



SELECT COMMITTEE

Wednesday, 13th July 2022 at 6.30pm

Meeting to be held at Belle Vue Square Offices, Belle Vue Suite, Skipton

Committee Members: The Chair (Councillor Staveley) and Councillors Brown, Harbron, Hull, Ireton, Jaquin, Lis, Mercer, Pighills, Shuttleworth, Solloway and Whitaker.

Please note the following advice in advance of the meeting:

Whilst there is no longer a legal requirement to wear a face covering or continue to social distance, please be considerate towards the wellbeing of others.

Anyone showing Covid symptoms or feeling unwell, are asked not to attend and in-person meeting, this is in the interest of general infection control. Further guidance can be found at <https://www.gov.uk/coronavirus>

AGENDA

1. **Apologies for Absence** – To receive any apologies for absence.
2. **Minutes** – To confirm the minutes of the meeting held on 8 June 2022.
3. **Public Participation** – In the event that questions are received, the Chair will conduct the public participation session for a period of up to fifteen minutes. Where questions are asked, one related supplementary question may be permitted at the Chair's discretion.
4. **Declarations of Interest** – All Members are invited to declare at this point any interests they have on items appearing on this agenda, including the nature of those interests and whether they wish to apply the exception below.

Note: Declarations should be in the form of either:

- a “**disclosable pecuniary interest**” under Appendix A to the Code of Conduct, in which case the Member must leave the meeting room; or
- an “**other interest**” under Appendix B of the Code. For these interests, the Member may stay in the meeting room, although they must leave if membership of the organisation results in a conflict of interest.

Exception: Where a member of the public has a right to speak at a meeting, a Member who has a disclosable pecuniary interest or an other interest and must leave the room, has the same

rights and may make representations, answer questions or give evidence, but at the conclusion of that, must then leave the room and not take part in the discussion or vote.

5. **Recommendation Tracking Update: Planning Enforcement** - The Democratic Services and Scrutiny Manager to provide an update.
6. **Presentation of the revised Draft Impact of Tourism on the Craven District Report** – The Democratic Services and Scrutiny Manager to present the final draft report.
7. **Any Other Items** which the Chair decides are urgent in accordance with Section 100B(4) of the Local Government Act, 1972.
8. **Date and Time of Next Meeting** – Wednesday, 14 September 2022 at 6.30pm.

Agenda Contact Officer:

Alice Fox,
Democratic Services and Scrutiny Manager
E-mail: afox@cravenc.gov.uk

SELECT COMMITTEE

8 June 2022

Present – The Chair (Councillor Staveley) and Councillors Hull, Ireton, Jaquin, Lis, Pighills, Shuttleworth, Solloway, and Whitaker.

Officers – Democratic Services and Scrutiny Manager and Democratic Services and Scrutiny Officer.

Start: 6.35pm

Finish: 8.40pm

Apologies for Absence –

Apologies for absence were received from Councillors Brown and Mercer.

Confirmation of Minutes –

Resolved – That the minutes of the meeting held 16 February 2022 are approved as a correct record.

Public Participation –

There was no public participation.

Declarations of Interest –

Whilst no declarations of interests were made, it was noted that Councillor Ireton is the NYCC appointee to the YDNPA and that Councillor Lis is the Council's appointee to the YDNPA

Minutes for Report

OS.477 **Presentation of the Impact of Tourism on the Craven District Report**

Members made the following points:

- In some parts of the report, the Yorkshire Dales National Park Authority (YDNPA) was referred to as Association, rather than Authority. The Democratic Services and Scrutiny Manager will correct the report.
- There was some debate over whether the YDNPA promotes tourism. Whilst some Members said that their aim isn't to promote tourism, it was pointed out by other Members that content on their website could be interpreted as doing the opposite.
- There was some disagreement over the level of YDNPA public consultation, with some Members feeling that it was adequate whilst other Members felt that it wasn't enough and more targeted questions could be asked to really establish how their lives are impacted by tourism.
- Some Members felt that the report should have been circulated to stakeholders before it was made public. It was agreed that the report would be sent out and feedback requested before it is signed off.
- It was agreed that Recommendation 9 was not needed.
- Recommendations 1 and 3 were amended.

