

Report of the Chief Executive

Subject: To Agree a High Level Strategy for the Authority 2022 - 2026.

Purpose of this Report

1. The report provides an update on the consultation, ask Members to approve the High Level Strategy and provides information on the next steps of the work on future priorities for the Authority.

Background

2. At the May National Park Authority, Members agreed to consult on a draft High Level Strategy to provide focus for the work of the Authority over the next five years (See Annex A).
3. The draft Strategy was published on the Authority's website and a survey was created using the Survey Monkey platform. The consultation was promoted by a press release, via the Authority's social media channels, highlighted to key partners, and distributed to members of internal groups such as the Youth Committee and Volunteer Forum. In addition, a seminar was held with representatives of City, Town and Community Councils.

The Consultation

4. The consultation was based on the following questions:

Q1 Do you agree with the proposed Vision: **A National Park where nature, culture and communities thrive?**

Q2 Do you agree with the proposed Priorities?

- Conservation – Boosting biodiversity and halting its decline
- Climate - Destination: Net Zero
- Connection - Natural Health Service
- Communities - Vibrant communities

Q3 Do you agree with the proposed Outcomes?

- Boosting biodiversity and halting its decline - Nature is flourishing
- Destination: Net Zero - We're an Authority aiming for net zero and a carbon neutral National Park
- Natural Health Service - People are healthier, happier and more connected to nature and heritage
- Vibrant communities - Places people can live, work and enjoy

Q4 Are there any issues not included in the high level strategy that you think should be included?

Q5 Any Further Comments?

4. Outcomes of the Consultation

A total of 197 responses were received and the following summarises the results:

Q1 Do you agree with the proposed Vision: **A National Park where nature, culture and communities thrive?**

	%	Number
Strongly Agree	62.44	123
Agree	26.90	53
Neither agree nor disagree	7.61	15
Disagree	2.03	4
Strongly Disagree	1.02	2

Just under 90% of respondents either Strongly Agreed or Agreed with the proposed Vision. Only 3% disagreed.

Q2 Do you agree with the proposed Priorities?

- Conservation – Boosting biodiversity and halting its decline
- Climate - Destination: Net Zero
- Connection - Natural Health Service
- Communities - Vibrant communities

	%	Number
Strongly Agree	54.82	108
Agree	32.99	65
Neither agree nor disagree	6.60	13
Disagree	4.06	8
Strongly Disagree	1.52	3

Almost 88% of respondents agreed with the proposed priorities with just under 6% disagreeing.

Q3 Do you agree with the proposed Outcomes?

- Boosting biodiversity and halting its decline - Nature is flourishing
- Destination: Net Zero - We're an Authority aiming for net zero and a carbon neutral National Park
- Natural Health Service - People are healthier, happier and more connected to nature and heritage
- Vibrant communities - Places people can live, work and enjoy

	%	Number
Strongly Agree	53.81	106
Agree	31.47	62
Neither agree nor disagree	9.64	19
Disagree	3.05	6
Strongly Disagree	2.03	4

Over 85% of respondents agreed with the proposed Outcomes, with just over 5% disagreeing.

Q4 Are there any issues not included in the high level strategy that you think should be included?

A total of 181 comments were submitted. The following highlights the main issues raised and some of the comments. Where a number of respondents made a similar comment they have been grouped together:

