

REPORT OF DISCOVERY TEAM LEADER

SUBJECT: UPDATE ON THE MOSAIC PROJECT

Purpose of Report:

To update the Recreation and Tourism Committee with regards to the Mosaic Project.

Introduction/Background

Mosaic was originally run in the English National Parks from 2009. The initiative was developed in response to evidence that while ethnic minorities make up around 10 per cent of the national population, they represent only about one per cent of visitors to National Parks in England and Wales. The Mosaic project targets urban areas with high levels of deprivation with the intention of building links between ethnic minority communities and their nearest National Park(s).

Mosaic Wales was set-up to build links between black and minority ethnic communities and rural communities, focussing on the Welsh Government's priorities around social inclusion and cultural exchanges to build a better understanding of rural communities. The work of Mosaic contributes to the delivery of the Welsh National Parks Social Inclusion and Child Poverty Strategy and Action Plan.

The Project Manager and Project Officers are based in South-East Wales with the exception of the Snowdonia Mosaic Project Officer, who is based in Wrexham. Pat Gregory is the Mosaic Project Officer for Pembrokeshire Coast and is based in Cardiff.

Financial Considerations

Mosaic Wales is run by the Campaign for National Parks (CNP) with funding from the Big Lottery. The Welsh project started in January 2012 and will be completed in January 2015 with a budget of £530,706 (56% funded by Big Lottery Fund). Pembrokeshire Coast National Park Authority (PCNPA) contributes £4k per annum as do the two other participating National Parks; Brecon Beacons and Snowdonia.

Options – How Mosaic is delivered in Pembrokeshire

Mosaic aims to make sure that everyone has an equal opportunity to enjoy the National Parks. To do this, the project trains individuals from ethnic minority communities to become 'Community Champions'. Community Champions are volunteers who encourage others to visit the National Parks through a range of activities which include organising and leading group visits.

Mosaic also aims to encourage organisations (National Parks) to make changes in how they work to reach new audiences.

In Pembrokeshire the Mosaic Project seeks to raise awareness of Pembrokeshire Coast National Park amongst ethnic minority communities within the large urban conurbations of Newport, Cardiff and Swansea. The Project Officer, Pat Gregory, has worked with PCNPA Officers to identify the following outcomes for the work in Pembrokeshire.

- to introduce new audiences to the National Park and reduce barriers to access, whether real or perceived.
- to provide opportunities for local communities to network and work alongside ethnic minority communities from South-East Wales, promoting cultural exchange and long-term sustainable links.
- to showcase the work of Mosaic to internal and external audiences locally, aiming to provide examples of good practice and promote new ways of working where necessary.

The Mosaic Steering Group meets regularly to monitor and evaluate the progress of Mosaic across Wales.

Compliance – Outputs and Outcomes to date

The Mosaic Project has as a central aim '*promoting opportunities for the understanding and enjoyment of the Pembrokeshire Coast National Park*'. It does this whilst contributing to the well-being of ethnic communities in South-East Wales. The outputs and outcomes outlined below demonstrate how Mosaic is working to achieve aspects of Park Purposes.

Welsh National Parks Social Inclusion and Child Poverty Strategy

The Mosaic project delivers against actions identified in the above strategy.

Engaging with Communities

The Mosaic model will only be successful if a significant amount of time is spent making links with communities in South-East Wales, talking to people, building trust, establishing relationships and raising the profile of the project through repeated contact.

- 2012 has been spent ensuring that communities across South–East Wales are made aware of the project and the opportunities to take part. Numerous groups have been contacted and meetings/workshops held.

Recruiting Community Champions

Identifying and recruiting individuals with a growing interest in the outdoors, to become Community Champions promoting the National Park to others.

- 10 Community Champions have been recruited in 2012

Community Champions Training and Development

- 3 Group Leader/Champions visits have been held in 2012 including a weekend at Manorbier YHA and a trip to Tenby. 35 attended these visits.
- A Cardiff Mosaic Group (called Diversity Outdoors) was established in November of 2012. Meetings are well attended and enthusiastic. There are 10 committee members and 4 people in a fundraising sub-committee. The group has its own constitution.

