



EUROPARC
Atlantic Isles

Conservation Without Frontiers

Europarc Atlantic Isles Strategy and Action Plan 3 year

1. VISION - What we aspire to

Protected landscapes in the UK and Ireland are conserved and enhanced. They are supported by a strong group of organisations that share experience and develop expertise as part of a wider European network.

2. MISSION - Why we exist

Europarc Atlantic Isles section is the organisation that brings together all those involved in protected area management in England, Northern Ireland, Scotland, Wales, and Republic of Ireland. It also draws on the wealth of experience and expertise from the wider EuroParc Federation members across Europe, and the wider world, to increase knowledge, innovation, and the continued sustainability of these areas.

3. Goals

- i. A sustainable network of members with high levels of participation
- ii. EAI viewed as a 'thought leader' on key themes for Protected Landscapes
- iii. Leading role on inclusion and diversity in the EUROPARC network
- iv. Enhance the relationship with European partners in Federation.
- v. Securing resources matching our ambition
- vi. Strengthen effectiveness of the Board

Action Plan – 2023 – 2025

| Goals | Actions | Who | Timescale | Intended Outcomes |
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| A sustainable network of members with high levels of participation | <ul style="list-style-type: none"> - Prepare a simple proposal clarifying the USP of EUROPARC and giving reasons for members to invest support. - Complete a baseline of member participation. - Identify and call on the breadth of skills and expertise we have within the wider membership. - Each Board member to complete a visit to one member to communicate the benefits and relevance of EUROPARC /year. - Talk about EAI at the National Parks UK /NAAONB and other relevant Conferences and events. | <p>AP</p> <p>Board</p> <p>All</p> <p>All</p> <p>Chair/AP all</p> | <p>By April</p> <p>In 2023</p> <p>Ongoing</p> | <p>Extend membership.</p> <p>Increased activity/active engagement of members</p> <p>Engage members for member led content, knowledge sharing, develop role of EAI board, maintain membership and diversity of content. Representation, listening opportunity, maintain membership.</p> <p>EAI recognised, consulted, and has wider membership</p> |
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| EAI viewed as a ‘thought leader’ on key themes for Protected Landscapes | <p>Engage with government and other influencers. Contribute to a select number of relevant government consultations</p> <ul style="list-style-type: none"> - Engage with those involved in developing policy in 4 countries on PA - Support and Development proposal made to Defra re National Parks Service <p>Deliver online campaigns</p> <ul style="list-style-type: none"> - Deliver a social media campaign as per Comms plan: each Board member to promote the campaign with five membership organisations, - Set up LinkedIn forum. - Create a EAI group chat and utilise. - Prepare a schedule of future webinars. | <p>AP All</p> <p>AP chair DB</p> <p>All</p> <p>PT KA</p> | <p>Ongoing</p> <p>By Jan 2023 Ongoing Ongoing Ongoing</p> | <p>Recognition of thought leadership. Supporting needs of membership Securing support for EAI</p> <p>Delivery of Comms plan, membership retention</p> <p>Engage membership. Engage board.</p> |

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| | <ul style="list-style-type: none"> - Initiate self-generated/member lead webinar content: assign one month to each Board member to generate discussion, awareness, and participation. - Initiate a university membership and webinar plan with CNNPA | <p>AP All</p> <p>AP/LM</p> | Ongoing | <p>Programme of learning and development as services to membership and their participation</p> <p>Engage with future people involved in protected areas.</p> |
| Leading role on inclusion and diversity in the EUROPARC network | <ul style="list-style-type: none"> - Pull together case studies and data on diversity and deliver a webinar for membership. - Work with Federation to increase diversity as out lined in Europarc Strategy - Show ourselves through website ensuring fully accessible. | <p>AP</p> <p>KA/AP</p> <p>AP</p> | | <p>Helped protected Landscapes begin to diversify their workforce and representation.</p> <p>Use UK experience to help colleagues across Europe – leading by example for Europe.</p> <p>Board membership that is more diverse</p> |
| Enhance the relationship with European partners in Federation | <ul style="list-style-type: none"> - Attend Conference and section meetings. - Contribute to work programmes/ task forces through EAI and EAI members. - Distribute information to membership. - Joint initiatives with other sections - Promote federation activities to members | <p>AP/Chair + others</p> <p>AP/Chair</p> <p>AP AP AP</p> | <p>2/year Plus conference</p> <p>Ongoing via newsletter</p> | <p>To be an active section representing EAI and bring the European experience to the UK and Ireland and vice versa.</p> <p>Create and external input to UK and Ireland Protected Landscapes</p> |
| Secure resources matching our ambition | <ul style="list-style-type: none"> - Submit bids to Defra and trusts/foundations to replace Erasmus funding and to increase officer time available to EAI. - Increase resources. | <p>AP</p> <p>AP</p> | Ongoing / deadlines set | <p>Continue work of EAI – and create resilient organisation.</p> <p>Looking at Turing for April 2023 as replacement to Erasmus</p> |
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| <p>Strengthen effectiveness of the Board</p> | <ul style="list-style-type: none"> - Arrange two face-to-face meetings in the year ahead plus 2 online. - Revise Board Member role profiles and reduce habit of reliance on Anita. - Increase involvement of membership - Agree personal objectives with each Board Member and set deadlines and clear accountability at the Board level and deliver on these. - Prepare a clear succession plan for the Board & then AP. - Involve Board Members in smaller task and finish groups to deliver against particular goals in this strategy action plan. - Ensure clarity of the role of EAI in relation to the work of the Federation - Recruit new Treasurer. - Ensure that Europarc is legally compliant to all the appropriate legislation. - Identify limitations of knowledge and expertise in EAI | <p>AP/Chair</p> <p>ALL</p> <p>AP</p> <p>Chair/AP</p> <p>All</p> <p>AP</p> <p>AP</p> <p>All</p> <p>AP/Treasurer</p> <p>AP</p> | <p>Immediate Ongoing</p> | <p>Create stronger board that is more effective in managing EAI and to deliver strategy ambition.</p> <p>Create a resilient organisation.</p> <p>skills/experience audit to identify gaps - that will help with future board recruitment and help create a resilient organisation.</p> |
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