

# Our Corporate Strategy 2016-19

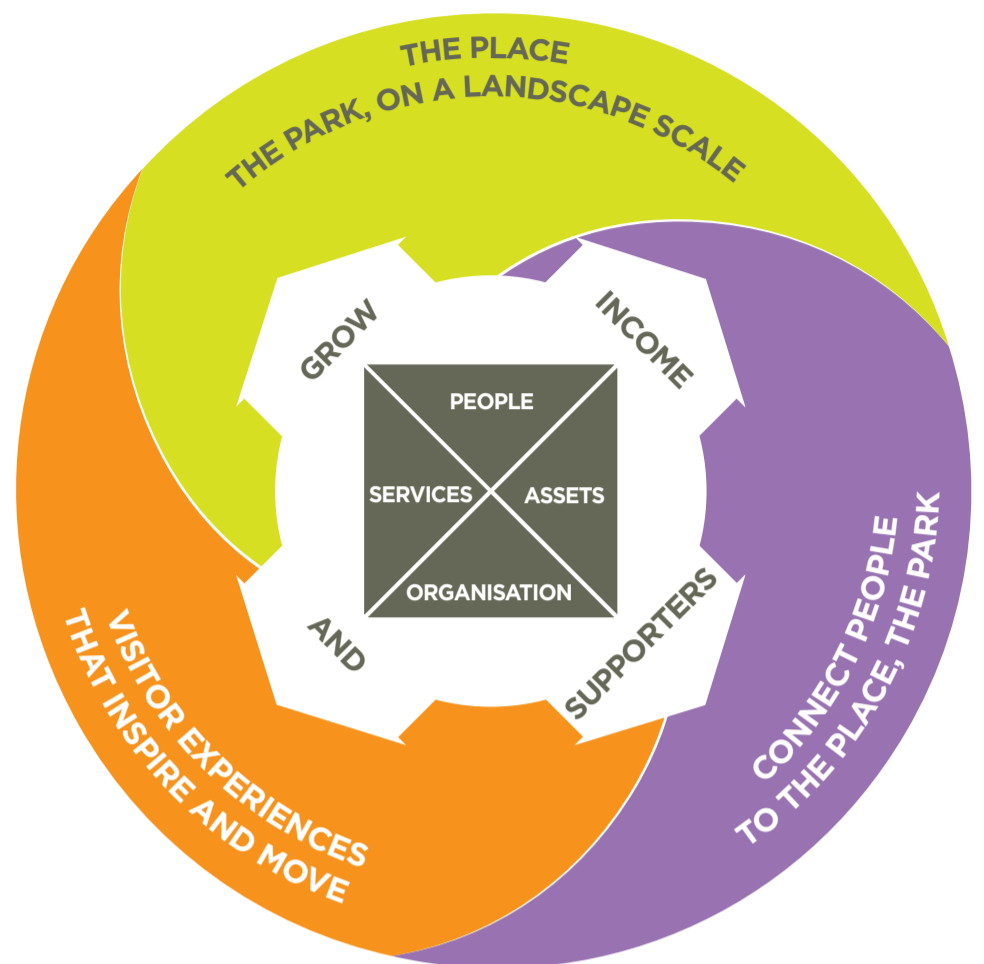
Our mission is to ‘inspire millions of people so together we will protect and care for our National Park for the enjoyment of all’.

Our knowledge and expertise about the Peak District National Park is respected. We are an independent and reasoned voice caring for the whole National Park and the communities who live and work in it and enjoy it. We cannot do this alone; we work closely with partners and communities. This is our contribution to the National Park Management Plan.

Our three main roles, as a regulator, influencer and deliverer, are important as we have our biggest impact when the three work together.

What matters to us is **People, Performance** and **Community** and at some level every day matters - each day offers an opportunity for us to do something positive.

