor Acceptance:	Yes
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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

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<b>21-006: Yorkshire 3 Peaks Survey 2019</b>	Assessor Acceptance:	Yes
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The purpose of the survey was to find out more about Three Peaks challenge visitors and how their characteristics and perceptions compared with Other visitors to the area, and visitors to the National Park as a whole.

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<b>21-007: Visitor Survey 2017</b>	Assessor Acceptance:	Yes
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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 2013 visitor survey information collated

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<b>21-008: Visitor Survey 2020 (Covid Related)</b>	Assessor Acceptance:	Yes
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This 2020 survey was not part of the scheduled 5 year survey and 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

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<b>21-012: Planning Customer Satisfaction Survey 2018</b>	Assessor Acceptance:	Yes
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Regular customer satisfaction surveys are distributed to planning applicants and planning agents. This latest survey was issued in the 3 month period January - March 2018

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<b>21-058: Tripadvisor No1 National Park in Europe 2021</b>	Assessor Acceptance:	Yes
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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

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

RP1 2021 There is a good range of robust and reliable methods in place to accurately measure customer satisfaction and this data is regularly reviewed to monitor and measure satisfaction levels. Surveys are undertaken by an independent body at appropriate intervals (for example, the Residents Survey and Visitors Survey are conducted every 5 years) and during the pandemic the Authority has conducted intermediate surveys themselves using the same format so that results may be directly compared with existing data. One off surveys are undertaken by the Authority, such as the Three Peaks Challenge survey, and data is reviewed from external customer feedback bodies such as Tripadvisor. Customer satisfaction with planning services are also subject to robust measurement from service users (including applicants and planning agents) and all survey work has a confidence interval of 95%.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

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**

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**21-005: Residents Survey 2018** Assessor Acceptance: Yes

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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

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

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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

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**22-006: Our Performance Webpage** Assessor Acceptance: Yes

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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

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

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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.

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

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

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

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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

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**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.

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.

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.

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

**New Evidence**

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**23-012: Visitors Survey 2022** Assessor Acceptance: Yes

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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

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**23-013: Residents Survey 2023** Assessor Acceptance: Yes

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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

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

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

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

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

**Active Evidence**

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**21-005: Residents Survey 2018** Assessor Acceptance: Yes

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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

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**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

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**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.

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.

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

**Active Evidence**

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**21-005: Residents Survey 2018** Assessor Acceptance: Yes

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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

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**21-007: Visitor Survey 2017** 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 2013 visitor survey information collated

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

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This 2020 survey was not part of the scheduled 5 year survey and 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

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**21-011: Progress on Corporate Plan 2020/21 (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 2020/21.

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**21-046: Development Management Charter** Assessor Acceptance: Yes

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

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**21-059: 2021-22 Corporate Action Plan** Assessor Acceptance: Yes

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

**1.3.4.1: We set challenging and stretching targets for customer satisfaction**

RP1 2021 The Authority has set a target of 70% for customer satisfaction across its main services and this continues to provide a challenging objective. The Authority is to review as to whether the target will remain at this figure.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value: Fully Met

**1.3.4.2: and our levels are improving.**

RP1 2021 Recent figures demonstrate that the levels of customer satisfaction are improving across all services. The Visitor Survey 2020 (Covid) showed an impressive level of 97% satisfaction score compared with 95% shown in the last formal Visitor Survey in 2017. The Resident Survey 2018 showed an increase of 3% in customer satisfaction with a 3% drop in the figure for those who registered dissatisfaction (either 'very' or 'fairly').

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

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

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

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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.

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

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

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

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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.

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**22-018: YDNP Signage Family** Assessor Acceptance: Yes

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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.

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

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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

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

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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



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**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.

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.

RP3 2023 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: Satisfactory  
 Compliance to Standard: Compliance Plus

#### Active Evidence

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#### 1: Core Values and Associated Behaviours 2020 Assessor Acceptance: Yes

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Our Core Values underpin the way the Authority works to achieve its mission and deliver key services and targets.

Work has now been undertaken to incorporate associated behaviours to each value

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#### 21-011: Progress on Corporate Plan 2020/21 (half year report) Assessor Acceptance: Yes

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This report presented to Members sets out the progress made towards achieving the 40 objectives set out in the Corporate Plan for 2020/21.

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#### 21-014: Corporate Plan 2021/22 Assessor Acceptance: Yes

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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.

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#### 21-017: Standards of service Assessor Acceptance: Yes

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

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#### 21-018: Volunteer Training Pack 2021 Assessor Acceptance: Yes

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The volunteer training trainers pack has been developed to ensure a level of consistency during delivery and also promote the training being offered for volunteers.

The volunteers play a key role in the operation of the Authority and delivery of its services

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#### 21-060: Blended working summary and principles Assessor Acceptance: Yes

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The Authority has, since September 2020, been looking at the issue of post-Covid working. A vision and set of principles have been developed that ensure the provision of a high quality, good value service to the public is paramount. This summary was shared with all staff by the Chief Executive

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

RP1 2021 The Authority sets out its vision within the Corporate Plan to 'deliver high quality efficient and welcoming services...' and this aim is underpinned by the Core Values and Associated Behaviours. This framework sets out the behaviours expected of all staff needed to deliver the best quality customer service. This commitment was clearly evident from discussions with a range of staff and service users, and this 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.

RP2 2022 Although not formally reviewed, Compliance Plus is retained as nothing has arisen to indicate otherwise.

RP3 2023 Although not formally reviewed, Compliance Plus is retained as nothing has arisen to indicate otherwise.

