

A photograph of a stone tower on a hillside. The tower is made of dark stone and has a crenellated top. It sits on a grassy hillside with some rocky outcrops. The sky is overcast with grey clouds. The overall scene is a landscape view.

BUILDING THE ENGLISH NATIONAL PARK EXPERIENCE COLLECTION

National Experience Development Framework

The English National Park
Experience Collection



National
Parks



TellTale

The Experience Development Frameworks were developed by TellTale in early 2018.

Contact Discover England's National Parks at: experiencecollection@nationalparks.gov.uk

Cover image, Dartmoor National Park © Ian Woolcock/Adobe

This page, the Broads National Park © BNPA

The English National Park Experience Collection

TELLING THE STORY OF OUR LANDSCAPES AND THEIR PEOPLE

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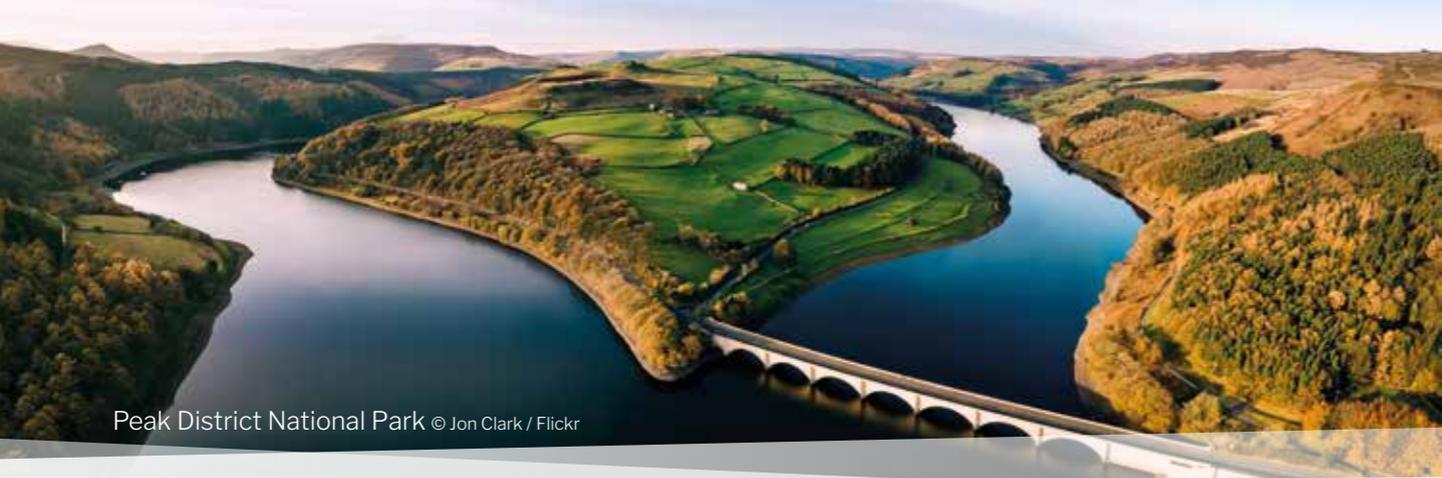
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Peak District National Park © Jon Clark / Flickr

WELCOMING INTERNATIONAL VISITORS TO ENGLAND'S NATIONAL PARKS

by Sarah Fowler, Chief Executive, Peak District National Park Authority and lead National Park Officer for Sustainable Tourism

National Parks in England are major contributors to the tourism economy, attracting more than **94 million visitors** each year and currently accounting for more than **£4 billion** of visitor spending in the Parks and surrounding areas. National Parks account for almost **a quarter of spending on rural tourism**.

The Discover England's National Parks programme gives us an exciting opportunity to showcase the English National Parks' special qualities to a broader international market as a family – **telling the story of our landscapes and**

the people who look after them. Currently, over 90% of visitors to our National Parks are domestic and this programme will be instrumental in **promoting the Parks to new audiences** and growing global support for the care and enjoyment of these iconic, quintessentially English landscapes. All of which will benefit our domestic visitors and rural economy.

While our National Parks represent England's finest landscapes, landscape alone is not enough to 'stand out' on the international stage where we compete against true wildernesses. We must

remember that while National Parks elsewhere are often gated nature reserves, **our National Parks are living, working cultural landscapes.** Our distinctive stories and history, and the warm local welcome from our communities creates a compelling unique selling point that will help us to stand out.

This guidance document sets out a framework for positioning The English National Park Experience Collection within the international marketplace as experiences available for consumers and the travel trade to book.



PROLOGUE

by Jane James, Emeritus Professor of Tourism, Flinders University, Australia



Travel has always started with inspiration, often with visitors seeking an experience that they have read about, or been told about from friends, relatives or colleagues. The 'I want what they're having – only better!' aspiration.

The English National Park Experience Collection offers the most outstanding visitor experiences in England's most outstanding landscapes, where the connection between the people and communities of today are a continuation of an integrated history of the people, their culture and traditions in these places, where the landscape is as diverse as the history that has been played out upon it. That very combination is what makes these National Park places so very special, and the experiences to be had truly authentic, engaging and better!

Australian visitors to England are 'experience seekers' looking to learn about the local culture and place and to have a very English experience. Australians are savvy travellers; they stay longer and travel more around Britain than the global average. Cultural attractions and VFR (Visiting Friends and Relatives) are the two main reasons they visit Britain and as a result they are very social visitors, interested in exploring history and historic sites, wanting opportunities for

nostalgia and links to their own family history – their own 'Englishness' – where possible.

German visitors to England are the third most important source market and second for visitor spending. They rate Britain highly for contemporary culture, vibrant cities, built and cultural heritage and sports, but less so for scenic natural beauty and welcome. They enjoy visiting famous buildings and monuments, castles, parks and gardens and they would expect a trip to Britain to be 'educational'. Very few German visitors consider Britain is the 'best place' for 'food and drink'.

The singular advantage of the ENP Experience Collection is that it delivers the very best of the best of these aspirational expectations for both the Australian and German markets, whilst adding unique insights into the culture, the heritage, the landscape – and even, on occasion, the food – turning the expected into the unexpected with rural stories, local characters and specific histories and activities that illustrate the diversity and quintessential Englishness of these National Parks. They deliver exactly on that 'I want what they're having – only better, far better!' aspiration, and prompt others to say 'Oh, to be in England ...'.



Introducing the English National
Park Experience Collection:

VISION, AMBITION, CRITERIA

THE NATIONAL EXPERIENCE DEVELOPMENT FRAMEWORK

The National Experience Development Framework provides the national overview and rationale for the experiences that will comprise the English National Park Experience Collection.

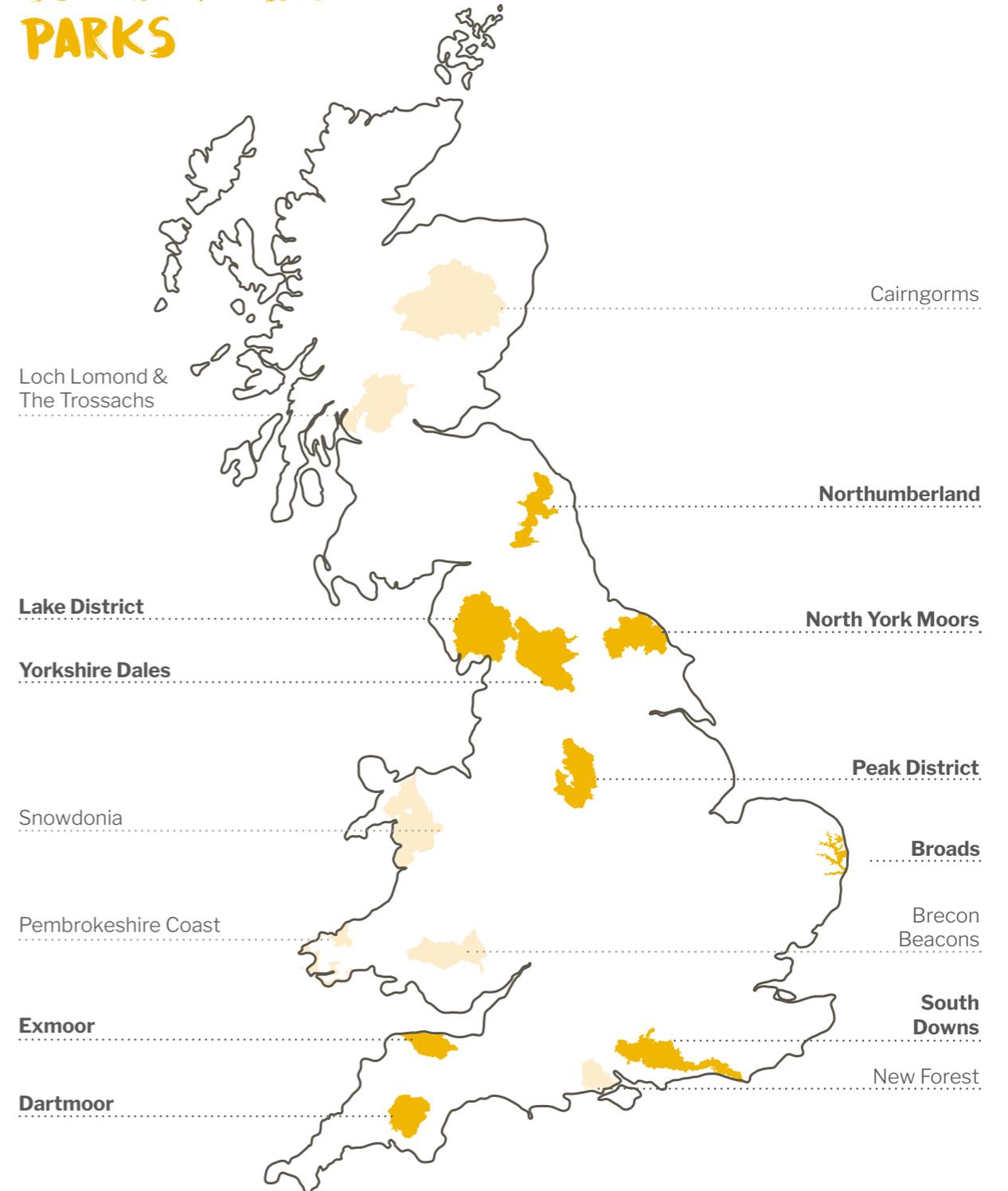
It sets out the background to the nine individual National Park Experience Development Frameworks that were produced in parallel and develops the national perspective, that unites the individual National Parks.