AGENDA ITEM 2

- Resolved** – 1) That, the incorrect spelling of YDNPA will be corrected.
2) That, Recommendation 9 is removed from the report.
3) That, Recommendations 1 and 3 are changed to the wording decided in the meeting.
4) That, the report to be circulated to Stakeholders
5) That, the report is not signed off at this meeting for Policy Committee on 21st June 2022, but that it is aimed to be put in front of Policy Committee on 13th September 2022.

OS.478

Recommendation Tracking Update

The Democratic Services and Scrutiny Manager presented the Recommendation Tracking report which was last presented to Select Committee on 14th April 2021.

Members were concerned that whilst Select Committee had recommended that 2 extra Planning Enforcement Officers should be recruited, the update explained that just 1 extra officer had joined the team. Members understood the difficulties in recruiting more officers, and that there was a nationwide shortage, but requested an update from Planning Enforcement on whether they needed more officers.

Resolved – That, Planning Enforcement provide a further update which includes whether they are struggling with the numbers in their team and if they are planning to recruit further officers.

OS.479

Work Programme

Discussion took place about Skipton Magistrates Courts, as some Members have been made aware that only guilty pleas are being heard in Skipton, with non-guilty pleas being sent to other courts out of the Craven district. This clearly has a negative impact on some people who are having to travel long distances to attend their case. The Committee agreed that Councillor Solloway will chair a Working Group to establish why this is happening and how Select Committee could help to ensure that all local cases are heard at Skipton Magistrates Court.

It was also announced that the Select (Crime and Disorder) Meeting of 15th September 2022 would be moved earlier to 13th July 2022.

OS.480

Date and Time of Next Meeting

Select Committee - Wednesday, 13 July 2022 at 6.30pm.

Select (Crime and Disorder) Committee – Wednesday, 13 July 2022 at 7.00pm.

Chair

SELECT COMMITTEE – RECOMMENDATION TRACKING

Suggested status of recommendations:

- 1 – Achieved (Green)
- 2 – Progress acceptable, continue monitoring (Amber)
- 3 – Progress not acceptable, request update (Red)

RECOMMENDATIONS	DATE APPROVED BY POLICY COMMITTEE	LEAD OFFICER	STATUS OF RECOMMENDATION
<p>Review of Planning Enforcement</p>	<p>4 February 2020</p>	<p>David Smurthwaite, Strategic Manager for Planning and Regeneration</p>	
<p>a. To develop training provision in the planning enforcement team which enables officers to combine aspects of planning and enforcement roles</p>			<p>(Update: July 2022)</p> <p>a. Created a shared post between DM and Enforcement to give direct capacity to the Enforcement Team to tackle retrospective cases.</p>

AGENDA ITEM 5

<p>b. An increase in staff resources equivalent to recruiting two full-time planning enforcement officers (scale 5) to support development from a re-active to pro-active service.</p> <p style="text-align: center;">(Update: May 2022)</p> <p>According to the minutes, recommendation (b) required further discussion between Officers, and it was deemed one full-time planning enforcement officer was sufficient and would remain within the budget.</p> <p>c. To develop a communications strategy to publicise enforcement work that the service was involved with.</p>			<p style="text-align: center;">(Update: April 2022)</p> <p>b. One full-time planning enforcement officer has been recruited.</p> <p style="text-align: center;">(Update: July 2022)</p> <p>c. Liaison with the Communication's Officer has improved the flow of information to the newspaper to both respond to queries and send articles.</p>
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Update from Strategic Manager for Planning and Regeneration: July 2022

At the time of the of the SELECT report the established staffing level of the Enforcement Team was 2.2 FTE. After the SELECT recommended that two additional enforcement officers were employed, the Policy Committee asked that we compare with nearby similar authorities to understand the normal level of staffing in an enforcement team.