Evidence Value:

Fully Met

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

RP1 2021 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. A good example was a senior manager assisting staff at a Visitor Centre in conducting visitor surveys during the pandemic in order to see how members of the public viewed services during this time. An education officer has been appointed to encourage schools to participate in curriculum-based outdoor learning activities, an initiative brought about to reach young people, particularly those who reside in economically deprived areas. These examples reflect the high level of importance placed on customer service by senior leaders and Compliance Plus is merited here.

RP3 2023 Although not formally reviewed, Compliance Plus is retained as nothing has arisen to indicate otherwise.

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

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<b>21-010: National Park Management Plan Steering Group</b>	Assessor Acceptance:	Yes
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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

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<b>22-010: Visitor Services - Lessons Learnt</b>	Assessor Acceptance:	Yes
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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).

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<b>22-020: Local Plan 15-30 consultation</b>	Assessor Acceptance:	Yes
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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

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<b>22-021: Membership of the Authority</b>	Assessor Acceptance:	Yes
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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.

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

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<b>22-059: National Park Management Plan Annual Report 2022</b>	Assessor Acceptance:	Yes
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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.

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**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.

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.

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

**New Evidence**

<b>23-016: Equality, Diversity and Inclusivity Blog 2021</b>	Assessor Acceptance:	Yes
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A Blog written by Julie Hutton, the Deputy Chair of the Authority and Member Champion for Corporate Management

<b>23-017: Development Management Charter</b>	Assessor Acceptance:	Yes
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This Charter explains what customers can normally expect from our Development Management service

<b>23-018: Miles without Stiles Webpage</b>	Assessor Acceptance:	Yes
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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.

**Active Evidence**

<b>21-019: Equality, Diversity and Inclusion Policy 2020</b>	Assessor Acceptance:	Yes
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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.

<b>22-049: Compliments and Complaints Webpage</b>	Assessor Acceptance:	Yes
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Provides detail on how to contact the Authority to make a complaint or compliment for a range of different reasons and using different methods.

<b>22-055: Standards of Service Webpage</b>	Assessor Acceptance:	Yes
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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:

**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'.

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: Satisfactory

Compliance to Standard: Compliant

**Active Evidence**

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**1: Core Values and Associated Behaviours 2020** Assessor Acceptance: Yes

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Our Core Values underpin the way the Authority works to achieve its mission and deliver key services and targets. This includes working with integrity and ensuring honesty, transparency, equality, impartiality and consistency. These have now been expanded to incorporate associated behaviours too

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**21-007: Visitor Survey 2017** Assessor Acceptance: Yes

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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 2013 visitor survey information collated

---

**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.

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**21-020: EDI Training module for staff and Members** Assessor Acceptance: Yes

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To provide an environment which respects and values the positive contribution of staff and Members, enabling them to achieve their full potential and gain benefit and enjoyment from their role, the Authority considers raising awareness of equality, diversity and inclusion to be very important.

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**21-021: Investors in People Report 2021** Assessor Acceptance: Yes

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The Authority continues to be dedicated to the investment in their people and are keen to use the Investors in People framework as a tool to help shape the future of work within the organisation as part of its commitment to continuous improvement.

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**21-022: Equality, Diversity and Inclusion Update Report 2021** Assessor Acceptance: Yes

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The Authority is required to have regard to the public sector equality duty in everything it does, in particular in the policy-making process. A number of programmes, objectives and targets include equality issues. This report was presented to the Members to provide an update

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

RP1 2021 The presented evidence clearly demonstrates how great an emphasis is placed by the Authority on treating all customers fairly and it was clear from discussions with staff that this is very much at the forefront of their interactions with customers. This approach is supported by the Core Values and Associated Behaviours framework which sets out that staff should engage with '...integrity and fairness...'. Ongoing training helps to maintain a high quality of customer interaction provided by staff at all levels.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value:

Fully Met

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

RP1 2021 The various surveys conducted by the Authority allow for ad hoc feedback to be made from all customer groups on whether they felt they had been treated fairly, this includes visitors, residents and those using the planning service. Comments made from such surveys, discussions with staff and customers, and observation of staff at a Visitor Centre all very much confirm that this is the case. However, there is scope to develop a more formal method of measurement for this element, thereby making this theme more robust.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

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

<b>22-023: Staff Induction Checklist</b>	Assessor Acceptance:	Yes
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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.

<b>22-024: Access to information</b>	Assessor Acceptance:	Yes
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Webpage with useful information relating to the access of information including the Publication Scheme, Open Data, Freedom of Information Act, Personal Data and our Responsibilities, Privacy Notice and who to contact

<b>22-025: Data Protection Policy</b>	Assessor Acceptance:	Yes
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This policy states how the Authority will protect customer information in line with GDPR and data protection requirements.

<b>22-026: ICT Development and Management Procedures</b>	Assessor Acceptance:	Yes
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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.

<b>22-027: ICT Users Policy</b>	Assessor Acceptance:	Yes
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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.

<b>22-028: Agreement for use of YDNPA facilities by non-Authority employees</b>	Assessor Acceptance:	Yes
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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.

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.

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

**New Evidence**

**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.

**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

**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.

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.

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: Satisfactory  
 Compliance to Standard: Compliant

**Active Evidence**

**21-018: Volunteer Training Pack 2021** Assessor Acceptance: Yes

We strive to deliver high quality efficient and welcoming services that are effective in helping ourselves and others to achieve that aim. This is promoted as part of the recently developed volunteers training programme

**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 new employees have the necessary knowledge, skills and experience to deliver the Authority’s objectives and the ability to make positive contributions to the values and aims of the organisation

**21-024: Appraisal Guidance Notes** Assessor Acceptance: Yes

Our appraisal process demonstrates commitment to developing our staff and continuously improving our customer focused services. This includes a Development Plan for each member of staff which is used to record development throughout the year, both via training courses and also on-the-job training

**21-025: Training and Development Policy 2019** Assessor Acceptance: Yes

All employees of the Authority are encouraged to take responsibility for their learning and development in line with the Authority’s Corporate Plan and their individual objectives set at the annual appraisal.

