

Date: 30 January 2007

Report: REPORT OF THE CHIEF EXECUTIVE

Engagements

1. Since the last meeting of the Authority, the Chief Executive has been involved in the following:-
 - (a) Media
 - Interview with Darlington & Stockton Times to discuss `Private Spaces, Public Places` Project.
 - (b) Events
 - Along with a number of members and officers a day long media training seminar.
 - Along with a number of members, the launch of CNP's `Prosperity and Protection' report.
 - (c) Meetings
 - Along with the Chairman, the ANPA Executive.
 - Along with the Chairman, the ENPAA Executive.
 - Two meetings with the member champion for Corporate & Democratic Core, to discuss a range of issues including member training and development.
 - Along with the Chairman, representatives from the Yorkshire Dales Society.
 - Chaired the final meeting of the `Prosperity & Protection' Group.
 - Along with the Head of Planning, Hawes and High Abbotside Parish Council to discuss a range of issues.
 - The Chief Executive of North Yorkshire County Council to discuss issues of mutual interest.
 - Craven Local Strategic Partnership.
 - The Chief Executive of the North York Moors National Park Authority.
 - Along with the Chief Executive of Exmoor National Park Authority, a meeting with Defra officials to discuss the future revision to the National Park Authority Performance Assessment (NPAPA) process.

Matters for members' consideration

1. Association of National Park Authorities (ANPA) Workshop

On 25-27 April 2007, ANPA is holding its annual workshop in Newcastle and the theme is to be 'Climate Change'. At present, we have no other details on the Workshop.

The Authority's adopted attendance policy specifies that the Authority will be represented at the Workshop by -"the Chairman (or Deputy Chairman) and three other members (to reflect a cross section of representation)".

Recommendation:

That an appropriate delegation be appointed to represent the Authority at the 2007 ANPA Workshop, attendance to be an approved duty.

2. Membership of the Authority

At the meeting of Richmondshire District Council on Tuesday, 12th December 2006, as a result in changes in the political balance of the Council, changes were made to the members appointed to this Authority. The result was that Mrs Yvonne Peacock was replaced on the Authority by David Morton.

However Mr Morton resigned his seat on the Council shortly after that meeting and, therefore, there remains a vacancy for one Richmondshire District Council appointee on the Authority.

Mrs Peacock was a member of the Authority's Audit and Review Committee and a substitute member of the Planning Committee and the Member Champion for Forward Planning.

Recommendation:

That:

(a) until such time as the Authority reconstitutes its committees, Richmondshire District Council's replacement on the Authority for Mrs Yvonne Peacock should be appointed to serve on that Committee and to be a substitute member of the Planning Committee; and

(b) Members consider the appointment of a Member Champion for Forward Planning

3. Dales Harvest

The attached **APPENDIX** identifies a proposal for a Food and Drink event entitled 'Dales Harvest' to be held in Hawes in September 2007.

The Authority has received a request for assistance, financial and otherwise, for the event. As can be imagined, planning for such an event needs to take place several months in advance.

Members' views are sought on the principle on whether the Authority should involve itself in the event and specifically, the requests in paragraphs 1 and 4 of the email also attached within the aforementioned **APPENDIX**.

If funding is to be provided/income waived, resources would need to come from the opportunities fund. It is within the power of the Authority to delegate consideration of this matter to the Finance & Resources Committee to deal with the specific request for financial assistance. Nonetheless it would be useful to get an 'in principle' view on whether the Authority should be involved in the event.

Recommendation:

Members' views are sought.

Issues for members to note

1. 'Learning Outside the Classroom' manifesto

The 'Learning Outside the Classroom' manifesto was officially launched on 28 November 2006. The Yorkshire Dales and Dartmoor represented English National Park Authorities on the environment sector working group which made recommendations for inclusion in the Manifesto.

The manifesto aims to give every young person a chance to experience the outdoors as part of their formal education. This will offer memorable learning experiences, which will enable to children to transfer learning experienced outside to the classroom and vice versa.

It is expected that the launch of the Manifesto will encourage many more education groups to use the outdoors for learning. Officers are now looking forward to continuing and developing our work with education groups from all backgrounds and providers across the National Park.

A group of 'educator' staff from across the UK National Park Authorities are currently working on a pledge, to be endorsed by ANPA, to be included among those from groups across the sector, on the manifesto website.