- A view that any Net Zero target should apply to the National Park as well as to the Authority
- Addressing climate change and the impact on coastal infrastructure
- Prioritising planning in tackling climate change
- EV charging points in car parks
- Develop an agricultural subsidy system based on natural and cultural capital which has special provisions for the cultural value of National Parks
- The need to support businesses and ensure that there is sufficient employment opportunities within the National Park
- Perception that some sectors / groups were more likely to have successful planning applications than others
- Issues relating to housing. Concerns regarding second homes and the price of housing. Strong support for more affordable housing and also support for market housing to be more affordable to enable young, local people to get onto the housing ladder
- Could houses be offered to locals who wish to remain in area, who have work, by setting up housing association, to share cost, or building more council houses
- More stringent levels of planning of new builds on old houses
- Issues relating to sustainable tourism and the need to manage visitor numbers to prevent overcrowding and destroying the special qualities of the National Park
- There were a number of responses focused on allowing more motorhomes and the need to set up specific sites for motorhomes such as Aires in France or German Stellplatz system
- A view that the Authority was too focused on the visitor economy at the expense of local people
- The need to rethink the local economy and move to a greener economy
- Promotion of Green Tourism
- Develop a more environmentally friendly planning policy and reconsider current policy which does not support this
- The National Park being likened to a theme park
- Reduce building in the Park to keep the Park as pristine as possible

- Ensure adequate sewage systems so that effluent/plastics and other pollutants (including fertiliser from farms) never exit into the sea
- Connecting to wildlife corridors outside the Park boundary, to join up across Wales
- Improve rail access
- Provision of good parking for locals and visitors
- Some suggested that car parking charges were too high for local residents and suggested residents permits for local parking
- There needs to be a much more integrated approach to Park management including coastal, marine and terrestrial areas
- The protection of cultural heritage and preservation of community identity and language
- Education and links with schools in the community to develop a better understanding of your priorities in the Park
- Perhaps a more appropriate schools program
- Litter education. Country code education. Information packs. Information local maps
- No, it seems comprehensive
- A campaign for hotels, campsites, rented accommodation owners to have 'Care for Pembrokeshire.....slow down and enjoy life as it should be!'
- Disabled access to National Park sites
- Recycling
- Preserve the Welsh Language
- Avoid pollution, such as burning hillsides
- Promotion of skilled, local jobs and professions for younger people
- Public transport that is fit for people (residents and visitors) to access for leisure but also work
- There need to be areas of the Park that are less managed and left to be wild
- Parking for visitors can be difficult. Have designated slightly out of town parking or park and ride schemes to manage parking in suitable areas keeping traffic out of town but still allowing access
- Encourage tourists, especially day visiting by use of park and ride
- Equine access to be at the same level as cycling and walking
- Footpaths should be re-routed around farm yards on health and safety grounds
- Diversifying and improving the local access routes
- Improving cycle paths and routes, reducing car speeds and pollution
- Stop being tree huggers and start introducing facilities for people to visit rather than reasons why they should not visit
- One responded wanted to abolish the Authority
- The Officers of NP have their own agendas and are pushing them to the detriment of Pembrokeshire. The lunatics are running the asylum!
- The National Park absolutely failing, on a daily basis, to actually do anything for Pembrokeshire and the people who call it home.

Q5 Any Comments

A further 143 comments were made. Many of these replicated what was included in the previous questions. The following are comments made that were not included above:

- PCNPA has so much good in it, it is a shame that its historic clashes with the interests of small businesses and eco entrepreneurs has undermined trust and collaboration
- Better mental health provisions for adults and youths
- I hope the National Park Authority gets the funding and legal heft to carry out these far seeing policies in the face of bullying big business interests
- It would be good to see initiatives in the Preselis to increase tree or scrub cover
- Safe cycle and walking routes linking to Coast Path would reduce car use and pressure on coastal car parks
- Until the water/ air pollution from intensive milk production is curtailed your key objectives are not going to be achieved
- I think what we need is a strategy backed up by an action plan with 'SMART' KPIs to enable us to assess the plans and measure progress against them. Without those it all feels a bit like a high level mission statement rather than a strategy and plan that is going to be executed against
- The introduction of an extension to 56 days pop up camping this year has alarmed me. This increases the pressure on the Park and areas which have normally had lower impact will have a much higher impact and less recovery time
- Please utilise or encourage existing day parking in areas such as farm shops etc to help parking demands overnight
- Pay staff better??
- The National Park should try harder to consult the wider groups, eg. Many responsible jet skiers have used Freshwater East for nearly 40 years. Only a few irresponsible and dangerous ones visit and they have been allowed to spoil it for the others. Wise up, please!
- The hills in Pembrokeshire National Park lack biodiversity, possibly because of sheep grazing? Could a more varied approach like at Knepp or in Ennerdale or at Lowther Cumbria improve the biodiversity?
- Work with other bodies to get the geology of Pembrokeshire recognised as a UNESCO Global Geopark - unified geographical areas where sites and landscapes (of international geological significance) are managed with a holistic concept of protection, education and sustainable development. This, to me, would deliver your vision
- Your proposals seem to be geared to reducing use of a National Park not increasing use....they are there for the public to use not to marvel about how eco-friendly the managers are
- Spend less time on jumped up engagement policies and more time promoting Pembrokeshire's natural beauty, where a workforce needs to be thriving. Who on earth reviews the work and involvement of Officers on the ground who have their own agendas.

