

REPORT OF THE CHIEF EXECUTIVE

SUBJECT: TO AGREE TO UNDERTAKE A CONSULTATION ON A DRAFT HIGH LEVEL STRATEGY FOR THE AUTHORITY.

Purpose of this Report

1. This report asks Members to agree to undertake a consultation on a draft High Level Strategy for the Authority

Background

2. Over the past few months, officers have been working to develop a new Strategy for the Authority. This work has included:
 - a. A review of legislation and policy impacting on the work of the Authority
 - b. A survey of the views of Members, Team Leaders and Staff
 - c. A workshop with Members
 - d. An internal consultation on the draft Strategy with all staff, which is ongoing

Following this process a draft High Level Strategy is presented as Annex A.

Key Factors Influencing the development of the new Strategy

3. In developing a new Strategy consideration has been given to the following:
 - Legislation
 - Policy – external and Internal
 - Audit Wales
 - Views of Members and Staff
 - COVID – adopting good practice developed over the past year

4. Legislation

There is an increasingly complex picture regarding the legislation that the Authority needs to consider. Some of the key legislation includes:

- Environment Act, 1995 – this outlines the Purposes and Duty of National Parks - [About the National Park Authority - Pembrokeshire Coast National Park](#)
- Well-being of Future Generations Act, 2015 – the Authority is one of the 44 Public Organisations that is required to meet the requirements of the Act - [Well-being of Future Generations \(Wales\) Act 2015 – The Future Generations Commissioner for Wales](#)

- Environment Act, 2016 – the Act requires all public authorities, when carrying out their functions in Wales, to seek to “maintain and enhance biodiversity” where it is within the proper exercise of their functions. [Factsheet 10 Biodiversity and resilience of ecosystems duty english \(gov.wales\)](#)
- Equality Act, 2010 - the Authority is a public body listed in the Act and more recently the Welsh Government has enacted the provisions relating to the Socio-Economic Duty - [A More Equal Wales: the Socio-economic Duty \[HTML\] | GOV.WALES](#)
- Welsh Language Measure, 2011 – the Authority is a public body listed in the Act and is required to meet a number of agreed Welsh Language Standards
- Planning related legislation – as a Local Planning Authority the Authority is required to meet the requirements of planning legislation
- Rights of Way legislation
- Climate Change legislation and targets – this includes a requirement to become Carbon Neutral as an Authority by 2030
- Governance of the Authority – as a Single Purpose Local Authority the Authority is required to meet a number of governance related legislation such as the Local Government Act, 1972 and the recent Local Government and Elections (Wales) Act, 2021.

5. Policy Documents

The Authority has a requirement to consider a number of external policy documents when planning its work:

- Welsh Government Annual Remit Letter – the Welsh Government provides the Authority with an Annual Remit Letter outlining areas to prioritise during that year - [Eich cyf \(pembrokeshirecoast.wales\)](#)
- *Valued and Resilient: The Welsh Government’s Priorities for Areas of Outstanding Natural Beauty and National Parks* – In 2017 the Welsh Government outlined the priorities for Designated Landscapes. These include 10 areas of work - [Valued and Resilient: The Welsh Government's Priorities for Areas of Outstanding Natural Beauty and National Parks](#)
- Area Statements – the Environment Act, 2016 required Natural Resources Wales to develop Area Statements. The Authority is required to consider the issues included in the South West Area Statement - [Natural Resources Wales / South West Wales Area Statement](#) and the Marine Area Statement - [Natural Resources Wales / Marine Area Statement](#).
- Pembrokeshire Local Well-being Plan – the Well-being of Future Generations Act makes a requirement for each Public Services Board to prepare a Local Well-being Plan. As a member of the Pembrokeshire Public Services Board the Authority contributes to the delivery of the Local Well-being Plan - [Well-being Plan - Pembrokeshire County Council](#)

- Welsh Government Programme for Government – the Authority would give consideration to the wider priorities outlined in the relevant programme for Government - [Taking Wales Forward \(gov.wales\)](https://gov.wales/taking-wales-forward)
- Planning Policy Wales – National Planning policy is outlined in this document. [Planning Policy Wales - Edition 11 \(gov.wales\)](https://gov.wales/planning-policy-wales-edition-11)
- Future Wales: The National Plan 2040 [Future Wales: the national plan 2040 | GOV.WALES](https://gov.wales/future-wales-the-national-plan-2040)
- Destination Management Plan – the Destination Management Plan 2020-25 outlines the priorities for managing the Pembrokeshire Destination over the next five years - [Pembrokeshire-Destination-Management-Plan-2020-2025-English.pdf \(visitpembrokeshire.com\)](https://visitpembrokeshire.com/Pembrokeshire-Destination-Management-Plan-2020-2025-English.pdf)
- Rights of Way Improvement Plan – this document outlines the priorities for managing the rights of way network until 2028 - [Rights of Way Improvement Plan for Pembrokeshire \(pembrokeshirecoast.wales\)](https://pembrokeshirecoast.wales/rights-of-way-improvement-plan-for-pembrokeshire)
- Net Zero Carbon Status 2030 - Public Sector Route Map.