Full copies of the Manifesto are available at www.teachernet.gov.uk. Alternatively, contact Bill Wood at Colvend, email education@yorkshiredales.org.uk or phone 01756 751621 to request an electronic or a paper copy.

2. Local Government and Public Involvement in Health Bill

On 13 December, the Government introduced the Local Government and Public Involvement in Health Bill.

The Bill seeks to introduce a range of measures, many of which are not relevant to national park authorities. However, there are a number of proposals which would have a direct or indirect effect. These include provisions to:

- simplify the Best Value regime (removing the need for Best Value Reviews and Performance Plans);
- secure greater involvement of local people in discharging authority functions, where appropriate;
- strengthen the status of 'Local Area Agreements' (placing NPAs and other bodies under a duty to co-operate in their preparation and delivery);
- empower local councils to 'scrutinise' the work of other bodies (including NPAs);
- allow the creation of new unitary authorities in 'two-tier' areas (which may affect NPA membership); and,
- reform the existing regime relating to standards of conduct for local government.

More details of the Bill can be seen on the DCLG website:

www.communities.gov.uk

It is expected that the English National Park Authorities will respond collectively to the proposals to ensure that the new arrangements do not have any perverse impacts on, or increase administrative costs for, NPAs. ENPAA officials are currently drafting a 'position statement' for the NPA Chairs to consider. This will be copied to Members in due course.

David Butterworth
Chief Executive

Background documents: None
16 January 2007

DALES HARVEST

A FESTIVAL OF LOCAL FOOD, DRINK AND CULTURE

The Setting

This is a deeply rural and isolated area of the Pennines, economically dependant on farming, and tourism, both of which were severely affected by the outbreak of foot & mouth disease (FMD). Many farmers went out of farming altogether; others have re-stocked and produce high quality animals for breeding and for the table. There has been a degree of diversification and as a result there are many new and developing businesses, related to tourism and food production.

The economy of the area depends heavily on these two industries, which are made up of small businesses, unable to market themselves on a large scale. These relatively small producers and tourism - related businesses need constant and ongoing promotion on a larger scale if they are to succeed in the longer term.

Project Description

It will provide a showcase for locally produced food and drink and for local cultural activities; it will also inform the general public and the tourist about farming and food and rural life. (September is the start of British Food Fortnight and a new FACE initiative, 'A Year of Food and Farming')

It will be an annual event, providing a regular focus of promotion for the area, both for the food producers and for its tourism providers.

The offices of the Upper Wensleydale Community Partnership will provide the administrative centre for the project. The Partnership together with its Community Investment Group has a long and proven record of facilitating economic, social and educational progress for the Upper Wensleydale community.

September 2007 is the start of 'Year of Food and Farming' and 'British Food Fortnight'.

This first annual festival will take place on the weekend of September 22nd & 23rd 2007 using all the main focuses of activity in the town of Hawes: including the Dales Countryside Museum, the Dales Creamery, the Auction Mart, the Dales Gallery, the Market House, the churches; Gayle Mill, and many other venues of interest. In addition there will be an exhibition area (under canvas) for the food and drink and crafts producers; there will also be exhibitions of work by local artists, using premises throughout the town; exhibitions relating to history and farming; an exhibition of vintage farm machinery; a food demonstration hall; a significant range of musical events and entertainment and various other recreational provision including workshops for children and adults related to food and cultural interests; there will be a sheep dog trial at Hardraw. Other areas of local interest will be signposted in the promotional material.

The ticket price will include entry to all events and the use of vintage buses which will carry people from venue to venue; accompanied children under 14 years of age will have free entry; a crèche will be available.

There will be a joint marketing initiative with the Wensleydale Railway Company who are putting on extra trains and connecting buses to and from Redmire to Hawes during the weekend.