AGENDA ITEM 5

Since the Policy Committee we have increased the staffing resource to 2.6 FTE and as a result of the current recruitment process for the Planning and Enforcement Team it is planned that the Enforcement Team staffing resource will again increase to 3.1 FTE.

We have asked the neighbouring authorities, Richmondshire and Ribble Valley, for their enforcement team resource levels. Each have similar populations to Craven, Richmondshire includes the National Park with their own enforcement team but Ribble Valley does not so their LPA covers a larger population. Our developers and agents are no worse or better than anywhere else so the type of work for the enforcement teams are very similar.

Their staffing levels are: Richmondshire 1 FTE and Ribble Valley has 1.5 FTE. Therefore at 3.1FTE Craven will have triple the level of Richmondshire's resource and double the Ribble Valley level.

I have also approached South Lakeland DC for their enforcement team resources to understand the size of team in a larger local authority. SLDC is nearly twice the size of Craven but they also have extensive areas within a National Park. They have 1 FTE in the enforcement team or the equivalent of a sixth our current proposed level.



Review of the Impact of Tourism on the Craven District

Report of the Select Committee Working Group

Report to Policy Committee on 13 September 2022

1.0 Introduction and Background

- 1.1 Following Select Committee's meeting on 23 June 2021 where they reviewed their work schedule for the 2021/22 municipal year, the Chair suggested that the Committee could look at the impact of tourism on rural communities, specifically in relation to high levels of visitor traffic. It was felt that this would help to understand how stakeholders such as Parish Councils, The Yorkshire Dales National Park Authority (YDNPA), Welcome to Yorkshire (WtY) and the emergency services are dealing with the issue. The Covid pandemic has seen a significant increase in visitor numbers in some parts of the Craven district and Members were keen to find out how this was being managed and the impact it has on local communities.
- 1.2 It was agreed to establish a working group to undertake an in-depth review. The aim of the review was to make an assessment of impact and where appropriate, make recommendations on a number of key areas.
- 1.3 The review was conducted over 6 working group sessions, which took place between October 2021 and February 2022 where we received a range of evidence both written and verbal. Evidence was provided by Parish Councils and Parish Meetings, Town Councils, WtY, YDNPA, emergency services and local businesses. The information provided was interesting and valuable and we would like to thank everyone who contributed their time and expertise to support this review.
- 1.4 This report includes a number of recommendations, which outline our expectations regarding a number of improvement measures. We hope that our findings provide a clear summary of areas that require focus and action. Ongoing monitoring of the progress of the recommendations will be undertaken by the Select Committee during the course of the municipal year.
- 1.5 Select Committee would like to thank everyone who participated in this review.

Councillor David Staveley,
Chair of Select Committee

2.0 The Review

- 2.1 The working group agreed which stakeholders to invite and asked them to provide first-hand experiences of how tourism affects local communities and how these impacts can be managed. Members wanted to hear about both the positive and negative aspects. This would make the review fair, open and transparent, ensuring that fully informed recommendations were being made.
- 2.2 To encourage participation from parishes, who ultimately are affected mostly by tourists, an “Impact of Tourism on the Craven District” questionnaire was circulated to each Parish Council and Parish Meeting (Appendix 2). In total, 73 questionnaires were emailed and posted, and a total of 22 responses were received. A summary report was circulated to the Working Group (Appendix 3).

Key positive impacts identified were:

- Visitors contribute to the local economy
- Financial benefits for local farmers and food producers
- Jobs created
- Local communities are proud to show off the area to the rest of the country/world
- Craven is promoted as a desirable area to visit

Key negative impacts identified focussed on:

- Traffic (parking, congestion, speeding)
- Litter
- Anti-social behaviour (noise)
- Wear and tear on facilities and stakeholders not contributing to their upkeep
- Housing shortage for local people
- Perceived pressure on emergency services

- 2.3 A series of working group meetings were held over Zoom. Speakers provided a range of data, shared information and provided first-hand experiences. Members asked a variety of questions to fully understand the negative and positive impacts. The final working group meeting with Council Services reflected the key issues that had already been raised.

