

Report of Performance and Compliance Co-ordinator

Subject: Draft Revised Well-being Objectives

Purpose of Report

To ask Members to comment on and approve the Authority's draft revised Well-being Objectives for consultation.

Introduction/Background

In the 28 July 2021 NPA Members approved a new high level strategy for the Authority identifying four priority areas for 2022-26 period:

Priorities	Impacts
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
Vibrant Communities	Places people can live, work and enjoy

The approval of the high level strategy has triggered the need to review the Authority's Well-being Objectives to ensure that our Well-being Objectives and high level priorities align to support effective delivery against both.

The Well-being of Future Generations (Wales) Act required the Authority to publish Well-being Objectives within one year after the Act commenced. After this point, public bodies can decide if they want to change one or more of their Well-being Objectives. There is no deadline or fixed point in time where this should happen.¹

Both the Authority's high level priorities and Well-being Objectives need to be considered within the context of The Environment Act 1995 which specifies that the Purposes of a National Park Authority are

- To conserve and enhance the natural beauty, wildlife and cultural heritage of the park

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

- To promote opportunities for the understanding and enjoyment of the special qualities of the area by the public.

The Act also states that in pursuing the above purposes the Authority has a duty to seek to foster the social and economic well-being of local communities.

Every five years the Authority is required to produce a National Park Management Plan which sets out how it would like to see the National Park managed, not just by the Authority itself, but by the other agencies and organisations whose activities might impact on the Park. A new National Park Management Plan 2020-2024 was approved in December 2019. The Authority's Well-being Objectives and Corporate and Resources Plan provides an opportunity for the Authority to priorities its activities in terms of its contribution to the delivery of the National Park Management Plan. The Authority also has a range of other Statutory and Partnership plans that impact on its activities. Please see Appendix 1 for further information on how the different plans interact.

The Authority's Current Well-being Objectives

The Authority's currently has 7 Well-being Objectives that align directly with each of the 7 Well-being Goals within the Well-being of Future Generations (Wales) Act.² There have only been minor amendments to these Objectives since they were initially agreed and presented in the Corporate Plan 2016/17.

1. Prosperity: To encourage and support the development of sustainable employment and businesses, particularly in tourism and recreation.
2. Resilience: To improve the health of the National Park's ecosystems.
3. Health and Well-being: To enable and encourage more people to improve their well-being by making a greater use of the National Park regardless of their circumstances.
4. Equality: To continue to ensure equality is embedded within the work and culture of the National Park Authority.
5. Community: To work alongside communities to help them make the most of the National Park.
6. Culture: To protect and promote the local culture of language, arts and heritage of the area.
7. Global: To ensure our work makes a positive contribution to global well-being.

Proposed new Well-being Objectives and Associated Outcomes

The Well-being Objectives have been reduced to focus on four key areas aligned with the priority areas in the [high level strategy](#) approved by Members at the July 2021 NPA. A range of proposed outcomes were also identified within the report on the high level strategy provided at the July NPA. Consideration has been made of how these outcomes can help the Authority prioritise its activities to deliver the

² See Appendix 2 for further detail on the Well-being Goals, which are referenced throughout this report

revised Well-being Objectives. Some additional outcomes have been added and the wording of some of the outcomes from the July 2021 report have been amended.

Well-being Objective	Outcomes
<p>1. Conservation – To halt the decline and enhance biodiversity quality, extent and connectivity at scale, so nature is flourishing in the Park.</p>	<ul style="list-style-type: none"> • Reversing the loss of and enhancing biodiversity on land and in the marine environment. • Increase in land managed for conservation in the Park (achieved through influencing and working with others and managing our own estate.) • Increase in ecological connectivity. • A wide range of people are supported to participate in taking action for nature.
<p>2. Climate – To achieve a carbon neutral Authority by 2030 and support the Park to achieve carbon neutrality and adapt to the impact of Climate Change.</p>	<ul style="list-style-type: none"> • PCNPA to be a carbon neutral Authority by 2030. • PCNPA has supported the Park on its pathway to becoming carbon neutral as near as possible to 2040. • The National Park is made more resilient to the impacts of climate change (link to Public Services Board work.) • Engagement activities with staff and wider public have led to behaviour change.
<p>3. Connection – To create a Park that is a Natural Health Service that supports people to be healthier, happier and more connected to the landscape, nature and heritage.</p>	<ul style="list-style-type: none"> • People are supported to lead a more physically active lifestyle by accessing the National Park, through promoting sustainable outdoor recreational opportunities. • People are supported to report that accessing the National Park has had a positive impact on their health and wellbeing. • PCNPA has helped address where possible the barriers that can impact on people from diverse backgrounds or facing socio economic disadvantage from connecting with nature and heritage opportunities in the Park. • Provide support to enable people of all ages to develop an understanding of the National Park. • Infrastructure is maintained, including the Public Rights of Way

	<p>network and heritage assets to enable people to continue to gain access to and enjoy the National Park.</p> <ul style="list-style-type: none"> • Historic assets in the National Park are protected and appreciated.
<p>4. Communities - To create vibrant, sustainable and prosperous communities in the Park that are places people can live, work and enjoy</p>	<ul style="list-style-type: none"> • Visitors make a positive contribution to local communities and the Park's Special Qualities. • Work more closely with National Park communities to better understand and support local priorities. • National Park communities are vibrant, sustainable and prosperous • Residents and visitors have effective and sustainable options (including using the rights of way network) to travel around the National Park. • The work of the Authority contributes to Pembrokeshire life supporting delivery of Welsh language, cultural, recreational and community activities.