The Community Council Seminar

An online seminar was held and all Community Councils who are either wholly or partially in the National Park were invited. Nine Community Councils were represented. Those present supported the draft strategy and raised the following issues:

- The importance of Culture and Heritage, with specific reference to the need to protect the findings of the recent archaeological dig at Whitesands and make them available to the public

- The challenges of sustainable transport within the National Park and a suggestion that we should look at options such as “Park and Ride” to deal with overcrowding at busy periods
- Concerns regarding the impact of large scale renewable energy
- Concerns regarding the apparent lack of support for a more accessible path – this was a specific to one site and we have asked for more information to look into the issue
- Issues relating to planning – such as the perception of fairness in planning, the timing of providing information to Community Councils and whether the Authority was going to continue as a Local Planning Authority
- A view that the Authority should impose a requirement for all developments to have renewable energy
- Where the Park wishes to improve biodiversity, it should do so in the round: the explosion in wild/semi-wild predator populations is responsible for the decline in many species (esp hedgehogs, lagomorphs, and reptiles). The Park should take steps to control predator numbers. Where the Park wishes to encourage 'greening', it must do so using only native species of flora and fauna.

Financial considerations

5. There are no direct financial implications to this decision, however, the High Level Strategy will guide the work of the Authority over the next five years and therefore will influence all budget considerations over that period.

Risk considerations

6. 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

7. 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

8. An Integrated Assessment has been carried out prior to approving the High Level Strategy, which can be viewed as Annex B.

Welsh Language considerations

9. The publication and consultation exercises were carried out in accordance with the Welsh Language (Wales) Measure 2011 and the Welsh Language Standards Regulations (No.1) 2015.
10. Assessing impacts on the Welsh language is considered as part of the Integrated Assessment.

Conclusion

11. In view of the high level of support for the draft High Level Strategy, Members are asked to agree the draft High Level Strategy and base the work of the Authority on this strategy from April 2022 onwards.

Next Steps

12. The next stage is to provide more detail and identify the key outcomes the Authority wishes to achieve in order to deliver the strategy. Annex C provides a list of proposed Outcomes to be delivered.
13. A total of 19 Outcomes have been identified. These include 5 cross cutting outcomes that will impact on all the work of the Authority:
 - Reducing child poverty
 - Ensuring equality and taking account of the socio economic duty
 - Promoting the Welsh Language to achieve 1 million Welsh speakers
 - An Authority that engages effectively with stakeholders
 - An effective Authority that supports and develops staff and volunteers

There are also outcomes specific to the four high level priorities:

Conservation

- Reversing the loss of biodiversity
- Increase in land managed for conservation
- Increase ecological connectivity

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)

Climate

- PCNPA to be a carbon neutral Authority by 2030
- PCNP to be carbon neutral by 2040
- Key sites are made resilient to the impacts of climate change (link to Public Services Board work)

Connection

- Support people to lead a more physically active lifestyle by accessing the National Park
- Support people to report that accessing the National Park has had a positive impact on their health and wellbeing
- Provide support to enable people of all ages and backgrounds to develop an understanding of the National Park
- Historic assets in the National Park are protected and appreciated

Community

- Support tourism to make a positive contribution to local communities
- Planning supports outcomes to create vibrant prosperous communities
- Residents and visitors have sustainable options to travel around the National Park
- The work of the Authority contributes to Pembrokeshire Life

Work is ongoing on agreeing Organisational Values.