2.3.1 Working Group Session 1 and 5– Parish Councils, Parish Meetings and Town Council

- Visitor numbers have risen significantly during the pandemic and whilst many businesses have benefitted financially, this is not the case for everyone.
- Whilst it is seen as positive that the Craven District is promoted to tourists, not all villages have the infrastructure to manage high numbers (parking, litter bins).
- Some campsites have grown significantly to what they have been? given permission for, yet their financial contribution to the community doesn't appear to reflect this.
- Some villages are left with the responsibility of the upkeep of equipment (playground equipment, playing fields).

- The ratio between holiday lets and residents in some villages is as high as a 50/50 split, so local people are being pushed out of the property market. There is a risk of village community life breaking up – unaffordable housing could lead to schools and shops closing and older people being “left behind”.
- Staffing vacancies in the local hospitality sector can partly be due to the lack of affordable accommodation so local residents are being forced to move out of the area.
- Better public transport infrastructures could help alleviate parking and traffic issues.
- The influx of visitors, especially at large events such as the 3 Peaks Challenge creates significant issues around parking, noise, litter etc, and there doesn't appear to be any co-ordination between organisers and the YDNPA to mitigate the negative impacts.

2.3.2 Working Group Session two – Welcome to Yorkshire (WtY)

- Whilst WtY has a positive relationship with CDC, the Council has not engaged with them as much as other local authorities have.
- They offer a range of support and small businesses can pay as little as £50 to promote themselves on WtY's website. Take-up amongst Craven businesses is low.
- WtY is moving away from Destination Marketing and focussing on Destination Management and promoting the Countryside Code. There is a 3-point Covid recovery plan: “Growth of overnight stays”, “Industry expertise” and “Leadership and ideas”.
- Members felt that WtY should increase engagement with parishes.

*the meeting took place before WtY went into administration.

2.3.3 Working Group Session three -Yorkshire Dales National Park Authority (YDNPA)

- Lockdown saw an influx in visitors, and between June-November 2021 over 25% of visitors were first timers. It is too early to say if this will translate into visitor spend, as businesses were closed.
- There has been a more diverse demographic of visitor which reflects the national population – younger, Black and Minority Ethnic, families.
- YDNPA continued to provide services during lockdown when visitor centres were closed. This included meeting and greeting and promoting the Countryside Code. Local volunteers also assisted.
- Overcrowded YDNPA carparks often means that visitors park in areas that negatively affected local residents' daily life. It was agreed that the YDNPA has a duty of care to residents to preserve their environment and maintain their quality of life.
- YDNPA's no bin policy generates excess litter in some areas and parishes have had to either provide bins at their own expense or rely on volunteers to litterpick.
- Members requested that YDNPA engage with both residents and parishes. It was agreed that the YDNPA has a duty of care to residents to preserve their environment and maintain their quality of life.

2.3.4 Working Group Session four – Emergency Services (Police, Fire Service, Ambulance Service)

- It is the responsibility of event organisers to complete and pay for adequate health and safety risk assessments, which should include provision of onsite private staff.

However, it was acknowledged that these were not always robust enough, especially for large scale events.

- In Upper Wharfedale, a multi-agency working group has been established to address potential problems, formulate a response, and assess the impact. It's proven to be a successful partnership model of helping to find solutions to ongoing problems.
- Members expressed concern that emergency services were being called out to incidents caused by visitors (moorland fires, drug/alcohol incidents, walkers falling etc), which impacts on the level of service available to residents.
- Although it was acknowledged that in some cases, response rates may be slower due to "tourist callouts", Members were reassured that calls were assessed and prioritised according to those most in need.