Why the following new Objectives have been chosen

We have set out below in line with the statutory guidance for public bodies on the Well-being of Future Generations (Wales) Act 2015,³ how the proposed revised well-being Objectives:

- will maximise contribution to the well-being goals
- are consistent with the five ways of working provided by the sustainable development principle⁴
- take account of the [Future Generation Commissioners' Future Generations Report](#)

1. Conservation – To halt the decline and enhance biodiversity quality, extent and connectivity at scale, so nature is flourishing in the Park.

1.1 Contribution to Well-being Goals

- It will support a prosperous Wales through contributing to the sustainable management of natural resources, and support landowners and farmers to carry

³Welsh Government – SPSF 2: Individual role (Public bodies): [spsf-2-individual-role-public-bodies.pdf](https://gov.wales/spsf-2-individual-role-public-bodies.pdf) (gov.wales)

⁴ See Appendix 2 for further detail on the Sustainable Development principles, which are referenced throughout this report

out positive action for nature. The Future Generation report 2020 highlighted the need to demonstrate the connections between prosperity and the natural environment when setting Well-being Objectives.⁵

- It will support a resilient Wales through contributing to improving the health of Wales ecosystem through seeking to address the issue of biodiversity loss and improving ecological resilience in the Park. In doing so this objective takes on board the Future Generation 2020 reports commentary that steps relating to the environment set by many public bodies do not always reflect the true definition of the Resilient Wales goal in terms of addressing ‘a biodiverse natural environment with healthy functioning ecosystem.’⁶ This continues the approach the Authority has adopted in its current Well-being Objective on Resilience.
- It will support a Healthier Wales through helping to protect green and blue spaces in the Park that are an important health and well-being resource.
- It will support a Wales of Cohesive Communities and a More Equal Wales through helping communities and a wider range of people to take action for nature.
- It will support a Globally Responsible Wales through providing a range of activities that respond to the issue of global biodiversity loss while also supporting the interconnected global challenge of responding to the climate change emergency. The Future Generation report 2020 highlighted the need to demonstrate the connection between being globally responsible and the natural environment and decarbonisation.⁷

1.2 Why this Objective is consistent with the Sustainable Development Principles/ 5 Ways of working

Long Term and Prevention

The need to address the nature emergency is a central theme that runs across strategic documents that guide the work of the Authority. This includes the [National Park Management Plan 2020-2024](#), [South West Wales Area Statement](#), [Marine Area Statement](#), [State of Natural Resources Report \(SoNaRR\) for Wales 2020](#) and [Pembrokeshire Well-being Plan](#). These plans highlight the need to act now to prevent the further loss of biodiversity.

Putting in place effective interventions can make a difference. [The State of Wildlife in Pembrokeshire report 2016](#) assessed fourteen species (or species groups) and nine habitats (or habitat groups) for their current condition and likely trend over the previous five years in Pembrokeshire. Features assessed as in good condition or with improving trend had all been the subject of sustained conservation effort.⁸

⁵ Future Generations Commissioner for Wales – The Future Generations Report 2020, p193: [FGC-Report-English.pdf \(futuregenerations.wales\)](#)

⁶ Ibid, p209

⁷ Ibid, p428

⁸ PCNPA – Pembrokeshire Coast National Park Management Plan (2020-2024), Background Paper: the state of the Park, p58: [State-of-the-Park.pdf \(pembrokeshirecoast.wales\)](#)

Demonstrating the impact of interventions in conservation can take time. However the work we do to support this objective will have a long term contribution to the [National Well-being Indicators](#): 43 - Areas of health ecosystems in Wales and 44 - Status of biological diversity in Wales.

Collaboration and Integrated Approach

Partnership working will be at the heart of the delivery of this objective. From experience the Authority knows it can make the most difference through working together with partners and conservation networks in Pembrokeshire and beyond.

The Authority only owns a small percentage of land in the Park and to achieve this objective it has to work collaboratively with landowners and farmers. The [Welsh Government's Agriculture Bill](#) aims to create a new system of farm support maximising the protective power of nature through farming. The Authority needs to invest time to ensure our approach to working with landowners and farmers to manage land and farming for nature is aligned to the new system.

The right activities relating to conserving and enhancing biodiversity can have a complementary positive impact on carbon sequestration and responding to the climate change emergency.

The Authority needs to ensure that the Section 6 Biodiversity duty and the Sustainable Management of Natural Resources is embedded across all that it does.

Involving People

Through working towards this objective the Authority can play an important role in collaboration with partners and communities to support a wider range of people to take action for nature. Volunteers and social action participants will play an important contribution to delivering this objective.