**21-026: Induction Form 2020** Assessor Acceptance: Yes

This comprehensive Induction checklist ensures that new employees are provided with appropriate information and support during their first few weeks/months at the Authority.

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

RP1 2021 Recruitment policies are in place which set out a specific emphasis on customer focus. In addition to the presented evidence, the assessor was shown a recent job advertisement which highlighted the importance of 'providing an excellent customer service'. Discussions with members of staff who had been recruited by the Authority within the last 12 months also confirmed that both the job profiles and interview questions included a significant focus on the delivery of a high quality customer service.

RP2 2022 Not reviewed.  
 RP3 2023 Not reviewed.

Evidence Value: Fully Met

**2.2.1.2: training and development policies for staff.**

RP1 2021 The induction process includes a focus on the awareness of the customer service standards and this is supported by the Core Values and Associated Behaviours framework (Ev 1). It was confirmed with staff at all levels during the visit that development and training opportunities were available in addition to the suite of mandatory courses.

RP2 2022 Not reviewed.  
 RP3 2023 Not reviewed.

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

<b>22-010: Visitor Services - Lessons Learnt</b>	Assessor Acceptance:	Yes
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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).

<b>22-017: Visit England Assessment Visit - DCM</b>	Assessor Acceptance:	Yes
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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.

<b>22-029: Staff Code of Conduct</b>	Assessor Acceptance:	Yes
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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

<b>22-030: Screenshots of Social Media &amp; Website Responsiveness</b>	Assessor Acceptance:	Yes
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Examples of the responsiveness on social media and on the website, with screenshots

<b>22-031: April 2022 Annual Report on Compliments and Complaints</b>	Assessor Acceptance:	Yes
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A report to the Members on the various compliments received between March 2021 and February 2022

<b>22-032: Authority Core Values and Associated Behaviours</b>	Assessor Acceptance:	Yes
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The Authority'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.

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.

RP3 2023 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

#### New Evidence

<b>23-019: Annual Report on Compliments and Complaints</b>	Assessor Acceptance:	Yes
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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

<b>23-023: Appraisal Guidance Notes</b>	Assessor Acceptance:	Yes
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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

<b>23-024: 360 degree colleague feedback form</b>	Assessor Acceptance:	Yes
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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

<b>23-025: 360 degree self assessment form</b>	Assessor Acceptance:	Yes
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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.

<b>23-026: 2023 Appraisal Record Form</b>	Assessor Acceptance:	Yes
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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.

<b>23-071: 2022 IIP Report</b>	Assessor Acceptance:	Yes
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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.

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.

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: Satisfactory

Compliance to Standard: Compliant

**Active Evidence**

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**139: Member/Officer Working Group Meetings** Assessor Acceptance: Yes

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We have a number of Members champions that are part of working groups with other staff e.g. Equality working group. During the working group meetings Members and staff can make suggestions on improvements for the Authority’s processes, policies and plans

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**21-016: The Value of Volunteering 2020** Assessor Acceptance: Yes

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Volunteers have been an essential part of the Yorkshire Dales National Park Authority since the very early days, when the National Park was first established.  
The aim of the study was to evaluate the social, health and wellbeing impact of volunteering on the volunteers and the Authority

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**21-027: Blended working staff survey** Assessor Acceptance: Yes

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The Authority has, since September 2020, been looking at the issue of post-Covid working and what this will look like in the future. As a result a staff survey was developed to provide an opportunity for their views, suggestions and feedback to be considered

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**21-028: Staff Survey 2020** Assessor Acceptance: Yes

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During the pandemic a staff survey was developed and shared with staff to understand how they were coping, if they felt the communication levels had been appropriate and how the Authority could support their health and wellbeing during the unprecedented time

**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 2021 The presented evidence demonstrates that policies and processes which ensure that all staff, including customer facing staff, are actively engaged in the preparation and development of business plans, internal processes and service planning, are embedded. 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. During the pandemic, staff were surveyed in order to establish, amongst other areas, how best they thought the Authority could continue to provide a consistent service to its customers during this time and also put forward comments as to the potential for a blended working pattern.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

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 involved in improving the Website and Social Media for Quality, Marketing, Accessibility

**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.

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.

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: Satisfactory

Compliance to Standard: Compliant

#### Active Evidence

<b>21-029: Education e-newsletter</b>	Assessor Acceptance:	Yes
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The Authority has begun to produce an e-newsletter, once per term, for teachers. The newsletter includes information about opportunities for schools to get out in the National Park with the Authority's education team and other organisations.

<b>21-031: Access for all information</b>	Assessor Acceptance:	Yes
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Everyone has the right to access to the countryside in the Yorkshire Dales National Park. Improving access on appropriate public rights of way and permissive routes in the National Park is one of the objectives agreed by the Authority and a wide range of local partner organisations

<b>21-032: Plan your visit</b>	Assessor Acceptance:	Yes
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There's always something to do in the Dales. Whether you're coming for the day or staying longer. We've put this information together to help you get started in planning your visit.

<b>21-033: Dales Newspaper 2020</b>	Assessor Acceptance:	Yes
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A newspaper for the residents of the Yorkshire Dales National Park - published twice a year. Available at our offices and distributed to all National Park residents. Page 3 has a specific section on 'who we are and what we do' and page 5 includes opening times and contact details.

<b>21-034: Volunteer Newsletters</b>	Assessor Acceptance:	Yes
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Monthly volunteer e-newsletter providing updates on volunteer activities and staffing changes

<b>359: Contact us page on website</b>	Assessor Acceptance:	Yes
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Website details different ways to contact the Yorkshire Dales National Park Authority. It is accessible with 'one click' from the front page of the website.



