



**Lake District
National Park**



**National Parks England
Business Plan
2023/24**



**North York Moors
National Park**



Northumberland National Park



**YORKSHIRE DALES
National Park Authority**

National Parks England: The collective voice for English National Park Authorities. Helping us to achieve our purposes through influencing policy.

Background

2022/23 has been a significant year for NPE, with the completion of a structural review that has focused on ensuring our work programmes and priorities can be delivered with the resources that are available to the company.

The review has looked at the purpose of the NPE Secretariat; and its responsibilities alongside the expectations of the wider NPE organization.

Against this backdrop NPE's two-year Business Plan reaffirms our focus and describes our objectives and activities to 2025.

Our focus

Our overarching focus is on **influencing policy** that supports National Park Authorities to achieve their statutory purposes, to:

- conserve and enhance their natural beauty, wildlife and cultural heritage; and
- promote opportunities for the understanding and enjoyment of the special qualities of National Parks by the public.

Our priorities

All our work is informed by our purpose to influence. We currently have four themes that we target to maximise our policy influence. These are Nature Recovery, Farming and Land Management, Climate Change and Landscapes for Everyone.

In March 2023, following the conclusion of the NPE review by our Board we agreed the following four priorities to June 2025.

- Seek to deliver additional powers, tools and resources to National Park Authorities to enable us to fulfil our ambitions,
- Make the case for further additional multi-year investment in NPAs as part of the next Comprehensive Spending Review

We'll achieve this through

- Defining and advocating our policy programme for the next government
- Enhancing National Parks & NPE's profile and reputation with government and key stakeholders.

Business Plan objectives

We've agreed the following objectives and activities to deliver on these priorities.

Objective 1. Clearly define National Park Englands policy priorities to 2025

- Review and refresh our collective policy priorities building on the work of the 4 themes that we've been targeting
- Draw on practical evidence from NPAs to inform our policy priorities.
- Commission research and generate independent data to build our case.
- Work in partnership with others to inform and strengthen our focus.

What will success look like? By 2025 our policy priorities will

- Be succinctly and clearly set out and well understood across the National Park family
- Be quoted in key documents and meetings,
- Have achieved strong media visibility

Objective 2. Implement NPE's advocacy campaign based on our policy priorities

- Set out a National Park manifesto with our offer and asks of the next government
- Maximise the resource of the new UK communications unit to execute a campaigns-approach to our communications
- Build relationships and work in partnership to strengthen our voice

What will success look like? By 2025 National Parks will have

- Our policy priorities referenced in political manifestos
- Secured an increase in baseline funding,
- Be recognised as leaders in delivery of Environmental Improvement Plan and
- Be supported by strengthened legislation to implement their Management Plans

Objective 3. Play a lead role in the Protected Landscape Partnership to secure long term resources and cross-government influence

- Actively engage with all partners to implement a Business plan, which demonstrates the Partnership's added value
- Develop and deliver on an NPE grant agreement with Defra, that adds value for NPE, NPAs and the Partnership

What will success look like? By 2025 we will have:

- Helped develop the Partnership as a strong voice for National Parks and other landscapes across Government,
- Played our part in developing and delivering the Partnership Business Plan and
- Harnessed the Partnership to secure long term resources that enable National Parks to strengthen our delivery