2.3.5 Working Group Session five - Council Services

- CDC received Covid funding to recruit additional Cleaner Neighbourhood Officers to engage with residents and visitors throughout the Summer of 2021. This successfully led to a reduction in litter and dog fouling. Funding has now stopped.
- There are approximately 800 properties which are defined as second homes in Craven and applications for business rates have increased by 61% from 2018. Other parts of the country e.g. Cornwall are looking to increase Council Tax charges for second homes. CDC does not have the powers to increase Council Tax, but this is something the new unitary council could explore.
- Parishes can apply to Ward Member Grants for items such as traffic cones and signs to deter visitors from on street parking. Organisations such as Community First Yorkshire can award bigger grants.
- CDC manage pay and display carparks and free carparks. NYCC have responsibility for on street parking and issuing fixed penalties. CDC have looked at introducing pay and displays in smaller villages, but some Members and parishes objected.
- It was acknowledged that improving public transport provision was a key factor. CDC can only play a lobbying role with bus services, and whilst the Council has more influence with rail networks, it is a very lengthy process that involves numerous partners, so progress is slow.
- With Welcome to Yorkshire moving into administration, it is anticipated that a new organisation will be established to promote tourism in the region. CDC wish to work closely with them.
- The multi-agency Safety Advisory Group has no enforcement powers but will advise on risk assessments and license applications for events being held in the area.

3.0 National Parks

3.1 4 National Parks were contacted to ask how they have managed the impact of tourists, specifically since the start of the pandemic. We received 2 responses:

- There has been an increase in visitor numbers after lockdown which led to issues around litter, fly-camping, fires, BBQs, wild swimming and an increase in emergency services callouts.
- Visitors' cars sometimes obstructed emergency vehicles, buses, farm vehicles and residents.
- Volunteers act as park rangers.

- Social media campaigns and onsite signage (e.g. anti-litter campaigns and Countryside Code messages) have little positive impact. Signage is often removed or vandalised.
- Successful partnership with stakeholders was deemed beneficial.
- Circulate parish bulletins/updates.
- Produce multi-lingual signage had limited impact.
- Often receive donations from events to maintain the upkeep of the parks.

4.0 Conclusion and Recommendations

- 4.1 After listening to how communities, stakeholders and support services manage tourism in the Craven District, the Select Committee recognise that tourism impacts some parishes both positively and negatively. The recommendations below identify a way forward to address the issues that have been highlighted.
- 4.2 **Recommendation 1:** To encourage Local Planning/Rating Authorities to consider in their future planning the impact of tourism on local infrastructures and communities in terms of viability and sustainability. To lobby central government where appropriate.
- 4.3 **Recommendation 2:** To request that the Yorkshire Dales National Park Authority review their no litter bins policy. This has a negative impact across the Dales and an adverse effect on parishes who have to provide extra litter bin capacity and recruit volunteers to mitigate the impact the policy has on their community.
- 4.4 **Recommendation 3:** To recommend a joint approach by all stakeholders to address the impact of parking in honeypot destinations by looking at improved traffic management. To include Highways, Yorkshire Dales National Park Planning Policy, Parish Councils, Economic Development, and the Police/PFCC in these discussions.
- 4.5 **Recommendation 4:** For Safety Advisory Group members to continue to consider their individual legislative powers, which help to control or mitigate large scale events.
- 4.6 **Recommendation 5:** For Democratic Services to circulate information on how a multi-agency partnership approach can be used to look at community issues, and as a model to address the negative impact that tourism has on residents.
- 4.7 **Recommendation 6:** For CDC to call upon the Yorkshire Dales National Park Authority to improve their engagement, communication, liaison and support with Parish Councils and communities who are negatively affected by their promotion activities. For example, intense visitor numbers at honeypot and other popular destinations, and large scale outdoor events.
- 4.8 **Recommendation 7:** For CDC to request greater on-site management by Yorkshire Dales National Park officers e.g. park rangers, to manage the large numbers of visitors at outdoor events and during key times when numbers are particularly high.
- 4.9 **Recommendation 8:** To request that Business Support promote where possible, the recommendations of this report to stakeholders (e.g. business sector, charity sector, event organisers).