This National Experience Development Framework includes:

- criteria for National Park Experiences – essential characteristics that will run through all stages of experience development
- international visitors to England’s National Parks – a consideration of the motivations and needs of international visitors to England’s National Parks

- ‘The Inspirers’ – key experience elements; used to develop and hone the outline National Park Experiences
- iconic features of England’s National Parks that have the potential to generate international recognition
- Quintessential and Trailblazer Experiences for each National Park
- the National Park Experiences that comprise The English National Park Experience Collection
- implications and recommendations for the next stages of the experience development process

UK NATIONAL PARKS



Bold denotes National Park offering The English National Park Experience Collection

THE ENGLISH NATIONAL PARK EXPERIENCE COLLECTION: THE VISION

The English National Park Experience Collection offers the most outstanding visitor experiences in our most outstanding landscapes. It will make our National Parks stand out for England as an international tourism destination.

It harnesses our diverse and quintessentially English National Parks to create a compelling proposition that will be marketed to the travel trade.

The Collection has been designed to attract overseas consumers, especially from Australia and Germany. It builds on the international recognition of National Parks and differentiates English National Parks as extensive, 'lived in' cultural landscapes that therefore offer rich and varied holiday experiences.

The English National Park Experience Collection will deliver:

- exceptional visitor experiences in nine National Parks, the nation's most iconic landscapes
- some of England's best, and most English, rural holiday experiences
- place-specific experiences that are 'better here than anywhere else'
- existing experiences with 'value-added' elements to attract the target consumer
- bookable products with a single point of contact for travellers and travel planners

OUR AMBITION

We will create ...



THESE EXPERIENCES WILL BE THE HEART OF THE ENGLISH NATIONAL PARK EXPERIENCE COLLECTION.



Yorkshire Dales National Park
© Paul Harris / YDNPA

DEVELOPING THE ENGLISH NATIONAL PARK EXPERIENCES

The workshops

The National Park Experiences have been identified by National Park staff and stakeholders as the experiences that best showcase each National Park and will appeal to the target visitors from Australia and Germany.

A participative discussion workshop was held with National Park staff, DMOs and other key tourism stakeholders in each National Park. The workshops drew on local knowledge and expertise

to identify the icons of each National Park and a set of National Park Experiences that would align with the English National Parks Collection brand and showcase that National Park.

In the workshops, the National Park Experiences were considered from two perspectives; the quality of the experience based on a set of essential experiential elements 'The Inspirers' (see pages 30 to 33) and the pragmatic and practical aspects of preparing the experiences for market.

Collection brand and showcase that National Park. In the workshops, the National Park Experiences were considered from two perspectives; the quality of the experience based on a set of essential experiential elements 'The Inspirers' (see pages 30 to 33) and the pragmatic and practical aspects of preparing the experiences for market.

The National Park Experiences and the emerging brand

All the Experiences in the Collection must embody the brand values. The Experience development process was tightly linked to the brand development from the outset. The workshops' content and materials were heavily informed by the emerging brand values and underpinning research. In turn, our work informed the brand.

This means that the National Park Experiences are deeply rooted in the brand values and promise that have been tested on the ground with National Park staff and stakeholders.

The individual National Park Experience frameworks

The outputs of each workshop were used to create a draft Experience Development Framework that outlined five National Park Experiences for that National Park. The workshop participants commented on and amended the draft before the final document was created.

The individual National Park Frameworks will inform the detailed planning of the National Park Experiences by local providers. Each Framework identifies:

- iconic features of the National Park that will be used to attract international attention
- the Quintessential Experiences that best showcase the distinctive qualities of the National Parks
- the Trailblazer Experiences that will be the first experiences to be marketed
- five National Park Experiences that build on the icons and other opportunities in the National Park

THE BENEFITS OF THE ENGLISH NATIONAL PARK EXPERIENCE COLLECTION

The English National Park Experience Collection will benefit the National Parks, English tourism, local businesses and the travel trade.

The National Parks

The Collection will inspire greater national and international support for the protection of our most special landscapes.

The National Park Experiences will engage visitors in the unique stories and special qualities of the National Parks. They will support the development of higher value products and new overseas markets which will increase the value of tourism. Local businesses will receive training and support so that they can make the most of the opportunity of hosting overseas visitors. This, in turn, will support the economy, communities and vitality of the English National Parks.

English tourism

The Collection will create a compelling offer to attract new inbound visitors to regional England.

It will position the National Parks as a focal point for exploring England's countryside and join together tourism products across a wide geographical area. This will generate economic benefits across most regions beyond the boundaries of our National Parks (for example, in neighbouring towns and cities) and draw attention to England's countryside as a whole. The visitor economy is also one of the UK's largest export industries, this work helps to spread those benefits more evenly across England.

The travel trade

The Collection will help travel operators identify and book unique, authentic and meaningful experiences for their customers.

The National Park Experiences will be seamlessly organised, of high quality and easily bookable. They will be flexible, so they can be tailored to different interests and passions. Travel operators will be able to trust the brand and know that their customers will experience enjoyable and memorable holidays in England's National Parks.



THE NATIONAL PARK EXPERIENCE CRITERIA

The National Park Experience Criteria are based on the research into the preferences, attitudes and motivations of incoming visitors to England, especially Germans and Australians, and lessons from comparable initiatives around the world.

These criteria will run through all aspects of the National Park Experiences and form the distinguishable characteristics of The English National Park Experience Collection.

Criteria for the National Park Experiences

All National Park Experiences must ...

... be motivators for the target international consumer segments

... incorporate and build on the best known and most iconic aspects of the National Parks

... be deeply rooted in the landscape, character and spirit of place of the National Parks

... be extra-ordinary, allowing the visitor to immerse themselves in the ordinary, everyday life of rural England

... be full of character and help visitors connect with the people who have lived worked and played in these landscapes for millennia

The Criteria define that an English National Park Experience is active, immersive, participative and can only happen in one of England's National Parks. It is based in the National Park, delivered by local people who know the Park well and sheds light on both the character of that National Park and England's National Parks in general.

NATIONAL PARK EXPERIENCE CRITERION 1

National Park Experiences must be motivators for the target international consumer segments

The National Park Experiences in the Collection must be consumer-focused and specifically designed to attract visitors from two target markets, Australia and Germany. The motivations, attractors and barriers to visits for these two groups have been researched and the insights used extensively in identifying the five experiences for each National Park (see pages 23 to 25).

NATIONAL PARK EXPERIENCE CRITERION 2

National Park Experiences must be extra-ordinary, allowing the visitor to immerse themselves in the ordinary, everyday life of rural England.

Lake District National Park
© Steph Fulke / LDNPA

The Experiences will be extra-ordinary because they will give visitors extra contact and insight with ordinary life in the National Parks. The research shows that this is particularly important for international visitors.

