

  
**CAMPAIGN** for  
NATIONAL PARKS

  
**YMGYRCH** y  
PARCIAU CENEDLAETHOL



# NEW PERSPECTIVES

**NEW PERSPECTIVES**  
Applicant Information Pack

  
Gwnaed yn bosibl gan  
**Cronfa  
Treftadaeth**  
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# WHAT ARE NATIONAL PARKS? CAMPAIGN FOR NATIONAL PARKS

National Parks are wild and unique spaces, vital for the health of nature, people and planet. They are defined as substantial tracts of land, sometimes remote, with wide open spaces large enough to provide the public with opportunities for outdoor recreation. National Parks are designated because of their landscape quality, wildlife and their values as a recreational resource.

National Parks have two purposes:

- To conserve and enhance the natural beauty, wildlife and cultural heritage
- To promote opportunities for the public understanding and enjoyment of the special qualities of the Parks

There are 15 National Parks in the UK, 10 in England, 3 in Wales and 2 in Scotland.

Campaign for National Parks is the only independent charity dedicated to securing the future of National Parks in England and Wales. Our independence from government means we can speak out for Protected Landscapes when no-one else can.

Founded in 1936, we bring together a campaigning collective of organisations and individuals from all walks of life united in common cause. Our first campaigns resulted in the creation of our National Parks. Now, inspired by our past, we fight for the future. We want a world where nature and people are thriving in our National Parks, where wildlife is wild and natural beauty is protected for generations to come. Where everyone, no matter their age or background, can access, feel inspired by and fight to protect the future of these truly amazing landscapes.

With National Parks at the heart of everything we do: we're here to unite, inspire and empower everyone to take action.



National Parks in England and Wales

# TELL US YOUR STORY

Have a story to tell about National Parks? Interested in exploring the themes of nature, climate emergency or equal access? Aged 16-30? We want to hear from you.

Campaign for National Parks are offering up to £1,000 to young people who want to develop their communication and storytelling skills and share their stories of National Parks. We're excited to hear from young people who want to develop a project exploring an issue, topic or story relating to one or more of the 13 National Parks in England and Wales.



**It's incredibly important for a diverse range of voices to be heard in the National Parks because how else can you enact change for future generations and those who should have the right to access our National Parks, without having a diverse range of voices represented.**

- Ruth, 2022/23 bursary holder



Ruth (2022/23 bursary holder) with Yorkshire Dales farmer Anthony Bradley

## WHO ARE THESE GRANTS FOR?

There are no formal requirements to apply, however we do ask that you submit at least one and up to three pieces of your previous work alongside your application. These might be pieces of writing in zines, school magazines or other publications, or digital film or photography projects available online. Perhaps you have a website or active social media channels to showcase your work. If your work is physical, you might want to submit photos where this has been exhibited. This is to give us a sense of your style and to help us select a diverse portfolio of contributors.

Ideally, you'll have some experience of storytelling and be looking to grow your skills as an early-career communicator.

You don't need to live in or near a National Park to apply. Perhaps your story is about your experiences visiting National Parks as a city resident or about the barriers to working in National Parks you face as a young person or if you're considering a career in National Parks. **If you're passionate about National Parks and have a story to tell, this is for you.**

We recognise that many voices are currently not listened to in the National Parks conversation and particularly welcome applicants from working class and/or minoritised ethnic backgrounds and those who identify as disabled, neurodivergent or as having other lived experience of marginalisation to apply.



Amira (2022/23 bursary holder) with the Wanderlust Women

## PROJECT DETAILS

These grants are open to projects spanning different genres of factual storytelling and all perspectives on the experience of visiting or living in National Parks.

We do ask that your project:

- Broadly covers reference to what National Parks are and why they are important.
- Includes a call to action - something to inspire a change with your storytelling. This could look like anything from encouraging young people from across the country to get involved in campaigning for National Parks to providing a guide for more people to mindfully connect with nature whilst exploring National Parks.