2. Climate – To achieve a carbon neutral Authority by 2030 and support the Park to achieve carbon neutrality and adapt to the impact of Climate Change

2.1 Contribution to Well-being Goals

- It will support a prosperous Wales through contributing towards the creation of an innovative, productive and low carbon society. The Future Generation report 2020 highlighted the need to demonstrate the link between a low carbon economy and a prosperous Wales in terms of taking on board the full definition of the goal. It identifies a need for public bodies to accelerate their action on

reducing emissions to help meet Wales target of a carbon-neutral public sector by 2030.⁹

- It will support a resilient Wales as a result of a range of land use activities that respond to both the Climate Change emergency and also biodiversity and strengthening of ecosystems in the Park.
- It will support a Healthier Wales through in helping reduce pollution and promoting active travel opportunities in terms of transport.
- It will support a Wales of Cohesive Communities and a More Equal Wales through helping communities and a wider range of people to take action related to decarbonisation. In delivering this objective the Authority will take account of the need highlighted in the Future Generations report for public bodies to identify and mitigate the equality impacts of climate change and ensuring interventions developed don't widen inequality.¹⁰ Working in collaboration with partners it will support communities to implement climate adaptation considerations.
- It will support a Wales of Vibrant Culture and Thriving Welsh Language through using cultural opportunities in the Park to engage with people on the decarbonisation agenda.
- It will support a Globally Responsible Wales through contributing to addressing the global challenge of the climate change emergency. The Future Generation report 2020 highlighted the need to demonstrate the connection between being globally responsible and decarbonisation.¹¹

2.2 Why this Objective is consistent with the Sustainable Development Principles/ 5 Ways of working

Long Term and Prevention

The world is facing a Climate Emergency. The Authority needs to act now and put in place effective interventions if it is going to help the Park to decarbonise and meet the Welsh Government's ambition for public bodies collectively to be carbon neutral by 2030. The Welsh Government has set out its [routemap for decarbonisation across the Welsh Public Sector by 2030](#) and its [Net Zero Wales Carbon Budget 2 \(2021-2025.\)](#) The need to address the climate emergency is recognised in the [National Park Management Plan](#) and [South West Wales Area Statement](#).

The work the Authority does to support this Objective will have a long term contribution to the [National Well-being Indicators](#): 41- Emissions of Greenhouse gases within Wales, 42 - Emissions of greenhouse gases attributed to the consumption of global goods, 32 - Number of properties (homes and businesses) at medium or high risk of flooding from rivers and the sea and services in Wales

⁹ Future Generations Commissioner for Wales – The Future Generations Report 2020, p428: [FGC-Report-English.pdf](#), p183 and p193: [FGC-Report-English.pdf \(futuregenerations.wales\)](#)

¹⁰ Ibid, p315

¹¹ Ibid, p428: [FGC-Report-English.pdf \(futuregenerations.wales\)](#)

and the proposed National Milestone 8 -Wales will achieve net-zero greenhouse gas emissions by 2050.¹²

Technological or wider infrastructure limitations may impact on options and timescales, so we will need to adapt as new solutions become available

The Authority will continue to respond with partners to Climate Adaptation in terms of prevention and adaptation across a range of areas including planning, rights of way and its own assets.

Collaboration and Integrated Approach

Collaboration and relationship building will be central to meeting many of the complex challenges relating to decarbonisation, particularly in areas affected by wider infrastructure. Working with partners offers opportunities to develop innovative solutions and gain shared learning. This objective will help support the [Public Services Board](#) activities relating to Pembrokeshire becoming Carbon Neutral and Climate Change Risk Assessments and Adaptations.

As highlighted in the [Welsh Government Llwybr Newydd: the Wales Transport Strategy 2021](#) decarbonisation interlinks with sustainable transport considerations that support rural communities, the visitor economy and active travel considerations.

The Authority can play an important role in facilitating land use for carbon sequestration, supporting complementary activities that support the managing of land for nature and biodiversity purposes.

Involving People

As the Authority works towards this objective it can play an important role in collaboration with partners to support communities and a wider range of people to take action and make behaviour changes to respond to the climate emergency. An example of this in practice is the decision the Authority made to refocus its Sustainable Development Fund to support community decarbonisation projects.

3. Connection – To create a Park that is a Natural Health Service that supports people to be healthier, happier and more connected to the landscape, nature and heritage.

3.1 Contribution to Well-being Goals

- It will support a prosperous Wales through helping address barriers, including socio economic barriers that can impact on people being able to connect and engage with nature and heritage opportunities. In doing so this objective takes

¹² Welsh Government, Shaping Wales's Future: [Shaping Wales' Future \(gov.wales\)](#)

on board the Future Generation commissioner's analysis in the Future Generation 2020 report of the need to demonstrate the connections between prosperity and health and well-being and addressing socio-economic disadvantages.¹³

