**EUROPARC - STRATEGIC PLAN 2017-2019**

**1. VISION - What we want to achieve**

**2. MISSION - Why we exist**

**3. GOALS/OBJECTIVES - what we want to achieve**

**4. TACTICS - How we are going to achieve it**

**5. ACTION PLAN - What we need to do**

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**1.VISION - What we want to achieve**

A connected network of protected landscapes in England, Northern Ireland, Scotland, Wales, the Republic of Ireland and Iceland, whose managers are integrated into a wider European network in order to develop expertise and share experience to better conserve and enhance these areas and ensure they can be sustainably enjoyed by the public.

**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, Republic of Ireland and Iceland, and also draws on the wealth of experience and expertise from the wider Europarc Federation members across Europe, to increase knowledge, good practice and the continued sustainability of these areas.

**3. GOALS/OBJECTIVES - what we want to achieve**

We aim to use our strong European and international connections to promote good practice and policy in protected area management, for the benefit of the public. Our objectives are:

1. To promote good practice and contribute to the effectiveness of protected area management by bringing together all those involved in their management - to share experience and solve common challenges;

2.           To organise training and the sharing of good practice in protected area management through seminars, conferences, newsletters, and on line channels;

3.           To raise the profile and value of protected areas within all sections of society, thereby influencing public policy for their benefit;

4. To ensure our continued relationship with the wider European network of protected landscapes to facilitate knowledge sharing and relationships between EAI members whatever future political outcomes are;

5.           To become a resilient organisation with the human and financial resources necessary to meet the expectations of our members, and represent their views to the Europarc Federation;