**And** relates to one or more of the following themes, for which we'd love to see applicants freedom to showcase their work in all its creative forms:

### NATURE

Stories may include:

- Experiences of connecting with wildlife and nature
- Benefits of spending time in nature
- A focus on species or habitats
- A focus on nature issues, e.g., water pollution, overgrazing, peatland degradation, land management
- Discussions around the broader future of National Parks, e.g., new National Parks, Marine National Parks, National Park Cities



### CLIMATE EMERGENCY

Stories may include:

- How National Parks can help us face the climate emergency, e.g., through carbon storage, by revitalising landscapes
- A focus on climate issues, e.g., flooding, wildfires, habitat loss
- A focus on carbon emissions related to visiting or living and working in National Parks



### EQUAL ACCESS

Stories may include:

- The benefits of visiting National Parks
- Any challenges & potential solutions you've identified for National Parks
- The Lived experiences of a particular group, e.g., young people, black and minoritised ethnic groups, disabled people, people coming from an urban background
- A focus access issues, e.g., financial barriers, physical accessibility
- A focus on mental health and wellbeing
- A focus on specific topics within access, e.g., public transport, right to roam, public access to land



### TELL US YOUR OWN STORY

Whilst we're keen for work that aligns with one or more of the themes above, we welcome applications for projects telling stories that we might have not thought of ourselves. If you're passionate about your story, it links to National Parks, and you think it has potential as a storytelling project then submit an application and we'll talk to you more about it.

“

**National Parks exist as a place where anyone can go and enjoy the countryside; an essential right we can't afford to lose.**

- Timothy, 2022/23 bursary holder

## WHY APPLY?

### Develop your skills

These grants aim to support early-career communicators to develop their stories of National Parks whilst boosting their storytelling skills. Alongside the funding, Campaign for National Parks and our partner Ocean City Media will provide training on storytelling, campaigning, filmmaking and digital communications to promote your project.

### Get seen

We are committed to sharing your final project on our platforms and by working with our partners and can also support you to find relationships with other organisations based in individual Parks to amplify your work. To this end, we have launched new website and are very excited to have an amazing space to share your work.

### Grow your network

Recipients will also be invited to be part of our New Perspectives leadership training programme and community. More details on this below.

## WHAT OUR 2022/23 RECIPIENTS HAVE TO SAY

“

The bursary pushed me to follow my idea and put myself out there.

“

It has given me a solid showcase of my skills for my portfolio.

“

It's given me a sense of how important peoples' connection with place is, especially in a conservation context, which I've seen in different communities across the world in my journalism work.

- Katie

“

Much of my work centres around connecting people and places through story. I felt the New Perspectives bursary would enable me to do this in the context of a landscape I enjoy and feel strongly about.

- Saira

## MORE ABOUT OUR NEW PERSPECTIVES PROJECT

The New perspectives project is a two-year project to engage more young people in the National Parks movement.

This includes many other opportunities you will be invited to participate in including residential away days in National Parks, a training programme and opportunities to connect with other young people involved in the project and those who have been involved previously for networking, socialising and peer support.

“

We should be able to roam freely throughout the Parks. Everyone should be able to experience these wonderful places.

- Charlotte, 2022/23 bursary holder

## PROCESS

### Pre-application:

Interested participants will have the opportunity to join an application “drop-in” virtual sessions to find out more about the opportunity and meet the team.

### Applications

Shortlisted applicants invited to an informal online chat to discuss the project.

### Month 1

Project approved

Project kick-off meeting

### Months 2-8

Project support programme including regular one-to-one support and training opportunities

### Months 9-12

Projects launched

# APPLICATION CRITERIA

## You:

- Must be aged 16-30 to be eligible.
- We can only consider applications from individuals.
- Must be based (live) in England or Wales.
- Must hold a UK bank account in the name you are applying in.

## Your project:

- Must be specific to one or more of the National Parks in England and Wales (or specifically related to all of them as a group).
- Explore topic(s) that fit under one or more of the project themes.
- Must feature youth voice as central to the project either in front of or behind the work. If your project does not centre youth voice, we will ask you to provide additional detail about why the story matters to you and how it aligns with our project aims as part of the shortlisting process.
- Must be original and specifically created as part of this project.

## We cannot fund:

- Promotion of religion or places of worship
- Political activities
- Campaigning and lobbying
- Academic research
- Generic travel writing without specific reference to a bursary theme or themes

# HOW TO APPLY

To apply, please [fill out this form](#) or head to our website for the link and more information.

If you have any questions or need help completing your application please contact the team on [info@cnp.org.uk](mailto:info@cnp.org.uk). The application form is written, but you can also submit answers in video form for some of the longer questions where we're asking you to talk about you/ your project in detail. You will see this option on the form. If you require any other reasonable adjustments to any stage of the application process, please email us.

If you have any further questions which are not covered in the support pack or support sessions, feel free to contact us at [info@cnp.org.uk](mailto:info@cnp.org.uk)

## Supported by:



**Kwesia (2022/23  
bursary holder)**

