

REPORT OF PERFORMANCE AND COMPLIANCE CO-ORDINATOR

SUBJECT: CORPORATE PLAN 2017/18

Purpose of Report

To ask Members to comment on the draft Corporate Plan 2017/18

Introduction/Background

Under the Local Government Measure, the National Park Authority is required to publish its Improvement Plan as soon as practical for the new financial year. The Well-being of Future Generations legislation requires public bodies to publish a plan showing how it will deliver towards the well-being goals and how it has applied the Sustainable Development principle in its work. At present it is not yet certain whether the Authority will be required to continue to comply with the Local Government Measure. Therefore, in order to reduce the need for duplication this draft corporate plan is intended to fulfil the requirements of both pieces of legislation by developing the Authority's well-being objectives which can also be considered the improvement objectives.

The plan presented is still very much a draft plan and Members are invited to approve the approach and comment on the content. The final version of the corporate plan will be presented to Members for approval in April.

Financial considerations

All projects indicated in the Corporate Plan will be subject to the approved budget.

Risk considerations

No additional risks are involved.

Compliance

Authority is required to comply with Local Government Measure and the Well-being of Future Generations Act.

Human Rights/Equality issues

Activities to support delivery of Strategic Equality Plan have been included within the draft Corporate Plan.

Biodiversity implications/Sustainability appraisal

None

Welsh Language statement

The approved document will be translated and published on the Authority's website.

Recommendation

Members COMMENT ON the Corporate Plan 2017/18.

(For further information, please contact Mair Thomas, Performance and Compliance Co-ordinator)

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Pembrokeshire Coast National Park Authority

Corporate and Resource Plan 2017/18



Introduction

The National Park Authority delivers a wide variety of work that contributes to the vitality of the local area from conservation management and public access to supporting the local economy and approving affordable housing developments. The National Park Authority will endeavour to ensure that we meet the expectations of our customers, both residents and visitors, and the Welsh Government during a time of economic constraint.

The Authority is currently required to publish an Annual Improvement Plan. The Well-being of Future Generations Act 2015 also places a duty on the Authority to set out its well-being objectives and to demonstrate how these contribute to the Welsh Government's seven Well-being Goals. In order to reduce resource requirements the three National Park Authorities in Wales have agreed to work to a common format of a Corporate Plan which complies with the relevant legislation. During 2016/17 the Authority, along with the other two Welsh NPAs and the Wales Audit Office, piloted a new approach to meeting the audit requirements. This will continue during 2017/18.

Each year the Authority commences its forward work planning and budget preparation cycle in October in order to approve a balanced budget by February 15th. This corporate plan starts with the Welsh Government's seven well-being goals and sets out the Authority's well-being objectives and work programmes for 2016/17 to contribute to these as required by the Well-being of Future Generations Act.

The National Park Authorities face growing and sometimes conflicting demands to deliver conservation, public access, local employment and affordable housing, at a time when resources are being constrained. In preparing this plan we have reviewed progress during previous years and also considered any changes in legislation or society in general and in funding which might affect our work.

The Well-being and Future Generations Act requires public bodies to act in accordance with the sustainable development principles. In this plan we have highlighted how the sustainable development principles are embedded in the Authority's work with reference to each of the Authority's wellbeing objectives.

Background

Pembrokeshire Coast National Park

Pembrokeshire Coast National Park was designated in 1952 under the National Park and Access to the Countryside Act 1949.

The National Park covers an area of 612km², with approximately 23,000 people living in some 50 community council areas. Most of the National Park is in private ownership with the Authority owning only about 1%.

Pembrokeshire Coast National Park Authority

The Pembrokeshire Coast National Park Authority was created as a free standing special purpose local authority under the 1995 Environment Act (the Act). The Authority consists of 18 Members, 12 nominated by Pembrokeshire County Council and six appointed by the Welsh Government.

Park Purposes

The Act specifies that the Purposes of a National Park Authority are

- ❖ To conserve and enhance the natural beauty, wildlife and cultural heritage of the park area
- ❖ 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 foster the social and economic well-being of local communities.

The Authority contributes to the Welsh Government's wider goals as outlined in the Programme for Government "**Taking Wales Forward**". In addition, the Authority meets the aspirations for better public services set out in policy and legislation including One Wales: One Planet and the Well-being of Future Generations Act.

