

Report to	<b>South Downs National Park Authority</b>
Date	<b>01 October 2019</b>
By	<b>Ruth James, Communications &amp; Engagement Manager</b>
Title of Report <b>Note</b>	<b>10<sup>th</sup> Anniversary of the National Park</b>

**Recommendation: The Authority is recommended to**

**1. Note plans for the celebration of the 10<sup>th</sup> Anniversary of the National Park**

**1. Introduction**

- 1.1 2020 marks the 10<sup>th</sup> Anniversary of the South Downs National Park, The 10<sup>th</sup> anniversary celebration in 2020 is an ideal opportunity to reach out to our key audiences to let them know what has been achieved in those 10 years and the work we will take forward for the next 5.
- 1.2 Our key audiences are those identified in the Communications & Engagement Strategy, Public Affairs Strategy and the Partnership Management Plan Comms Plan. These documents place a strong emphasis on communicating with new and hard to reach audiences in our urban fringe, minority ethnic groups, young people and other groups underrepresented in National Parks. This aligns well with the initial points emerging from the Glover Review which highlight the need for National Parks to step up their communications and engagement with these underrepresented groups.
- 1.3 On 5 March 2019 a paper on Events and Celebrations was taken to SMT/Committee Chairs. This paper included outline plans for our 10<sup>th</sup> Anniversary celebration in 2020. Based on the feedback from this meeting a suggested programme was developed and brought back to SMT/Committee Chairs on 6 August. The feedback from that meeting has fed into this paper.

**2. Timing**

- 2.1 The celebration will be for the calendar year 2020 and will involve a year-long programme of activity rather than a set piece or small series of set piece events. The anniversary celebrations will align with the launch of the Partnership Management Plan in January 2020.

**3. Awareness raising and engagement**

- 3.1 A '10' theme will run throughout our general communications and engagement work for the year, from media to social media to our events and more.
- 3.2 To encompass the programme of celebratory activities we are creating a 10 Year logotype of the shared identity. This will appear across and unite all of the different activities. We will also create a toolkit and share with partners so that partners/stakeholders and communities across the National Park can also celebrate the anniversary.

- 3.3 In the coming weeks we will launch our first South Downs National Park calendar which will be a 10<sup>th</sup> anniversary edition. This will be available for sale in the South Downs Centre reception.
- 3.4 We will launch the revamped website in early 2020 with the 10<sup>th</sup> anniversary branding which will also appear across our social media channels.
- 3.5 Launch of the PMP early next in 2020 will focus on our 10 Outcomes looking forward
- 3.6 *South Downs View*:
  - The Autumn/Winter edition published in September 2019 has a page previewing the anniversary.
  - Spring/Summer 2020 edition will be a celebratory 10<sup>th</sup> anniversary issue published in March.
- 3.7 During 2020 we will run a 'Your National Park' campaign – focused on the custodians of the National Park based on the 10 priority outcomes of the new Partnership Management Plan. The idea being a custodian for each of the areas. The 11<sup>th</sup> one would be a silhouette, with the idea being asking 'what can you do for your National Park'. Exact dates to be worked out but probably to run from February 2020 – December 2020.
- 3.8 We will be pushing our media work over the year and also have a paid for partnership deal with Johnston Press – which has papers across Hampshire, West and East Sussex.
- 3.9 We will develop a project working with 10 year olds: A collection of short video clips with 10 year olds from in and around the National Park talking about their National Park and *their vision* for the National Park for the future.
- 3.10 We will produce a 10<sup>th</sup> anniversary information pack for partners to enable them to celebrate the anniversary.
- 3.11 Create a 10<sup>th</sup> anniversary PowerPoint Presentation for Members and staff to use at speaking engagements.
- 4. Events**
  - 4.1 Rather than one, set piece event, we are proposing a series of activities over the course of 2020 to celebrate the 10<sup>th</sup> Anniversary. This is imperative if we want to use the events to engage not just existing but new audiences with the National Park in a tangible way – creating that relationship between people and their National Park. It is all about celebrating 10 years of the South Downs while also looking to the future.
  - 4.2 '10' will be the theme for all of our events: for example, 10 things to spot in Dark Night Skies, 10 heathland species etc.
  - 4.3 Dark Skies Festival (7–23 February) will have a 10 Planets theme. We will be running 7 events of our own in a wider programme of over 20 events Park-wide.
  - 4.4 During Discover National Parks (6–21 April) we will run 10 events in urban areas in and around the National Park
  - 4.5 We will hold 1–2 more formal celebratory event celebrating the projects of the South Downs
  - 4.6 10<sup>th</sup> anniversary Way in a Day event.
- 5. Budget**
  - 5.1 As much as possible of the cost of the anniversary programme will be funded through our core Communications & Engagement Budget. There will be some additional costs to enable the additional events and campaigns to take place. We estimate an additional cost in the region of £20,000. This additional funding will come from the core budget.

## 6. Conclusion and next steps

- 6.1 The 10<sup>th</sup> anniversary will be a year-long celebration based around the above indicative activities. The Communications & Engagement Team will work with the Chief Executive and SMT to finalise the programme of activities once detailed planning commences.
- 6.2 Updates will be brought back to the NPA as required.

## 7. Other Implications

Implication	Yes*/No
Will further decisions be required by another committee/full authority?	No.
Does the proposal raise any Resource implications?	Yes. All costs will be met through adjustments to the short term core budget.  The programme will require dedicated time from the Communications & Engagement team and from other teams, particularly to staff the additional events.
How does the proposal represent Value for Money?	The proposal sets out to achieve value for money by using existing budgets and resources to form the bulk of the programme.
Are there any Social Value implications arising from the proposal?	No.
Have you taken regard of the South Downs National Park Authority's equality duty as contained within the Equality Act 2010?	In line with our Communications & Engagement Strategy, the anniversary programme will target underrepresented groups.
Are there any Human Rights implications arising from the proposal?	No.
Are there any Crime & Disorder implications arising from the proposal?	No.
Are there any Health & Safety implications arising from the proposal?	No. All events and other activities will have a full risk assessment.
Are there any Data Protection implications?	No.
Are there any Sustainability implications based on the 5 principles set out in the SDNPA Sustainability Strategy?	Delivery of the programme will seek to use local food and drink and sustainable materials.

## 8. Risks Associated with the Proposed Decision

Risk	Likelihood	Impact	Mitigation
Overstretched resources due to overly ambitious plans	Moderate	Promised activities not delivered	Resourcing and costs will be meticulously planned and updated as things change.

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Appendices None  
SDNPA Consultees Chief Executive; Director of Countryside Policy and Management;  
Director of Planning; Chief Finance Officer; Monitoring Officer; Legal  
Services, Business Service Manager  
External Consultees None  
Background Documents None