- It will support a resilient Wales through contributing to connecting more people with green and blue spaces and increasing awareness of the importance of looking after ecosystems. Through using the National Park as a Natural Health Service this objective will support the wider public health prevention agenda.
- It will support a Healthier Wales through contributing to improving people's physical and mental well-being through helping more people to improve their well-being through access to and connecting in a sustainable way with the outdoors and heritage opportunities. It will aim to support the need to progress the prevention agenda further and consider wider determinants of health as identified by the Future Generations Commissioner in the Future Generations Report 2020.¹⁴
- It will support a More Equal Wales through breaking down barriers that prevent some people from being able to access and connect with opportunities in the Park and associated well-being benefits. The Future Generation report 2020 highlighted that Groups with protected characteristics are still disadvantaged in many areas of life including work, participation, education and health.¹⁵
- It will support a Wales of Cohesive Communities through activities that provide opportunities for people to come together in the Park. Helping to reduce social isolation, while also providing opportunities for people to get involved in looking after and learning more about nature and heritage in the Park.
- It will support a Wales of Vibrant Culture and Thriving Welsh Language through helping protect heritage assets in the Park while providing opportunities for people to connect with and gain well-being benefits from heritage, culture, welsh language activities and recreation opportunities. The Future Generation report 2020 highlighted the need to integrate cultural well-being with activities addressing health and inequalities.¹⁶
- It will support a Globally Responsible Wales by connecting people with and helping them take action on heritage and nature. As a result supporting people to become global citizens who are able to take positive action to help global well-being.

3.2 Why this Objective is consistent with the Sustainable Development Principles/ 5 Ways of working

Long Term and Prevention

The role the National Park and access to Green and Blue Spaces can play in supporting improved health outcomes is highlighted in the [South West Wales Area](#)

¹³ Future Generations Commissioner for Wales – The Future Generations Report 2020, p428: FGC-Report-English.pdf, p193: [FGC-Report-English.pdf \(futuregenerations.wales\)](#)

¹⁴ Ibid, p244 and p266

¹⁵ Ibid, Chapter on A More Equal Wales p301-342

¹⁶ Ibid, p394

[Statement](#) and also in the [National Park Management Plan](#). The COVID 19 pandemic also highlighted the positive well-being role of access to green spaces, but also that there are disparities in terms of who has access to these opportunities. Engaging children and young people with the outdoors and culture can have long term positive well-being and educational benefits. The Authority's intervention in areas such as supported walking, removing barriers to access, beach wheelchairs, volunteering, education, cultural and heritage experiences, community archaeology and outreach work can help more people to improve their well-being through access to the outdoors and heritage opportunities.

The Pembrokeshire Coast Path and Inland Rights of Way network are key assets that help people have the opportunity to experience the nature and heritage of the Park. It is important that the Authority ensures it can maintain access to the paths for the long term and increase accessibility and active travel links where suitable.

The work the Authority does to support this objective will have a long term contribution to the [National Well-being Indicators](#): 3 - Percentage of adults who have fewer than two healthy lifestyle behaviours, 5 - Percentage of children who have fewer than two healthy lifestyle behaviours, 28 - Percentage of people who volunteer, 29 - Mean mental well-being score for people, 30 - Percentage of people who are lonely, 35 - Percentage of people attending or participating in the arts, culture or heritage activities at least three times a year, 40 - Percentage of designated historic environment assets that are in stable or improved conditions.

Collaboration and Integrated Approach

From experience the Authority knows it can make the most difference in this area through working together with local, regional and national health partners, cultural and heritage organisations, community and support groups and education providers. Working with health partners will help support promotion of green and blue spaces and heritage as effective social prescribing options, with the Park being used as a Natural Health Service.

The right activities connecting people to nature and heritage including volunteering and social action opportunities can have a complementary positive impact on biodiversity and communities in the Park.

Involving People

Through working towards this objective the Authority can play an important role in collaboration with partners to support a wider range of people to access the Park and experience its well-being opportunities. The Authority will ensure the projects that it develops for well-being are shaped by those who they are seeking to benefit.

There is always more to discover and learn about the National Park and its Special Qualities, whatever your age. The Authority will take a lifelong learning approach to get more people to feel connected to and involved with nature and

heritage.

4. Communities - To create vibrant, sustainable and prosperous communities in the Park that are places people can live, work and enjoy

4.1 Contribution to Well-being Goals

- It will contribute to a prosperous Wales and a resilient Wales through supporting sustainable tourism and recreational management in the Park. This will help mitigate potential negative impacts on biodiversity and habitats in the Park and support the decarbonisation agenda. As a result helping ensure people can continue to experience the Park's special qualities in the long term. It will seek to help improve connectivity to employment and services through exploring with partners how to improve sustainable transport options in the Park. In doing so this Objective takes on board the Future Generation commissioner's analysis in the Future Generation 2020 report of the need to demonstrate the connections between prosperity and addressing socio-economic disadvantages, with increasing access to affordable sustainable transport options being a key consideration.¹⁷
- It will contribute to a Wales of Cohesive Communities through ensuring an effective planning and enforcement service that embeds [Placemaking principles](#) and supports communities in the park to be attractive, viable, safe and well-connected. The Future Generation report 2020 highlighted the need to ensure Well-being Objectives relating to 'planning' are based on 'placemaking'.¹⁸
- It will contribute to a Wales of Cohesive Communities, More Equal Wales and Healthier Wales through the Authority's planning function supporting the provision of affordable housing in the Park. The Future Generations Commissioner's current analysis is that patterns of poverty have not changed significantly over generations and poverty remains a key challenge for current and future generations.¹⁹ Housing costs can impact on areas such as child poverty in the Park area.²⁰
- It will contribute to a Wales of Vibrant Culture and Thriving Welsh Language by enhancing cultural and heritage opportunities in the Park for people to enjoy.

