



Start by...	Short-term mission by 2030...	So that...	And then...	Domains of Change	Long-term vision by 2050...
<p>Bringing different groups of people together to take action for nature and <u>climate</u></p> <p>Co-production, <u>collaboration</u> and targeted engagement with under-represented audiences</p>	<p><i>To support action to increase the value of the National Park to under-served groups</i></p>	<p>More, and a wider range of people... Benefit from the SDNP (including improved well-being)</p> <p>Feel welcome in the <u>SDNP</u></p> <p>See themselves represented in the <u>SDNP</u></p> <p>Understand the importance of the SDNP and talk about it/create <u>content</u></p> <p>Personally value the SDNP</p> <p>Take action and care for the <u>SDNP</u></p> <p>Visitors and residents become 'change-makers'</p>	<p>Everybody feels National Parks are: Relevant to <u>them</u></p> <p>The NP is accessible for <u>all</u></p> <p>SDNP is a 'safe <u>space</u>'</p> <p>Everybody feels represented; feeling like they have a <u>voice</u> and it is heard</p> <p>A wider range of people... Understand the environment and associated <u>issues</u></p> <p>See themselves as part of the environment rather than separate to <u>it</u></p> <p>Take action in their local area/lives</p>	<p>Residents within and on the fringes of SDNP</p>	<p><i>The South Downs National Park is welcoming and inclusive of All</i></p>
<p>Building trust between organisations and SDNPA</p> <p>Collaborating with communities and partners to build a robust:</p> <ul style="list-style-type: none"> • Baseline of who is benefitting from the NP at present, and identify who isn't • Picture of how existing beneficiaries and those not reached currently perceive and benefit from the NP and barriers that exist for them • Map of current good and best practice, and transferrable lessons learnt, models, <u>tools</u> and templates to support others 		<p>Those contributing towards for NPfA feel well supported in doing <u>so</u></p> <p>Partners and communities have a shared understanding/goal (aligned to NPfA)</p> <p>Investment in NPfA is amplified by partners and <u>communities</u></p>	<p>The NP vision and values are reflected, delivered and championed by communities and <u>partners</u></p>	<p>Small grass-roots community-based organisations and charities</p> <p>Large organisations</p> <p>Influencers</p>	
<p>Creating a shared understanding of NPfA language to talk about it and communication tools to support <u>communication</u></p> <p>Creating focussed action to remove barriers to <u>access</u></p> <p>Training and professional development so more staff feel confident in working alongside and <u>engaging</u> a wider range of people</p>		<p><i>To support action to increase the value of the National Park to under-served groups</i></p>	<p>SDNPA internal stakeholders see NPfA as a way of delivering nature, climate and <u>culture</u></p> <p>Focussed action helps to remove barriers to access, <u>e.g.</u> investment in diverse content</p>	<p>Inclusive design is a unifying ethos and is integrated across the delivery of all corporate priorities and supporting functions</p>	

Connecting People and Place – *Increase diversity of those engaging with the South Downs National Park*

Impact	Cultural Heritage Strengthen relevance and maximise benefits for people and place through identity, representation, well-being and economy.	Outreach & Health & Well-being (H&WB) Improving the health and wellbeing of individuals and communities through increased participation by people from diverse backgrounds.	Learning & Young People Inspiring future generations to feel connected to, and act for, nature and climate	Volunteering Inspiring a wide range of people to take positive action for nature and climate whilst improving their health and wellbeing.
Outcomes	<ul style="list-style-type: none"> ✓ People from a diverse backgrounds, cultures and experiences, see (and tell) their stories through cultural heritage. ✓ Socially engaged arts projects connect under-represented audiences with the landscape through creativity. ✓ People care for and champion heritage. ✓ The contribution of heritage to economic and social regeneration is valued. 	<ul style="list-style-type: none"> ✓ People from diverse backgrounds are confident in accessing, and being in, nature and outdoors ✓ People are better connected to nature and each other ✓ People have information about what to do and where to go ✓ Increased opportunities exist for people to access and be in nature ✓ Improved H&WB and reduced loneliness and social isolation for those we engage with 	<ul style="list-style-type: none"> ✓ Improved connection to the special qualities of the National Park for young people ✓ Young people take action for nature and climate ✓ Young people are started on pathways to green careers ✓ Young people are confident in accessing, and being in, nature and outdoors ✓ High-quality outdoor learning opportunities are provided as part of a locally relevant curriculum 	<ul style="list-style-type: none"> ✓ People from diverse backgrounds have opportunities to be involved in a dynamic range of volunteering opportunities ✓ People can take practical action for nature and climate ✓ More people can benefit from the multiple health, wellbeing and social benefits of volunteering ✓ People are better connected to nature and to each other
Need	<ul style="list-style-type: none"> ➤ Without relevance, connection and understanding, future custodianship of cultural heritage is at risk. ➤ Disconnection from cultural heritage results in reduced H&WB and sense of place benefits. 	<ul style="list-style-type: none"> ➤ Our target audiences experience the greatest health inequalities and have the least access and opportunity to connect to nature ➤ There are barriers to accessing green & blue spaces in the SDNP 	<ul style="list-style-type: none"> ➤ Young people are disconnected from nature which negatively impacts their wellbeing ➤ There is a green skills and knowledge deficit in under 25s ➤ Young people are underrepresented in accessing the SDNP 	<ul style="list-style-type: none"> ➤ Volunteers are not fully representative of the wider demographic meaning some potential audiences cannot realise the benefits volunteering brings ➤ There are barriers to accessing volunteering opportunities
Activities	<ul style="list-style-type: none"> ○ Partnerships and projects ○ Strategic influencing, advocacy and networking (national, regional) ○ Advisory support for external grant applications ○ Direct engagement with delivery partners and through regional networks. 	<ul style="list-style-type: none"> ○ Partnerships and projects ○ Strategic influencing and networking (national, regional, local) ○ Supporting providers to realise the benefits of connection to SDNP ○ Direct engagement with community groups ○ Grants 	<ul style="list-style-type: none"> ○ Partnerships and projects ○ Strategic influencing and networking (national, regional, local) ○ School support ○ South Downs Youth Action ○ Learning Network support ○ Grants 	<ul style="list-style-type: none"> ○ Partnerships and projects ○ Strategic influencing and networking (national, regional, local) ○ SDNP Volunteers ○ Micro-volunteering ○ Volunteer Conservation Fund