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

RP1 2021 The Authority continues to use a variety of methods to provide information to customers and potential customers about its full range of services. These include the website, newsletters (such as The Visitor), newspapers (including the Dales newspaper which is sent to residents of the Park twice a year), e-newsletters, and face to face at the Visitor Centres. Social media channels are also extensively used.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value: Fully Met

**3.1.1.2: including how and when people can contact us,**

RP1 2021 Full contact details are provided on all those channels as outlined above in 3.1.1.1, including email addresses and direct links from the website to the relevant social media channel. Any amendments to opening hours, closures to centres, and contact details during the pandemic have been quickly updated online.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value: Fully Met

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

RP1 2021 The Authority continues to provide information about service provision arrangements and details of those in charge. Full details of the Members, Chief Executive, Authority Directors and Heads of Service are available on the website and are easily found on dedicated pages, and this includes an Authority staff structural organogram.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

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**

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

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

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**22-034: Car Parking Charges** Assessor Acceptance: Yes

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

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**22-035: Retail Webpage** Assessor Acceptance: Yes

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The Authority's online shop with prices clearly displayed

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**22-036: The Visitor 2022** Assessor Acceptance: Yes

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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

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**22-037: Occupancy Restriction Statement** Assessor Acceptance: Yes

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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

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**22-038: DCM Admission Prices** Assessor Acceptance: Yes

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

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**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.

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: Satisfactory  
 Compliance to Standard: Compliance Plus

#### Active Evidence

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<b>21-033: Dales Newspaper 2020</b>	Assessor Acceptance:	Yes
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This is a newspaper for the residents of the Yorkshire Dales National Park. It contains information about the Authority and articles about what is going on in the area.

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<b>21-035: Social Distancing Poster</b>	Assessor Acceptance:	Yes
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A variety of posters have been designed to communicate messages during Covid, including reminders about social distancing, taking litter home and no BBQ's

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<b>21-036: The Visitor 2021</b>	Assessor Acceptance:	Yes
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The Visitor magazine is available (free) throughout the National Park in local business and B&Bs, self catering cottages etc.

It provides a wealth of information of what is going on in the National Park throughout the year and advertises many local businesses.

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<b>21-037: Yorkshire Dales Social Media Stats</b>	Assessor Acceptance:	Yes
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This evidence identifies the interaction the Authority's social media pages (Facebook, Twitter and Instagram) attract.

The report also identifies how the Yorkshire Dales National Park Authority's stats compare to other National Park Authorities.

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<b>21-038: Media Library</b>	Assessor Acceptance:	Yes
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A media library of all our images which tourism businesses can access for free.

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<b>21-039: Yorkshire Dales National Park Webiste</b>	Assessor Acceptance:	Yes
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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 and suggestions of what to do during a visit to the Yorkshire Dales. The website currently includes Covid guidance

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

RP1 2021 The Authority continues to move forward with the provision of high quality information to customers, and this was very much confirmed by customer feedback. A variety of options that seek to assist customers in accessing information displayed on the website are available and the website itself is mobile responsive. Fully accessible downloadable walks are provided for those with mobility issues but wish to explore the Park (such as Miles without Stiles). 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 remains.

RP3 2023 Although not formally reviewed, Compliance Plus is retained as nothing has arisen to indicate otherwise.

Evidence Value:

Fully Met

**3.2.1.2: using a variety of appropriate channels.**

RP1 2021 Information is provided in a variety of ways including email, telephone, video conferencing platforms, and social media channels, such as Facebook, YouTube, Instagram and TikTok. Website information is kept under constant review and this has been of particular importance during the pandemic where circumstances that affect the Park and service delivery have often changed very quickly, and the the Authority has had to respond accordingly. The Authority has also had to consider different ways in which to address the needs and preferences of a changing customer demographic during this time.

RP2 2022 Although not formally reviewed, Compliance Plus is retained as nothing has arisen to indicate otherwise.

RP3 2023 Although not formally reviewed, Compliance Plus is retained as nothing has arisen to indicate otherwise.

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

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**22-001: Social Media Insights** Assessor Acceptance: Yes

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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.

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

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

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

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The strategy has three themes:

1. Understanding our audience;
2. Reaching our audience
3. Engaging our audience

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**22-036: The Visitor 2022** Assessor Acceptance: Yes

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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

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**22-039: Dales Newspaper 2021** Assessor Acceptance: Yes

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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.

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**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.

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.

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

#### New Evidence

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<b>23-027: Aysgarth Map Sheet</b>	Assessor Acceptance:	Yes
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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

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<b>23-028: Cheese Festival Report 2022</b>	Assessor Acceptance:	Yes
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This report was written following the 2022 Cheese Festival to provide a review of the events, attendance, promotion and feedback received.

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<b>23-029: Dark Skies Festival Map</b>	Assessor Acceptance:	Yes
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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.

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<b>23-030: Walking Apps</b>	Assessor Acceptance:	Yes
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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.

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<b>23-075: Social Media Review</b>	Assessor Acceptance:	Yes
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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.

#### Active Evidence

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<b>22-036: The Visitor 2022</b>	Assessor Acceptance:	Yes
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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.

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**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.

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 and very 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 available 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.

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.

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

**New Evidence**

<b>23-017: Development Management Charter</b>	Assessor Acceptance:	Yes
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This Charter explains what customers can normally expect from our Development Management service

<b>23-019: Annual Report on Compliments and Complaints</b>	Assessor Acceptance:	Yes
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A report to the Members on the various compliments received between February 2022 and March 2023

<b>23-031: Email to customer</b>	Assessor Acceptance:	Yes
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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.

