

## Income Generation Workshop

17 September 2025

### **Members Present:**

Councillor C George (Chair)

Councillor D Clements, Dr M Havard, Mrs S Hoss, and Dr R Plummer.

### **Officers Present:**

Catrin Evans, Georgia Jones (Minutes), Tegryn Jones, Gary Meopham, Jessica Morgan, and Sara Morris.

[Online, 12:30–14:10]

#### **1. Apologies**

Apologies were received from Katie Macro.

#### **2. Minutes**

The minutes of the meeting held on the 02 July 2025 were noted.

**Noted.**

#### **3. Update on Non-Staff Cost Saving Measures**

The Chief Executive provided an update on the actions taken in relation to the non-staff cost saving measures, as previously discussed in the workshop on the 2<sup>nd</sup> of April 2025.

In relation to the appended spreadsheet that listed the potential non-staff cost saving measures, the Chief Executive confirmed that items would only be removed from the list following the presentation of a formal report and discussion at a National Park Authority (NPA) meeting.

As requested by a Member, the Chief Executive provided an update in relation to Ironman funding and confirmed that Authority Officers were awaiting further information from Pembrokeshire County Council (PCC) before presenting a report to a future NPA meeting for Members' consideration.

A discussion ensued regarding the potential impact of the various proposals on staff. The Chief Executive confirmed that proposals related to the Ranger and Essential Car User Allowances had received negative feedback from staff however it was explained that the allowances were both historic and inequitable in their distribution. It was added that other local Authorities

and National Parks had already discontinued these allowances. With regards to the Ranger allowance, the Director of Place and Engagement clarified that the allowance had historically been paid for Rangers working additional and antisocial hours however the Authority now aimed to achieve a consistent approach across all posts. In response to a Member, it was confirmed that the Authority did not pay overtime, and the Ranger allowance had been considered as part of the recent Pay & Grading Review however there were no direct elements within the review that reflected antisocial hours.

As requested by a Member, the Chief Executive provided an update in relation to the new agreement with Helly Hansen for staff uniform and he outlined the details of the agreement and provided an updated timeframe. It was added that in the bid to minimise waste, existing Columbia clothing could continue to be used for an additional 2 years.

The Chief Executive reported that Officers had recently completed procurement training which highlighted the Authority's need for a procurement framework. It was added that following discussions, the required procurement frameworks would likely be developed in collaboration with the two other Welsh National Parks and would consider elements such as contractors, translation and maintenance.

A Member suggested that a list of contracts and collaborations with timeframes would enable Members to think more strategically in future. The Head of Finance and Fundraising confirmed that the Authority was required to store a Contracts Register and a separate register could be created for collaboration agreements.

The Chief Executive confirmed that a report would be presented to a future meeting of the Working Group, for Members to consider the Authority's approach to events as many events were subsidised despite taking a significant amount of staff time to coordinate, manage and deliver.

In response to a Members' query, the Chief Executive confirmed that Officers considered the Income Generation Working Group to be valuable as it provided a level of discipline that drove progress and provided Officers the opportunity to discuss matters in a less formal setting.

**Noted.**

#### **4. Car Park Charges and Coastal Toilet Facilities**

The Head of Place and Engagement gave a presentation regarding car parking charges and coastal toilet facilities following a request received from PCC for funding to support the retention of coastal toilet facilities for a further period of April 2026 to April 2028. The presentation set out the financial request, the previous assessments made by the Pembrokeshire Coast National Park Authority (PCNPA) on the issue of toilet facilities and potential implications for increased car parking charges to support this request, along with other improvements to coastal car parks and their wider surroundings.

The presentation highlighted that the car parks provided a key income stream for the Authority however costs had increased, and inflationary pressures had been seen in this area. The Officer outlined two potential options on how the Authority could proceed, either to increase charges in line with inflation or to increase charges further to support financial pressures more widely linked to the car parking function.

With regards to the toilet facilities, Members expressed concern regarding the request for further funding as it had originally been agreed that PCNPA would support public toilets for a short-term period of two years only, up to April 2026. In addition, Members noted that no progress had been made by PCC to develop a more sustainable and strategic approach to toilets since the first request for funding made in 2023. It was agreed that opportunities had been missed by PCC with relevant grant funding such as Brilliant Basics not having been applied for.

It was noted that in addition to the contract costs for each toilet facility and the consumer prices index increase, an additional £2k per toilet, per year for improvements had been included in the request from PCC. Members agreed not to support the additional request for funding of £2k per toilet, per year as it was believed that PCC should be responsible for the funding of future improvements.

It was noted that the toilet facility at Saundersfoot generated an income however Officers reported that this location had seen issues as the payment mechanism was not fit for purpose. It was confirmed that PCC aimed to replace the payment mechanism at this location.

The presentation highlighted other existing financial commitments for the Authority, and these included several water refill stations, the Park and Ride service for Tenby, the Beach Wheelchair Scheme, the Coastal Bus Service and Greenways scheme, wider work on Public Rights of Way and a

potential future request to support Life Saving. The Chief Executive commented that the outcome of discussions related to the proposed Visitor Levy would be concluded in two years and so he suggested that should the Authority not benefit from the levy, then all contributions should be withdrawn by PCNPA with immediate effect.

A Member highlighted the lack of equity in relation to the toilet facilities under the current circumstances as some communities were responsible for financing their local toilet facility while other communities were not required to do so. Members agreed that a more strategic approach would be required to secure the future of the toilet facilities and that it would be appropriate for Officers to set out conditions in their response to PCC, should the further request for support be agreed.

With regards to the potential increase in Car Parking charges, the Authority's Estates Officer took the opportunity to highlight that if the Authority increased charges beyond inflation, the decision could be legally challenged. In response, it was confirmed that the Authority had sought legal advice on the matter and had been advised to make clear the link between any potential increase in charges and the wider purposes of the Park.

It was reported that following this discussion, two separate reports would be presented to a future National Park Authority meeting for Members to formally agree on how to proceed with the matters of car parking charges and coastal toilet facilities.

**Noted.**

## **5. Future meetings**

The date of the next meeting was proposed as 19 November 2025.