Experiences will therefore showcase the working lives of people who live in the Park, in both traditional and contemporary occupations. This is about giving people a privileged, insider view of modern life in England's National Parks.

The Experiences will be open and hospitable, inviting visitors to join with local people in pubs, festivals, shows, fairs and other events that make the communities of National Parks vibrant, interesting and unique.

NATIONAL PARK EXPERIENCE CRITERION 3

National Park Experiences must incorporate and build on the best known and most iconic aspects of the National Parks.

The National Park Experiences will harness the National Parks' best known and most distinctive features to enable England's National Parks to stand out in the international markets.

The research stresses that this is vital as overseas visitors typically have a hazy or non-existent image of rural England. The icons will help persuade overseas visitors to travel beyond London (at present 84% of international visitors to England stay in the capital).

Lake District National Park
© Andrew Locking / LDNPA

NATIONAL PARK EXPERIENCE CRITERION 4

National Park Experiences must be deeply rooted in the landscape, character and spirit of place of the National Park.

The National Park Experiences will be place-based and specific to the National Parks they are in. They will capitalise on local distinctiveness and will not be a generic expression of rural Englishness.

Spirit of place is *'the unique, distinctive and cherished aspects of a place. It is as much in the invisible weave of culture (stories, art, memories, beliefs, histories etc.) as it is in the tangible physical aspects of a place (monuments, rivers, woods, architectural style, pathways, views and so on) or its interpersonal aspects (the presence of family, friends and kindred spirits)'* (ICOMOS).

The Experiences will reflect this three-strand approach, to include experiences that reflect the cultural landscape, the tangible heritage and the interpersonal landscape.

NATIONAL PARK EXPERIENCE CRITERION 5

National Park Experiences must be full of character and help visitors connect with the generations of people who have lived, worked and played in these landscapes.

The National Park Experiences will be about meeting people of the National Parks and hearing their stories. They will include stories from the past as much as the present, offering our overseas visitors an insight into the long heritage embedded in the National Parks.

These experiences must be about first-hand experience and participation, not simply being given information about historic sites. They will be opportunities to explore the past by experiencing how and where people live. Hearing tales from history told by people for whom the legacy of the past is a vital part of the present will reveal the time depth of these landscapes.

EXPERIENCE DEVELOPMENT AND TOURISM BUSINESSES

NOTE: For more detailed information and guidance for local tourism businesses see 'The English National Park Experience Collection: A guide to developing memorable and authentic tourism experiences'.

For today's visitors, experiences need to be at the heart of any tourism proposition. This means taking the goods and services that have traditionally been part of the tourism industry up a level.

This can only be achieved through having a great commodity, in this case National Park landscapes and their iconic features (see pages 34-39), combined with exceptional products and service.

Sparkling South Downs

Experience the UK's finest sparkling wines in vineyards born of the South Downs National Park.



Commodity

The grapes needed to make the wine - this is the commodity



Product

The sparkling wine is produced, it is a consumer product, something that is tangible and available to everyone.



Service

The sparkling wine can be bought at the vineyard, or in a restaurant. You are buying both a product and a service.



Experience

Meet the local wine grower. Hear the stories of people who use the land to make a living and engage in a hands-on personal experience that connects you to the land and people. Enjoy a dinner with the wine grower at a Michelin starred restaurant.

Every level of value you add to enhance your visitors' experiences sets you apart from your competitors. The more value you add, the greater the opportunity to increase your revenue.

Sparkling South Downs: How to move from a tourism product to a memorable experience

CREATING NATIONAL PARK EXPERIENCES FOR THE INTERNATIONAL MARKET

The primary target markets for The English National Park Experience Collection. 'Outdoor Enthusiasts' and 'Mature Experience seekers' from Germany and Australia.

These are visitor segments which are highly motivated to visit rural England and have the necessary propensity to travel beyond London.

The 'English National Park Experience Collection: Becoming travel trade ready' gives more detail into these segments, their interests, activities and preferences and advice on how to tailor experiences for them.

Characteristics of the target segments

	Outdoor Enthusiasts	Mature Experience seekers
Profile	35-55 years Families/Empty nesters ABC1	50-65 years Empty nesters/(semi) retired
Key Markets	Germany, France, Spain	Australia, Germany, France, Spain
Defining attitudes & traits	Active, nature lovers, cycling, curious, off-the-beaten-track	Young at heart, new found freedom, keen to learn, see new places
Key interests	Walking, hiking, cycling, time close to nature	Healthy & active, time outdoors, walking, hiking, engaging with nature
Travel preferences	Beyond 'sunshine' countries, activity driven, value scenery, a sense of discovery	Active, cultured holidays with plenty of sightseeing
Holiday activities	Enjoying natural landscapes, getting close to nature, learning about culture/heritage/food, seeing the sights, meeting people	Time outdoors - walking, learning about local heritage & culture, trying a new activity, learning a new skill, sampling local food
Accommodation preferences	Not mainstream hotel chains Independent hotels, B&B, camping Quirky, close to nature	Accommodation with character

From 'The English National Park Experience Collection: Becoming travel trade ready'

GERMAN VISITORS – WHAT WE KNOW ABOUT THEM

Germans are frequent global travellers for whom holidays are an important part of their lifestyle.

Why German visitors are important

In 2016, Germany ranked globally in third place for international tourism expenditure (following Chinese and US travellers). Germans were also the third most important inbound source market for the UK by volume and second for spend.

Importantly for English National Parks they are more likely to travel outside London than most visitors to the UK.

It is estimated that 278,000 Germans visited a National Park (8%) as part of their visit to the UK in 2016¹.



From 'The English National Park Experience Collection: Becoming travel trade ready'

¹Source: <https://www.visitbritain.org/activities-undertaken-britain>

National Park Experiences for German visitors

- Visiting famous or iconic places, castles, historic houses or monuments are the most popular activities for Germans.
- Germans rate Britain highly for built heritage, contemporary culture, sport, museums and music.
- German visitors are more likely than most overseas visitors to visit rural or coastal areas. Many German visitors like walking in the countryside or by the coast.
- Germans are attracted to local food and drink specialities.
- Germans want to learn more about the destination.
- Green destinations and experiential tourism are increasingly popular with Germans.

AUSTRALIAN VISITORS – WHAT WE KNOW ABOUT THEM

Australians travel more widely and spend more time and more money in the UK than most overseas visitors. They love authenticity and exploring 'off the beaten track'.

Why Australian visitors are important

Australians spend more nights in the UK than most inbound visitors and travel around more to destinations (both within the UK and in European) in one trip. Because of their longer trips, they spend more money than most when they are here. In 2016 Australian visitors were ranked fourth for the UK by spend.

It is estimated that 185,000 Australians visited a National Park (19%) as part of their visit to the UK in 2016².



From 'The English National Park Experience Collection: Becoming travel trade ready'

²Source: <https://www.visitbritain.org/activities-undertaken-britain>

National Park Experiences for Australian visitors

- Australians are strongly motivated by the attraction of rural and coastal areas.
- Most Australian visitors will go on a countryside walk; they want to get off the beaten track and explore villages by rural areas for themselves.
- Australians are likely to visit museums, galleries and built heritage sites.
- They like to include a visit to a pub and are attracted to food and drink experiences.
- Australians value authenticity and sincerity.
- Ancestry links attract Australians to many English urban and rural locations.