<b>23-068: Twitter thread</b>	Assessor Acceptance:	Yes
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A twitter conversation when dealing with a visitor who wanted to report a broken stile and the ongoing conversation this then resulted in

**Active Evidence**

<b>22-042: Complaints Policy</b>	Assessor Acceptance:	Yes
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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

<b>22-055: Standards of Service Webpage</b>	Assessor Acceptance:	Yes
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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.

**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).

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.

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: Satisfactory  
 Compliance to Standard: Compliant

**Active Evidence**

**21-036: The Visitor 2021** Assessor Acceptance: Yes

The Visitor magazine is available (free) throughout the Park in local business and B&Bs, self catering cottages etc.  
 It provides a wealth of information of what is going on in the Park throughout the year and advertises many local businesses.

**21-040: Recordings of public meetings** Assessor Acceptance: Yes

Public meetings are recorded and available through YouTube for customers to listen to when convenient for them

**21-041: Popular walking routes** Assessor Acceptance: Yes

Popular walking routes displayed and available in print and online to assist walkers or new visitors to the area  
 Advice, maps and leaflets are also available through the National Park Visitor Centres

**21-042: Yorkshire Dales National Park Apps** Assessor Acceptance: Yes

Our free official Yorkshire Dales National Park app covers Malham, Reeth, Dent and Hawes.  
 The app includes walking routes, cycle routes and great things to do.

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

A web page dedicated to new visitors that includes  
 Where to go  
 What to do while you're here  
 How to stay safe  
 When you leave

**367: Cycle the Dales** Assessor Acceptance: Yes

This website provides lots of information about cycling in the Yorkshire Dales including events, routes and other visitor info.

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

RP1 2021 Services within the Park are readily accessible to customers through a range of alternative channels and these include schemes such as Miles for Stiles and Dales Experience, which allow for less abled customers to visit. The Park has five Visitor Centres and two main offices and customers have access to a wealth of knowledge and information regarding available services such as planning appropriate walks. A dedicated education officer works with schools on initiatives which allow for children to visit and take part in activities based on curriculum learning and enjoyment of the environment. Planning services are accessible via telephone, email, and face to face to face contact either at the offices or at local community planning surgeries. The website also allows customers to view planning applications online.  
 RP2 2022 Not reviewed.  
 RP3 2023 Not reviewed.

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

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<b>21-008: Visitor Survey 2020 (Covid Related)</b>	Assessor Acceptance:	Yes
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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

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<b>22-001: Social Media Insights</b>	Assessor Acceptance:	Yes
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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.

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<b>22-010: Visitor Services - Lessons Learnt</b>	Assessor Acceptance:	Yes
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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).

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<b>22-040: Online Accessibility Improvement</b>	Assessor Acceptance:	Yes
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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.

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<b>22-041: Well done and Thank You email from CEO</b>	Assessor Acceptance:	Yes
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Email from David (and Richard) to those staff involved in improving the Website and Social Media for Quality, Marketing, Accessibility

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**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.

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.

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.

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

#### New Evidence

<b>23-004: Changing Places Article</b>	Assessor Acceptance:	Yes
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Article included in the Dales Newspaper about the new accessible toilet installed at the Dales Countryside Museum at Hawes

<b>23-032: Cleaning Specification Colvend</b>	Assessor Acceptance:	Yes
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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.

<b>23-033: Cleaning Specification Yoredale</b>	Assessor Acceptance:	Yes
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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

<b>23-034: Cleaning Specification Toilet Blocks</b>	Assessor Acceptance:	Yes
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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.

<b>23-035: Email conversation about disabled toilet facilities</b>	Assessor Acceptance:	Yes
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An email conversation about the disabled toilet facilities not providing adequate privacy and the response once the problem was rectified

<b>23-036: H&amp;S Spot Checks in DCM</b>	Assessor Acceptance:	Yes
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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.

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: Satisfactory  
 Compliance to Standard: Compliance Plus

##### Active Evidence

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<b>21-010: National Park Management Plan Steering Group</b>	Assessor Acceptance:	Yes
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The Steering Group is made up of the authorities and organisations that have a major contribution to delivering the objectives in the Management Plan. They meet as often as is necessary and have agreed the framework for monitoring progress.

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<b>21-014: Corporate Plan 2021/22</b>	Assessor Acceptance:	Yes
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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.

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<b>21-030: Local schools offered 'outdoor learning experience'</b>	Assessor Acceptance:	Yes
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Schools whose catchment includes part of the National Park are being offered a free full or half day of curriculum-based learning in the great outdoors this summer term.

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<b>21-043: Review of Partnerships Report</b>	Assessor Acceptance:	Yes
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This report was presented to the Member following the outcome of the biennial review of the Authority's partnerships in order to seek Members' comments on the Authority's involvement in its range of partnerships.

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<b>21-044: Dales Woodland Strategy 2020-2030</b>	Assessor Acceptance:	Yes
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The Strategy has been produced by the Dales Woodland Forum — a partnership of local organisations that have an interest in the future of woodlands within the National Park. The Dales Woodland Forum will continue to have a role in the implementation and monitoring of the success of the Strategy.

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<b>21-045: Yorkshire Dales National Park Tourism Partnership</b>	Assessor Acceptance:	Yes
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The Yorkshire Dales National Park Tourism Partnership brings together the local authorities and Destination Management Organisations involved in delivery of tourism, to help good cross-boundary working with neighbouring areas (where a boundary is shared with the National Park)

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

RP1 2021 The Authority has very strong partnership arrangements 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. Ev 21-043 lists 52 partnership arrangements which each consist of several agencies. 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. It was clear from discussions with partners, service users and staff during the visit how well these combined to provide an excellent level of co-ordination of service. This approach merits Compliance Plus.

