

## REPORT OF THE HEAD OF MARKETING & COMMUNICATIONS

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### **SUBJECT: PEMBROKESHIRE COAST NATIONAL PARK 60<sup>th</sup> ANNIVERSARY**

#### Purpose of Report

To provide an update to Members on the programme of events celebrating the Park's 60<sup>th</sup> anniversary.

#### Introduction

The 60<sup>th</sup> anniversary of the Pembrokeshire Coast National Park offers an ideal opportunity to celebrate the Park and its people and to highlight the Authority's important role in managing the landscape.

The official designation date is 29<sup>th</sup> February, and will mark the launch of a varied programme of branded activities throughout the year, providing an opportunity to raise the profile of the Park and the Authority and maintain a strong community and media profile. The anniversary was profiled as part of an editorial feature in the Western Telegraph in January which will be followed by a series of local and national media features throughout the year celebrating 60 years.

Although a small number of dedicated events have been planned to support the anniversary, the programme for the year needs to reflect the challenging economic climate in which the Authority is currently operating and offer a modest approach to anniversary celebrations. Wherever possible we will be branding existing NPA activities to highlight the significance of the year and maximising opportunities for engagement with key audiences and raising the profile of the Park and the Authority. An anniversary logo has been designed and will be used on stationery, in publications and on the Authority's website during the course of the year.

#### Strategic focus

##### Aims:

- To celebrate the natural and cultural heritage of the National Park
- To raise the profile of the National Park and the Authority's role in managing the Park, locally, nationally and internationally
- To reflect on 60 years of National Park status and to explore new directions for the next 60 years
- To highlight the socio-economic value National Park designation brings at both a Pembrokeshire and Welsh national level
- To promote active involvement with the National Park and offer new opportunities for access, enjoyment and engagement for people of all ages, abilities and backgrounds
- To promote sustainable lifestyle choices

### Key messages:

- The role of National Parks (“blueprint for sustainability” concept)
- Why our National Park is special (landscape, wildlife, built environment, culture and heritage)
- How the National Park’s special qualities have been conserved and enhanced for 60 years
- The challenges and opportunities that will face this National Park (and the wider environment) over the next 60 years
- Why the National Park needs the involvement and support of residents, visitors and the wider public
- How people can actively engage with the National Park and the wider environment and how everyone can make the most of accessing and enjoying it

### Thematic focus

A series of key themes have been developed, based around the Corporate Outcomes set out in the Authority’s Corporate Plan 2011-14), to provide a focus for the anniversary activities each month. These themes, along with the key messages, will be incorporated into communications and work programmes for the coming year.

Month	Theme	Corporate Outcome link
January	<b>Health and wellbeing</b> linked to high-profile Western Telegraph anniversary editorial feature.	2, 6
February (designation date 29 <sup>th</sup> and the official launch of the anniversary programme)	<b>Celebrating the Park’s special qualities</b> (natural and built environment, culture and heritage) through the National Park Award category of the Radio Pembrokeshire Local Hero Awards.  <b>Conservation and sustainable land management</b> and general Park promotion via Calon Wen’s on-bottle branding (70,000 branded bottles per week carrying the NPA/Park brand) for the joint presence at the Royal Horticultural Society Show in Cardiff in April.	1, 4, 5, 6, 7  1, 2, 5
March	<b>Supporting the local community</b> as part of a joint 60 <sup>th</sup> anniversary charity concert in association with the Pembroke & District Male Voice Choir and the Band of the Welsh Guards.  <b>Culture and heritage</b> through Oriel y Parc and the annual St David’s Day Dragon’s Parade.  <b>Park and Authority awareness raising</b> as part of a visit on March 1 <sup>st</sup> by John Griffiths AM, Minister for Environment and Sustainable Development.	2, 7  2, 7  8
April	<b>Conservation and sustainable land management</b> in partnership with Calon Wen at	1, 2, 5

