

# Delivery Plan for National Parks as Landscapes for Everyone

This document is 1 of a suite of [4 interconnected and interrelated workstreams](#) that have been devised by the English National Park Authorities in response to the [25 Year Environment Plan](#).



**Our Vision:** Everyone should be able to discover and engage with protected landscapes to benefit the health and wellbeing of the whole nation.

**This Plan is being taken forward by the ten National Park Authorities across England. We commit to developing a suite of initiatives which result in National Parks being landscapes that:**

- Improve peoples' health, well-being and recovery through equitable access and connection to nature and culture.
- Are understood by both healthcare professionals and within the wider public, as places that can restore and enhance people's physical and mental health.
- All young people have visited and enjoyed as part of an outstanding learning experience in a natural landscape.
- Have initiatives co-designed with underrepresented groups<sup>i</sup>, minorities, and those living with health inequalities, with the goal of creating greater opportunity to discover, equity of access to and experience of National Parks.
- Inspire a deeper connection to nature. National Parks will be valued as a key part of our heritage, inspiring people, both young and old, to have pride in, a passion for, and actively engage in our protected landscapes (e.g. volunteering, donating, supporting).

**We will do this by:** working through our strong local partnerships, other government departments, schools, and health sector partners to co-create programmes that are specifically tailored to meet the needs of underrepresented park users. Our National Parks' collective communications will focus on making National Parks more relevant to underrepresented groups and inspiring as many people as possible to enhance their nature connectedness as a route to physical and mental wellbeing.

**This will deliver:**

- **Improved understanding** of the benefits that experiences in nature can bring to improve peoples' health, well-being, and recovery
- **Signposting opportunities** and resources in National Parks to support referrals and the social prescribing agenda
- **A more inclusive programme of big walks and adventures** for families, schools, essential workers, visible minorities and under-represented groups.
- An opportunity for **every child to visit a National Park** throughout their school career to enjoy outstanding learning experiences.
- **A deeper connection to nature** for young people through carefully designed engagement activities, and visits to protected landscapes for fieldwork, day trips and residential trips.

- **A progressive set of experiences** throughout an individual's life to support them in their journey to becoming Outdoor Citizens.
- **Greater public awareness and understanding** of National Parks and a feeling that National Parks are relevant to their life and their choices about lifestyle and wellbeing.

### **Our programme to achieve the vision:**

**Landscapes for Health and Wellbeing:** This programme will be centered around three themes: *prevention* of ill-health, *restorative* benefits of National Parks, and the provision of *excellence* in natural health solutions.

**Youth Ambassadors for Protected Landscapes:** This programme will establish an outdoor learning programme for all school children to experience National Parks, strengthen relationships and enable partners to collectively promote understanding and engagement with protected landscapes. We will work with Defra to support a post-COVID initiative to continue and promote the public practice of regularly walking in their local area. Should Defra not engage as the primary funder for this programme, English NPAs will consider other avenues for its delivery. In addition, a number of NPAs are working to develop a family-based John Muir Award<sup>ii</sup>.

**Inspiring more people to care more about nature and National Parks:** This programme will work with partners to improve outreach to and dialogue with urban and disadvantaged communities. It will link with existing communications initiatives in each of the Parks to widen the appeal of National Parks to more diverse audiences, inspire more people to take an active role in protecting and enhancing protected landscapes, and show how National Parks play a role in the UK's Green Recovery.

We will monitor progress against this Plan and undertake a light-touch review each year.

### **How can you help?**

- **Champion National Parks as landscapes for everyone:** Government departments and agencies, and ENGOs to promote National Parks as landscapes for everyone. Defra and Natural England to work with NPE and the National Association for AONBs to promote and encourage National Landscapes as accessible, welcoming and open to all members of the public
- **Advocate the benefits of National Parks for health and wellbeing:** Health sector to work alongside NPAs to improve people's health, wellbeing, and recovery; NHS to champion National Parks as having a key role in the new social prescribing model; third sector groups, government agencies, and ENGOs, to work with National Parks to advocate the benefits that nature can bring to health and wellbeing
- **Funding to support health, wellbeing, and outreach initiatives in National Parks:** commercial partners to help fund health, wellbeing and outreach activities across the National Parks (for example, a national Health and Wellbeing Partner, support for the 'National Parks Futures Fund', and sponsoring Wellbeing Walks and a proposed programme of 'National Park Big Weekends'); future Government grants criteria should include National Parks as 'Landscapes for Everyone' and provide the opportunity for National Parks to bid for funding; provision of external funding grants; and Government domestic tourism initiatives to provide financial support to rural businesses for product and service marketing campaigns that could specifically target under-represented groups.
- **Use National Parks as landscapes that can foster educational opportunities:** Educators, families, NGOs, and Ministers to promote the inclusion of learning on protected landscapes in the National Curriculum, and endorsed by the Department for Education; DfE to include protected landscapes in at least Key Stage 2 curriculum, supported by notes and guidance that encourage fieldwork and field trips.

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<sup>i</sup> **Underrepresented groups** include but are not limited to those from BAME communities, areas of high deprivation, and the disabled

<sup>ii</sup> <https://www.johnmuirtrust.org/john-muir-award>