

Brecon Beacons National Park Authority

Member Champions: Role Descriptions

Purpose of Role

To act as a champion for the strategic area both internally and externally, and to foster partnership working to further Park objectives.

What should a Member Champion be?

- An advocate or voice for the key work area at a strategic level
- A good communicator
- Passionate about their subject, but not necessarily an 'expert'
- Able to show leadership
- Willing to work with officers to develop new partnerships for the Authority
- Able to focus on areas of change and see the big picture

Member Champion Areas

- Welsh Language
- Equality and Diversity
- Landscape and Biodiversity
- Heritage
- Resilient Communities
- Sustainable Economic Development
- Volunteers

Cross Cutting Themes

Under each of the Champion Areas members are asked to bear in mind and apply the following to their role:

- Public Engagement: opportunities for communication, education, interpretation, information and commercial services
- Resilience (income/financial resources)
- Health and Wellbeing
- Education and skills
- Future proofing

For all Roles

Strategic Policy: To contribute to the development of policy in the strategic area and be prepared to speak to it both internally and externally.

Communication: Members Champions will be asked to report back regularly at Authority meetings and to submit a written annual report before the Annual General

Meeting. A template will be provided for the annual report. They will also be encouraged to communicate their role and the Authority's work in that area to a wider audience as opportunities arise. This could include attending public launches of projects, relevant external events and meetings

Decision Making and Performance: Member Champions do not have decision making powers but will be encouraged to work with officers to make recommendations to the Authority or the appropriate committee as required. They will be encouraged to keep briefed on performance against the Authority's corporate goals in their area but should not challenge individual performance which is a line management responsibility. In order to support this role:

- a) **Working with Officers:** The four Key Work Area Champions will sit on the relevant Four Key Work Areas Officer Working Group in order to keep updated with current projects, to support the work of officers in setting priorities, and to provide an informed contribution to the Policy Forum;
- b) **Role on Policy Forum:** Champions will be required to attend all Policy Forum meetings to maximise their involvement in the development and review of policy in their area.

Partnership working: In line with Section 62(2) of the Environment Act 1995 take any opportunity to encourage partners to support Park purposes, to foster partnerships and promote joint working.

Funding: To actively seek or be aware of any funding opportunities in the strategic area and work with officers to progress this.

Sustainability: to ensure that new policies or initiatives are sustainable in terms of delivering on the long term goals of the Well-Being of Future Generations (Wales) Act.

Remuneration: there is no additional allowance but champion duties are deemed approved duties for mileage claims, although members are asked to try and schedule meetings when they are in the office for other meetings. Champions are asked to liaise with Democratic Services if they wish to attend external events in support of their role.

Conduct: All the Authority's approved codes and protocols apply when the Member Champions are carrying out their role.

Remit of Individual Roles

Welsh Language

- To promote the use of Welsh Language and monitor compliance with the Welsh Language Standards
- To work closely with the Welsh Language Working Group

- To attend any meeting of the Four Key Work Area officer working groups as required to promote the use of the Welsh Language

Equality and Diversity

- Continue to deliver Child Poverty actions to reduce inequalities in participation
- Continue to develop and deliver social inclusion actions to promote inclusive enjoyment of and benefit from the National Park
- Seek external funding and partnership to support the above work
- To support the HR Officer in the development of policy
- To attend any meeting of the four Key Work Area Officer Working Groups as required to support equality and diversity.

Biodiversity and Landscape

- Support integrated land management to achieve biodiversity and landscape enhancements
- Support the Local Nature Partnership and its development and implementation of the Nature Recovery Action Plan for the Park
- Support the development of an ecosystem approach and applying the principles of sustainable management of natural resources to service delivery and decision making
- Support the local and national contribution of National Parks to biodiversity and landscape conservation and provision of public benefits
- Work with tourism and other KWAs to apply the principles of good visitor management in an integrated way

Resilient Communities

- Develop and Support community resilience by empowering and enabling sustainable benefit from the NP designation
- Support Place Plan production and delivery
- Support health and wellbeing from the NP for the wider community of Wales
- Support integrated access to the countryside for health and well-being
- Champion the implementation of the new Rights of Way Improvement Plan

Heritage

- Raise awareness of and contribute to the understanding and enjoyment of the Park's built and cultural heritage.
- Support the local and national contribution of National Parks to built and cultural heritage conservation including its economic value
- Support the delivery of projects and initiatives that will improve the historic fabric and infrastructure of the Park
- Encourage development of the Authority's Heritage Plan
- Support the ever-evolving relationship between cultural and natural heritage

Sustainable Economic Development

Work with officers to:

- Bring new economic benefits from NP designation to local communities and their businesses including Traineeships, business training partnerships, partnership work with regeneration bodies, sustainable product development and work with the farming community in support of conservation
- Support Place Plan production and delivery
- Support and develop a partnership approach to sustainable tourism development, playing a full part in implementation
- Use the power of the UNESCO designation for Geopark to benefit the west of the Park
- To empower businesses and communities to benefit from the NP designation sustainably, particularly through tourism and the Ambassador schemes
- Support conservation land management and integrated access to the countryside to provide economic benefits, using marketing processes to carry messages about responsible tourism and visitor management

Volunteers

Work with officers to:

- Enable delivery of BBNPA Purposes and Duty through volunteers
- Support the development of an appropriate plan for the recruitment, involvement, training and recognition of volunteers, including evaluation and monitoring
- Be the principal conduit between volunteers and Members, providing Members with informed reviews of volunteers' experiences with BBNPA

- Attend Key Work Area Groups (KWAGs) as required to support volunteer delivery.