Foundations of the English National
Park Experience Collection:

THE BRAND, THE INSPIRERS, THE ICONS

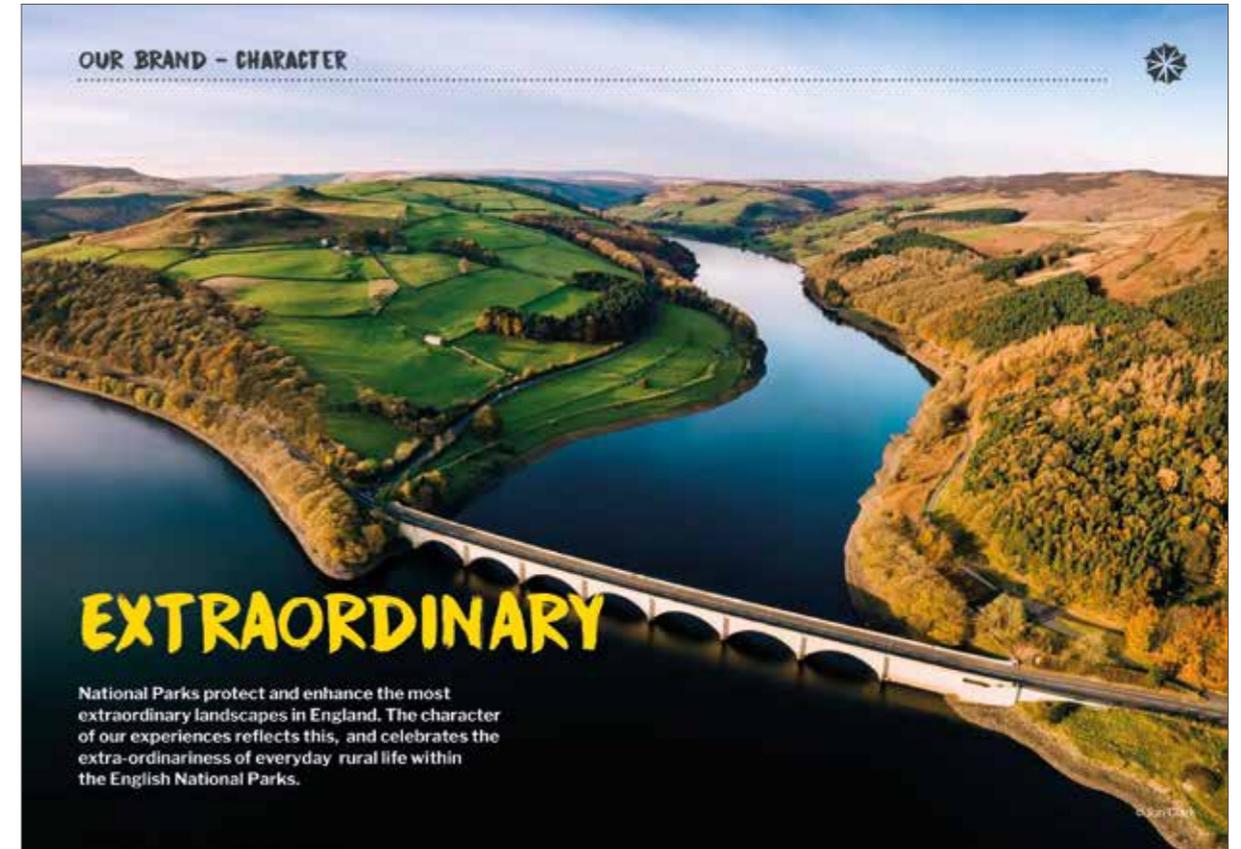
THE ENGLISH NATIONAL PARK EXPERIENCE COLLECTION BRAND

The English National Park Experience Collection brand encapsulates why the Collection is special, what it offers, and how it feels. It defines the essential character of the overall Collection by a simple, clear proposition and communicates it through a strong visual and verbal identity.

The brand is summarised in a short proposition, a clear offer and a set of brand characteristics.

The brand proposition

The short version of the brand proposition is for audiences to 'experience England's extraordinary outdoors', to get right to the heart of England, to the unique living landscapes and timeless rural life that can only be felt in our National Parks.



The brand offer

The brand promises that the Collection will offer:

- an easy way to experience the best of England's extraordinary outdoors; its living landscapes, history and rural life
- accessible, do-able, characterful, memorable experiences, rooted in the landscape, character and spirit of place of the National Parks
- a deeper connection to a quintessential rural England through

immersive doing, not just visiting, leaving our audiences feeling refreshed, inspired, alive

- world class standards, with authenticity and character
- a compliment to the cities and big sights

These brand characteristics reflect and are reflected in the National Park Experience Criteria (pages 16-21) that underpinned the identification of the National Park Experiences in the Collection.

The brand characteristics

The brand defines the character of the Collection as: extraordinary, alive, outdoors, quintessentially English, characterful, accessible and connected to history.

The characteristics apply equally to the individual experiences within the Collection. They are the Inspirers (see pages 30 to 33), the parameters used to develop and define the National Park Experiences.

TRANSLATING THE BRAND INTO NATIONAL PARK EXPERIENCES: THE INSPIRERS

All the National Park Experiences must deliver on and make concrete the promise of The English National Park Experience Collection brand. The brand insights must inform and inspire the detailed design and development of each National Park Experience.

- The experience development process therefore identified six key brand elements that must be present in the National Park Experiences. These are 'The Inspirers'.
- The Inspirers were used in the workshops to shape the outline concepts of the National Park Experiences. They should be used in the next stages to ensure that the diverse Experiences across the National Parks conform to an essential character and tone and so create a coherent Collection.

The Inspirers are:

- ALIVE
- QUINTESSENTIALLY ENGLISH
- OUTDOORS
- CHARACTERFUL
- ACCESSIBLE
- CONNECTED TO HISTORY



This Inspirer requires the National Park Experiences to be active, not passive.

They involve having lively conversations, joining in, 'having a go', rolling your sleeves up and getting your hands dirty. They are not about standing around listening or reading.

Rural landscapes, villages, pubs

Steeped in culture and heritage

QUINTESSENTIALLY ENGLISH

Open, diverse people

Open, diverse landscapes

Independent, individual, gutsy

This Inspirer can be hard for the English to recognise, but overseas visitors relish it.

It embodies eccentricity and independence, long traditions, diversity and openness.



This Inspirer highlights that the National Park Experiences are real people, their stories and their lives.

The experiences must include meaningful contact with local people who can give special insights in to the National Parks, past and present.



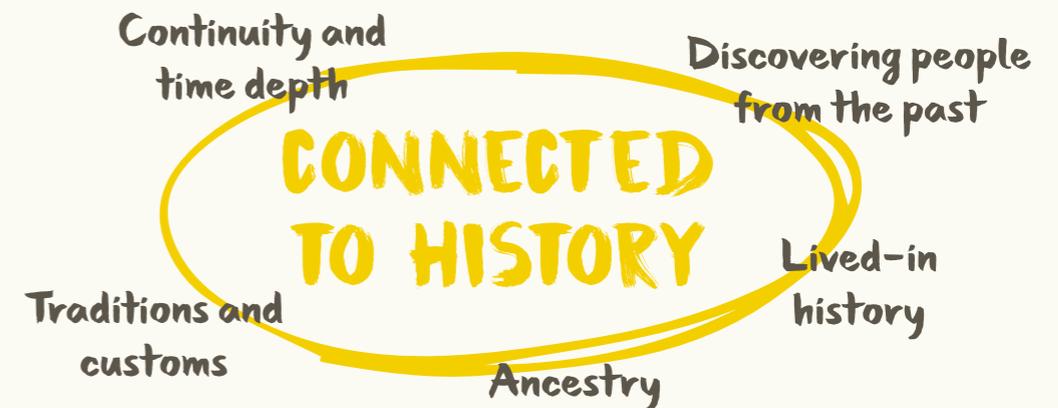
This Inspirer means that the bulk of all National Park Experiences should take place outside, in the landscape.

The experiences should be landscape-scale and take people on a journey through the National Park, not based at a single location.



This inspirer focuses on the pragmatic aspects of the visit and the importance of National Park Experiences being in places that are easy to find and easy to get to.

It celebrates England's National Parks as a national resource for outdoor recreation.



This Inspirer means the National Park Experiences will respect and reference the past as a core part of the cultural landscapes.

They will focus on heritage, i.e. what the history means to people today and how it is reflected in modern life, rather than on the factual details of history.

THE ENGLISH NATIONAL PARK EXPERIENCE COLLECTION: THE ICONS

The icons will highlight the unique qualities of each National Park, emphasising the scale and depth of the experiences on offer. This is vital for attracting the interest of overseas visitors (see pages 23-25).

