

REPORT OF MOSAIC PROJECT OFFICER AND COMMUNITY CHAMPIONS

SUBJECT: UPDATE ON THE MOSAIC CYMRU PROJECT

Purpose of Report

To update Members on the implementation of the Mosaic Cymru project across Wales.

Background

The aim of the Mosaic project is “to cement long-term sustainable engagement between black and minority ethnic (BME) communities and National Parks in Wales”. The Mosaic Cymru project is led by the Campaign for National Parks (CNP). CNP is working in partnership with the Youth Hostels Association (YHA) and with the three National Park Authorities (NPAs) in Wales; Brecon Beacons NPA, Pembrokeshire Coast NPA and Snowdonia NPA.

The project is taking place over a three year period, from January 2012 to January 2015. The project is funded through the Big Lottery Fund’s People and Places programme, with cash and in-kind funding contributions from the project partners. The Mosaic project in Wales has evolved from a series of Mosaic projects initiated by CNP and delivered in partnership with YHA and NPAs in England and Wales. The first Mosaic project took place from 2001 to 2004, a second Mosaic project took place from 2005 to 2008, and a third Mosaic project took place from 2009 to 2012. Through these successive Mosaic projects, the partner organisations developed, tested and refined a model for promoting engagement between ethnic minority communities and National Parks. The first three Mosaic projects were almost entirely focused on National Parks in England, although Brecon Beacons NPA was a partner in the second Mosaic project. The intention of the current project is to ensure that the National Parks and ethnic minority communities in Wales benefit from the success of the Mosaic model developed in England.

The rationale for the current Mosaic project, as for the previous projects, is that ethnic minority people are significantly under-represented among visitors to all the National Parks in England and Wales. The National Parks have a statutory responsibility to promote opportunities for the public understanding and enjoyment of the National Parks. The sense that National Parks have struggled to meet this statutory purpose in relation to ethnic minority communities has led CNP and its partners to devise and implement the Mosaic projects.

The Mosaic model is centred on the concept of Community Champions. Champions are individuals who are recruited from ethnic minority communities in urban areas located near to the National Parks. Champions are trained in a range of skills that will equip them to promote the National Parks within their local communities; for example, by giving presentations about the National Parks or by taking a group of people to visit a National Park. Champions are encouraged to form local groups,

known as clusters, to develop and sustain their activities beyond the Mosaic project period.

A small team, employed by CNP, manage and deliver the Mosaic Cymru project in Wales. The team comprises a part-time Project Manager, part-time Project Support Officer and three part-time project officers, one for each National Park. The project officer role involves recruiting and supporting champions and working with the NPAs and with rural communities within the National Parks to achieve the outcomes which have been established for the project for improved engagement with ethnic minority communities.

The Mosaic Project Business Plan was submitted in support of the project funding application to the Big Lottery in December 2010. The Project Business Plan identifies six outcomes that the Mosaic Wales project aims to achieve. These are:

- Outcome 1: 60 community champions with the requisite skills, knowledge and confidence to champion National Parks with people from BME communities.
- Outcome 2: five partner organisations demonstrate concrete examples of changes from strategic to ground level policy, decision making and practice to engage and involve people from BME communities.
- Outcome 3: established partnerships and relationships between the local BME voluntary sector and National Parks.
- Outcome 4: community champions influencing the National Park Authorities through both formal and informal decision-making fora.
- Outcome 5: 1,260 people from BME communities have enjoyed the natural environment through participating in activities in National Parks.
- Outcome 6: improved relations and new relationships between urban BME communities and rural communities in the National Parks.

Measuring Performance

An extensive evaluation report detailing the success the Mosaic Cymru project to date will be published in the coming months. The report is being produced by an independent company entitled 'The Gilfillan Partnership' on behalf of CNP. A copy of the full 'Gilfillan Report' will be available to Members on request once it is published. Below are some of the headline statistics that will be included in the full report with a focus on the delivery of the Mosaic Cymru project in Pembrokeshire Coast National Park so far.

Across Wales

2013 has been a successful year for Mosaic Cymru with a surge in recruitment of Community Champions and of Community Champions getting active. With the second year of the project drawing to a close in January 2014, the Steering Group has started planning for project succession post January 2015 (when Big Lottery grant-aid funding runs out). Main achievements in 2013 include:

- 56 Community Champions recruited (Pembrokeshire Coast 17, Brecon Beacons 18, Snowdonia 17). They have given a total of 640 volunteer days between January and September (awaiting fourth quarter figures).
- Champions have promoted the Welsh National Parks to around 950 people
- Three Champions joined the Mosaic Cymru Steering Group making for 'grass roots' focussed meetings

- The very successful Mosaic Annual Event in Snowdonia National Park was attended by 35 Champions.
- 10 Pembrokeshire Coast Champions formed 'Diversity Outdoors' a constituted community group which aims to promote National Parks to BME audiences in South Wales. They have received grant funding from the Big Lottery's Awards for All grant scheme to support activities for a year.
- Growing awareness of political debate around National Parks amongst Champions
- Mosaic name-checked repeatedly in recent debates on the social value of National Parks in Wales.
- Meetings have been held between the NPA lead officers and Champions for all three National Parks where they have made plans for strengthening their engagement and introducing new audiences to National Parks.
- CNP hosted a National Feedback Forum in October 2013 at Llanberis where Champions and NPAs discussed future plans. Champions highlighted the important role that National Parks play in supporting health and wellbeing benefits for both individual and communities.