RP3 2023 Although not formally reviewed, Compliance Plus is retained as nothing has arisen to indicate otherwise.

Evidence Value:

Fully Met

**3.4.1.2: and these arrangements have demonstrable benefits for our customers**

RP1 2021 The strength of partnership working has ensured that the Authority is able to provide services which have undeniable benefits for customers. The Steering Group includes representatives of a variety of customer groups and this focuses 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. These arrangements ensure that the Park is an accessible place for all customers and that local communities thrive economically; Compliance Plus is justified here.

RP2 2022 Although not formally reviewed, Compliance Plus is retained as nothing has arisen to indicate otherwise.

RP3 2023 Although not formally reviewed, Compliance Plus is retained as nothing has arisen to indicate otherwise.

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

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

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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.

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

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

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

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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

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**22-042: Complaints Policy** Assessor Acceptance: Yes

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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

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

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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

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

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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.

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

#### New Evidence

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

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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.

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**23-038: Sustainable Development Fund** Assessor Acceptance: Yes

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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.

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

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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 its boundary.

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

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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.

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

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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.

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**23-042: Hawes Orientation Board** Assessor Acceptance: Yes

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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. Compliance Plus is 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

#### Active Evidence

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<b>21-014: Corporate Plan 2021/22</b>	Assessor Acceptance:	Yes
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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.

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<b>21-017: Standards of service</b>	Assessor Acceptance:	Yes
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In our attempts to deliver high quality and efficient services to our customers, we have developed these general standards of service that the National Park Authority and its officers aim to follow

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<b>21-046: Development Management Charter</b>	Assessor Acceptance:	Yes
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This Charter explains what customers can normally expect from our Development Management service

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<b>21-048: Covid-19: The response of the Yorkshire Dales National Park Authority and the Lessons</b>	Assessor Acceptance:	Yes
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This report was prepared and presented to Members to provide an assessment of the performance of the Authority in response to the Covid pandemic and to identify lessons learned arising from that response

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<b>21-059: 2021-22 Corporate Action Plan</b>	Assessor Acceptance:	Yes
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The purpose of the Action Plan is to set out in detail what we're going to do, and by when, to make progress on those objectives this year. It is an operational document that is used by managers to plan and manage day-to-day, and it is updated during the year.

#### 4.1.1.1: We have challenging standards for our main services,

RP1 2021 A wide range of challenging standards are in place and all main services are covered by appropriate targets and timescales for delivery. Reviews of these targets, and performance against them, are made at regular intervals and the Authority has also undertaken a review on how it has performed in response to the pandemic.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value: Fully Met

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

RP1 2021 The statutory purposes of National Parks is set out in the Environment Act 1995 and this sets out the proviso for the Authority to review its Management Plan 'at intervals of not more than five years'. The Management Plan is the blueprint for how the Authority manages the Park and covers its strategic and financial aims, standards and targets. Each English National Park Authority is a member of National Parks England and this is a body through which consistency of policy and practice can be measured.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

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**

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<b>22-001: Social Media Insights</b>	Assessor Acceptance:	Yes
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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.

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<b>22-011: Annual Review of Authority's Performance 20-21</b>	Assessor Acceptance:	Yes
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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.

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<b>22-014: 2022 Planning Applicant Survey Results</b>	Assessor Acceptance:	Yes
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This questionnaire was sent out to planning applicants to seek satisfaction with the service received from the planning team

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<b>22-046: Health &amp; Safety Internal Audit Report 2021/22</b>	Assessor Acceptance:	Yes
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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

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<b>22-047: Corporate Plan Action Plan 2021-22</b>	Assessor Acceptance:	Yes
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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.

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<b>22-060: Annual Planning Performance Summary</b>	Assessor Acceptance:	Yes
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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.

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.

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

#### New Evidence

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<b>23-012: Visitors Survey 2022</b>	Assessor Acceptance:	Yes
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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

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<b>23-043: Views sought on potential housing development sites</b>	Assessor Acceptance:	Yes
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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

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<b>23-044: Call for better governance arrangements</b>	Assessor Acceptance:	Yes
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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.

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<b>23-045: Local Plan 2023-40</b>	Assessor Acceptance:	Yes
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This updated webpage provides an update on the consultation work, comments received and next steps for the Local Plan 2023-40

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

#### Active Evidence

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<b>22-020: Local Plan 15-30 consultation</b>	Assessor Acceptance:	Yes
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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

#### 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.

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: Satisfactory  
 Compliance to Standard: Compliant

**Active Evidence**

**21-014: Corporate Plan 2021/22** 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.

**21-017: Standards of service** Assessor Acceptance: Yes

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

**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

**21-049: Enjoy North Yorkshire sensibly this Easter** Assessor Acceptance: Yes

This web page details how visitors can enjoy the park, what they can expect, what precautions in relation to Covid they need to consider, etc.  
 The website as a whole also shows what customers can expect from the services we provide.

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

The Yorkshire Dales National Park Management Plan 2019-24 contains 49 specific objectives that we are working together to achieve. An ambitious vision for what the National Park will be like by 2040, together with setting out what they are going to do to help encourage local people to achieve this

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

RP1 2021 The Standards of Service sets out the range of services which may be provided by the Authority. Policies governing what service will be provided by a specific activity or event is clearly detailed on the website and on social media channels. The Development Management Charter clearly sets out what customers may expect when seeking further information and advice on planning and new development proposals. These have all been updated to cover current government restrictions in place at any given time and this is also the case for such information displayed on the website.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

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**

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**21-005: Residents Survey 2018** Assessor Acceptance: Yes

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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

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

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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

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

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

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

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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.

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

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

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

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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.

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.

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

**New 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

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**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 ensuring 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 which includes 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'.

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.

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

**New Evidence**

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**23-051: National Parks England** Assessor Acceptance: Yes

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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.