- 4.10 **Recommendation 9:** For CDC to hand over to the new unitary authority the work that is already being done to promote greener travel plans and sustainable travel in the district. To continue to lobby for better public transport networks within the district.

5.0 Monitoring arrangements

- 5.1 Standard arrangements for monitoring the outcome of the Select Committee's recommendations will apply.
- 5.2 The decision-makers to whom the recommendations are addressed will be asked to submit a response to the recommendations.
- 5.3 Following this the Select Committee will determine any further monitoring that is required. This will be in addition to the standard bi-annual monitoring of all Select Committee recommendations.

6.0 Reports and Publications Submitted / Considered

- 6.1 The following information was submitted / considered by the Select Committee Working Group:
- Written submissions from 8 Parishes and 1 Town Council
 - 22 Parish responses to Impact of Tourism Survey
 - Written evidence from Peak District National Park and Dartmoor National Park
 - Written evidence from 1 long established local business

7.0

Dates of Meetings

7.1

The following meetings of the Select Committee Working Group took place:

- 13 October 2021 and 12 January 2022 – Parishes and Skipton Town Council
- 20 October 2021 - Welcome to Yorkshire
- 17 November 2021 – Yorkshire Dales National Park Authority
- 22 December 2021 -Emergency Services
- 16 February 2022 – Council Services

7.2 The following Officers attended meetings of the Select Committee Working Group:

- Alice Fox, Democratic Services and Scrutiny Manager
- David Smith, Democratic Services and Scrutiny Officer

AFox@cravendc.gov.uk
By email

1 July 2022

Dear Alice

Thank you for the opportunity to comment on Craven District Council's 'Review on the Impact of Tourism on the Craven District'. I note that since the original consideration by the Policy Committee on the 21st June there have been some amendments to the paper which deal with some of the points that were raised by Cllr Lis.

In a sense, the fact that these issues have been played out in public reflects our underlying concern. That being that a paper of this kind was reported in a public meeting before those who have taken part in the work have had chance to comment on a draft paper. I have to say that our experience of working with Craven DC has been the exact opposite of that situation. The working relationship between officers at all levels has been extremely strong and that has been reflected in some excellent joint working down the years.

The description of the officer, who gave evidence to the working group, by the Committee Chair, is wholly inaccurate. Julie Barker is this Authority's Head of Visitor Services and she is a Senior Officer. The reason she attended the evidence session was because the questions around tourism are particularly pertinent to her in her professional role. We do note however that some of the conclusions of the working group go beyond those specifically related to Tourism – again, sharing of the draft would have allowed these issues to be ironed out.

One of the reasons for highlighting this point is that, in providing evidence, Mrs Barker highlighted that she would send more detailed information following the meeting. This occurred, but there was no reference to any of it in the final report.

In terms of the specifics within the report itself:

1.1 We note the changes made to the title of the YDNP 'Authority' as opposed to 'Association'.

2.2 Although it is not in the gift of Craven DC to determine how many parish councils respond to the survey, bearing in mind how few did, it's dangerous to assume that those views are representative of all parish councils in the area. The YDNPA meets with the parishes in Craven part of the Park twice a year and it is during these meetings that we garner a full range of views regarding the impact of visitors – among many other issues. We can then harness

these views in developing our approach to visitor management - where we are able to influence it.

2.3.1 This section highlights the potential problems caused by the private housing market and its impact on the proportions of holiday lets/2nd homes. The NPA's position on under-occupied housing is very well known and indeed, we would suggest, led the way on this debate. That was partly the result of the leadership and contributions of the then leaders of Craven and Richmondshire District Councils (who sat – and still do – on the NPA) to tackling the issue. Sadly, local authorities in North Yorkshire, outside of Craven DC, were not supportive of seeing any restrictions in the growth of under occupied properties. I note that the new North Yorkshire Unitary has now decided that this might be an issue it may have to face. We look forward to working with them on a solution. In our view, the solutions are not difficult; what is lacking is the political will.