4.2 Why this Objective is consistent with the Sustainable Development Principles/ 5 Ways of working

Long Term and Prevention

The Authority's Local Development Plan 2, and Supplementary Planning guidance set out the Park's local planning policy and guidance up to 2031. Achieving targets within this plan on Affordable Housing and other areas will play an

¹⁷ Ibid, p193

¹⁸ Ibid, p488

¹⁹ Ibid, p308

²⁰ 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>

important part in ensuring the Park is a place that people can continue to live and work, particularly for young people, families with children and individuals working in key sectors within the Park. [Placemaking](#) principles will also play an important role in the Authority's approach to planning. Effective enforcement activities help ensure that development in the Park doesn't have long term negative impact on the landscape, environment and communities.

The tourism and recreation sector are a central part of the Park's economy and provide opportunities for people to enjoy and also work in the Park. However tourism related pressures on the Park are viewed as having increasingly negative impacts on its communities and eco system. Through promoting sustainable tourism practices and supporting effective recreation management there are opportunities for the Authority to work with Partners to help tourism to make a positive contribution to local communities. As a result helping improve visitor and community relations while also controlling the impact on the natural environment and promoting decarbonisation opportunities.

Collaboration and Integrated Approach

Collaboration and relationship building with the tourism and recreation sector and stakeholder bodies will support actions to address the complex challenges of ensuring people can continue to enjoy the Park while minimising negative impacts on communities and the environment.

Increasing sustainable options to travel around the park can only be achieved through the Authority working with local, regional and national partners. As highlighted in the [Welsh Government Llwybr Newydd: the Wales Transport Strategy 2021](#) decarbonisation interlinks with sustainable transport considerations that support rural communities, the visitor economy , accessibility and active travel considerations.

Through working with partners such as the National Museum Wales the Authority is able to enhance cultural opportunities in the Park for people to enjoy.

Involving People

It is important that communities feel engaged with the Authority's planning and planning enforcement processes and the Authority's wider activities, and that it has an ongoing and responsive relationship with community and town councils. This Objective will support the Authority to work more closely with National Park communities to better understand and support local priorities.

Through this Objective the Authority can support the creation of opportunities for tourism and recreation sector, community members and visitors to work together to develop solutions to tourism and recreation related pressures in the Park.

The Authority's centres can act as community hubs for access to heritage, culture and nature.

Cross Cutting Outcomes

In developing activities to support delivery of our Well-being Objectives through the Corporate Planning process we will need to consider how we can deliver them in a way that can have positive impact on cross cutting outcomes:

- Reducing child poverty
- Ensuring equality and meeting our Public Sector Equality Duties 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
- The Section 6 Biodiversity is embedded and having a positive impact across the Authority's day to day activities
- An effective Authority that supports and develops staff, volunteers and Members

The Authority also needs to ensure that it continues to deliver on priority actions within our Equality Plan and Welsh Language Strategy, particularly as there will no longer be specific Equality or Culture focused Well-being Objectives.

Corporate and Resources Plan 2022/23

The Corporate and Resources Plan 2022/23 will set out our revised Well-being Objectives, our well-being statement and the steps we intend to take to achieve our Well-being Objectives. The plan will take into account the 2022-26 time frame set out in the high level strategy and also longer term targets related to decarbonisation. 2022/23 will be a transition period for the Authority as it moves to consolidate its activities to support delivery of its new proposed Well-being Objectives and this is likely to be reflected in the Corporate and Resources Plan 2022/23. It is intended that the draft plan will be presented to Members at the NPA in February 2022 for comment and the final plan and revised Well-being Objectives will be presented to the NPA in March 2022 for approval.

Currently the Corporate and Resources Plan 2021/22 has a section on Governance and Financial Sustainability this will be amended to Corporate Areas of Change. This is to align with wording in the Well-being of Future guidance and to ensure that these areas are supporting us to maximise our contribution to the Well-being goals and align with the sustainable development principles/ 5 ways of working. ²¹

Financial Considerations

The revised Well-being Objectives will influence future priority areas for budgets for the Authority, with the potential need to reprioritise aspects of budgets to support delivery of the revised Objectives.

²¹ Welsh Government, SPSF 1: Core Guidance, Shared Purpose: Shared Future: [WFG Act Statutory Guidance \(gov.wales\)](https://gov.wales)

It will influence what projects are developed and will be put forward for funding bids. The Authority's project prioritisation matrix will need to be updated to reflect changes in the Authority's Well-being Objectives.

Compliance

Under the Well-being of Future Generations (Wales) Act each public body must carry out sustainable development. The actions a public body takes in carrying out sustainable development must include

- Setting and publishing objectives ("well-being objectives) that are designed to maximise its contribution to achieving each of the well-being Goals, and
- Taking all reasonable steps (in exercising functions) to meet those objectives.

The Authority must act in accordance with the sustainable development principle under the Act and demonstrate how it has applied it, in relation to long term, prevention, collaboration, integration and involving people.

The Authority's performance is audited by Audit Wales on its performance against Well-being of Future Generations (Wales) Act requirements.

The new Well-being Objectives are compatible with and support Park purposes and the Authority's duty to seek to foster the social and economic well-being of local communities under Environment Act 1995.