14. Members are asked to provide any comments, feedback or alternatives for these outcomes.

15. More work will be undertaken to refine the Outcomes and identify suitable indicators to measure these outcomes. This will then be used to draft a new version of the Corporate and Resources Plan. Consideration will also be given to any changes to the organisational structure required to deliver the strategy.

RECOMMENDATION

That Members are asked to:

- **Note the responses to the consultation;**
- **To agree the draft High Level Strategy and base the work of the Authority on this strategy from April 2022 onwards;**
- **Provide any comments on the proposed Outcomes**

(For further information, please contact Tegryn Jones – tegrynj@pembrokeshirecoast.org.uk)

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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
lechyd 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

EFFAITH | BLAENORIAETHAU



Parc Cenedlaethol
Arfordir Penfro
Pembrokeshire Coast
National Park

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



Annex B

Integrated Assessment Summary for Stage 1 – Vision, Priorities and Impacts

The summary below relates to stage 1 of the integrated assessment and is focused on the Vision, Priorities and Impacts. Stage 2 of the integrated assessment will focus on the next steps in terms of the additional detail and key outcomes, some of the issues that have been identified in Stage 1 of the assessment are likely to be addressed through the additional detail and outcomes in terms of the next steps.

1. Equality/ Socio Economic Disadvantage and Health Inequalities and Outcomes

Community/ Visitors: Widening Access/ Experiencing and benefiting from special qualities in the Park: There are access and affordability issues in terms of tourism and recreational opportunities within the Park and a need to promote and support the Park to become an inclusive Park that is a Landscape for Everyone. Targeted projects and schemes can help increase access to the Park in short term and long term for those that face potential barriers to engaging with the Park, however there is a need to ensure the long term legacy of these projects. The findings and recommendations from the Experiences for All Research once released should be used to develop our localised response and fed into the priorities on Connection and Community. It is also important to ensure that activities under climate and conservation also have elements of outreach to increase representation and participation for underrepresented groups in climate and biodiversity responses and to help develop more inclusive responses. It is expected that the number of Well-being Objectives will be reduced and focused around the impact areas and outcomes tied to these priorities. In making this change care will be needed that the Authority continues to mainstream and deliver in terms of Equality that currently has its own focused well-being objectives.

Health and Well-being and Health Inequalities: Activities that help support and protect healthy ecosystems including protecting and enhancing air, water, soil quality and preventing pollution also have a positive impact on public health, this is something highlighted in SoNNaR 2020.¹ This highlights the interconnected nature of the priorities identified and that actions under conservation should also have a positive impact on health impact identified under connection. Fostering strong Communities and using Placemaking principles could also help the Authority to have positive impact on people's health. Targeted projects and schemes can help increase access and engagement with the outdoors and heritage in the Park, particularly for those groups that face Health inequalities, including Gypsy and Traveller communities. Increasing access to the outdoors for children and young people through outdoor education and play opportunities can have a positive impact on their mental health and well-being. It is important that Natural Health Service priority addresses issues relating to physical health, mental health and illness and wider health inequalities.

¹ [Natural Resources Wales / State of Natural Resources Report \(SoNARR\) for Wales 2020](#)

Transport: There is a need to promote good accessible and affordable public transport and private transport links within the Park, linked to wider Pembrokeshire and regional networks. Transport needs to be considered in the context of promotion of active travel and sustainability and that some people may face additional barriers to accessing these options. Lack of access to transport including accessible and affordable transport may act as a barrier to people in the Park, Pembrokeshire and visitors accessing opportunities within the Park or opportunities provided by the Authority such as volunteering and employment opportunities, access to wellbeing initiatives and events and activities. Lack of access to suitable and affordable transport can impact on people's ability to access employment opportunities. There is a need to ensure that sustainable transport activities related to reducing carbon emissions also meet the needs of local community alongside the needs of visitors. In particular in terms of issues relating to affordability and accessibility. Covid 19 restrictions have had an impact on public transport provision. The Authority needs to consider how it can influence this area which has particular relevance to the impact it is looking to achieve in terms of communities and climate.