Pembrokeshire Coast National Park

Recruiting Champions and Champion Led Activities: There are now 17 active PCNP Champions - three from Newport, eleven from Cardiff and three based in Swansea. Several have been recruited since the end of the summer and are currently planning events. The established Champions organised a range of trips and events in 2013 including:

- Aliya Khalil and Mona Balkbaki, two Swansea champions, organised a day trip to Tenby, which was attended by 65 people from refugee and asylum families.
- New champion Joy Findlay took a group 35 people of all ages for a day to Broadhaven.
- A mixed group of Diversity Outdoors champions and volunteers had a training weekend of bushcraft skills and leading outdoor activities which was organised with NPA staff. This was intended to include camping but the weather made this impossible!
- Diversity Outdoors have organised several trips and training events in the National Park including a training weekend focussing on first-aid and walk leading. This was based at Broadhaven YHA and used a local training provider. They have also applied for and been awarded funding by Awards for All. They put in an unsuccessful bid for SDF funding earlier in the year.
- They also worked with NPA staff to organise an Arts and Outdoors weekend where 22 adults and children took part in an arts workshop, visited local galleries and had a session of surfing training.
- Many of these events have been facilitated through the Mosaic 'Let's Do It' Fund, which provides grants of up to £260.00 or 80% of the total visit cost (whichever is lower) to Champions. Champions have also undertaken their own fundraising activities - Pembrokeshire Coast champions have run a food stall at a local festival as well as car boot sales.

Champion Training and Development

This year there has been a project focus on training for Champions. Pembrokeshire Champions have been offered sessions on outdoor first-aid, walk leader training,

map reading, fundraising and organising a group visit as well as other informal opportunities.

Twelve Champions attended a weekend group leader visit in May, which included training sessions, meeting National Park staff, learning about the National Park and testing activities replicable for their own group visits. There has been positive feedback on the increasing confidence of Champions to lead groups.

Engaging with BME Communities

A joint regional feedback forum was held in Cardiff for PCNP and BBNP Champions and staff. Discussions focussed on communications products and how they can be adapted to better reach BME audiences.

Several of the activities have involved visitors engaging with local businesses. A delay in grant-aid funding coming through meant that the plan for a 'Global Picnic' event has been postponed until spring 2014. This event aims to bring together BME visitors from South East Wales with local Pembrokeshire communities to celebrate food from a range of cultural traditions.

Comparisons

One of the aims of Mosaic Cymru is that the 5 partner organisations (3 NPA's YHA and CNP) demonstrate examples of changes from strategic to ground level policy, decision making and practice to engage and involve people from BME communities. Pembrokeshire Coast NPA Officers have developed strong relationships with Champions and have started meeting Champions in Cardiff to discuss how the NPA can reach new audiences and develop activities with Champions.

Examples of organisational change from the other project partners include:

- Snowdonia NPA has had stands at the Kaya Afro-Caribbean festival, Wrexham town centre and the Bangor Encompassing World Cultures festival. As a result of involvement in Mosaic they have discontinued their Disabilities Forum and set up an Equalities Forum in its place. Tahira Tanveer, Community Champion from Bangor, has been made a member of this new Snowdonia Equalities Forum.
- Champions provided feedback to Brecon Beacons NPA on their new website.
- YHA managers have held feedback sessions with Champions staying at their hostels. YHA is now producing a national leaflet to introduce those new to the YHA to 'staying at a hostel' using feedback from Champions.
- CNP has revised its volunteer policy with learning from Mosaic. 'Drinking Ginger', a social enterprise which aims to introduce BME audiences to National Parks has been co-opted to CNP Council.
- CNP has supported the Mosaic National Network, a support framework for existing Mosaic Champions, the presence of which will broaden succession options for Champions in Wales.
- There are also several examples of organisational change from previous Mosaic projects. For example, The North York Moors NPA has a formal group of Champions who meet every six months with select staff and members to discuss access and inclusion for BME audiences, the Lake District National Park amended its volunteer policy so that the Champion 'role' of introducing and promoting the NP became a recognised volunteer role.