The Authority in implementing any revised Well-being Objectives will need to ensure it continues to comply with its obligations relating to Public Sector Equality Duty, Socio Economic Duty, Welsh Language Standards and Section 6 Biodiversity Duty.

Risk Considerations

Failure to deliver and show that our interventions and activities as an Authority have made a demonstrable positive impact across the Well-being Objectives will have an impact on the reputation of the Authority, in particular around biodiversity and decarbonisation.

The Authority will need to ensure it effectively manages any changes to organisational structures that aim to support it to deliver against its revised Well-being Objectives.

There will be a need to consolidate and review existing action plans to ensure that clarity is in place on delivery across them and the revised Objectives.

The Authority will need to monitor the impact the removal of having a specific Well-being Objective on Equality has in terms of impact on delivery of its Equality Objectives and Plan.

Integrated Assessment (Equality/ Welsh Language Considerations / Section 6 Biodiversity Duty)

Please see Appendix 4 for summary of Integrated Impact Assessment.

Recommendation

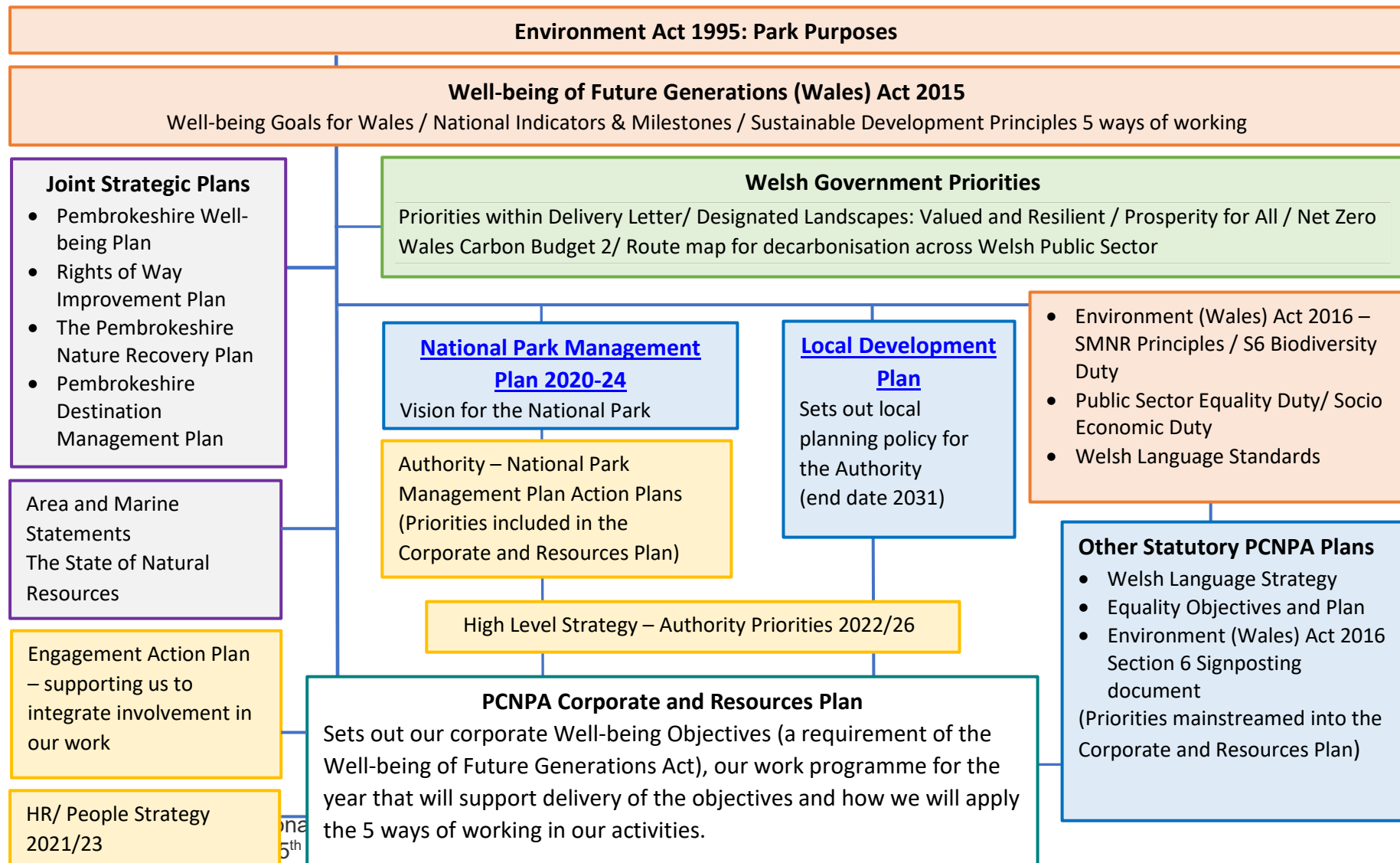
Members are asked to comment on and approve the draft Well-being Objectives for wider consultation.

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Consultees: Leadership Team. Park Direction Team.