Affordable Housing: The Authority has an important role in facilitating provision of affordable housing through planning and meeting affordable housing targets within its LDP2. There is growing concern about the knock on effect that the growth in second homes and empty homes are having on communities in the Park area. This will be an area that is particularly important in terms of the priority communities and its impact in terms of places people can live, work and enjoy. In particular for young people and families (including those families at risk or experiencing child poverty.)

Protection of Religious Sites of Importance/ Representation in Arts and Heritage Opportunities: The National Park area contains a number of historic religious buildings, sites and scheduled monuments of importance both locally and in terms of pilgrimage for those visiting outside of area (in particular for Christian and Pagan faiths). The Authority participates in activities relating to historic buildings and scheduled monuments that will impact on these sites. It is expected that the number of Well-being Objectives will be reduced and focused around the impact areas and outcomes tied to these priorities. In making this change care will be needed that the Authority continues to deliver activities relating to culture and heritage that currently has its own focused well-being objectives. It is important that we explore opportunities for us to look at representation in our art and heritage opportunities, this is particularly important when we consider and think about the connection priority and what connection to nature and culture means for people from a variety of backgrounds.

Rural and Coastal Poverty in Pembrokeshire and affordability and access to service / Geographic Deprivation: Pembrokeshire has the highest Child Poverty Rates in Wales at 31% (once housing costs are taken into account.)² There is potential to target projects to engage with communities in Pembrokeshire experiencing higher levels of socio economic disadvantage across all four priorities. For example considering projects relating to Climate and Conservation that help address issues around food and fuel poverty, involve working to improve access to green space or biodiversity on housing or council estates through working with local housing association and PCC or help to increase access to affordable sustainable transport options. COVID 19 has had an impact on tourism and hospitality sector alongside pre-existing issues around in work poverty / low pay/ seasonality within these sectors. Consideration is needed around how the Communities priority can support sustainable tourism (including lengthening the tourism season.) Activities within the priorities (in particular around decarbonisation and biodiversity linked to green recovery) could lead to training and job opportunities. This could help address issues around underrepresentation of some groups particularly in environmental sector jobs and provide exciting new job and skills development opportunities for young people in the Park area. Affordable housing is also an important consideration when thinking about child poverty and the impact housing costs have on families.

Hate Crime, Harassment: Residents and tourists may be targeted in terms of hate crime due to their disability, gender identity, religion or belief or religious dress, race, ethnicity, nationality or sexual orientation. They may also be subjected to sexual violence, harassment or experience domestic abuse. This may impact on their use of public transport and access to opportunities and facilities within the Park and further afield. This is an important issue in terms of impacts, for Communities, Connection and Climate. For example in terms of climate and decarbonisation if people perceive that they will be targeted or have been targeted on public transport then this will act as a barrier to them using sustainable transport options.

2. Welsh Language

It is expected that the number of Well-being Objectives will be reduced and focused around the impact areas and outcomes tied to these priorities. In making this change care will be needed that the Authority continues to mainstream and deliver in terms of Culture (which includes reference to the Welsh Language) that currently has its own focused well-being objectives. As a result there is a need to ensure that Welsh Language considerations are built into the four priority areas and that activities within the Authority's Welsh Language Strategy are still able to