	<p>the Royal Horticultural Society Show in Cardiff.</p> <p><b>Discovering and enjoying the Park</b> as part of the launch of a new mobile 'Beach Discovery' caravan (developed in partnership with Pembrokeshire County Council and Pembrokeshire Coastal Forum) touring a number of the Park's beaches throughout the season.</p> <p>Also launching a 60<sup>th</sup> anniversary edition of <i>Coast to Coast</i>, the Authority's market-leading visitor newspaper.</p>	<p>2, 3, 6, 7</p> <p>2, 3, 5, 6, 7</p>
May	<p><b>Recreation, access and enjoyment</b> through the launch of the Wales Coast Path and the Authority's annual 14-day Coast Path Walk.</p> <p><b>Health and wellbeing</b> and <b>culture and heritage</b> via the Olympic flame.</p>	<p>2, 5, 6</p> <p>2, 6, 7</p>
June	<p><b>Contributing to the county's tourism offering</b> through our sites and centres – a proactive promotional programme.</p> <p><b>Discovering and enjoying the Park</b> through a presence at Pembrokeshire Fish Week and a Radio Pembrokeshire 'Reggie the razorbill' treasure hunt competition.</p>	<p>2, 5, 6, 7</p> <p>2, 6</p>
July	<p><b>Discovering and enjoying the Park</b> as part of National Parks Week, the Activities &amp; Events programme and a presence at the <i>Really Wild Festival</i>.</p> <p><b>Supporting the local community</b> as part of the St Davids <i>Cauldrons &amp; Furnaces</i> cultural event.</p>	<p>2, 3, 6, 7</p> <p>2, 7</p>
August	<p><b>Health and wellbeing</b> linked to the Olympic fever – opportunities to 'get fit for free' or 'escape and unwind'.</p> <p><b>Discovering and enjoying the Park</b> and <b>Conservation and sustainable land management</b> as part of the Pembrokeshire County Show.</p>	<p>2, 3</p> <p>1, 2, 5</p>
September	<p><b>Education and Discovering the Park</b> through the Schools' Programme, a presence at the <i>Grow It, Cook It, Eat It</i> event and a <i>60 schools for 60 years</i> event.</p> <p><b>Tourism and economic benefits of Park</b></p>	<p>6, 7</p> <p>2, 5, 6</p>

	<b>designation</b> linked to the international Ironman competition.	
October	<b>Discovering and enjoying the Park</b> through a <i>60 free places for 60 years</i> sites promotion at Carew Castle and Castell Henllys and a focused Halloween promotion for all sites and Park centres.	2, 5, 6, 7
November	<b>Culture and heritage</b> as part of the annual <i>Archaeology Day School</i> .	1, 7
December	<b>Supporting the local community</b> and <b>discovering and enjoying the Park</b> through winter festivals at Carew Castle, Castell Henllys and Oriel y Parc.	2, 5, 6, 7

### Financial considerations

Given the current economic climate in which the Authority is operating, the anniversary programme has been created to deliver a high-profile calendar of events within core budget and using existing resources as far as possible. A small budget has been set aside should it be required.

### Risk considerations

The 60<sup>th</sup> anniversary programme presents little risk to the Authority as a number of the celebratory events are core work projects simply branded as part of the anniversary. There is a small risk associated with the bespoke events, including association with new partner organisations. However, the benefits derived from the partnership events, in terms of raising the Park and the Authority's profile, and the opportunity to reach out to new audiences, far outweighs any risks involved.

### Compliance

The programme will assist the Authority in achieving a range of priority outcomes including:

- The Authority's second purpose as detailed in the Environment Act 1995
- Corporate Outcomes 1-7 as detailed in the 2011-14 Corporate Strategy

### Human Rights/Equality impact issues

The programme of events will offer a range of opportunities throughout the year for people of all ages, abilities and backgrounds to be able to access and enjoy the Park, as well as providing enhanced opportunities for understanding the Park and the Authority's role in managing it.

### Biodiversity implications/Sustainability appraisal

Through a number of the activities and messages listed in the programme, both the Park's biodiversity value and the concept of the Park as a blueprint for sustainability will be highlighted. The programme will also offer the opportunity to celebrate and raise awareness of the value that protected landscape designation offers.

### Welsh Language statement

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

### Conclusion

The Park's 60<sup>th</sup> anniversary provides an opportunity to celebrate the Park and its people and to highlight the Authority's important role in managing the landscape.

### Recommendation

**Members are asked to note and endorse the 60<sup>th</sup> anniversary programme of events.**

### Background Documents

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