Appendix 1

Diagram explaining where our Well-being Objectives and Corporate and Resources Plan Sits



Appendix 2

Well-being Goals under the Well-being of Future Generations (Wales) Act

Together the Well-being Goals provide a shared vision for public bodies listed under the Well-being of Future Generations (Wales) act to work towards. They should be treated as a set of goals and the Act makes it clear that listed public bodies must work to achieve all of the goals, not just one or two.

A Prosperous Wales - An innovative, productive and low carbon society which recognises the limits of the global environment and therefore uses resources efficiently and proportionately (including acting on climate change); and which develops a skilled and well-educated population in an economy which generates wealth and provides employment opportunities, allowing people to take advantage of the wealth generated through securing decent work.

A Resilient Wales – A nation which maintains and enhances a biodiverse natural environment with healthy functioning ecosystems that support social, economic and ecological resilience and the capacity to adapt to change.

A Healthier Wales – A society in which people’s physical and mental well-being is maximised and in which choices and behaviours that benefit future health are understood.

A More Equal Wales - A society that enables people to fulfil their potential no matter what their background or circumstances (including their socio economic circumstances)

A Wales of Cohesive Communities - Attractive, safe, viable and well-connected.

A Wales of Vibrant Culture and Thriving Welsh Language - A society that promotes and protects culture, heritage and the Welsh language, and which encourages people to participate in the arts, and sports and recreation.

A Globally Responsible Wales - A nation which, when doing anything to improve the economic, social, environmental and cultural well-being of Wales, takes account of whether doing such a thing may make a positive contribution to global well-being.²²

²² Welsh Government - Well-being of Future Generations (Wales) Act 2015 – The Essentials: [well-being-of-future-generations-wales-act-2015-the-essentials.pdf](https://gov.wales/sites/default/files/2021-12/well-being-of-future-generations-wales-act-2015-the-essentials.pdf) (gov.wales)

Appendix 3

Sustainable Development Principles

The Well-being of Future Generations Act puts in place a “sustainable development principle’ which tells organisations how to go about meeting their duty under the Act.

Acting in accordance with the sustainable development principle means that a public body must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

There are 5 things that public bodies need to think about to show that they have applied the sustainable development principle. These are often known as the 5 ways of working.

Long Term – The importance of balancing short-term needs with the need to safeguard the ability to also meet long term needs.

Prevention – How acting to prevent problems occurring or getting worse may help public bodies meet their objectives.

Integration – Considering how the public body’s well-being objectives may impact upon each of the well-being goals, on their other objectives, or on the objectives of other public bodies.

Collaboration – Acting in collaboration with any other person (or different parts of the body itself) that could help the body to meet its well-being objectives.

Involvement / Involving People – The importance of involving people with an interest in achieving the well-being goals, and ensuring that those people reflect the diversity of the area which the body serves.²³

For more detailed information relating to the requirements for each of the 5 Ways of Working please see the [Welsh Government’s SPSF1: Core Guidance, Share Purpose Shared Future](#).

²³ [Welsh Government – Well-being of Future Generations \(Wales\) Act 2015, The Essentials](#)

Appendix 3

Integrated Assessment Summary for Review of Well-being Objectives

Please note an integrated Assessment was carried out on the High Level Strategy – the summary for that assessment can be found in Annex B of the following report.

[30_21-Strategy-Report.pdf \(pembrokeshirecoast.wales\)](https://www.pembrokeshirecoast.wales/30_21-Strategy-Report.pdf).

The assessment on the Well-being Objectives will be amended following outcome of wider consultation and as part of the drafting process for the Corporate and Resources Plan 2022/23.

Summaries have not been included for the section within the integrated assessment on the Well-being Goals and Sustainable Development Principles as these areas are addressed within the main report.

Equality, Socio Economic Disadvantage and Inequality of Outcomes, Health Inequalities and Outcomes Summary

Staff/ Potential Employees/ Community/ Visitors/ General Public: Removal of Equality Well-being Objective and impact on delivery of Authority's Equality Objective and Plan: To ensure strategic equality actions are delivered they are currently mainstreamed within our corporate plan framework under our Well-being Objectives, in particular within our current Objective on Equality. Under the proposal there will no longer be a specific Well-being Objective on Equality. In making this change care will be needed that the Authority continues to mainstream and deliver in terms of Equality and its Equality Objectives and Plan. In particular areas relating to HR and how we work corporately may be affected. As part of Corporate and Resources Plan development, the Authority will need to look at how activities within the equality plan will be delivered/ integrated across these four new objectives (ensuring that equality considerations don't get lost). Including assessing what priority action in PCNPA's equality plan require further work in terms of implementation. The inclusion of Corporate Areas of Change section in the Corporate and Resources Plan provides an opportunity to reference any further areas of work relating to HR and corporate approaches that are outstanding to ensure outstanding priority actions within our Equality Plan and Objectives continue to be mainstreamed. It would be beneficial to put in place a process to monitor the impact the removal of having a specific Well-being Objective on Equality has in terms of impact on delivery of the Authority's Equality Objectives and Plan. In part this could be addressed through including it as an item on the risk register

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 Objectives on Connection and Communities. 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. The number of Well-being Objectives under the proposal will be reduced and focused around the areas identified in the Authority's high level priorities. In making this change care will be needed that the Authority continues to mainstream and deliver in terms of Landscapes for Everyone agenda as the current Well-being Objective on Equality has a specific work stream focused on Landscapes for Everyone – Inclusive Experiences and Social Inclusion.