6. The Authority outlines its high level policies and actions in the following documents:

- National Park Management Plan and Action Plans – the Authority is required to develop a management plan for the National Park - [National-Park-Management-Plan-2020-2024-Eng.pdf \(pembrokeshirecoast.wales\)](https://pembrokeshirecoast.wales/National-Park-Management-Plan-2020-2024-Eng.pdf)
- Local Development Plan – as the Local Planning Authority the Authority prepares a Local Development Plan outlining local planning policies - [Local Development Plan 2 - Pembrokeshire Coast National Park](https://pembrokeshirecoast.wales/Local-Development-Plan-2-Pembrokeshire-Coast-National-Park)
- Equality Plan and Objectives – the Authority is required to prepare an Equality Plan and set Objectives - [Pembrokeshire-Coast-National-Park-Authority-Equality-Plan-2020-24.pdf \(pembrokeshirecoast.wales\)](https://pembrokeshirecoast.wales/Pembrokeshire-Coast-National-Park-Authority-Equality-Plan-2020-24.pdf)
- Welsh Language Plan – one of the Welsh Language Standards the Authority needs to meet is to set a 5 year strategy to promote the use of the Welsh Language - [Welsh-Language-Strategy-2017-22-English.pdf \(pembrokeshirecoast.wales\)](https://pembrokeshirecoast.wales/Welsh-Language-Strategy-2017-22-English.pdf)

Audit Wales

7. The Authority is audited on an annual basis by Audit Wales. Previous audit reports have highlighted the need for the Authority to be more focused on fewer areas of work.

Views of Members and Staff

8. During the early part of 2021 a number of surveys were undertaken to gather views of:

- Members
- Team Leaders
- Staff

The information from these surveys has been considered when developing the High Level Strategy. In addition, a workshop was held with Members to discuss the Strategy.

The Staff Survey undertaken last year outlined the view from some staff that the Authority did not have a clear strategy.

Impact of COVID

9. The past year has seen significant change in how the Authority works and there is also an impact on the National Park, these are being considered in developing a new strategy.

Draft High Level Strategy

10. Having given consideration to the numerous influences outlined above a draft High Level Strategy has been developed which is included as Annex A.
11. The draft Strategy proposes a new Vision and four Priorities and Impacts. In addition, it is proposed to include a set of Values to support the Strategy. To date two workshops centred on values have been held to inform this process and there will be further workshops with staff to agree our organisational values.
12. The draft Strategy has been subject to an internal consultation with staff, and it is proposed that this process will continue until the Strategy is brought back to Members for approval.

Consultation

13. If Members agree it is proposed to undertake an external consultation on the draft High Level Strategy. This will provide an opportunity for partners, stakeholders and members of the public to influence the future work of the Authority and the National Park.

Financial considerations

14. The Authority has a budget available to carry out this consultation.

Risk considerations

15. The development of a new strategy is a key process and there it a need to ensure that the process adopted is open and transparent and that it gives staff, partners and the public an opportunity to influence the process.

Compliance

Setting Well-being Objectives

16. In setting new Well-being Objectives the Authority is required to take account of statutory guidance notes which state that the Act should be embedded within existing corporate processes.

- The setting of well-being objectives should take place through a corporate planning process, and be reflected in a corporate plan (or equivalent).
- Reporting on progress toward meeting well-being objectives should take place through a corporate reporting process, and be reflected in an annual report (or equivalent).

As a result the determining of our long term priorities and High Level Strategy will influence the development of revised Well-being Objectives for the Authority and our steps to meet these objectives. The aim is that our Well-being Objectives align with our long term priorities and this will be reflected in our annual Corporate and Resources plan.

In developing the Authority's revised priorities and aligned Well-being Objectives the Authority needs to take account of the guidance published by the Future Generations Commissioner¹ and consider our performance against our existing Well-being Objectives.

Equality considerations

17. There is also a requirement to undertake an Integrated Assessment and this will be carried out prior to approving the High Level Strategy.

Welsh Language considerations

18. The publication and consultation exercises are carried out in accordance with the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards Regulations (No.1) 2015.

19. Assessing impacts on the Welsh language is considered as part of the Integrated Assessment.

Next Steps

20. Members are invited to comment, and if minded, to approve the draft High Level Strategy for consultation.

21. Following the consultation the strategy will be brought back to a future National Park Authority for Members to approve.

¹ Welsh Government, SPSF 2: Individual role (public bodies): [spsf-2-individual-role-public-bodies.pdf \(gov.wales\)](https://gov.wales/spsf-2-individual-role-public-bodies.pdf)

22. Once approved the High level Strategy will be used to inform the development of a new Corporate and Resources Plan, which will commence in April 2022.
23. As part of this process we will undertake a review of the work and structure of the Authority and undertake the necessary change to enable the Authority to deliver the Strategy.

RECOMMENDATION

That Members discuss and agree the draft High Level Strategy for consultation.

*(For further information, please contact Tegryn Jones –
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Ein Gweledigaeth: Parc Cenedlaethol lle mae natur, diwylliant a chymunedau yn ffynnu



Cadwraeth

Hybu bioamrywiaeth ac atal ei ddirywiad

Natur yn llewyrchus



Hinsawdd

Cyrchfan:
Sero Net

Rydym yn Awdurdod sy'n anelu at Sero Net a Pharc Cenedlaethol carbon niwtral



Cyswllt

Gwasanaeth Iechyd Naturiol

Pobl sydd fwy iach, yn hapusach ac wedi cysylltu â natur a threftadaeth



Cymunedau

Cymunedau byrlymus

Llefydd lle all pobl fyw, gweithio a mwynhau

Our vision: A National Park where nature, culture and communities thrive



IMPACTS | PRIORITIES

Conservation

Boosting biodiversity and halting its decline

Nature is flourishing

Climate

Destination: Net Zero

We're an Authority aiming for net zero and a carbon neutral National Park

Connection

Natural Health Service

People are healthier, happier and more connected to nature and heritage

Communities

Vibrant communities

Places people can live, work and enjoy