**4. STRATEGY AND ACTION PLAN - What we need to do in 2018/19**

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| **Objectives** | **Strategic approach / tactics** | **Actions for current year** | **Dates/Mechanism** | **Progress** |
|  |  |  |  |  |
| 1. To promote good practice and contribute to the effectiveness of protected area and Landscapes management by bringing together all those involved in their management - to share experience and solve common challenges; | Provide and promote opportunities for EAI members to interact and exchange knowledge, experience and information both at a National and International level | a. Co-ordinate and host 1 members' meeting prior to the Europarc Federation General Assembly, plus a further midyear EAI Members' meeting to update members.b Co-ordinate and host at least 8 professional development webinars, to share good practice amongst EAI Members and in the wider sector including those involved in Erasmus + exchanges.c. Disseminate good practice and information gained via the above through an updated web site and regular e-newsletter.d. Re-establishing key contacts (Europarc ‘champions’) in each current member organisation who will disseminate information (newsletters, webinar notifications etc) to others and encourage them to sign up for these directly.e. Lead and report on the Marine and Coastal working group and updates from the European equivalent who meet 3 times per yearf. Actively engage with the Europarc Federation through the General Assembly and members' meetings. | August and March 2018/19Programme of dates to be published throughout the year. To include 2 from Coastal and marine WGWebsite updated on a regular basisOngoingOrganise and facilitate at least one group meetingPromote opportunity for regional site-based meetings / field visits on specific coastal / marine projectsRegular contact federation secretariat promoting both organisations activitiesContribute to the 2018 conference in Cairngorms ScotlandDiscussions with Federation around active engagement of sector post Brexit and how can continue to co-operate and European scaleRe-establish contact with the Europarc Coastal and Marine Group and facilitate connection with EAI C&M members | 2 done live 2 done online and 2 more programmed in and 2 being worked on Coastal and Marine, contacts, Pavel updatedNewsletter sign up page added and newsletter archive addedKey contacts being re- established with at least 50% of membership2 board and development advisor attended Federation general assembly and also sections meetingFacilitated meeting between EAI member re extra supportStand in Market place representing members activitiesLooking at bidding for support Youth aspect of work and bring young people from across Europe to event |
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| 2.To organise training and the sharing of good practice in protected area management through seminars, conferences, newsletters, and on line channels; | Develop wider outreach work to members , and potential members. There is a need to focus on particular areas of work such as:* Health and wellbeing and the outdoors
* Sustainable Development especially in relation to tourism
* Climate Change
* Resilient Landscape and seascapes
* Peoples relationship with place/sense of community
* New ways of funding
* Managing appetite for outdoor adventure and resourcing its impacts
* Our future Landscapes and seascapes
 | a. Produce 9 e-newsletters covering policy issues, funding, and updates from the wider Europarc family. | Programme of dates to be published | e-news produced on regular basis |
| b. Use EAI web site to promote events and training; share information and good practiceProduction of some case studies to place on website | Update at least monthly and use calendar of events to promote activity | Updated regularly and through social media |
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| c. Represent EAI at events throughout UK and Europe to promote the conservation and enjoyment of protected landscapes .  | As appropriate or when invited | Attended NAAONB and NP conference |
| d. Promote opportunities for protected landscape staff to gain funding for one of the learning visits to partners in Germany, France, Latvia and Netherlands.e. Share experience from participants of the Erasmus+ programme by producing and disseminating feedback reports( or webinars) from these visitsf. Inviting members to run informal one day field trips / site visits for other members to hear about and discuss current issues and projects (would probably only involve relatively nearby members but could facilitate more interaction between NPs and AONBs, for example - people like the opportunity to get outside!Progress a pilot project with local partners, arising from a contact at the Europarc Conference in 2017, including development of funding, which aims to use IT to manage visitor understanding and behaviour in a sensitive coastal site on the north Norfolk coast | OngoingVia website and webinarsInvite members to organise | 5 visits completed, applications for another 18 in pipeline2 webinars and materials uploaded |
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|  3. To raise the profile and value of protected areas within all sections of society, thereby influencing public policy for their benefit.   | Promote EAI relevance and corporate knowledge and experience to add weight to members input to public policy | a. Supporting and disseminating research, good practice and policy development in relation to the public health benefits of protected areas  - in particular promoting the work of government agencies such as SNH and NE, throughout the sector. b. Supporting and disseminating research, good practice and policy development in relation to the ecosystem services and natural capital and the role played by protected areas  - in particular promoting the work of government agencies such as SNH and NE, throughout the sector. | Ongoing and regular by all |  |
|  | c. Approach Landscape Institute or other appropriate professional bodies about joint lecture programme hosted by Landscape schools around country | Approach in May 2018 |  |
|  | d. Utilise all opportunities through social media  |  |  |
|  | e. Bring together the academic sector with protected area and landscape managers to ensure sharing and development of relevant research and required research is carried out | Desk top research to be carried out of academics working in protected areas. Ongoing with possible event in late 2018 |  |
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| 4. To become a resilient organisation with the human and financial resources necessary to meet the expectations of our members, and represent their views to the Europarc Federation. | Reinvigorate and broaden the membership base to expand the network and provide more sustainable funding. | a. Disseminate questionnaire to existing members to identify their professional development and learning needs, what they value from EAI and what they would like EAI to provide in addition to make ourselves highly relevant to members needsb. Approach former members and highly relevant potential new members re membership and its benefitsc. Re-establish contacts with relevant protected landscape agencies in Iceland and the Republic of Irelandd. Review Icelandic membershipe. Identify ambassadors in the different categories of membership to promote EAI and its relevance to existing and new membersd. Chase existing membership for outstanding fees | By summer 2018Ongoing but initial approach by July 2018September 2017 at EF conferenceOctober 2017October 2017New invoices to go out in may | Questionnaire being developedOngoingHave approached New Forest Initial discussions had with Icelandic AgencyAnd some Irish OrganisationsLetter sent |
| Secure additional funding from national environmental agencies and other sources (such as private sponsorship).Ensure that Europarc is legally compliant to all the appropriate legislation  | a. Submit application to HLF resilience fund to support EAI and also it members issuesb. submit further EU funded bid around learningc. Identify and seek potential corporate or foundation 1. Submit annually
* Companies house returns
* Annual accounts
* Charities commission statements
* Directors insurance
* GDPR
 | Start discussions at Europarc conf for application feb/march 2019Target list by December 2018 | This is being reviewed in light of others experiencesLiaising with partners and SNPSThis has been priority as more significant |