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 2020.²⁴ This highlights the interconnected nature of the Well-being Objectives 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 the connection objective addresses issues relating to physical health, mental health and illness and wider health inequalities. The Authority will need to ensure that the projects that it develops for well-being are shaped by those who they are seeking to benefit.

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, effective 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

²⁴ [Natural Resources Wales / State of Natural Resources Report \(SoNARR\) for Wales 2020](#)

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.²⁵ Covid 19 restrictions have had an impact on public transport provision. The Authority needs to consider how it can influence this area. There are opportunities under both Climate and Communities Objectives linked to associated outcomes to make an impact on this area.

Affordable Housing: The Authority, in collaboration with partners, has an important role in facilitating the provision of affordable housing through planning and meeting affordable housing targets within its LDP2. There is growing concern locally and nationally about the wider effect on housing stock that the growth in second and holiday homes are having on communities in Wales. This will be an area that is particularly important in terms of the Communities Objective 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. The Authority needs to consider how activities within the Objectives on Connection, Communities and Climate will support the protection of historic buildings, sites and scheduled monuments that are of importance to different faith groups. In particular ensuring under connection that this isn't lost as its central focus may be perceived to relate to the health benefit aspect rather than the protection element. It is important that the Authority explores opportunities for it to look at representation in its art and heritage opportunities, this is particularly important when we consider and think about the connection objective 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: End Child Poverty analysis showed that Pembrokeshire has the highest Child Poverty Rates in Wales at 31% (once housing costs are taken into account.)²⁶ There is potential to target projects to engage with communities in Pembrokeshire experiencing higher levels of socio economic disadvantage across all four Objectives. For example considering projects relating to

²⁵ Future Generations Commissioner, Public Health Wales, Inequality in a Future Wales: Areas for action in work, climate and demographic change: [FGCW Equalities-Report E-UPDATED.pdf \(futuregenerations.wales\)](#)

²⁶ 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/wp-content/uploads/2020/10/Local-child-poverty-indicators-report-october-2020-1.docx>

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 objective can support sustainable tourism (including lengthening the tourism season.) Activities within the Objectives (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 visitors may be targeted in terms of hate crime and 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 Objectives. 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.

Decarbonisation responses that look at Behaviour Change: Behaviour change policies can unjustly displace responsibilities for emissions reductions onto vulnerable groups. To address this it is important that the Authority includes those most vulnerable to and affected by climate change strategies or facing socio economic disadvantage when developing plans and actions to challenge assumptions the Authority may have made and support it to develop equitable approaches.²⁷

Welsh Language Summary

Under the proposal there will no longer be a specific Well-being Objective on Culture (which includes reference to Welsh Language and currently has a specific work stream focused on Promoting the Welsh Language – Skills, opportunities and inspiration.) As a result there is a need to ensure that Welsh Language considerations are built into the four Objectives and that activities within the Authority’s current and future revised Welsh Language Strategy are still able to be delivered under these Objectives. The section on Corporate Areas of Change in the Corporate and Resources Plan can be used to ensure further areas of work relating

²⁷ ²⁷ Future Generations Commissioner, Public Health Wales, Inequality in a Future Wales: Areas for action in work, climate and demographic Change: [FGCW Equalities-Report E-UPDATED.pdf](https://www.futuregenerations.wales/equalities-report) ([futuregenerations.wales](https://www.futuregenerations.wales))

to HR and corporate approaches are still mainstreamed within the Authority's priority activities, helping ensure continued delivery of our Welsh Language Strategy and supporting continued compliance with the Welsh Language Standards. 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. A current example would be Castell Henllys hosting of Dished y Dysgwyr sessions to the public every Thursday afternoon, and hosting Cylch Meithrin Chware a Chan sessions in the Tipi for toddlers and parents to learn Welsh. It is important to ensure there are opportunities to use Welsh in terms of activities that might support the conservation and climate Objectives, for example volunteering sessions. In terms of sustainable communities Placemaking and affordable housing considerations relating to planning potentially under Communities Objective could also support the number of Welsh Speakers in some areas of the Park. Activities within the Objectives (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.

Section 6 Biodiversity Duty and Decarbonisation Summary

Specific Objectives have been included on Climate – To achieve a carbon neutral Authority by 2030 and support the Park to achieve carbon neutrality and adapt to the impact of Climate Change and Conservation – To halt the decline and enhance biodiversity quality, extent and connectivity at scale, so nature is flourishing in the Park. Having these as clear high level priority areas (within a reduced set of Well-being Objectives) 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 Objectives in order to ensure that for example climate related activities don't negatively impact on biodiversity and to consider how tensions between Objectives 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 Objectives. 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 Objective.

The Authority at Corporate Planning stage will need to align activities, performance targets, outcomes under Climate with Welsh Government priority areas under the net zero route map for public bodies, reporting methodologies, targets in areas such as fleet and Welsh Government Carbon budget.

There is a need to ensure due consideration is taken at corporate planning stage of how the outcome "Historic assets in the National Park are protected and appreciated" is addressed under the Connection Objective. The Authority should monitor any impact change of Objectives have on prevention related activities tied to the historic environment.