This section also covers the influx of visitors in relation to large scale events such as the 3 Peaks challenge. It says there does not appear to be any coordination between the organisers and the YDNPA to mitigate the negative impacts. This is simply incorrect. First, it assumes that we have control and a formal role in the management of events. We do not. Nonetheless, we have had a corporate action for many years which relates to working with organisers of large scale events to ensure that they are well run; benefit local businesses; and contribute to the maintenance of the Park's natural capital. For example, funding the cost of maintaining the 3 Peaks route.

In carrying out this work we liaise closely with large scale event organisers where we are able to; this includes charities such as the British Heart Foundation; Alzheimers Society; British Red Cross and the local community. We attend parish council meetings and call on local businesses, particularly in Horton in Ribblesdale to supply Code of Conduct leaflets and other information. The Code of Conduct was adopted by the NPA in December 2018. It was developed in conjunction with Horton in Ribblesdale PC and we now promote it in a number of different ways:

- Sent directly to large scale organisers who we liaise with. We encourage them to include it in their pre-event information that they send to participants, as well as to promote it at their event hubs and briefings.
- Sent to all individuals and events that register on our notification scheme – another initiative to try to manage visitor pressures in this area.
- It is available on our web site and we promote it through our social media
- Paper versions of the code of conduct are also available as posters and leaflets for local businesses and at car parks etc.

In addition, we have developed the '3 Peaks Walk guidelines'. This is a more detailed guidance on organising a safe and responsible walk. This is sent to event organisers and anyone who registers on the notification scheme. Finally, we are about to launch a brand new 3 Peaks walking App to support walkers considering doing the 3 Peaks. This is full of safety and behaviour messages.

2.3.3 This section describes overcrowded YDNPA car parks and the negative impact on local residents' daily life; and the Authority's no bin policy which generates excess litter in some areas. It also talks of the need to engage with residents and parishes.

I think I dealt with that last issue by describing the role of the parish forums, but I am happy to go into more detail if that is required. In terms of the other points, I'm not sure how not having a bin would generate excess litter but putting that aside. As the countryside became busier following the first lockdown we introduced new processes such as the 'traffic light system' for car parks which was promoted on our website. This proved particularly useful in the early days. Our web statistics show that the YDNPA's car park status web page was one of the most visited and engaged web pages. On this page, anybody visiting or travelling to the park could see the status of the car parks.

Of course, CDC or indeed parish councils can provide litter bins if they wish to. Our considered view is that bins attract more litter and that visitors should be encouraged to take their litter home with them.

Visitors arriving at locations such as Malham will have been handed a free walk map with a series of visitor behaviour messages which included a strong 'no barbeque and litter' message. They have also been shared widely on our social media channels – just under a quarter of a million people follow us on social media.

3.1 This section suggests that social media campaigns and on site signage have little positive impact. I was a little surprised at reading this because our evidence says the exact opposite. I would be very keen to see the evidence that supports this contention.

Conclusion and Recommendations

Recommendation 1 We believe that if you consider the current YDNP Local plan and indeed the emerging one, you will find the policies in there that you seek. We look forward to working with the two new Unitaries in the area to bring greater cohesion in these policies.

Recommendation 2 See my comments above

Recommendation 3 We would be happy to take part in any of these discussions.

Recommendation 6 We do not carry out 'promotion activities' for the national park in the sense that a body like Welcome to Yorkshire might. We do not need to. There are many other bodies both national, regional and local who deliver on these issues. We have set out our engagement with local parish councils but we would be happy to learn from the experience of others.

Recommendation 7 We believe that we have dealt with this in the comments above

Thank you for the opportunity to comment on the paper.

Yours sincerely

A handwritten signature in black ink, appearing to read 'David Butterworth', with a long horizontal flourish extending to the right.

DAVID BUTERWORTH
CHIEF EXECUTIVE