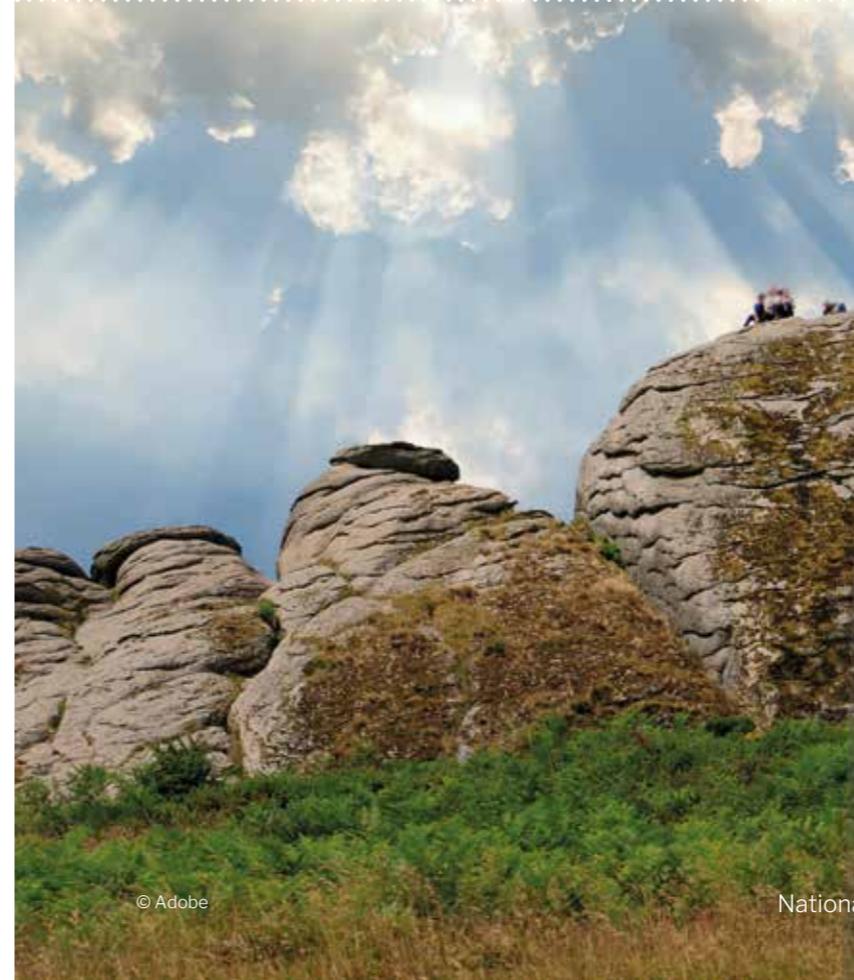
Some National Parks have iconic features that are already internationally recognised, such as **Seven Sisters in the South Downs**, and **Hadrian's Wall in Northumberland**. Others contain **UNESCO World Heritage Sites** including: **The Lake District (the whole cultural landscape has recently been designated)**, **Derwent Mills in the Peak District** and **Hadrian's Wall**.

In some National Parks, books and films create an iconic claim to fame, for example the **Conan Doyle connection in Dartmoor** or **Harry Potter in the North York Moors**.

Not all the icons would be instantly recognised internationally at present, but the Collection will build recognition for them.



© Tom Mackie



© Adobe

Broads National Park icons

Water – miles of open water, rivers and wetlands

Boats – historic wherries, pleasure cruisers, yachts and electric craft

Wildlife – rare species in varied wetland habitats and nature reserves

Landscape created by people – historic peat digging and managed water levels

Dartmoor National Park icons

Sherlock Holmes and the Hound of the Baskervilles – the landscape and legends of Dartmoor as the inspiration of Sir Arthur Conan Doyle's great work

Tors – iconic rock formations and stunning views

Dartmoor ponies – free-living, part of Dartmoor for 4,000 years

Archaeology – 5,000 years of human history, layered in the landscape

Exmoor National Park icons

The Exmoor Pony – a valuable, rare and ancient native breed, living on the wild moorlands of Exmoor

Red deer – England's largest free-living herd of red deer, the UK's largest wild native land animal

Wild, dramatic coastline – the highest and most remote coast in England with spectacular rock formations, high cliffs and hidden coves

The Romantic Poets' Inspiration – the landscape that inspired the Romantic Poets, home of the Lyrical Ballads and Lorna Doone



Northumberland National Park icons

Hadrian's Wall – the World Heritage Site, Vindolanda and Housesteads

'Frontier Country' Border Ridge – Reiver heritage of conflict, the border ridge between England and Scotland, castles and bastles

The Cheviots and hillforts – excellently preserved Bronze and Iron Age hillforts in a remote, wild landscape

Lake District National Park icons

Exceptional, world famous, spectacular landscape – full of superlatives, home to England's highest mountain, longest lake, deepest valley and most famous views

Birthplace of modern attitudes to English countryside – the conservation movement, the Romantic/Picturesque movement and the Arts and Crafts movement owe much to the people who loved the Lake District

William Wordsworth – Rydal, Grasmere and Loughrigg Terrace, daffodils at Ullswater

A worked landscape, shaped by people – farming and industrial heritage shaping the landscape



North York Moors National Park icons

North Yorkshire Moors Railway – a heritage railway with steam and diesel engines, featured in the Harry Potter films

Captain Cook – one of the world's iconic explorers, born, raised and started work in the North York Moors

Great Abbeys – Rievaulx Abbey, Byland Abbey and the numerous moorland crosses

Big, wide, open landscape – stunning 360-degree views of dales, forest, moors and coast

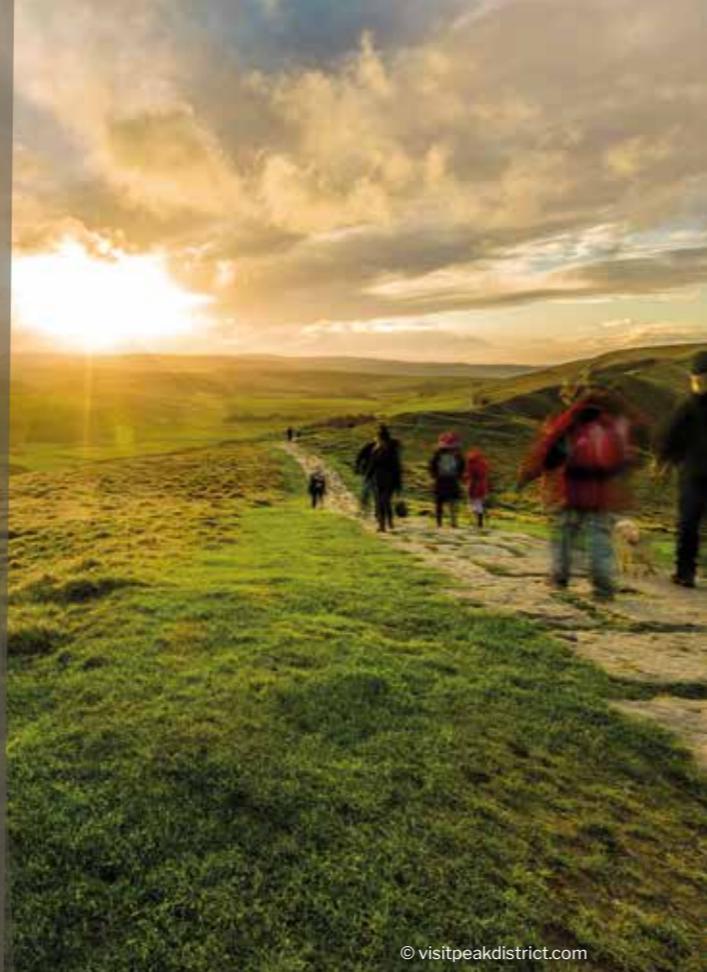
Peak District National Park icons

Historic Houses: Chatsworth, Haddon Hall – the development of the landscape in tandem with two large estates

Underground and Overground Landscapes – Castleton and the caverns with unique mineral workings, a long history of mining in the unique geology of the area

The Pennine Way – Edale, the gateway to the Pennine Way, the story of England's long-distance paths

Bakewell Pudding – a unique recipe and closely guarded secret



© visitpeakdistrict.com

South Downs National Park icons

Seven Sisters – chalk coastline – the highest cliffs in the UK, amazing views of Eastbourne and the Downland, Beachy Head, Chawton, Selbourne and the Chanctonbury Ring

Authors and artists – home of many great names, Jane Austen, Edward Thomas, Gilbert White, Virginia Woolf, Eric Ravillous

Quintessential Englishness – Arundel Castle, historic towns – Eastbourne's iconic sea front, characterful villages, vineyards and pubs