² ² End Child Poverty - New child poverty data: Pembrokeshire has the highest child poverty rate in Wales: <http://www.endchildpoverty.org.uk/wp-content/uploads/2020/10/FINAL-ECP-Media-release-Wales-AHC-data-Oct-2020-2.docx> . Wider information: [Child poverty in your area 2014/15 - 2018/19 | Improving the lives of children and families \(endchildpoverty.org.uk\) /](http://www.endchildpoverty.org.uk/) <http://www.endchildpoverty.org.uk/wp-content/uploads/2020/10/Local-child-poverty-indicators-report-october-2020-1.docx>

be delivered under these priorities. Particularly in terms of both connection and communities there is the potential to explore opportunities that may help increase the use of the Welsh language and fluency and confidence of people and through ensuring there are opportunities to use Welsh in terms of activities that might support the conservation and climate priorities, for example volunteering sessions. In terms of sustainable communities Placemaking and affordable housing considerations relating to planning potentially under communities priority could also support the number of Welsh Speakers in some areas of the Park. Activities within the priorities (in particular around decarbonisation and biodiversity linked to green recovery) could lead to training and job opportunities that could help the sustainability of communities in the Park.

3. Section 6 Biodiversity Duty and Decarbonisation Summary

Specific high level priorities and impacts have been included on Conservation – Boosting biodiversity and halting its decline and on Climate – Destination: Net Zero. Having these as clear high level priority areas will help support the Authority to co-ordinate, drive change, develop projects and be innovative in terms of decarbonisation and consolidate and expand its work in terms of biodiversity.

There is a need to consider the interrelationship between priorities in order to ensure that for example climate related activities don't negatively impact on biodiversity and to consider how tensions between priorities would be resolved if they arise. The refocusing of the SDF fund on community decarbonisation projects provides a positive example of how a single project could have positive impacts across a number of the priorities. There is a need to consider how the Authority will look to address cross cutting thematic areas such as Open and Green Spaces. Placemaking considerations in terms of planning could play an important role here under the Communities priority.

Heritage is mentioned in terms of impacts under connection, but not explicitly in terms of the priorities, consideration is needed of what the implications of this could have for our heritage built environment and community archaeology based work.

4. Consideration of 7 Well-being Goals and five ways of working

It is expected that the number of Well-being Objectives will be reduced and focused around the impact areas and outcomes tied to these priorities. In making this change care will be needed that the Authority continues to mainstream and deliver in terms of prosperity, equality, culture (that references Welsh Language) that currently have their own focused well-being objectives. However the strategy could support the Authority to have a clearer focus on the specific areas where it can make a difference to the Prosperous Wales Well-being Goal under these four priority areas. In particular under climate and conservation through linking in with the green recovery agenda in terms of providing jobs and training opportunities.

There is a need to ensure that equality considerations are built into the four priority areas and that activities within the Authority's equality plan are still able to be delivered under these objectives. There are however opportunities to be innovative and to develop projects and training/ job/ volunteering and outreach opportunities across the four priority areas that could in an equality and socio economic duty context help increase engagement and participation in activities related to these priority areas for those currently underrepresented or facing barriers and to ensure interventions in themselves under these areas do not create further barriers and are inclusive from the start. There is a need to ensure that culture, heritage, community archaeology and Welsh Language considerations are built into the four priority areas and that activities within the Authority's Welsh Language Strategy and National Park Management Action Plan on Celebrating Heritage are still able to be delivered under these priorities. Culture is referenced in the vision and Heritage is mentioned in terms of impacts under connection, but not explicitly in terms of the priorities. It is positive that a link to the role of heritage and well-being has been made but consideration is needed of how culture is captured under the Natural Health Service title and in terms of Communities where at the moment it is implicitly rather than explicitly referenced.

