

## REPORT OF THE CHIEF EXECUTIVE

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**SUBJECT: PROPOSALS FOR NEW PROJECTS AND ACTIVITIES – INFORMATION ON “ORIGINS”, MOSAIC, “YOUR PARK, YOUR FUTURE” AND A PROPOSED FEASIBILITY STUDY ON THE NATIONAL PARK BEING DESIGNATED A GEOPARK.**

### Purpose of Report

To provide Members with information and seek approval for new projects that the Authority proposes to undertake or support from 2012 onwards.

### Introduction

As part of its review of business to prepare the 2012-2013 Operational Plan and in taking advantage of available funding opportunities the Authority is proposing to undertake the following projects:

- Origins – an interpretation led project to turn Castell Henllys into the pre-history hub for Wales.(Project A)
- MOSAIC - an initiative led by the Campaign for National Parks (CNP) to increase the number of black and ethnic minority people who visit National Parks in Wales. (Project B)
- “Your Park, Your Future” – a Big Lottery Fund Funded project building on the success of the Go4It project (Project C)
- GeoPark – undertaking a feasibility study to assess the benefits of the National Park being designated a GeoPark. (Project D)

### **Part A - Origins**

#### Background

As part of the Convergence Programme funded, ‘Environment for Growth’ Cadw is managing the Heritage Tourism Project (HTP). Cadw commissioned a pan Wales interpretation plan divided into specific themes either by chronological sequences or themes such as ‘Princes of Deheubarth’, ‘Lords of the Southern March’, ‘Roman Wales’ etc. Most of these themes have now been published on the Cadw website.

‘Origins’ is the theme that deals with the prehistory of Wales from c. 250,000 years ago to the decade of the 70s AD when the Roman army finally pacified the tribes native to what is now known as Wales after some 30yrs of bitter fighting. The consultants commissioned by Cadw to write the Origins interpretation plan have identified *Castell Henllys Iron Age Fort as a hub* from which the prehistory of Pembrokeshire, set in the wider context of Wales, can be presented to visitors and residents.

## *Castell Henllys*

The NPA has owned and managed Castell Henllys for the past 20 years. However, the last sizeable investment in the site was by the BBC over eleven years ago with the series 'Surviving the Iron Age' (broadcast in 2001).

Throughput at the site grew from c. 8,000 visitors per year in 1991 to c. 30,000 under NPA management plus or minus a few thousand and throughput has now clearly levelled out in 2011. Castell Henllys receives many returning visitors who like to see on-site developments. This has been achieved by a variety of events and tours which have largely helped to maintain the existing throughput.

### The Project

The NPA has successfully sought funding from the HTP through the 'Origins', Prehistoric Pembrokeshire theme and shortly will be able to confirm acceptance of the grant. The project will take place over the next three years with the internal building works hopefully taking place over the winter period.

The project will be managed by PCNPA incorporating expertise from project management for the building works and interpretation, culture and heritage for the interpretive dimension. Background research will be provided by Dyfed Archaeological Trust and community involvement aided by PLANED.

The proposal aims are:

- To create a regional hub for the Origins and Prehistory of Wales;
- To enhance the current Castell Henllys destination offer as a centre for the interpretation of prehistoric Pembrokeshire in the wider context of Wales and focusing on prehistoric life;
- To enter into partnership with other organisations (Dyfed Archaeological Trust, Planed and The National Trust) to increase the visitor offer and visitor and community appreciation of prehistoric life in Pembrokeshire and the wider landscape of Wales; and
- To promote the understanding and enjoyment of Wales' diverse heritage and through awareness lead to conservation

### Outcomes

The outcomes of the project should include an enhanced visitor experience to both Castell Henllys and the wider landscape of the national park. It will encourage visitors and residents to explore the landscape having visited Castell Henllys.

The changes made to the interior of the present education centre will enhance the provision of the interpretation of prehistoric Pembrokeshire to visitors. The changes will also provide a larger retail space to maximise income at the site.

It is expected that the project will attract a further ten thousand visitors to visit Castell Henllys and other prehistoric sites in the National Park.

