

Operational Review Committee

12 March 2025

Present: Dr R Plummer (Chair)

Councillor M Bowen, Councillor C George, Mrs S Hoss, Mr G A Jones and Councillor M Wiggins.

Also in attendance: Rhowan Alleyne (Interpretation Officer), Claire Bates (Head of Regenerative Tourism), Georgia Jones (Democratic Services Officer), Tegryn Jones (Chief Executive), Sara Morris (Director of Place and Engagement), James Parkin (Director of Nature Recovery & Tourism), Sarah Parmor (Activities and Events Manager), Rachel Perkins (Visitor Services Manager West) and Mair Thomas (Performance and Compliance Officer).

(Virtual Meeting: 10.00am – 12:05pm)

1. Apologies

Apologies for absence were received from Councillor T Evans, Councillor S Hancock MBE and Councillor C Williams.

2. Disclosures

Dr R Plummer made a general declaration as a Board Member of Natural Resources Wales and as Chair of its Protected Areas Committee. Councillor C George made a general declaration as Chair of the Pembrokeshire One Voice Area Committee.

3. Minutes

The minutes of the meeting held on the 18 December 2025 were presented for confirmation and authentication.

On the proposal of Councillor M Bowen, seconded by Councillor C George, it was **resolved** that the minutes of the meeting held on 18 December 2025 be confirmed and authenticated.

4. Action Log and Matters arising

Members noted the contents of the action log.

Noted.

5. RNLI Exhibition

The Chair welcomed the Visitor Services Manager (West) and Interpretation Officer who gave a presentation regarding the current exhibition at Oriel y Parc (OYP), “Courage and Community – RNLI 200 Cymru”. The presentation outlined the background of the exhibition, its purpose, history of the RNLI, the process of collating exhibits, the exhibits featured, the stakeholders involved, scheduled events and activities and the impact of the exhibition so far.



Members agreed that the exhibition offered an opportunity to celebrate coastal communities and the extraordinary work of the RNLI. A discussion ensued regarding the legacy of the exhibition and Officers confirmed that they hoped the exhibits would be reused by other organisations and that senior Officers within the RNLI had visited the exhibition for inspiration for their own museum that they planned to develop. It was added that as a result of the exhibition, OYP's ties with the community had strengthened and lessons had been learnt on how to involve the community further in future.

Noted.

6. Regenerative Tourism Principles

The Head of Regenerative Tourism presented a report that outlined the Authority's approach to working towards Regenerative Tourism. The report included background information, relevant objectives and legislation, examples of best practice and details of the relevant internal consultation. The Officer highlighted the pressures and potential benefits of tourism and the challenge of balancing both sides. The process by which the Authority developed its regenerative tourism principles was discussed and the Officer shared the Authority's vision with next steps.

A Member suggested that workshops be hosted in both English and Welsh to ensure that comments were captured accurately. The Officer noted this suggestion as a potential activity for the future.

[The meeting was adjourned from 11:10am – 11:20am]

7. Well-being Objective: Deep Dive / Self-Assessment: Community

The Head of Regenerative Tourism presented a deep dive report and self-assessment on the wellbeing objective of Community. It was reported that the Community objective focused on creating vibrant, sustainable and prosperous communities in the Park that were places people could live, work and enjoy. The report featured details of the outcomes for the objective, a progress assessment, relevant statistics, case studies, challenges and opportunities, details of contributions to cross-cutting outcomes and an overall assessment with next steps.

A Member queried how events and activities were evaluated, and it was confirmed that pre and post season meetings were conducted as an opportunity to improve the Authority's offering, and evaluation meetings were organised after large events.

A discussion ensued regarding the ambitions of the Authority and the challenge of monitoring against objectives such as climate change. The Chief Executive clarified that the Authority would not be solely responsible for reaching these objectives however the Authority contributed positively towards these wider goals.

It was noted that Welsh language events hosted at Castell Henllys had been successful and a Member queried whether Welsh Language events were hosted in other areas of the Park. The Chief Executive confirmed that Welsh Language events were hosted throughout the Park however he suggested that a list of these events be collated to identify any gaps.

Noted.

8. Wellbeing Objectives Performance Report

The Performance and Compliance Officer presented the Well-being Objectives Performance Report that detailed progress made against priority indicators/projects/work programmes for the period ending 31 January 2025 and included quarter 3 statistics for some measures. The performance report set out the Authority's performance against its four Well-being Objectives (Conservation, Climate, Connection and Communities) as set out in the Authority's Corporate and Resources Plan 2023/24 – 2026/27.

A discussion took place regarding the conservation work of the Authority and the Chief Executive commented that although the Authority had always carried out conservation work, the level of work in this area had been increased as the focus of the organisation had changed.

Members provided positive feedback regarding the stakeholder mapping featured in the report and it was suggested that this could be a good topic for further discussion to ensure the Authority was focused on the correct areas of work.

Noted.