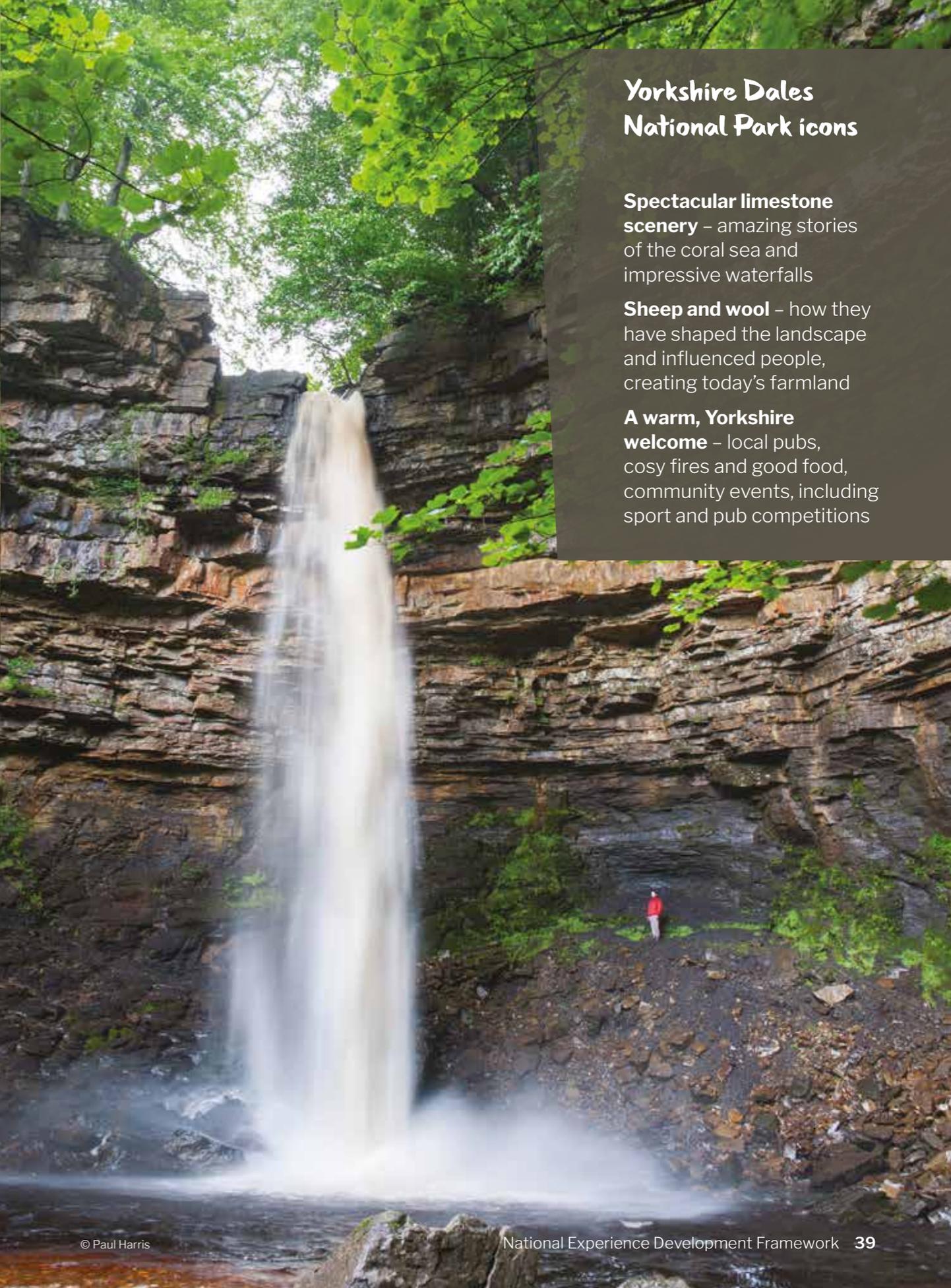
© Cathryn Mantovani

Yorkshire Dales National Park icons

Spectacular limestone scenery – amazing stories of the coral sea and impressive waterfalls

Sheep and wool – how they have shaped the landscape and influenced people, creating today's farmland

A warm, Yorkshire welcome – local pubs, cosy fires and good food, community events, including sport and pub competitions



© Paul Harris

The English National Park Experience Collection:

QUINTESSENTIAL EXPERIENCES, TRAILBLAZER EXPERIENCES, THE COLLECTION

THE ENGLISH NATIONAL PARK EXPERIENCES

The National Park Experience Framework identifies five National Park Experiences for each National Park, including one Trailblazer Experience and one Quintessential Experience for each National Park.

These were developed at grassroots level, drawing on local knowledge of the National Parks and refined by applying the National Park Experience Criteria (page 16 to 21), the Inspirers (pages 30 to 33) and by considering the practicalities of delivery (page 47).

THE QUINTESSENTIAL NATIONAL PARK EXPERIENCES

The nine Quintessential Experiences are the premier encounters with England's vibrant National Parks.

They are the National Park Experiences that best capture the 'essence' of National Parks and showcase its best and most distinctive features.

They represent the aspects of the National Parks that we most want to share and that international visitors are most likely to be attracted to.

They ensure that these are National Park Experiences, rather than simply rural England experiences.

The Quintessential Experiences have been identified by considering the iconic features of the National Parks and the Inspirers. 'Telling the National Park story' and 'revealing the National Park landscape' were additional selection criteria. The individual

National Park Experience Frameworks give more detail of how each National Park experience was rated on these 'quality of experience' factors.

The Quintessential National Park Experiences can be used flexibly as the core of experiences that are tailored to visitors' interests, needs and abilities. Other National Park Experiences can be 'bolted on' to the Quintessential Experiences.

The Quintessential Experiences are often aspirational. The 'best this National Park can offer' is usually innovative and will require time for development.

THE QUINTESSENTIAL ENGLISH NATIONAL PARK EXPERIENCES

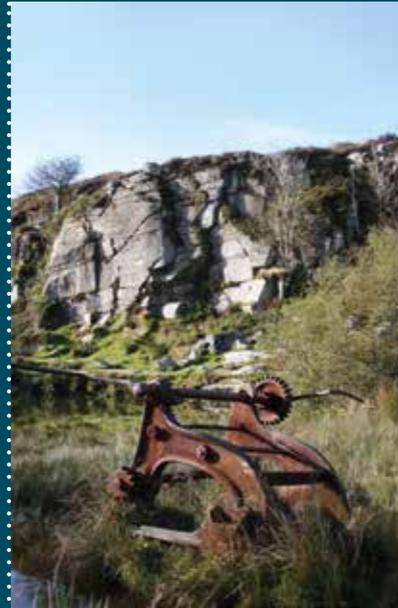


© Tom Mackie / BNP

Broads National Park

The Broads – 2,000 years in the making

Travel through the unique waterways of the Broads to discover a human landscape that people have dug, drained and changed since Medieval times.



© DNPA

Dartmoor National Park

Dartmoor Time Traveller

Take a trip through time starting in the Bronze Age and taking in centuries of the quarrying, mining and farming in Dartmoor.



© ENPA

Exmoor National Park

Exmoor on the Hoof

Discover the story of the Exmoor ponies, Britain's oldest native horse breed, explore the wild areas they live in and meet the people who own and work with them.



© Peter Phillipson / TellTale

Lake District National Park

The Lake District Cultural Odyssey

Visit the homes of some of the most inspired and inspirational Lake District authors and artists. Experience the amazing landscape they were immersed in. Take part in creative activities of your own.

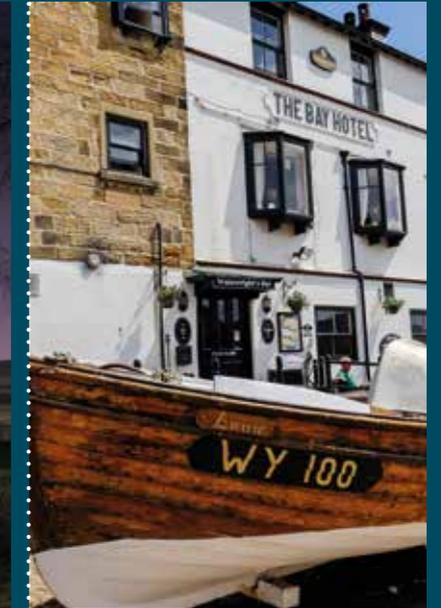


© NNPA

Northumberland National Park

The Bloody Borders

Discover the lawless lands of the Border. Stay in a reiver bastle, hear the stories of the untamed land and experience the life of these wild raiders.



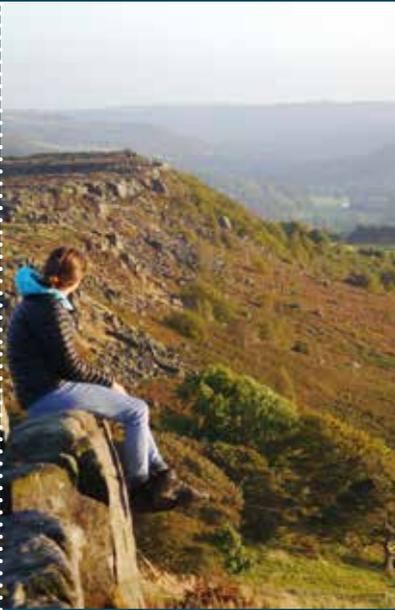
© Tony Bartholomew / NYMNPA

North York Moors National Park

Fish and Ships

Follow in Captain Cook's footsteps and then make your own discoveries of the English seaside. Take a boat trip, learn about navigation, whales and smugglers and eat wonderful local seafood.

