

## MOSAIC FACT SHEET April 2009

---

### Project Need / Evidence of Under-Representation

The 2001 census showed that 9% of the population in England is of ethnic minority background. Peak District, North York Moors and Yorkshire Dales National Park data from 2005 to 2007 shows ethnic minority visitors at 3%, 0.5% and 2% respectively.

A 2002 University of Durham survey, including 606 interviews with Asian and African Caribbean individuals, 595 interviews with visitors to the NPs and 988 postal surveys, showed very low awareness and visits to National Parks by ethnic minority communities.

In July 2007, a questionnaire was sent to about 130 leaders in ethnic minority communities. Comments included:

*'The independence of people to make journeys into the outdoors without any outside help and to do so naturally and confidently is paramount.'*

### Mosaic Achievements

Between 2005 and 2008, Mosaic:

- Trained over 200 leaders from ethnic minority communities to become Community Champions, promoting the National Parks in their communities
- Empowered each Champion to organise between 1 and 4 community visits to a National Park, for groups of between 5 and 60 people
- Ensured that at least 4,000 additional people were introduced to the National Parks by Champions
- Arranged over 100 visits, training opportunities and events for Champions
- Helped 3 English National Park Authorities achieve profound changes to their organisational culture, policies and practices that enabled better links with ethnic minority communities

### Mosaic Future Targets

Between 2009 and 2012, Mosaic will:

- Recruit and train at least another 200 Community Champions to promote the National Parks
- Develop 20 local groups of Champions, in 20 cities across England, and help these groups become locally self-sufficient
- Ensure that at least another 4,000 individuals from ethnic minority communities have a direct experience of a National Park
- Reach another 40,000 individuals from ethnic minority communities indirectly
- Assist all 9 National Parks in England to reach out and build relationships with ethnic minority communities

### Further Reading:

Academic research:

- Askins, K. (2006) 'New countryside? New country: visible communities in the English national parks', in J. Agyeman and S. Neal (eds) *The new countryside?: Ethnicity, nation and exclusion in contemporary rural Britain*. London: The Policy Press: 149-172.
- Askins, K. (2008) '(re)negotiations: towards a transformative geopolitics of fear and otherness.' In R. Pain & S. Smith (eds.) *Fear: Critical Geopolitics and Everyday Life*. London: Ashgate: 235-248.

Defra's (Department for Environment Food and Rural Affairs) Outdoors for All? Diversity Action Plan (2008): <http://www.defra.gov.uk/wildlife-countryside/access/recreation/outdoors.htm>