<h2>Policy & Strategic Context</h2>	<h3>Impact</h3>	<h3>Cultural Heritage: Conservation & Enhancement</h3> <p>Using the past to build the future through landscape decision-making and action.</p>	<h3>Cultural Heritage: Connection & Creativity</h3> <p>Strengthen relevance and maximise benefits for people and place through identity, representation, well-being and economy.</p>
<p>NPA Purposes & Duty: Purpose 1: To conserve and enhance the natural beauty, wildlife and cultural heritage of the area. Purpose 2: To promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public.</p>	<h3>Outcomes</h3>	<ul style="list-style-type: none"> ✓ Cultural Heritage is integrated into, and recognised as a positive contributor towards, Renature and Climate Action. ✓ The social, environmental and economic value of Cultural Heritage is understood and celebrated. ✓ Risks to outdoor heritage are understood, and action is taken to actively communicate, address, reduce and respond to risk. ✓ Heritage is well cared for and sustainably managed across the National Park. ✓ Landowners and the wider public can readily access advice and information on best practice heritage conservation and adaptation approaches. ✓ The historic environment is used as an indicator and guide in future adaptation decision-making 	<ul style="list-style-type: none"> ✓ The relevance of heritage is strengthened and people from a diversity of backgrounds, cultures and experiences, see (and tell) their stories through cultural heritage. ✓ Socially engaged arts projects connect the landscape with under-represented audiences through creativity. ✓ More people care for and champion cultural heritage. ✓ Innovative technologies and approaches tell the story of cultural heritage in ways that appeal to broader audiences. ✓ Cultural heritage is recognised as a key component in the visitor economy, in economic and social regeneration, employment and place making. ✓ Strategies and projects relating to access, learning and interpretation take account of the contribution that the cultural heritage can provide.
<p>SDNPA Partnership Management Plan: 4.1 Increase conservation, awareness, access to, and understanding of, cultural heritage. 4.2 Promote creativity and understanding of the landscape and traditions contemporary arts and crafts.</p>	<h3>Need</h3>	<ul style="list-style-type: none"> ➤ Impacts and opportunities re. renature and climate action are under-recognised and under-represented at local, regional and national level. ➤ The impact of climate change on heritage management and conservation is not well understood outside the sector. ➤ Data suggests heritage is at risk from land management practices and lack of awareness of significance. 	<ul style="list-style-type: none"> ➤ Without relevance, connection and understanding, cultural heritage risks loss of future custodianship in contemporary society. ➤ Disconnection from cultural heritage removes/reduces opportunities to benefit from its health, wellbeing and sense of place benefits. ➤ Many people do not see their cultures, stories and experiences in the stories we tell about histories and heritage.
<p>SDNPA Corporate Plan 2023-2025: <i>“We want the South Downs to be a welcoming accessible place for everyone, whether living in the National Park, close to its boundaries or travelling from further afield, to connect with nature, the landscape and our rich cultural heritage.”</i> <i>“Our support for cultural heritage activities provides tangible benefits both economic and in terms of the wellbeing of people who engage creatively.”</i></p>	<h3>Activities</h3>	<ul style="list-style-type: none"> ○ Partnerships and projects ○ Strategic influencing and networking (national, regional) ○ Technical/specialist advice (to colleagues; and through Planning, WEPs, Management Plans, consultations etc.) ○ Advisory support for external grant applications ○ Collaboration across UK National Parks through the Joint Statement Group and through regional and national networks. 	<ul style="list-style-type: none"> ○ Partnerships and projects ○ Strategic influencing, advocacy and networking (national, regional) ○ Advisory support, connecting and networking ○ Direct engagement with delivery partners and through regional networks. ○ Grant advice and signposting, including advisory support ¹⁵⁰ external grant applications.