To see the strategy in full please visit [www.peakdistrict.gov.uk](http://www.peakdistrict.gov.uk)



## Our directional shifts to thrive:

THE PLACE	CONNECTING PEOPLE	VISITOR EXPERIENCES	GROW INCOME
<p><b>Conservation on the ground at a large scale: for wildlife, cultural heritage and the landscape.</b></p> <ol style="list-style-type: none"> <li><b>Dark Peak:</b> <ul style="list-style-type: none"> <li>Partnership delivery of Moors for the Future.</li> <li>Stannage-North Lees Estate at the heart of a living landscape.</li> <li>Be an independent, reasoned voice for balanced outcomes on moorland management.</li> </ul> </li> <li><b>South West Peak:</b> Partnership delivery of South West Peak Partnership, with Warslow Estate at the heart of this living landscape and community.</li> <li><b>White Peak:</b> Establish a White Peak Partnership.</li> <li><b>The whole park:</b> Deliver our specialist advice and land management work at a landscape scale.</li> </ol>	<p><b>Enabling everyone, especially those who currently don't benefit, to connect with the National Park so that they value and support the Park.</b></p> <ol style="list-style-type: none"> <li>Build support for the Park through a range of approaches to enable people to give time, money or valued intellectual support.</li> <li>Improve access to the National Park for less represented audiences, in particular young people under 25.</li> <li>Improve access to the National Park for less represented audiences, in particular people living with health inequality.</li> <li>Improve our volunteering opportunities and processes to nurture and build National Park volunteer supporters.</li> </ol>	<p><b>Providing and developing opportunities to enjoy the National Park so people are moved to care and willing to pay.</b></p> <ol style="list-style-type: none"> <li>Look after the whole Park as a public asset in a way that encourages access and responsible behaviour.</li> <li>Provide a quality experience for anybody who visits our property or uses our visitor services that people are willing to pay for.</li> <li>Provide quality new experiences that will generate new income to fund the place.</li> </ol>	<p><b>Diversifying and growing our funding, building on our valued government grant.</b></p> <ol style="list-style-type: none"> <li>Increase our income from giving.</li> <li>Achieve our commercial programme income targets.</li> <li>Develop/establish sponsorship relationships.</li> <li>Secure external funding for major programme and partnership delivery.</li> </ol>

## Our cornerstones for a solid foundation:

OUR ASSETS	OUR SERVICES	OUR ORGANISATION	OUR PEOPLE
<p><b>Looking after the places we own and operate, and our brand.</b></p> <ol style="list-style-type: none"> <li>Reduce the size of our property portfolio and retain what we need.</li> <li>Ensure that the Trails, Stannage-North Lees and Warslow Estate are well-managed assets able to support the delivery of our directional shifts.</li> <li>Get the basics right on the visitor infrastructure we own and operate, from a local and a visitor perspective.</li> <li>Increase the value of our brand and its reach.</li> </ol>	<p><b>Delivering our planning and other advisory services in a way that helps communities deepen their understanding and support for the special qualities of the National Park.</b></p> <ol style="list-style-type: none"> <li>Deliver our services in a customer focused way.</li> <li>Ensure clear policies are in place through facilitated and effective engagement and communication.</li> <li>Ensure appropriate regulatory action.</li> </ol>	<p><b>Developing our organisation so we have a planned and sustained approach to performance at all levels.</b></p> <ol style="list-style-type: none"> <li>Develop and maintain appropriate standards of corporate governance.</li> <li>Implement our medium term financial plan.</li> <li>Develop key business processes underpinning the Corporate Strategy.</li> </ol>	<p><b>Empowering and developing staff to maximise their potential to achieve for the Place and the Authority.</b></p> <ol style="list-style-type: none"> <li>Ensure the Authority is fit for the future.</li> <li>Retain, develop and recruit the right people in the right place at the right time, with the right resources.</li> <li>Embed, in the way we work, our organisational values of: <ul style="list-style-type: none"> <li>• People matter</li> <li>• Performance matters</li> <li>• Communities matter</li> <li>• Every day matters</li> </ul> </li> </ol>