In terms of Resilience and enhancing biodiverse natural environment and healthy functioning ecosystems a specific priority and impact on Conservation has been included. Priorities around Climate, Communities and Connection and their associated impacts should when working in tandem with the Conservation priority help support social, economic and ecological resilience and the capacity to adapt to change. In terms of a healthier Wales where people's physical and mental well-being is maximised a specific priority on Connection – Natural Health Service with the impact of People are healthier, happier and more connected to nature and heritage has been included. In terms of a Wales of Cohesive communities that are attractive, viable, safe and well connected communities a specific priority on Communities – Vibrant Communities with the impact Places people can live, work and enjoy has been included. Actions relating to Conservation, Climate and Connection that help bring people together and have a positive impact on communities in the Park will also contribute to this Well-being Goal. In terms of a Globally responsible Wales, the priorities focused on Climate and Conservation will help contribute to tackling the dual challenges of the global climate change emergency and global issue of biodiversity loss. Through supporting people to be better connected to nature and heritage through our connection priority the Authority will be helping to foster responsible global citizenship.

In terms of the five ways of working, the strategy in relation to long term and prevention will provide a clear vision for the organisation with the work of the Authority focused on four core priorities for 2022-26. This will help the Authority to deliver ambitious and focused projects in these areas that make a significant difference to the climate change emergency, biodiversity emergency, health and well-being and communities, including approaches that are preventative in nature.

In terms of integration Conservation, Climate and Connection priorities align strongly with themes in South West Area Statement on: Reducing health inequalities, ensuring sustainable land management, reversing the decline of, and enhancing, biodiversity and the cross cutting theme: mitigating and adapting to a changing climate. Priority areas and impacts align with priorities within the Well-being Plan for Pembrokeshire which focus on Living and Working, Tackling Rurality, Resourceful Communities and Protecting our Communities. It will also help support activities within the plan around becoming a carbon neutral county, environmental and climate change risk assessments and celebrating the outdoors. Further work is needed to be clear in practice on how this high level plan and priorities within it will interrelate or impact on other actions within internal and external plans with delivery expectations, particularly those which are statutory plans. In all four priority areas the Authority is already involved in collaborative activities and none of the desired impacts could be achieved without collaborative working at a number of different levels. It is important that these positive collaborative approaches continue to be supported and fostered. Consideration is perhaps needed to ensure that collaborations relating to heritage, sustainable tourism, equality and Welsh Language will be maintained or fostered as they may be impacted by having lower profile in the high level strategy document with the focus on the main priority areas. Heritage is mentioned in terms of impacts under connection, but not explicitly in terms of the priorities, similarly sustainable tourism/ recreation isn't explicitly mentioned.

As further details are added to the strategy there is a need to consider how involvement can be integrated across the four priority areas, in particular when looking at the sorts of decisions, projects or interventions that might be developed underneath each priority area.

Draft Pembrokeshire Coast National Park Authority Key Strategy and Outcomes 2022-2026

High Level Strategy	Conservation	Climate	Connection	Community
Priority	Boosting biodiversity and halting its decline	Destination: Net Zero	Natural Health Service	Vibrant and prosperous communities
Impacts	Nature is flourishing	We're an Authority aiming for net zero and a carbon neutral National Park	People are healthier, happier and more connected to nature and heritage	Places people can live, work and enjoy
Outcomes	Reversing the loss of biodiversity	PCNPA to be a carbon neutral Authority by 2030	Support people to lead a more physically active lifestyle by accessing the National Park	Support tourism to make a positive contribution to local communities
	Increase in land managed for conservation	PCNP to be a carbon neutral National Park by 2040	Support people to report that accessing the National Park has had a positive impact on their health and wellbeing	Planning supports outcomes to create vibrant prosperous communities
	Increase ecological connectivity	Key sites are made resilient to the impacts of climate change (link to Public Services Board work on adaptation)	Provide support to enable people of all ages and backgrounds to develop an understanding of the National Park	Residents and visitors have sustainable options to travel around the National Park
			Historic assets in the National Park are protected and appreciated	The work of the Authority contributes to Pembrokeshire Life
Cross Cutting Outcomes (impacting on everything)	Reducing Child Poverty Ensuring Equality and taking account of the Socio economic duty Promoting the Welsh Language to achieve 1 million Welsh speakers An Authority that engages effectively with communities and stakeholders An effective Authority that supports and develops staff and volunteers			
Organisational Values				