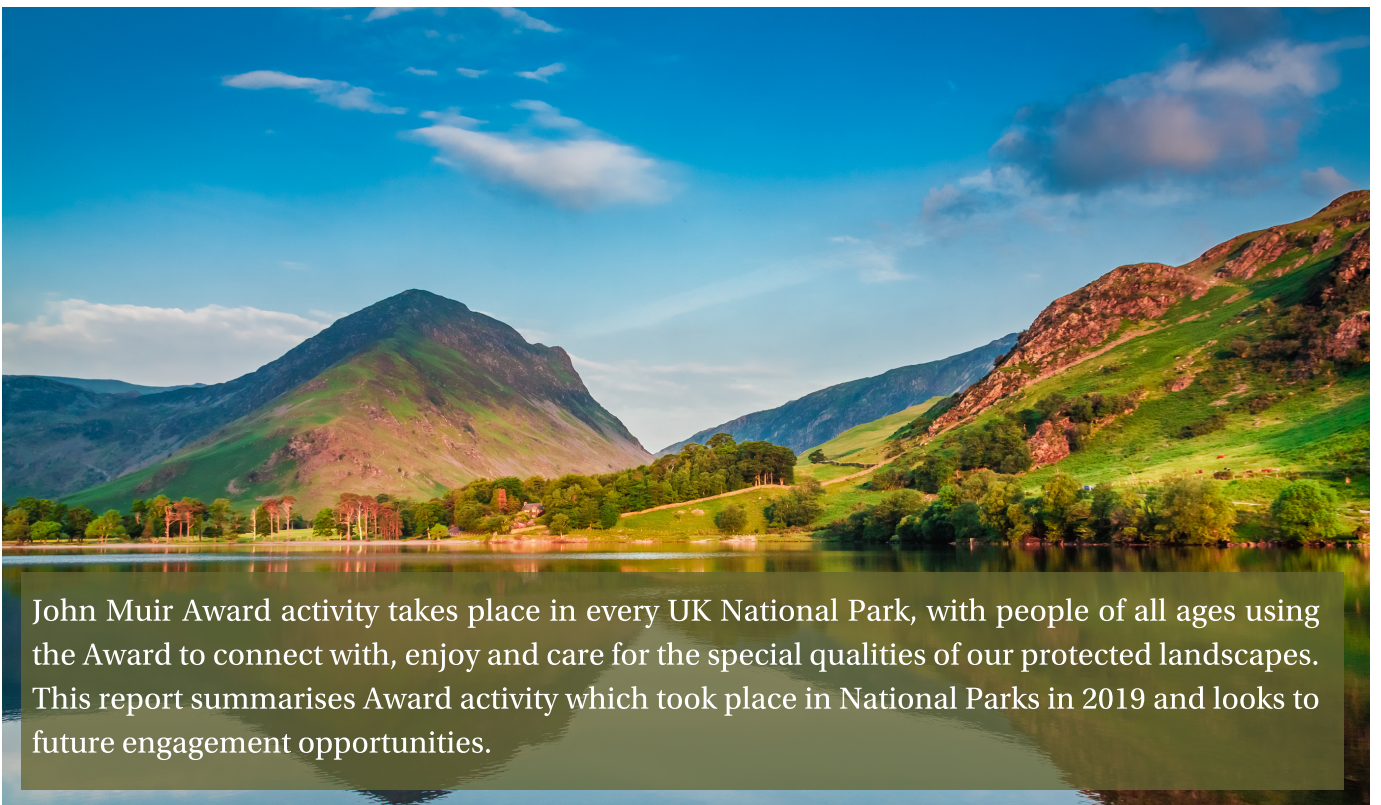


THE JOHN MUIR AWARD & UK NATIONAL PARKS

JOHN
MUIR
TRUST



John Muir Award activity takes place in every UK National Park, with people of all ages using the Award to connect with, enjoy and care for the special qualities of our protected landscapes. This report summarises Award activity which took place in National Parks in 2019 and looks to future engagement opportunities.

16,859

participants achieved
their Award engaging with
National Parks

22%

of participants were from
social backgrounds less
likely to access green
spaces

96%

of participants
connecting with
National Parks
were aged under 25

43,254

John Muir Awards were
achieved across the UK
in 2019

39%

of Award activity
engaged with
National Parks

1,765

organisations delivered
Award activity across the
UK

Investing in partnerships

3 National Parks have invested in funding dedicated Award Managers to further promote opportunities for the understanding & enjoyment of the special qualities of National Parks.