### Financial considerations

#### **Origins project funding**

Cash costs	£330,000 – the total cash required for the project
Benefit in kind	£50,000 – the value of the officer time and that of partners working on the project
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Total costs	£380,000
HTP 45%	£171,000 – the grant secured from ERDF
Residual	£209,000 – the amount required minus the grant offered
Benefit in kind	£50,000 – value of officer time etc as above
PCNPA	£50,000 – the total capital allocated by the NPA for the project
Targeted Match Funding	<hr/> £109,000 – the remaining cash match funding required which will be supplied by Cadw <hr/>

### Risk considerations

The key risks can be identified as follows:

#### *Financial*

- The main financial risk is the failure to get the targeted match funding from CADW. Discussions with CADW suggest that this is unlikely to be an issue and the Authority is considering other options.
- As the project is a partnership project, with an element of funding being through benefits in kind from partners, there is a risk in these not being delivered and the Authority needing to make up the shortfall. Clear agreements with partners along with guidance on how to collect information on the benefits in kind should reduce this risk.

#### *Targets*

The main risk is a failure to meet targets. However, we are confident that we have agreed realistic targets.

- The first imperative will be to commission an interpretation plan as soon as the grant funding is confirmed; this will be sourced from independent consultants to allow NPA colleagues to monitor and ensure quality assurance.

- The internal works to the education centre should take place between October and March 2012/2013 according to the interpretation plan.
- The implementation of the interpretation plan should proceed in advance of the Cadw fulfilment date of December 31<sup>st</sup> 2014
- An increase of ten thousand extra visitors to Castell Henllys and other prehistoric sites in the national park is planned for in the years shortly after the completion of the project.

### Compliance

The Origins Project assists the Authority in achieving a range of priority outcomes including:

- The Authority's first and second purpose as detailed in the Environment Act 1995; and
- Corporate Outcome 6 as detailed in the 2011-2014 Corporate Strategy.

### Human Rights/Equality impact issues

There are no specific issues to be identified, however, the project will meet Equality requirements.

### Biodiversity implications/Sustainability appraisal

There are no specific issues to be identified

### Welsh Language statement

The Origins Project will meet the requirements set out in the Authority's Welsh language statement.

### Conclusion

The Origins project provides an opportunity to develop Castell Henllys as a hub for pre-history in Wales. As part of this we will improve the interpretation at the site and create a more visitor focused site.

### **Recommendation**

***Members are asked to agree to the Authority undertaking the Origins project..***

## **Project B - MOSAIC – BUILDING LINKS BETWEEN ETHNIC MINORITY COMMUNITIES AND NATIONAL PARKS IN WALES**

### Background

People from black and ethnic minority communities are under-represented in their use of National Parks across the whole of the UK. On average whilst black and ethnic minority communities represent approximately 10% of the total UK population only 1% visit a National Park on a regular basis. This has been of concern to both CNP and National Parks across the UK for some time now.

In an attempt to combat this trend, CNP launched the Mosaic Project in 1992 in conjunction with all National Park Authorities (NPA's) across England as well as the Brecon Beacons National Park Authority (BBNPA) in Wales, who joined the UK programme in 2005.

To date, the overall UK project has been very successful with 7,500 new participants accessing National Parks in the last 2 years alone. As a result, the CNP alongside National Parks Wales have been keen to extend the Mosaic Project to cover the whole of Wales. As a result, Snowdonia National Park Authority (SNPA), BBNPA and PCNPA have worked closely with CNP and the Youth Hostel Association (YHA) to develop a bespoke Mosaic Project for Wales.

The Welsh Mosaic Project is funded by the Big Lottery Fund's 'People and Places Programme' which is providing grant-aid funding of £296,308 to support the delivery of the project over the next 3 years. This funding is augmented by each Park Authority in Wales committing an annual cash contribution of £4,000. In addition, the 3 NPA's and the YHA are investing in-kind resources, such as officer time and free access to facilities, which will provide partnership funding totalling £196,599 over the lifetime of the project

### Key Targets

The overarching aim of the Mosaic Project in Wales is to develop long-term sustainable engagement with black and minority ethnic (BME) communities and National Parks in Wales. The project will achieve this through work focussed around 6 key goals, as detailed below.

- 1) To recruit 60 Community Champions with the requisite skills, knowledge and confidence to promote National Parks with people from BME communities.
- 2) To evidence positive change across National Parks in Wales in their approach to engaging and involving people from BME communities.
- 3) To establish robust partnerships and relations between local BME voluntary sector organisations and National Parks
- 4) To demonstrate how the work of Community Champions is helping to inform decision making across NPA's in Wales
- 5) To support 1,200 people from BME communities in accessing and enjoying the National Parks of Wales on a regular basis
- 6) To improve relations between urban BME communities and rural communities across the Welsh National Parks.

