

## **Our vision for the Kent Country Parks Service is:**

*To provide an inspirational, accessible, and sustainable countryside experience for all Kent's residents and visitors*

This vision is supported by three strategic aims:

- 1: Provide a country park network of well-connected high quality and biodiverse greenspace across Kent
2. Sustain and manage visitor numbers to our country parks by always providing a quality customer experience alongside a comprehensive environmental education service, facilities, events, and activities that encourage increased or repeat visits especially amongst under-represented groups.
3. Consolidate the financial sustainability of the Country Parks through maximising self-financing and external funding opportunities

### **Strategic Aim 1**

Provide a country park network of well-connected high quality and biodiverse greenspace across Kent

#### **Objectives**

1. Provide high quality parks that are maintained and improved in line with our management plans, statutory and grant obligations, and that, where possible, the standards of our management are independently tested and verified
2. Our country parks are well connected through physical networks and collaborative partnerships to enable the best results for people, nature, and the environment
3. Maintain or, where possible, enhance the biodiversity, heritage and landscape values of the sites ensuring that opportunities to connect communities to their value are provided
4. Our country parks support the achievement of the outcomes of the Kent Environment Strategy, the Kent Biodiversity Strategy, and the Kent Nature Recovery Strategy

### **Strategic Aim 2**

Sustain and manage visitor numbers to our country parks by always providing a quality customer experience alongside a comprehensive environmental education service, facilities, events, and activities that encourage increased or repeat visits especially amongst under-represented groups

#### **Objectives**

5. Increase the accessibility of the countryside through the deployment of landscape management techniques, effective outward looking partnership working and improved facilities that seek to provide equity of access to quality greenspace to all Kent residents and visitors

6. Work with nurseries, schools, further education establishments and adults to provide environmental education and events that promote engagement with the natural world alongside supporting future sustainability and responses to the climate emergency
7. Provide and increase high quality volunteering opportunities including seeking new ways for communities to volunteer their time to the work of the country parks
8. Maximise the ability of country parks to meet the health and well-being needs of communities and contribute to good quality of life through strong cross partnership working with physical and mental health care providers

### **Strategic Aim 3**

Consolidate the financial sustainability of the Country Parks through maximising self-financing and external funding opportunities

#### **Objectives**

9. Maximise the opportunities to generate income on the sites through catering, education, events and innovative paid for facilities and services whilst operating at maximum efficiency
10. Explore, develop, and secure external funding opportunities that complement the work of the country parks
11. The portfolio of country parks sites provides the ability for all to enjoy regardless of their age, health, race, religion, disability, or gender and that our management supports equality, environmental protection, and the achievement of our strategic aims at all times.