THE QUINTESSENTIAL ENGLISH NATIONAL PARK EXPERIENCES



© Peter Phillipson / TellTale

Peak District National Park

Living on the Edge

Experience the beauty of the Peak District close up, through a range of outdoor activities. There are adventures for all levels of ability, from climbing with expert guides to gentle wildlife walks.



© Mischa Haller / SDNPA

South Downs National Park

Sparkling South Downs

Enjoy the UK's finest sparkling wines in vineyards born of the unique geology of the South Downs. Take a gastronomic tour of this quintessentially English landscape.



© Paul Harris / YDNPA

Yorkshire Dales National Park

The Essential Swaledale

Get away from it all in this 'green and pleasant' farming landscape. Cycle or hike the many trails, or simply soak up the atmosphere by the River Swale, learning the area's history from locals as you go.

THE TRAILBLAZER NATIONAL PARK EXPERIENCES

The Trailblazer Experience for each National Park is a pragmatic choice. It will be the first National Park Experience to be developed and must be ready to go to market for 2019.

The nine Trailblazer Experiences will build the reputation of The English National Park Experience Collection in the international markets.

The Trailblazer Experiences have been chosen based on practical considerations including whether:

- enough of the Experience is already in place for this to be delivered in the short term
- the providers already work with international visitors
- there are good transport links with city hubs
- access has been agreed to all locations
- there are high quality food and accommodation providers available

The individual National Park Frameworks give more detail of how each Experience was rated on these practical and operational factors.

Harnessing the support and involvement of local businesses early will be essential to delivering the Trailblazer Experiences.

The Trailblazer Experiences will be the pilots for the experience delivery process across the English National Park Experience Collection. The delivery process should be monitored and evaluated so that lessons learned can be applied to the development of the other National Park Experiences in the Collection.

THE ENGLISH NATIONAL PARK EXPERIENCE COLLECTION

The National Park Experience Development process identified 45 potential National Park Experiences, five in each National Park.

In the following pages, the Quintessential and Trailblazer Experiences are highlighted by its icons:

Q Quintessential Experience

T Trailblazer Experience



BROADS NATIONAL PARK EXPERIENCES

© Christopher Hill / BNPA

The Broads – 2,000 years in the making **Q**

Travel through the unique waterways of the Broads to discover a human landscape that people have dug, drained and changed since Medieval times.

Discover the Broads from the Water **T**

Immerse yourself in Britain's magical waterland by boat. Experience miles of wonderful waterways through wetlands rich in wildlife.

Up Close to the Wonderful Wild Broads

See some of Britain's rarest wildlife species with local expert guides, visiting accessible nature reserves, with special boardwalks, boats, and viewing towers.

The Artistic Broads

Explore the Broads with local creative characters and experience it through the work of our famous writers and artists.

The Norfolk Reed Story

Reeds are a core part of the Broads – explore the reedbeds and their wildlife and see traditional and modern ways to harvest reeds and use them in buildings.

DARTMOOR NATIONAL PARK EXPERIENCES

© Annie Spratt / DNPA

Dartmoor Time Traveller

Take a trip through time starting in the Bronze Age and taking in centuries of the quarrying, mining and farming in Dartmoor.

The Hound of the Baskervilles Tour

Explore the places, people and legends that inspired Sir Arthur Conan Doyle to write one of fiction's darkest and most iconic detective stories.

Dartmoor People and Ponies

See the herds of wild ponies, meet the commoners who own them, find out about their way of life and the traditions associated with Dartmoor's horses.

Rivers and Rocks

Follow the rivers of Dartmoor and find the stories of how they have carved out the landscape and shaped its people.

Active, Wild Dartmoor

Travel across Dartmoor's vast wilderness by foot, bike and horse. Discover unique plants and animals and the people who work and live on the Moor.

The Finer Things in Dartmoor Life

From the Devonshire cream tea to a quintessentially English pub to your luxury country hotel, experience the finest food and drink that Dartmoor can offer.

EXMOOR NATIONAL PARK EXPERIENCES

© Adobe / Mark Bridger

Exmoor on the Hoof

Discover the story of the Exmoor ponies, Britain's oldest native horse breed. Explore the wild areas they live in and meet the people who own and work with them.

Exmoor Through Time

A tour through of the long history of Exmoor and the story of England.

Eat Exmoor

Discover the delicious local produce of Exmoor: where it comes from, who produces it, how it's made and where to enjoy it.

Routes and Rhymes of Exmoor

Explore the ancient landscapes, routes, rhymes and rhythms of Exmoor National Park.

Wild Exmoor

Discover the varied and iconic wildlife of Exmoor, including red deer, ponies, birds and butterflies, with expert guidance from a National Park Ranger.



LAKE DISTRICT NATIONAL PARK EXPERIENCES

© John Hodgson / LDNPA

The Lake District Cultural Odyssey

Visit the homes of some of the most inspired and inspirational Lake District authors and artists. Experience the amazing landscape they were immersed in. Take part in creative activities of your own.

The Industrial Lakeland Tour

Experience and understand the long-standing industrial heritage of the Lake District. Discover

the practices of mining, woodland management and upland farming.

The Lake District B4 (Boots, Bike, Boat, Bus) Adventure

Take an active journey, via multiple modes of transport, through the Lake District countryside, with knowledgeable guides and hosts.

Farming Life in the Lakes

Stay on a working farm and immerse yourself in the practical tasks of the

season. Experience key parts of the local, rural calendar.

The Grand Tour of the Lake District

Leave the car behind and recreate the Victorian journey of discovery. Travelling by steamer, rail and packhorse, amongst others, and have privileged, behind-the-scenes access to some of the Lake District's most famous attractions.



NORTHUMBERLAND NATIONAL PARK EXPERIENCES

© D Taylor / NNPA

The Bloody Borders

Discover the lawless lands of the Border. Stay in a reiver bastle, hear the stories of the untamed land and experience the life of these wild raiders.

Hadrian's Wall Country – Life on the Roman Frontier

Imagine yourself in the footsteps of a Roman soldier. Discover how people lived at this outpost of the empire and feel the sense of history that pervades this landscape.

England's Last Wilderness

Find your connection with the land and tune in to Northumberland's warm people, wild landscapes and wide, dark skies.

Twenty-Four Hour Northumberland

Journey from day into night in this International Dark Sky Park. Join knowledgeable locals for stargazing activities, be part of local traditions and enjoy generous, Northumbrian hospitality.

Time Travel – People in the Landscape

Trace the long history of people in Northumberland. Find out how safety was found and natural resources used to carve out a living in this rich, tough landscape.

NORTH YORK MOORS NATIONAL PARK EXPERIENCES



© Russell Burton / NYMNP

PEAK DISTRICT NATIONAL PARK EXPERIENCES



© visitpeakdistrict.com

Fish and Ships

Follow in Captain Cook's footsteps and then make your own discoveries of the English seaside. Take a boat trip, learn about navigation, whales and smugglers and eat wonderful local seafood.

Forged in the North York Moors

Discover the surprising story of railways and industry in the North York Moors. Ride the steam railway, learn stories of the 19th century ironstone industry from a local guide and see traditional glass manufacturing.

Experience the Elements

Get out on the water with active trips by kayak or paddleboard or take guided boat tours to find seals or whales. Get closer to the land with bushcraft and navigation courses and learn more about the rocks under your feet with fossil hunting expeditions.

The Full 360 – Take the Wide View of the North York Moors

Seek out the biggest, best and most iconic North York Moors views. Discover history, tales and folklore as big and wild as the landscape. For the

ultimate view, have a flight in a glider, to look down on the National Park's forests, moors and coast.

Wool and Wealth

Visit the great abbeys, which were not only religious powerhouses but also wealthy enterprises trading wool internationally. Follow the ancient monks' 'trods' and see the moorland crosses. Meet the locals tending the sheep on modern farms

Living on the Edge

Experience the beauty of the Peak District close up, through a range of outdoor activities. There are adventures for all levels of ability, from climbing with expert guides to gentle wildlife walks.

Grand Estates and Grander Landscapes

England's great families made their homes in the Peak District and helped to shape the landscape that became the UK's first National Park. Explore the landscape to learn

how it was altered on a monumental scale and listen to the stories of people who lived and worked on the great estates.

Plagues, Puddings and Pig Bladders

Enjoy quirky English village life and experience some of their unique traditions. Hear the stories that link modern life to those of our ancestors. Sample the world-famous Bakewell Pudding and discover the mystery of who really has the 'original' recipe.

The Peak District Above and Below

Experience the subterranean Peak District. Discover the show caves, try your hand at polishing the unique Blue John stone or squeeze through a lead mine.

Pack Horse Trails Across the Peak

Travel the historic packhorse trails. Cross charming bridges and spot the stoops, crosses and troughs along the way. Your journey can be self-led or ranger-guided, on foot, on horseback or with a pack animal.