The work of the Mosaic Project Officers in Wales, who were recently appointed by CNP, will be crucial to the success of the programme. It was agreed, through consultation with the key partner organisations involved, that the post(s) covering the Brecon Beacons National Park and Pembrokeshire Coast National Park will be run on a job-share basis with the successful candidates appointed at the start of 2012.

As a result, the Mosaic Project Officer covering the Pembrokeshire Coast National Park area started work on 23<sup>rd</sup> January and visited the National Park's main office in Pembroke Dock on the 30<sup>th</sup> January as part of their formal induction programme. A 'hot-desk' has been provided here at Llanion Park for the Mosaic Project Officer, as a CNP appointee, and it is hoped that Members of the Authority will have the opportunity to meet the Officer in the weeks ahead.

### Financial considerations

The Authority is committing £4,000 a year, for 3 years, to support the implementation of the Mosaic Project in the Pembrokeshire Coast National Park. This relatively modest investment has helped to secure the wider project funding, through the Big Lottery Fund, and will also allow the Authority to access the knowledge and experience of Mosaic staff working throughout the rest of the UK.

Due to the importance of this project in meeting the Authority's commitment to ensure that visitors from a wide range of backgrounds regularly access the National Park, the allocation of £12,000 in total to the Mosaic Project, over the duration of the 2012-2014 period, is considered to offer good value for money.

### Risk considerations

The Mosaic Project places few financial risks on the Authority as the project is ultimately led by the CNP as the grant recipient and employing body.

Conversely, there are far greater risks in not being involved in a project of this nature which specifically aims to address such a long standing inequality in the way that BME communities access the National Parks of Wales.

### Compliance

The Mosaic Project assists the Authority in achieving a range of priority outcomes including:

- The Authority's secondary purpose as detailed in the Environment Act 1995
- Corporate Outcome 6 as detailed in the 2011-2014 Corporate Strategy
- Key Welsh Government objectives as detailed in the Park Authority's Strategic Grant Letter 2011-12 and the Single Equality Scheme guidance.

### Human Rights/Equality impact issues

The Mosaic Project's specific aim is to tackle a long standing inequality in the way that BME communities access and enjoy the special qualities of the Pembrokeshire Coast National Park. This is an issue that needs addressing as a priority, particularly as the ethnic make-up of Wales is predicted to change dramatically over the next 40 years with the country becoming far more ethnically diverse<sup>i</sup>. The Park Authority, therefore, has a duty to ensure that it is doing everything possible to address existing inequalities whilst preparing for the future needs of all visitors to the National Park.

### Biodiversity implications/Sustainability appraisal

The project assists the Park Authority in addressing the 'lost dimension' of sustainable development i.e. 'to meet the diverse needs of all people in existing and future communities, promoting personal wellbeing, social cohesion and inclusion, and creating equal opportunity<sup>ii</sup>'.

### Welsh Language statement

The Mosaic Project meets the requirements set out in the Authority's Welsh language statement.

## Conclusion

The Mosaic Project in Wales runs from 2012-2014 and is designed to develop long-term sustainable engagement with black and minority ethnic (BME) communities wishing to access the Pembrokeshire Coast National Park. The project has been made possible thanks to the efforts of the key organisations involved, especially the CNP, and through substantial grant-aid funding via the Big Lottery Fund.

The Mosaic Project offers an opportunity for the National Park Authorities in Wales to address a long standing inequality in the way that BME communities access and enjoy the countryside of Wales and especially protected areas. As a result, the Mosaic Project will assist the Authority in ensuring that visitors from a wide range of backgrounds regularly access and enjoy the special qualities of the National Park both now and in years to come.

## Recommendation

***Members are asked to note the update report.***

## **PROJECT C – ‘Your Park, Your Future’**

### Introduction

The Authority is delighted that it has secured funding from the BIG Lottery People and Places programme for its ‘Your Park, Your Future’ project, which builds on and continues the good work undertaken through the Go4IT project.

