



YORKSHIRE DALES
National Park Authority

Mission and Core Values

Our Mission

The Yorkshire Dales National Park Authority exists to secure for the public good the conservation, enhancement, enjoyment and better understanding of the special qualities of the Yorkshire Dales: its landscape, wildlife, and cultural heritage.

Our aim is that, through our passion for this special place, we will inspire local communities and businesses to ensure the Yorkshire Dales National Park is a thriving area. Its unique cultural landscape will be treasured by those who live here and those who visit for its stunning scenery, exceptional heritage and wonderful wildlife.

We strive to deliver high quality efficient and welcoming services that are effective in helping ourselves and others to achieve that aim.

We want to be widely recognised as a centre of expertise and excellence in conservation and recreation policy and practice.

Our core values

Our core values underpin the way in which we will achieve our mission and deliver key services and targets:

Improvement: we will continually strive to improve our performance in delivering National Park purposes.

Accountability: we will explain and take responsibility for our decisions and actions

Commitment: we will do what we say we will do.

Integrity: our relationship with the public, partners and each other will be built on honesty, transparency, equality, impartiality and consistency

Involvement: we will be open, approachable, and proactive in working with local people, businesses and visitors to achieve our shared objectives and in encouraging wider and diverse participation in achieving our statutory purposes.

Valuing people: we will value the people who work for us and will ensure that they are equipped and empowered to provide professional services to the public.