PCNPA will explore opportunities to emulate the good practice of other National Parks in supporting the aims and objectives of Mosaic.

Future Plans for Mosaic in PCNP

- It is expected that 2014 will see an increase in Champion led visits to PCNP with a focus on ways of linking these visits with local communities and events. Weekend trips are being planned for a range of different communities and organisations: for example, asylum seekers; women and young children; church groups; families.
- The 'Lets Do It' Fund will have an initial run in early spring, and this will encourage spring day trips.
- The postponed 'Global Picnic' is now planned for Spring 2014 and invitations will be extended to the Friends of Pembrokeshire National Park and NPA Members
- The next formal Mosaic Cymru training event is a workshop on policy and wider governance context for National Parks in Wales, taking place on February 17th and Members of the Authority are invited to take part. This is intended to equip champions to enter into the debates currently taking place about the importance of inclusion, and the health and well being benefits of access to the outdoors and NP's.
- Discussions are underway with NPAs on ways in which the achievements of Mosaic Cymru can be sustained to the benefit of both the NPAs and BME communities. For example, the feasibility of Champions becoming National Park Volunteers after the project ends in January 2015.
- The final Annual Event of Mosaic Cymru will be taking place in Broadhaven YHA in Pembrokeshire in September 2014 and will involve PCNPA staff and Members, along with Community Champions from across Wales as well as staff from the YHA, Snowdonia NP and Brecon Beacons NP.

Financial considerations

Mosaic Cymru is run by the Campaign for National Parks (CNP) with funding from the Big Lottery. The project started in January 2012 and will be completed in January 2015 with a budget of £530,706 (56% funded by the Big Lottery Fund).

Pembrokeshire Coast National Park Authority (PCNPA) contributes £4k per annum as do the two other participating National Park Authorities; Brecon Beacons and Snowdonia. The project partners are currently exploring possible succession routes to ensure that the progress made so far is sustained in the long-term.

Risk considerations

Financial, legal, political, public perception, risk of not doing something.

Compliance

Human Rights/Equality issues

Mosaic Cymru 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.

Mosaic contributes to the objectives of **Welsh Government's Strategic Equality Plan (2012-16)** in strengthening advice, advocacy and support for groups and individuals, and providing opportunities that are accessible all.

Mosaic contributes to the Welsh National Parks Social Inclusion and Child Poverty Strategy and Action Plan. In particular addressing the following outcomes:

- A3 Mechanisms are in place to ensure social inclusion is integral to all work areas
- B3 Communities and groups are supported by the NPA to use the National Park
- C1 NPA's play a role in the WG vision for inclusion
- C2 Visitors of all abilities can access areas of the National Parks
- C3 People of all abilities and backgrounds can discover the National Parks
- C4 People of all abilities and backgrounds have access to information about National Parks
- C5 There is a flourishing heritage, culture and local distinctiveness within the NP's

Biodiversity implications/Sustainability appraisal

The project has no negative impact on biodiversity in the National Park. Elements of the project aim to raise awareness of biodiversity in Pembrokeshire and involve participants in positive actions which support biodiversity. For example, a group of Champions took part in the Bioblitz at Stackpole in 2013, which involved local communities and organisations learning about local wildlife and environments.

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 but is essential in order to overcome key barriers that prevent BME communities from enjoying the countryside of Wales.

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 nor English as their first language. The project seeks to introduce these groups to Welsh culture and where appropriate, Welsh language.

Conclusion

The Mosaic Cymru project has successfully increased the numbers of people from black and minority ethnic (BME) communities across South East Wales visiting and building links with Pembrokeshire Coast National Park and the Park Authority.

The project has helped to identify and address some of the barriers that can prevent people from BME communities from accessing opportunities to enjoy the special qualities of the National Park. In order for Mosaic Cymru to support long-term behaviour change there is still plenty of work to be done including the need to develop a succession plan over the next 6 months. In particular, it is crucial that the succession plan includes a commitment from project partners towards sustainable ongoing support of the Community Champions.

The Mosaic Cymru project forms the 'cornerstone' of 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 Cymru project and the Authority's wider social inclusion work.

Recommendation:

Members are asked to NOTE the Report.

Background Documents

Proposed Joint Project working with MOSAIC Partnership (CNP) in association with Gower AONB (City and County of Swansea) to promote the use of National Parks and other protected areas by ethnic minorities, Performance Review Committee, 09/07/2008

Proposals for New Projects and Activities – Information on “Origins”, Mosaic, “Your Park, Your Future” and a proposed Feasibility Study on the National Park being designated a Geopark, National Park Authority, 01/02/2012

Update on the Mosaic Project, Recreation and Tourism Review Committee, 13/03/2013

Annual Summary Report – Mosaic Cymru Project, National Park Authority, 26/06/2013

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