The Authority is the statutory planning authority for the National Park area and is responsible for the preparation of the Local Development Plan. 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. Key documents such as the State of Natural Resources Report (SoNaRR) , Area Statements and the Pembrokeshire Well-being Assessment (due to be published in March 2017) will provide an evidence base and policy direction to inform the work of the Authority for the duration of this plan and contribute towards developing a locally-tailored approach to improve the resilience of the National Park

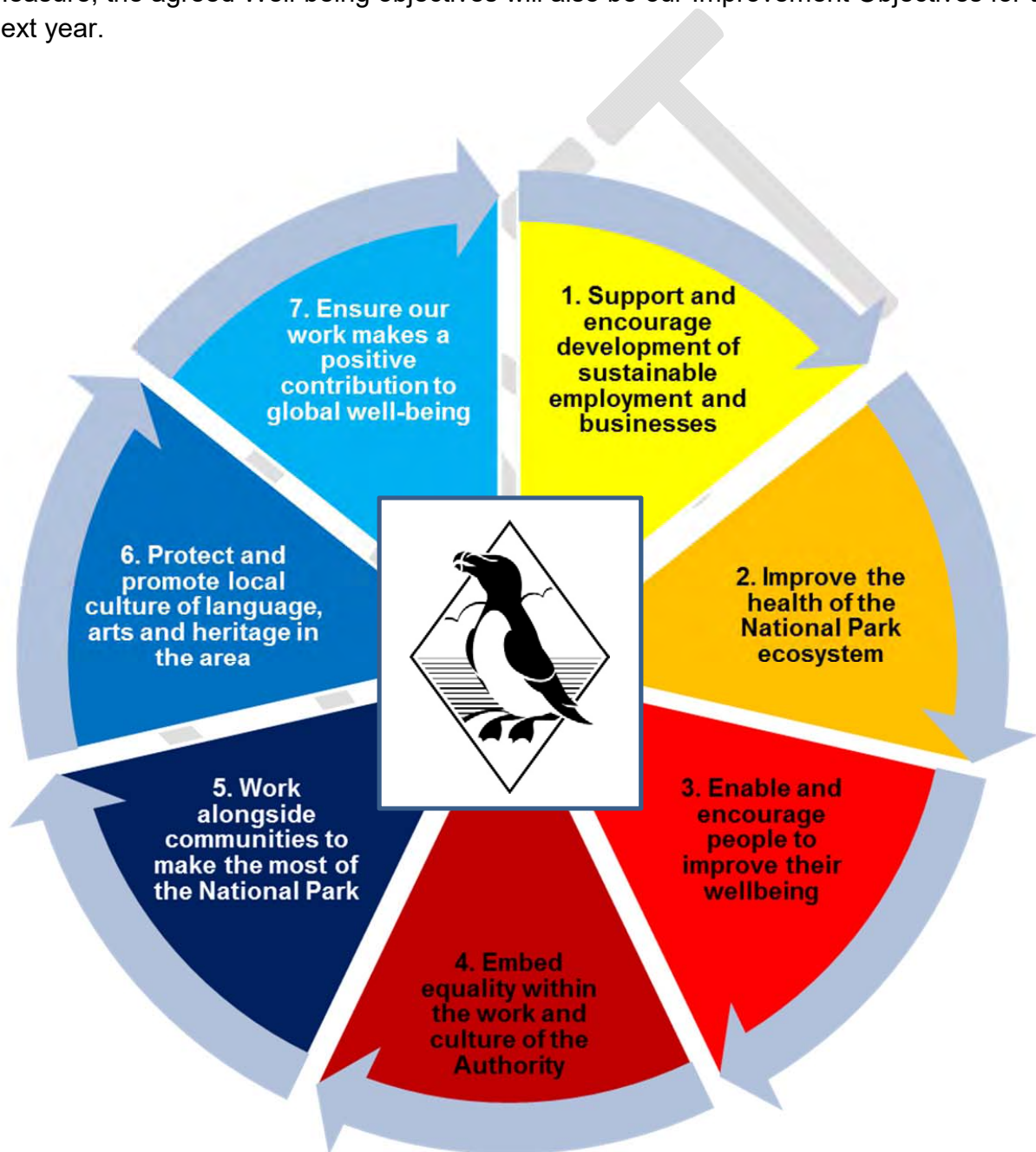
Well-Being Goals for Wales

This Corporate Plan is structured to take account of the requirements of the Well-Being of Future Generations Act. The Authority is a member of the Pembrokeshire Public Service Board and is contributing to work to develop the Pembrokeshire Well-being Assessment which will lead to the creation of the Local Well-Being Plan. The Authority will set its well-being goals when the Pembrokeshire Well-being Plan has been agreed (in May 2018). The Welsh Government has identified the following outcomes for public authorities to deliver.

Goal	Description of the goal
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 (for example climate 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 background and circumstances).
A Wales of cohesive communities	Attractive, viable, safe and well connected communities
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.