In 2019 85 people attended John Muir Trust training courses, hosted within National Parks.

CAIRNGORMS
NATIONAL PARK AUTHORITY
ÙGH DARRAS PAIRC NAISEANTA A'
MHONAIDH RUAIDH

LOCH LOMOND
& THE TROSSACHS
NATIONAL PARK



Lake District
National Park

CONNECTING PEOPLE WITH NATIONAL PARKS

Almost 50% of Award activity in National Parks is facilitated by the John Muir Trust without direct National Park support.



CLIMATE ACTION

The John Muir Award is a tried and tested tool for engaging communities in meaningful action for the environment in response to the climate change crisis.



CARING FOR NATURE

Through the conserve challenge participants contributed at least 118,000 hours of social action in National Parks representing individual actions for nature valued at £600,700



DEMONSTRATING IMPACT

Loch Lomond's and the Trossachs published an Impact Report celebrating over five years of successful partnership working 2013-19.



In Action:

Engaging Diverse Audiences

The Peak District National Park, through South West Peak Landscape Partnership, used the Award to structure a residential visit with a group of blind and partially sighted young adults. The group explored the park through bat detection sessions, mindfulness walks and practical conservation activities. Jackie Wragg, Youth Engagement Officer said: "We find the Award works well with diverse audiences, it is a flexible way to build a programme of engagement activities around a group's needs."



"For many, being in the Lake District is a rare opportunity despite living only 40 minutes away. The awe and wonder experience was amazing - hopefully they will go on to influence their own families to take time to enjoy the wonderful landscape we have."

Teacher, Barrow-in-Furness

COVID 19 - How can we help?

The challenges of Covid-19 means that how we return to our favourite wild places is uncertain, but even with challenges to national park visits we can be inspired by the values and visions of our National Parks. The 4 challenges of the John Muir Award provide an accessible tool to support connection, learning and engagement with National Parks, whether at home, in school or within park boundaries.

In Action: At Home Engagement

The Pembrokeshire Coast National Park has used the John Muir Family Award to continue to support people across Wales (and beyond) to connect with the special qualities of National Parks during COVID 19, creating remote opportunities, framed around the 4 challenges of the Award.

"We are working with support from the John Muir Trust to encourage families to experience the outdoors, learn about nature and care for our wonderful wild places, from their doorstep or garden, as well as closer to the coast" - Tom Moses, Discovery Ranger.

The John Muir Trust is a UK conservation charity dedicated to the experience, protection and repair of wild places. We help people of all ages and backgrounds to connect with, enjoy and care for nature. Read our Strategy Document [here](#).



In Action - Outreach Education

Banchory Academy Outdoor Learning are using their Cairngorms National Park inspired John Muir Award adventures to deliver curriculum outcomes, helping pupils continue to engage with and enjoy our natural environments. "Banchory Academy have started using Instagram as a way of sharing their John Muir Award experiences. This is a great example of how the Award can be used as an outreach tool to help connect pupils with the theme of National Parks, from their doorstep." Alan Smith, Outdoor Learning Officer

Supporting National Agendas & Initiatives

8 point plan for National Parks

With an active presence in all 15 UK National Parks and strategic partnerships with a number of National Park Authorities, the John Muir Trust is already making a strong contribution to delivering the 8 point plan, including:

- connecting young people with nature
- encouraging more diverse visitors
- increasing volunteering opportunities
- realising the immense health and wellbeing potential through experiencing National Parks.

Find out more by reading the John Muir Trust response [here](#).

Landscapes Review Glover 2019

The John Muir Trust has a proven track record of working with both National Parks and AONBs to engage people with special qualities and outstanding natural beauty of landscapes.

See our 4 min. film [The John Muir Award in our National Parks](#), and the Shropshire Hills AONB Partnership [case study](#) on page 86 of the Defra Landscapes Review Final Report.

Support for key initiatives

- Discover National Parks campaign
- Support for Lake District World Heritage
- Park-specific initiatives such as Fix the Fells (LDNP), Wild Park 2020 and Respect your Park (LLTNP).



25 year Environment Plan

The John Muir Award can contribute to the key target to conserve and enhance the beauty of our natural environment, and make sure it can be enjoyed, used and cared for by everyone.

- Our '[5 ways to Wellbeing and Wild Places](#)' publication shares examples of how the Award supports health and wellbeing through connection with green spaces.
- Read our [education reports](#) to find out how the Award encourages children and young people to be close to nature.
- During the 2019 Year of Green Action Award participants contributed over 16,859 actions for nature within National Parks as part of the #iwill4nature campaign.