### Project Overview

‘Your Park, Your Future’ builds upon the learning generated by the PCNPA Go4It! (Mentor Allan) research project. The partnership project will be led by a Steering Group representing key organisations, and employ a full time coordinator and part time project worker. ‘Your Park’ will run for three years and increase the capacity of groups working with people who face barriers to engagement to make independent and regular use of the outdoors, and develop ongoing links with other local groups, projects and outdoor venues on their doorsteps. The project will lease a minibus, and purchase a trailer and range of equipment which we hope to make available to other groups if they require them.

Stage 1- Initial Engagement. Project staff will work with other organisations to plan and deliver a series of sessions that meet their needs and further their aims. As well as engaging participants so they see some value in the outdoors and want to remain involved, this stage will involve working closely with group leaders to identify barriers, real or perceived, and to move towards overcoming them. Over this period, the group will experience a range of engagement activities in doorstep and National Park venues, understand more about National Park special qualities, hopefully achieve John Muir Awards, undertake an environmental project which involves their local wider community and experience the National Park from a new perspective e.g. coasteer, wild camp or night-time bike ride.

Stage 2 – Ongoing Support. Once an organisation has seen the benefit of using the outdoors more often we will continue to offer support to help them sustain and develop their usage. This will depend on the needs of the group but will certainly involve signposting opportunities, providing advice and training to staff and volunteers as well as regular celebration / evaluation events and larger projects. The project will

also recruit and support volunteers from organisations who want to get more involved through regular training and development events (essentially a Junior Ranger scheme not exclusively for young people). These volunteers will be able to feed back into and support participating groups, including the use of social media to communicate with the project.

Participative evaluation will be used throughout the project to help groups and staff reflect on their experiences and practice as well as to gather qualitative data for reporting purposes.

### Stated Project Targets and Outcomes

We hope that 2400 participants, staff and members of wider communities will benefit from the project, which hopes to engage 40 groups working with disadvantaged people. It is open to all but it is envisaged that most groups will involve children and young people. The desired outcomes are as follows:

- Outcome 1 - 30 organisations working with disadvantaged groups - making more regular independent use of the National Park / local natural outdoors;
- Outcome 2 - Each year 500 people from 10 organisations working with disadvantaged groups will report increased engagement with, and improved feelings of responsibility for, the National Park / local environment;
- Outcome 3 - 20 Organisations working with disadvantaged groups who have taken part in the project will report making more effective and sustained use of existing resources (venues, environmental / community links, projects, transport etc) by the end of their second year of involvement;
- Outcome 4 - By the end of the project 50 staff and 50 volunteers from participating organisations and local communities will have increased their confidence and abilities in using the local outdoors to achieve their aims;
- Outcome 5 - By the end of the project, 24 local communities will have participated in environmental projects involving participating groups, and reported social / environmental benefits as a result.

### Financial considerations

A sum of £249,864 has been secured to fund the three year projects. The grant is for 100% funding of the project, although PCNPA will be contributing in the form of accommodating the project and supporting it with corporate services as required.

### Risk considerations

With the project being 100% funded and our experience of running the Go4It project over three years, there are few specific risks in running this project. We consider that the targets have been set at an appropriate level and our policies and procedures in relation to areas such as Health and Safety and Child Protection have been shown to be appropriate for running a project such as this.

### Compliance

The project assists the Authority in achieving a range of priority outcomes including:



- The Authority's secondary purpose as detailed in the Environment Act 1995
- Corporate Outcome 6 as detailed in the 2011-2014 Corporate Strategy
- Key Welsh Government objectives as detailed in the Park Authority's Strategic Grant Letter 2011-12.

#### Human Rights/Equality impact issues

The project will contribute towards our social inclusion and child poverty work and seek to provide opportunities for groups that currently do not access the National Park.

#### Biodiversity implications/Sustainability appraisal

The project will contribute towards our biodiversity commitments and contribute towards participants developing a better understanding of biodiversity and sustainability issues.

#### Welsh Language statement

The project meets the requirements set out in the Authority's Welsh language statement.

#### Conclusion

The Go4It was a successful project and the new project provides an opportunity to extend this area of work over the next three years.

#### **Recommendation**

***Members are asked to note the report.***

## **PROJECT D - Feasibility Study on the impact of designating the National Park as a Geo Park**

### Introduction

The Pembrokeshire Coast National Park displays a greater variety of geological features and landforms than any equivalent area in the British Isles. The National Park includes 50 Geological Conservation Review sites, out of a total of around 400 across the whole of Wales. A number of these sites are of international importance, with the remaining being of national importance. To promote this geological diversity, the Authority is planning to include in its 2012-2013 Operational Plan a proposal to undertake a feasibility study to assess the impact of designating the National Park as a Geo Park and joining the European Geoparks Network.