Community Champion-led Activity

Supporting Community Champions in taking responsibility to lead their own activities is a key target. Each champion has a goal of promoting the National Parks to at least 20 people.

- Day Trip led by Community Champion Bhunesh Nepal – 35 attendees
- United Filipinos of Cardiff weekend in Manorbier lead by CC Annie Bombon – 15 attendees
- Black Voluntary Sector Network Wales Artist Forum – 3 attendees including 2 artists from Swansea, the first Community Champions from Swansea

All the community champions attended the Mosaic Annual Event held in Brecon in October. This was a packed weekend of activities and learning about Mosaic with the opportunity to meet Community Champions from across Wales and those involved in the Mosaic projects in England. PCNPA staff attended the event together with more than 50 others.

MOSAIC PLANS FOR 2013

A series of weekend residential and day visit activity have already been planned for 2013. The weekends are supported by PCNPA staff as appropriate.

May - Group Leader Visit

Mosaic funded event with support from PCNPA (activities) and YHA (accommodation)

Range of activities to give taste of Pembrokeshire for existing Community Champions and those interested in becoming CCs

June - Your Park Leadership Training Weekend:

Wild camping, bushcraft and survival activities - possibly based at Porthcaerog

July - Arts and Activities Weekend

Based at Oriol y Parc, but also meeting local artist/arts group. Possible stay at St. David's YHA

September - Food Themed Weekend

Cross-cultural event involving Mosaic, the Your Park project and local communities. Global picnic based at Carew Castle

In addition to the above several day visits are planned through the year. These have yet to be arranged. Group meetings will take place in Cardiff, Newport and Swansea and various events will be attended with the aim of promoting the project.

Human Rights/Equality issues

Mosaic delivers work that addresses key equality issues in terms of access to the natural heritage of Wales. The project also makes links between access to natural heritage and human rights. Some of the Mosaic clients have refugee status and have suffered basic human rights abuses themselves.

Biodiversity implications/Sustainability appraisal

The project has no negative impact on biodiversity in the park. Elements of the project aim to raise awareness of biodiversity in Pembrokeshire and involve participants in positive actions which support biodiversity.

The project does encourage additional travel to PCNP for new groups of people from south-east Wales. This could be viewed as a less desirable outcome in terms of environmental sustainability.

Welsh Language statement

The project works with clients from many different cultures and backgrounds. A large proportion of the people engaged in the project have neither Welsh or English as their first language. The project seeks to introduce these groups to Welsh culture and where appropriate, Welsh language.

Conclusion

There are a range of varied and complex barriers that prevent people from black and ethnic minority (BME) groups from accessing the countryside. It is the duty of the Park Authority, in line with the 'National Parks Social Inclusion & Child Poverty Strategy 2012-14', to address as many barriers as possible that prevent people from all backgrounds from enjoying the Pembrokeshire Coast National Park.

The Mosaic Wales project forms the 'cornerstone' or the Authority's work to engage with urban BME communities in order to increase their access to and enjoyment of the National Park. The project has made good progress to date but, in moving forward, it will be important to engage with a wider audience and to demonstrate stronger links between the Mosaic Wales project and the Authority's wider social inclusion work.

Recommendation:

Members are asked to NOTE the Report.

Background Documents:

There are no background documents relating to this report

For further information, please contact

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Consultees: None

APPENDIX

Fundamental Principles

The six fundamental principles underpinning the Mosaic model are:

1. **Empowerment:** giving individuals the skills and confidence to engage with National Parks independently, so that they do not need our help to do so;
2. **Sustainability:** making sure that the impact of the project lasts well beyond its life, by training volunteer “Community Champions” and by helping service providers in National Parks make organisational changes to better engage new audiences in the long term;
3. **Relationships:** building personal relationships and networks between and across community members and service providers in the National Parks;
4. **Choice:** starting from Community Champions’ and National Park service providers making a positive choice to engage; participation in the project is not about compulsion, it is about choice;
5. **Enjoyment:** remembering that this project is fundamentally about access to our most spectacular landscapes, which were created for the benefit and enjoyment of the public;
6. **Flexibility:** making sure that Community Champions and service providers in the National Parks can choose to undertake activities that *they* are interested in, being flexible and adaptable to local circumstances.