

# National Park Authority Board Meeting

Agenda Item 9



## Wild Park 2020 Plan

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### *Paper for Approval*

1. Purpose

To present Members with the final copy of the Wild Park 2020 Plan for approval.

2. Introduction

Wild Park 2020 is the second edition of the National Park Biodiversity Action Plan and sets out the strategy for nature conservation within the National Park. The draft Wild Park 2020 document was approved by the Board for public consultation on 9th September 2013. The final version has been amended in light of responses received through that consultation and is available to view on line and as a downloadable PDF on the National Park website, with hard copies/CD's/large print available on request.

A campaign plan to promote the messages within Wild Park 2020 has been drafted and will be rolled out with the launch of Wild Park 2020 later this year.

3. Wild Park 2020 Summary

Wild Park 2020 expands on the policies in the National Park Partnership Plan and sets out the strategy for achieving the long term vision for our National Park's biodiversity and the steps we will take in the period to 2020 towards achieving that. It will help us to contribute to the Scottish Government's strategic objectives for sustainable economic growth and international obligations to conserve biodiversity as set out in the "2020 Challenge for Scottish Biodiversity", the Scottish Biodiversity Strategy.

Wild Park 2020 is the product of partnership working of public agencies, voluntary organisations and land owner representative groups. The National Park Authority is responsible for leading and coordinating its production and implementation. Key partners (SNH, SEPA, FCS, RSPB, local authorities, SWT, TGTF, Fishery Trusts, NFUS, University of Glasgow, WTS) have contributed to the document and will continue to be involved in the delivery of the objectives and monitoring progress on the programmes. A steering group of four National Park Board members have also commented at various stages during the production of this document.

Consultation of the draft document took place over a 7 week period from 23<sup>rd</sup> September 2013 to 15<sup>th</sup> November 2013. Lengthy discussions and informal consultation which involved 52 organisations had been carried out prior to this public consultation and this had helped to produce the draft document.

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A total of 19 responses were received to the formal consultation from organisations or individuals. There were in total 390 unique visits to the Wild Park 2020 web page on the National Park website. Of these visits, 216 individuals signed the Wild Park 2020 Terms and Conditions pages and thereby visited the draft Wild Park 2020 consultative document. Their responses have been taken into account in shaping this final version.

Wild Park 2020 features five large flagship projects which we are calling Our Wild Challenge projects. These focus on mountain bogs, woodlands, invasive non native species, red squirrels and black grouse. They will be developed and promoted as exemplars of best practice that demonstrate a landscape scale, ecosystem approach and which push forward on some key conservation priorities within the National Park. They will be the main focus of our campaign plan about nature conservation in the National Park over the period to 2020.

In total the document contains over 90 projects which it is intended will be achieved by various partner organisations over the plan period. This includes projects where resources to deliver them have been confirmed and aspirational projects that require further attention or future budgets before they can proceed.

These projects are listed under 10 programmes covering:

- Climate Change
- People & Nature
- Woodlands & Forest
- Mountain & Moorland
- Lochs, Rivers & Ponds
- Lowland & Farmland
- Coastal Marine
- Species Action
- Invasive Non Native Species & Biosecurity
- Geodiversity

There is also a chapter which outlines how the National Park Authority will implement the Scottish Biodiversity Duty as a part of its functions and a chapter that sets out how we will measure progress, with a set of indicators, on achieving our long term vision.

The document is designed to be viewed online using OLDP software and it has interactive and mapping capabilities. These capabilities will make this document more accessible online and keep it up to date over the lifetime of the plan with updates on new projects, the

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status of confirmed and provisional projects and indicators being made available as part of a planned reporting cycle.

The reporting cycle will measure progress on projects and the direction of travel on delivering the 25 year objectives, with a mid-term review of the plan in 2017 and a final review in 2020.

Once adopted, a campaign plan aimed at engaging different audiences will be rolled out. In particular, this plan will focus on engaging visitors, businesses and the media. There will be continued engagement with partners working to deliver projects in the National Park, raising the profile of the National Park. The aim is to raise the profile of the National Park as a place where nature conservation is achieved and to contribute to the marketing of the National Park as a destination for tourism.

As part of this campaign plan, there will be a Wild Park 2020 launch event later this year, a engaging promotional publication, Wild Challenge web pages as well as the Wild Park 2020 webpage, Wild Park 2020 summer events and media campaigns on the Wild Challenges. The campaign plan will begin with the launch event and will continue throughout the period of the plan.

#### 4. Conclusion

The production of Wild Park 2020 has required an intense period of partner engagement but has produced a document that will help to deliver the vision for nature conservation in the National Park. Board endorsement of the final version is sought and members are asked to note the proposals for further communications.

#### 5. Recommendation

It is recommended that members:

- Approve the final Wild Park 2020 Plan
- Note the proposals for further communications and promotion of Wild Park 2020

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