### Background

#### *What is a Geo-Park?*

Established in 2000, the European Geoparks Network (EGN) aims to protect geodiversity, to promote geological heritage to the general public as well as to support sustainable economic development of geopark territories primarily through the development of geological tourism. The network has drawn together territories from across Europe that share these aims and which are now working together in an active and dynamic way to achieve them.

The network includes 43 territories across 17 European countries. There are currently 2 other Geo-Parks in Wales - GeoMôn GeoPark on Anglesey and Fforest Fawr Geopark in the Brecon Beacons National Park.

The network operates primarily by continuous electronic communication, frequent coordination meetings, annual conferences and the establishment of common projects through which territories can exchange ideas, experience and good practice thereby supporting each other to fulfil our common goals.

There is a variety of activities that can be considered typical of a geopark. Most are either geotourism– or educational-based, including schools programmes, guided walks and museum exhibitions. Geological heritage protection and promotional activities are also essential activities of a geopark. Socio-economic activities in geoparks are important for sustainable regional development. Geoparks adopt a holistic approach to their heritage and promote all aspects of their regions natural and cultural heritage.

The network is funded by its members and through collective bids for European Union funding for common projects.

Membership of the EGN is for a period of three years after which membership is reviewed and assessed.

### The Project

The geology of Pembrokeshire is of world renown and should fully meet the requirement of being designated a GeoPark. However, before proposing we apply for GeoPark status we are planning to undertake a feasibility study to consider the potential benefits of becoming a GeoPark. This feasibility study will work with key partners such as the tourism industry and education establishments and consider:

- Socio-economic benefits of becoming a GeoPark;
- Contribution of GeoPark status towards delivering our Park Purposes;
- Long term impact on the Authority of the National Park becoming a GeoPark;
- The area to be designated.

It is proposed to commission an external organisation to undertake this work.

### Timescale

The tender for the work will be let during the early part of 2012-2013 financial year, with the work completed by the end of 2012. We propose to bring a proposal to the Authority based on the outcome of the feasibility study in early 2013.

### Financial considerations

A sum of £20,000 has been allocated in the budget. We estimate that no more than half of the sum will be spent on the feasibility study, with the remaining being allocated to prepare an application if we go ahead with the proposal.

### Risk considerations

At this stage there are limited risks to the project. The main risks are:

- We are unable to find a suitable organisation to undertake the study; or

- The contracted organisation is unable to deliver the project.

With good project management both risks should be managed.

#### Compliance

Being designated a GeoPark would assist the Authority in achieving a range of priority outcomes including:

- The Authority's first and second purpose as detailed in the Environment Act 1995
- Corporate Outcomes 1,4 and 6 as detailed in the 2011-2014 Corporate Strategy.

#### Human Rights/Equality impact issues

There are no specific issues to be identified, however, the project will meet Equality requirements.

#### Biodiversity implications/Sustainability appraisal

There are no specific issues to be identified.

#### Welsh Language statement

The proposal will meet the requirements set out in the Authority's Welsh language statement.

#### Conclusion

This represents the first stage in the National Park being designated a GeoPark

#### ***Recommendation***

***Members are asked approve the proposal to assess the potential for the National Park and the Authority of becoming a GeoPark.***

#### Background Documents

*Author: Tegryn Jones, James Parkin, Phil Bennett and Tom Moses*  
*Consultees:*

#### Background Documents

Report on Proposed Joint Project Working with Mosaic Partnership (CNP) - in association with Gower AONB (City & County of Swansea) to Promote use of National Parks and other Protected Areas by ethnic minorities to Performance Review Committee, 9<sup>th</sup> July 2008  
[www.europeangeoparks.org](http://www.europeangeoparks.org)

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<sup>i</sup> [http://www.leeds.ac.uk/news/article/853/uk\\_in\\_2051\\_to\\_be\\_significantly\\_more\\_diverse](http://www.leeds.ac.uk/news/article/853/uk_in_2051_to_be_significantly_more_diverse)

<sup>ii</sup> <http://archive.defra.gov.uk/sustainable/government/what/principles.htm>