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**23-052: Ash Dieback Statement** Assessor Acceptance: Yes

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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.

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

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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'.

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

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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.

**Active Evidence**

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

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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).

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**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.

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.

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).

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

#### Active Evidence

<b>21-014: Corporate Plan 2021/22</b>	Assessor Acceptance:	Yes
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The Corporate Plan details the performance of the previous year, identifies the dips in performance and explains these to customers and then details what the Authority is going to do to remedy the situation and prevent further recurrence.

<b>21-051: Reviewing our performance</b>	Assessor Acceptance:	Yes
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This web page explains the information we use to review the effectiveness of our work largely comes from three sources: internal audit, external audit and feedback from the public.

<b>21-052: Review of Authority Performance in 19/20</b>	Assessor Acceptance:	Yes
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An annual review of the Authority's performance is undertaken and presented to Members to provide them with a details assessment, including any actions to be taken

<b>21-059: 2021-22 Corporate Action Plan</b>	Assessor Acceptance:	Yes
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The purpose of the Action Plan is to set out in detail what we're going to do, and by when, to make progress on those objectives this year. It is an operational document that is used by managers to plan and manage day-to-day, and it is updated during the year.

<b>21-061: Audit and Review Committee</b>	Assessor Acceptance:	Yes
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The Audit and Review Committee review the Authority's performance in pursuing its policies and objectives, in particular those in the Corporate Plan; and reporting to the Authority, its Committees or Sub-Committees, as appropriate. This website details upcoming meetings and previous meeting details

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**4.3.1.1: We identify any dips in performance against our standards**

RP1 2021 Performance against standards is monitored across all main services and this ensures that any dips in performance can be identified quickly. There are robust audit and review channels which are outlined in the presented evidence and information after review is presented to Members.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value: Fully Met

**4.3.1.2: and explain these to customers,**

RP1 2021 Performance information is reported through the Corporate Plan and its associated Action Plan, and also through the annual Authority Review. Reasons for any dips in performance are addressed as part of these of reviews; information is published on the website via progress reports on the Corporate Plan and through the presentation to Members. Copies of Committee meeting minutes are available on the website as are live stream recordings of meetings.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value: Fully Met

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

RP1 2021 The website and social media channels are also used to inform customers of any sudden or emergency circumstances; a good example here is of the power outage experienced at Malham Visitor Centre whereby notification of this was published online and customers were kept up to date until the situation had been resolved.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

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**

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**22-042: Complaints Policy** Assessor Acceptance: Yes

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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

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**22-048: Officers Conduct webpage** Assessor Acceptance: Yes

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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

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

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

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

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

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**248: Contacting the authority web page** Assessor Acceptance: Yes

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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.

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.

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.

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

#### New Evidence

<b>23-019: Annual Report on Compliments and Complaints</b>	Assessor Acceptance:	Yes
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A report to the Members on the compliments and complaints received between February 2022 and March 2023

<b>23-054: Sheep Grazing Email</b>	Assessor Acceptance:	Yes
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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

<b>23-021: Training Opportunities for all staff</b>	Assessor Acceptance:	Yes
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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

<b>23-055: Corporate governance</b>	Assessor Acceptance:	Yes
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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.

#### Active Evidence

<b>22-042: Complaints Policy</b>	Assessor Acceptance:	Yes
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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

<b>22-049: Compliments and Complaints Webpage</b>	Assessor Acceptance:	Yes
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Provides detail on how to contact the YDNPA to make a complaint or compliment for a range of different reasons and using different methods.

#### 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.

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'.

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.

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

**Active Evidence**

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<b>21-053: Complaints and Compliments 2020/21</b>	Assessor Acceptance:	Yes
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A report to the A&R Committee which detail the complaints and compliments that have been received within the period March 20 to February 21, and what action has been taken. Any trends are also taken to the A&R Committee at this point.

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<b>21-054: Complaints Policy 2018</b>	Assessor Acceptance:	Yes
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Our 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

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<b>21-055: Complaints about National Park Authority Members</b>	Assessor Acceptance:	Yes
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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

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<b>21-056: Complaints and Compliments 2019/20</b>	Assessor Acceptance:	Yes
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A report to the A&R Committee which detail the complaints and compliments that have been received within the period March 19 to March 21, and what action has been taken. Any trends are also taken to the A&R Committee at this point.

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

RP1 2021 Formal complaints are lodged 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.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value: Fully Met

**4.3.4.2: and informal complaints and comments from customers**

RP1 2021 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.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

Evidence Value: Fully Met

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

RP1 2021 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 online at the website.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

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 recommendations 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.

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.

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

**New Evidence**

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**23-056: Local Government and Social Care Ombudsman** Assessor Acceptance: Yes

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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

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

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

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

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

**Active Evidence**

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**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

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

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

**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.

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: Satisfactory

Compliance to Standard: Compliant

**Active Evidence**

**1: Core Values and Associated Behaviours 2020** Assessor Acceptance: Yes

Our Core Values underpin the way the Authority works to achieve its mission and deliver key services and targets.

Work has now been undertaken to incorporate associated behaviours to each value

**21-017: Standards of service** Assessor Acceptance: Yes

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

**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

**21-057: Online shop standards** Assessor Acceptance: Yes

A set of FAQ's that include delivery times, returns process and contact details

**359: Contact us page on website** Assessor Acceptance: Yes

Our contact us page provides details of how to get in touch with the Authority, including by telephone, email and in person at one of our offices

**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.**

RP3 2023 Although not formally reviewed this year, the Standards of Service for timeliness of response for all forms of customer contact have been reviewed and improved. There are now appropriate and measurable standards in place for the timeliness of response for 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: Satisfactory

Compliance to Standard: Compliant

**Active Evidence**

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**1: Core Values and Associated Behaviours 2020** Assessor Acceptance: Yes

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Our Core Values underpin the way the Authority works to achieve its mission and deliver key services and targets.