Ideas for Events

- Ticketing to be by programme/map allowing access to all venues with no charge for children.
- Cost of parking and riding on vintage buses is included in the ticket/programme fee
- There will be car parking at both ends of the town to limit congestion.
- Provision of locally produced food & drink promotional stalls in marquees on the community field and/or at the Auction Mart.
- Provision of street entertainments such as, brass band, Folk and Jazz bands, Morris dancing, 'the Flag Crackers', a Drum band, street theatre, story tellers, local dialect poetry, and other.....
- The use of the Market House as a food demonstration venue. Could include 'Ready Steady Cook' and 'Can't Cook Won't Cook' elements. We will look for anyone who would sponsor the hire of a celebrity chef or two and some local chefs. In addition Colin Bailey of Craven College has said that they may be interested in putting on a cooking demonstration
- Sheep dog trial at Hardraw
- Jams and chutney competition at DCM (to involve Friends of DCM)
- Displays of old photographs and any other harvest related exhibits at DCM either/and Auction Mart either/and Market House.... Offers of help welcome.
- Wensleydale Creamery to be involved.....
- Include events that are already happening, Harvest Festival with brass band at Gayle Chapel, Flower displays in local churches and
- Provision of vintage bus to travel from one venue to another in constant loop
- Provision of horse & cart transport in Hawes
- Provision of bus links with nearest railway stations, Redmire & Garsdale.
- Vintage farm machinery exhibition
- Fairground attractions, including vintage ones and barrel organ if possible
- Refreshments stalls featuring local foods, inc veggie & Organic, etc. on community field
- Local brewery tent(s) on community field to include any local pub/hotels who wish to be involved
- Hog, lamb and beef spit roasts

- Afternoon tea tent on community field
- Brass Band stand on community field
- Creche facilities at the school and in Market House
- Encourage local catering providers to produce special pies, beers, desserts, etc to be available for caterers and hotels, B & Bs to offer to visitors to celebrate 'harvest'.

The Exhibitors

Invitations to exhibit will extend to food and drink producers within an approximate 30 mile radius of Upper Wensleydale, including areas to the west. There will be a particular welcome to producers of organic food.

Target Audience

The project is aimed at the general public, to families with school-age children and all potential visitors within 1 - 2 hours drive radius of Upper Wensleydale. It is expected that some of the events in the evenings will encourage visitors to make an overnight stay or make 'DALES HARVEST' a part of their holiday in the area.

Aims /Objectives/ Outcomes

- To engage the whole community in demonstrating to the outside world what we have to offer
- To improve the economic health of the area by promoting its products
- To improve the social health of the area by promoting its culture
- To increase awareness of food and farming by exhibitions, workshops and demonstrations
- To improve the employment potential for better paid jobs in the area by increasing sales and business activity
- To provide a stimulating experience for the visitor and encourage their return
- To nurture the sense of pride and identity with the area and its qualities
- To improve skills and build capacity in all areas of productivity, marketing, providing services, etc
- To create at least one permanent administrative post
- To continue the process of recovery after FMD and aid long-term sustainability
- To help in the creation of a healthy and diverse local economy, so that local people can afford local housing.
- To stimulate interest in the Wensleydale Railway, which may help to ensure its survival and extension of its services.
- To ensure that everyone has a good time.

(The Dales Harvest committee includes representatives from all sectors of the economic and social community, eg the Business Association, the CIP, Wensleydale Creamery, Hawes Auction Mart, Dales Countryside Museum, Local Publicans, shopkeepers, food producers, etc.)

In the first couple of years we will be seeking grant funding, but subsequent years, we hope will be self funding.

Future plans may include the production and sale of related materials, such as calendars, books, etc.

From: Pat West
Sent: 17 January 2007 11:29
To: David Butterworth
Subject: Food & Drink Event

Attachments: dh - the project v3.doc

Dear David

Further to our 'phone call today, I attach a brief on the planned 'Dales Harvest' to be held in Hawes 22nd & 23rd September 2007. I think you'll agree it is a worthwhile project, promoting many aspects of the local economy, tourism, farming and food production, job creation, cultural enhancement, within an enjoyable social context.

There is already a lot of support, for instance the Wensleydale Railway company will have trains to Redmire and connecting buses to Hawes for that weekend will promote the event; the Auction Mart have offered the use of their land for car parking; our committee comprises people from most economic and social sectors in Upper Wensleydale.

I ask you as the representative of the YD National Park Authority if you would help us in this venture:-

1. In order to keep traffic congestion in Hawes to a minimum, we plan to have parking at the Auction Mart and at the other end of town, with vintage buses to transport people to the various events, and to direct the coaches and vehicles for the disabled to the DCM car park. Please would it be possible for you to waive the parking fee on those two days?
2. Have you ideas/events that you would like to add to the programme?
3. Would you be able to help in marketing and promoting the event?
4. Would you be able to offer us some financial assistance? We are seeking grant funding for the first year and some matched funding is required. A sum of £5000 would be very useful and more would be more so!

I look forward to any comments you may have.

Many thanks

Pat West