SOUTH DOWNS NATIONAL PARK EXPERIENCES

© Andy Flowerday / SDNPA

YORKSHIRE DALES NATIONAL PARK EXPERIENCES

© Paul Harris / YDNPA

Sparkling South Downs

Enjoy the UK's finest sparkling wines in vineyards born of the unique geology of the South Downs. Take a gastronomic tour of this quintessentially English landscape.

England's Timeless Legends

Visit a landscape that has inspired legends through time. From King Alfred's ancient capital at Winchester, to the ancient woodland of Kingley Vale, said to hide the remains of Viking marauders, via the home of cricket at Hambledon.

The South Downs – A Landscape of Inspiration

Explore the homes, haunts and film locations of artists, writers and their characters. Tours with expert guides and activities to promote your own creativity.

Life Along the South Downs Way

Travel the South Downs Way on foot, on a bike or on horseback, with a knowledgeable National Park Ranger. Visit heritage sites and take part in creative and conservation activities.

Step Back in Time

Experience England's history through our heritage, buildings and culture. Take part in re-enactments, banquets and vintage motoring events. Have a Downton Abbey experience.

The Essential Swaledale

Get away from it all in this 'green and pleasant' farming landscape. Cycle or hike the many trails, or simply soak up the atmosphere by the River Swale, learning the area's history from locals as you go.

Our Limestone Lane – Underground and Overground

Explore the landscape through its geology. See dramatic limestone features and find fossils in the stones. Visit a show cave or go climbing and caving with a local guide.

Real Yorkshire Dales – Real Experiences, Real People, Real Places

The Yorkshire Dales is a living and working landscape. Learn traditional skills and crafts and try rural sports. Be welcomed by the local community.

Meat, Cheese and Wool

Discover the story of this farmed landscape and learn about the agricultural traditions behind local produce. Savour the authentic Dales flavour.

Monks to Miners – Journey Through Dales History

Follow in the footsteps of those who have shaped the Dales' landscape. Visit ancient landmarks and see the heritage of modern industry. Explore the stories of people passing through and settling in this area.

SUMMARY OF THE ENGLISH NATIONAL PARK EXPERIENCE COLLECTION

TABLE 1.

Overview of the English National Park Experience collection by activity type

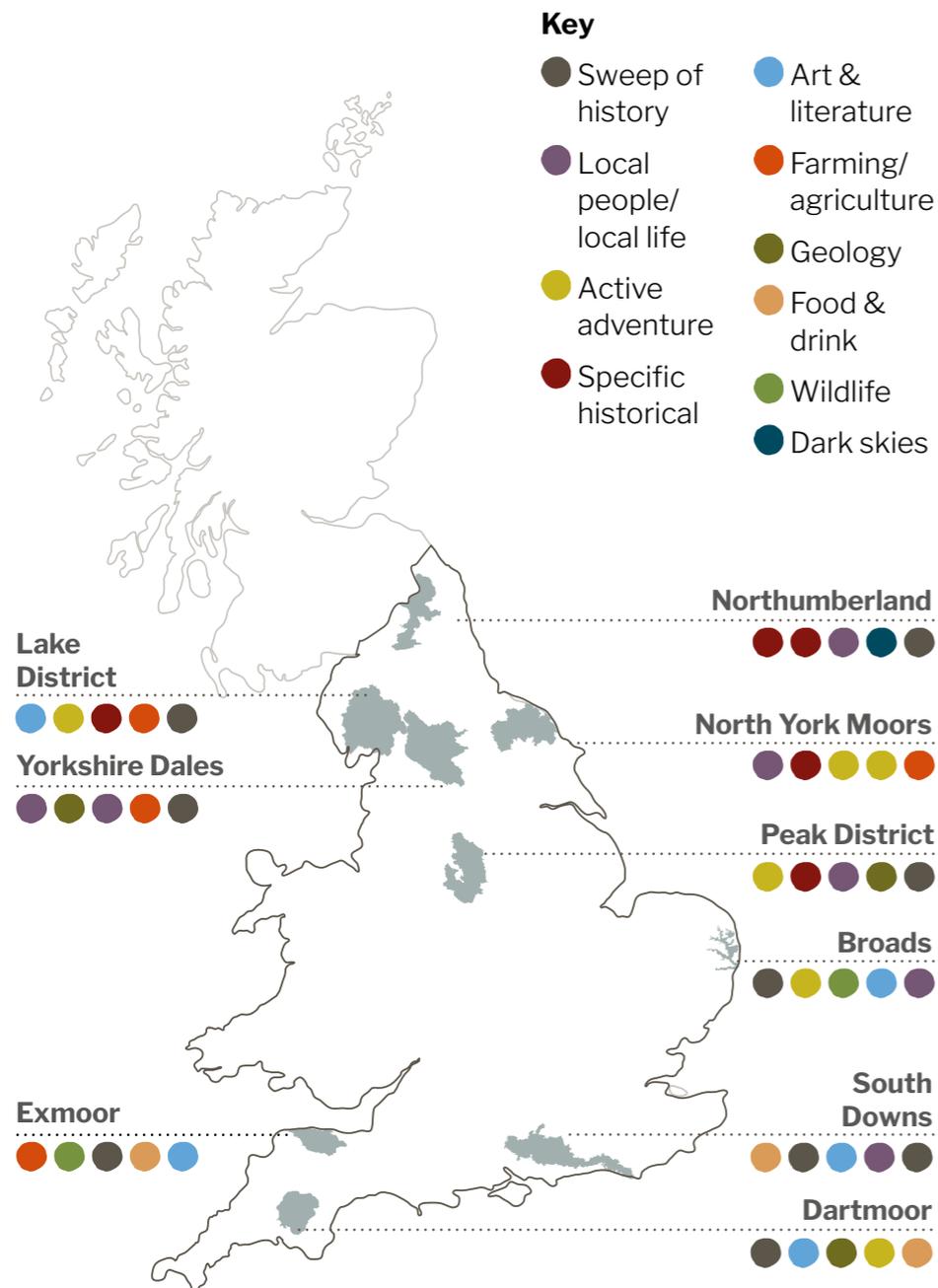
Key

- **Sweep of history**
9 Experiences
- **Local people/local life**
7 Experiences
- **Active adventure**
6 Experiences
- **Specific historical**
5 Experiences
- **Art & literature**
5 Experiences
- **Farming/agriculture**
4 Experiences
- **Geology**
3 Experiences
- **Food & drink**
3 Experiences
- **Wildlife**
2 Experiences
- **Dark skies**
1 Experience

Broads	Dartmoor	Exmoor
The Broads – 2,000 years in the Making Q	Dartmoor Time Traveller Q	Exmoor on the Hoof Q T
Discover the Broads from the Water T	The Hound of the Baskervilles Tour T	Wild Exmoor
Up Close to the Wonderful Wild Broads	Rivers and Rocks	Exmoor Through Time
The Artistic Broads	Active Wild Dartmoor	Eat Exmoor
The Norfolk Reed Story	The Finer Things in Dartmoor Life	Roots and Rhymes of Exmoor

Lake District	Northumberland	North York Moors	Peak District	South Downs	Yorkshire Dales
Lake District Cultural Odyssey Q T	The Bloody Borders Q	Fish and Ships Q	Living on the Edge Q	Sparkling South Downs Q	The Essential Swaledale Q
The Lake District B4 (Boats, Bike, Boots, Bus) Adventure	Hadrian's Wall Country – Life on the Roman Frontier T	Forged in the North York Moors T	Grand Estates and Grand Landscapes T	England's Timeless Legends T	Our Limestone Land – Overground and Underground T
Industrial Lakeland Tour	England's Last Wilderness	Experience the Elements	Plagues, Puddings and Pig Bladders	The South Downs – A Landscape of Inspiration	Real Yorkshire Dales – Real Experiences, Real People, Real Places
Farming Life in the Lakes	24 Hour Northumberland	The Full 360 – Take the Wide View of the North York Moors	The Peak District – Above and Below	Life Along the South Downs Way	Meat, Cheese and Wool
The Grand Tour of the Lake District	Time Travel – People in the Landscape	Wool and Wealth	Pack Horse Trails across the Peak	Step Back in Time	Monks to Miners – Journey through Dales History

DISTRIBUTION OF NATIONAL PARK EXPERIENCES BY ACTIVITY TYPE



DRIVING THE ENGLISH NATIONAL PARK EXPERIENCE COLLECTION FORWARD

All Experience providers will use these to plan and develop National Park Experiences that deliver The English National Park Experience Collection Brand.





TellTale

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places, wildlife and history*

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