Work has now been undertaken to incorporate associated behaviours to each value

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**190: Dress Code Guidelines** Assessor Acceptance: Yes

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Dress Code Guidelines set out the standards expected of employees in terms of their dress at work.

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**21-014: Corporate Plan 2021/22** Assessor Acceptance: No

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One of the aims within the Corporate Plan is to provide high quality, efficient and effective services and communications to the public and other stakeholders,

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**21-017: Standards of service** Assessor Acceptance: Yes

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

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**21-059: 2021-22 Corporate Action Plan** Assessor Acceptance: No

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

**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 2021 Ev 21-014 and 21-059 relate to business delivery standards not customer service standards.

Similarly the Standards of Service set out what quality of service may be expected by customers. This is well supported by the Dress Code Guidelines and the Core Values and Associated Behaviours framework which help to ensure that a welcoming and efficient service is provided to customers in all their dealings with Authority staff.

RP2 2022 Not reviewed.

RP3 2023 Not reviewed.

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

<b>21-046: Development Management Charter</b>	Assessor Acceptance:	Yes
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This Charter clearly sets out what levels of service customers can normally expect from our Development Management service

<b>22-002: Annual Summary of Invoice Paid within 30-days</b>	Assessor Acceptance:	Yes
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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.

<b>22-006: Our Performance Webpage</b>	Assessor Acceptance:	Yes
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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

<b>22-053: Corporate Plan 2022-23</b>	Assessor Acceptance:	Yes
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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

<b>22-054: Planning Enforcement Policy</b>	Assessor Acceptance:	Yes
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This policy sets out how the Yorkshire Dales National Park Authority will undertake the role of enforcing planning control.

<b>22-055: Standards of Service Webpage</b>	Assessor Acceptance:	Yes
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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.

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

**New Evidence**

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**23-027: Aysgarth Map Sheet** Assessor Acceptance: Yes

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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

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

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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.

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

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

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

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

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

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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

**Active Evidence**

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

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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

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**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.

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.

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

**New Evidence**

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<b>23-054: Sheep Grazing Email</b>	Assessor Acceptance:	Yes
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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

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<b>23-061: Violence, abuse and threatening behaviour policy</b>	Assessor Acceptance:	Yes
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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

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<b>23-062: Email about Parish Clerk Contact Details</b>	Assessor Acceptance:	Yes
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This email is an example of a communication sent to all staff about the latest parish clerk contact details

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<b>23-073: Authority Organisation Chart</b>	Assessor Acceptance:	Yes
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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.

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<b>23-077: Yorkshire Dales Access Forum</b>	Assessor Acceptance:	Yes
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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.

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, together with guidance, is 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.

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

**New Evidence**

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<b>23-017: Development Management Charter</b>	Assessor Acceptance:	Yes
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This Charter explains what customers can normally expect from our Development Management service

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<b>23-063: Planning – FAQs</b>	Assessor Acceptance:	Yes
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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

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<b>23-064: Email conversation about SDF Application</b>	Assessor Acceptance:	Yes
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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

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<b>23-070: Planning Application Letter</b>	Assessor Acceptance:	Yes
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On receipt of a valid application this letter is sent to the applicant acknowledging receipt and informing of likely timescales.

**Active Evidence**

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<b>22-055: Standards of Service Webpage</b>	Assessor Acceptance:	Yes
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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.

**5.2.4.1: 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.

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.

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**

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**21-046: Development Management Charter** Assessor Acceptance: Yes

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

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

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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

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

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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

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

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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

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

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

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**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.

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.

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

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<b>23-065: Progress on Corporate Plan 2022/23 (half year report)</b>	Assessor Acceptance:	Yes
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This report presented to Members sets out the progress made towards achieving the 39 objectives set out in the Corporate Plan for 2022/23 and the details of priority objectives that haven't been achieved

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<b>23-019: Annual Report on Compliments and Complaints</b>	Assessor Acceptance:	Yes
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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

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<b>23-066: Switchboard Calls Answered Report</b>	Assessor Acceptance:	Yes
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This is a regular report run to show the call answered times during a week. If there are any issues highlighted the receptionists are contacted and asked if they were experiencing any problems with the system or with answering calls

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<b>23-069: KPI Report showing number of invoices paid within 30 days</b>	Assessor Acceptance:	Yes
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One of the Finance Team KPIs is to pay invoices within 30 days, this report shows that 98.91% of invoices received have been paid within 30 days.

#### Active Evidence

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<b>22-006: Our Performance Webpage</b>	Assessor Acceptance:	Yes
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This web page explains the information we use to review the effectiveness of our work largely comes from three sources: internal audit, external audit and feedback from the public.

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<b>22-055: Standards of Service Webpage</b>	Assessor Acceptance:	Yes
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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

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**5.3.1.1: We monitor our performance against standards for timeliness**

RP3 2023 A range of appropriate monitoring tools is used to monitor performance against standards for timeliness. It is now possible 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). (There is scope to also monitor more formally the 'generic' emails that come into the organisation). 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**

RP3 2023 Performance against standards for quality of customer service is monitored by means of the Visitor Survey 2022, the Residents' Survey 2023 (although not yet published) 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.**

RP3 2023 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. This element is now fully compliant.

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

**New Evidence**

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

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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.

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

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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

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

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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.

**Active Evidence**

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**21-005: Residents Survey 2018** Assessor Acceptance: Yes

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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

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

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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).

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

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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.

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**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.

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.

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.

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

**New Evidence**

**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.

**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.

**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).

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%.

Evidence Value: Fully Met