

National Park Purposes

Each National Park exists to conserve and enhance the natural beauty, wildlife, and cultural heritage of its area, to promote wide public understanding and enjoyment of them and, with others, to foster the social and economic well being of communities within the Park.

Role Description

1. Accountabilities

- To the full National Park Authority
- To the public interest.

2. Purpose of the Role and Activity

- **Representing the national interest**
 - To bring the national context to bear in decision making
 - To promote the profile and effectiveness of the National Park Family both through the work of your own Authority and through co-operative action with key stakeholders / partners including National Parks UK (NPUK); NPW & National Parks England (NPE)
 - To act as an ambassador for the NPA and wider National Park Family.
- **Representing the National Park Authority**
 - To represent and be an advocate for the National Park Authority on national and outside bodies and at national events
 - To represent the National Park Authority on local partnership bodies, promoting common interest and co-operation for mutual benefit
 - To be an advocate for the special qualities of the National Park
 - To liaise with other members, principal authorities, officers and partner organisations to ensure that the purposes and aims of the National Park Authority are understood and supported.
- **Representing and supporting communities**
 - To represent the interests of the population of the National Park and surrounding communities
 - To be a channel of communication between the community and the National Park Authority particularly in regard to strategies, policies, services and procedures
 - To promote wide public understanding and enjoyment of the Park
 - Foster the economic and social well being of communities in the Park in the pursuit of its statutory purposes.

- **Making decisions and overseeing National Park Authority performance**
 - To apply the principles and purposes of National Parks in all decision making - balancing and integrating the environmental, social and economic considerations. When there are conflicts between the two statutory purposes the first purpose is given priority
 - To work with the Chair, Chief Executive, other Members, Officers, Stakeholders, Partners and communities to discharge the functions of the NPA and maximise the use of human and financial resources
 - To act with independent judgement using your skills, experience, local, regional and national knowledge, in the best interests of the NPA
 - To collectively participate in the development of policy direction, strategic thinking and innovation within the Authority through the development of management policy and business plans
 - To approve, scrutinize and monitor the implementation of the Authority's policies, procedures and statutory functions
 - To promote and ensure efficiency and effectiveness in the provision of National Park Authority services
 - To support the principles of democracy and accept collective responsibility for the decisions of the NPA and their impact on Authority resources.

- **Internal governance, ethical standards and relationships**
 - To achieve efficient, effective, transparent and accountable governance of the National Park Authority and its affairs
 - To promote and support open and transparent National Park Authority services
 - To support, and adhere to, respectful, appropriate and effective relationships with Members and Officers of the National Park Authority.
 - To adhere to the Members' Code of Conduct and the highest standards of behaviour in representing the National Park Authority
 - To engage in and demonstrate the Authority's commitment to the equalities agenda
 - To adhere to the ten general principles of public life.

- **Personal and role development**
 - To take responsibility for your own personal learning and development (local and national)
 - To commit to actively participating in opportunities for development provided for Members by the National Park Authority, NPUK & NPE.
 - To participate actively in the Authority's continuous improvement processes
 - To comply with any Authority approved target for attendance at meetings and training events.

Person Specification for Members of National Park Authorities

To fulfil his or her role as set out in the role description, an effective Member is required to:

Fulfil National Park Purposes

- ❖ Champion and represent the Authority as an effective mechanism for promoting conservation and enhancement of the Park's natural beauty, wildlife and cultural heritage, increasing public understanding and enjoyment of its special qualities and fostering the social and economic wellbeing of local communities
- ❖ Be an advocate for the special qualities of the National Park
- ❖ Promote the family of National Parks and its wider partners – including NPUK; NPE; NPW; DEFRA; Natural England, Natural Resources Wales; SNH
- ❖ Engage with, and listen to, communities and stakeholders of the National Park in the furtherance of the purposes and duty.

Fulfil the role

- ❖ Commit to attend and contribute to meetings of the Authority, its committees and working / task groups, and raise issues of concern through the established procedures and mechanisms adopted by the Authority.
- ❖ Read briefing material provided for meetings in order to be properly prepared for any debate on issues across the full range of the Authority's responsibilities (taking responsibility for seeking appropriate clarification from Lead Officers)
- ❖ Accept collective responsibility for the decisions of the NPA and the impact on Authority Resources.

Internal governance, ethical standards and relationships

- ❖ Be committed to working with other Members and Officers in the best interests of the National Park and the Authority itself
- ❖ Comply with Standing Orders and respect the democratically determined decisions of the Authority
- ❖ Adhere to the NPA Standards framework
- ❖ Adhere to the Members' Code of Conduct
- ❖ Engage in and demonstrate the Authority's commitment to equality and diversity.

Personal and role development

- ❖ Take responsibility for their own personal learning and development including:
 - Attending appropriate training courses, briefing sessions and events arranged or sponsored by the Authority and partner organisations
 - Attending the National Member Induction Course as early on in their role as Member as possible
 - Participating in the Authority's processes for reviewing personal development.

Appendix I

The Ten General Principles of Public Life

Selflessness

Members should serve only the public interest and should never improperly confer an advantage or disadvantage on any person.

Honesty and integrity

Members should not place themselves in situations where their honesty and integrity may be questioned, should not behave improperly, and should on all occasions avoid the appearance of such behaviour.

Objectivity

Members should make decisions on merit, including when making appointments, awarding contracts, or recommending individuals for rewards or benefits.

Accountability

Members should be accountable to the public for their actions and the manner in which they carry out their responsibilities, and should co-operate fully and honestly with any scrutiny appropriate to their particular office.

Openness

Members should be as open as possible about their action and those of their authority, and should be prepared to give reasons for those actions.

Personal judgement

Members may take account of the views of others, including their political groups, but should reach their own conclusions on the issues before them and act in accordance with those conclusions.

Respect for others

Members should promote equality by not discriminating unlawfully against any person, and by treating people with respect, regardless of their race, age, religion, gender, sexual orientation or disability. They should respect the impartiality and integrity of the authority's statutory officers and its other employees.

Duty to uphold the law

Members should uphold the law and, on all occasions, act in accordance with the trust that the public is entitled to place in them.

Stewardship

Members should do whatever they are able to do to ensure that their authorities use their resources prudently, and in accordance with the law.

Leadership

Members should promote and support these principles by leadership, and by example, and should act in a way that secures or preserves public confidence.