Pembrokeshire Coast National Park Authority Well-being Objectives

While the Pembrokeshire Well-being Assessment (to be published in March 2017) and Well-being Plan have not been completed (scheduled for May 2018), as an interim measure the Authority has set out seven well-being objectives which contribute to the Well-being Goals. In order to continue to meet the requirements of the Local Government Measure, the agreed Well-being objectives will also be our Improvement Objectives for the next year.



PCNPA Well-being Objectives	How we contribute to Welsh Well-being Goals
1. To encourage and support the development of sustainable employment and businesses, particularly in tourism & recreation.	Contributes to a 'Prosperous Wales' and a 'Resilient Wales' by encouraging the development of new and existing businesses and increasing the number of jobs while discouraging unsustainable use of natural resources. Increased employment should support 'More Equal Wales' and a 'Healthier Wales'
2. To improve the health of the National Park's ecosystems	Using the ecosystems approach is a key technique in preparing the Well-being Assessment for the Public Service Board in ensuring a 'Resilient Wales' and in preparing any future National Park Management Plan and Local Development Plan.
3. To enable and encourage more people to improve their well-being by making a greater use of the National Park regardless of their circumstances	Activity in the outdoors, such as walking, can improve the feeling of well-being, reduce stress and be inspirational. By promoting more regular use of the outdoors whether it is on people's doorstep or within the National Park, encouraging volunteers and removing barriers to access this objective contributes to a 'Healthier Wales', 'More Equal Wales' and a 'Wales of Cohesive Communities.'
4. To continue to ensure equality is embedded within the work and culture of the NPA	The Authority will continue to encourage a more representative range of people to become engaged and involved. It will use its Equality Plan to embed equality and diversity within the work and culture of National Park Authority.
5. To Work alongside communities to help them make the most of the NPA	Already many communities and local groups are engaged with and contribute to the work of the National Park Authority from consultation responses to local environmental improvement projects. By increasing the scale and scope of this, taking a co-production approach and developing our work to engage new audiences that are representative of society we will add to a 'Wales of cohesive communities.'
6. To protect and promote the local culture of language, arts and heritage of the area	Pembrokeshire has a rich culture in the arts, heritage and language. This is recognised as part of the area's distinctiveness contributing to a 'Wales of vibrant culture and thriving Welsh language'.
7. To ensure our work makes a positive contribution to global well-being.	By continually reducing our carbon footprint and educating people about the special purposes of the Park the Authority contributes to a 'globally responsible Wales'. The well-being objectives support a globally responsible Wales by protecting the natural and historic environment, our support for the local economy and through our education provision.

**Funding/ 2017/18 and
Gross Resources distribution by Future Generations Wellbeing Goals**

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Well-being Objective 1: To encourage and support the development of sustainable employment and businesses, particularly in tourism and recreation.

Sustainable Development Principles – Embedded in how we work

Long Term

- ➔ As a planning authority our Local Development Plan sets planning policy for the Park over a ten year horizon. In July 2016 the Authority's LDP Replacement Plan (2015-2031) Delivery Agreement was approved by Welsh Government, with deposit participation happening between June/July 2016 – February 2017.
- ➔ Through the Welsh Government Sustainable Development Indicators we assess the impact of the authority's planning decisions on wider national planning sustainability objectives including economic development and renewable and low carbon energy development.

Preventative

- ➔ Through involvement with Pembrokeshire Outdoor Charter we assist in the promotion of sustainable recreation. Balancing the needs of the environment with adventure and leisure activities through guidance and voluntary codes.
- ➔ The Pembrokeshire economy benefits from the hosting of outdoor recreational events like 'Ironman Wales.' However events need to be delivered in a sustainable manner and to assist in this we have developed sustainable events guidance for active outdoor events.

Integrated

- ➔ The Welsh Government Strategy for Tourism 2013 – 2020, Partnership for Growth strategy sets the vision for the Welsh Government and the industry to work in partnership to increase visitor spend to Wales.
- ➔ We are part of the Destination Pembrokeshire Partnership. This partnership is responsible for the Destination Management Plan 2013-18 and aims to improve the tourism offering and support local tourism.
- ➔ Partnership working structures for tourism are going through a period of change in Pembrokeshire. Going forward it is important that we participate in new tourism partnership opportunities and are responsive to new models of delivery within the County.

Collaboration

- ➔ Through the 'Skills in Action' scheme in partnership with Brecon Beacons National Park and Torfaen council we have provided annually five trainees with qualifications and practical experience in countryside management.
- ➔ We want to engage with tourist providers to promote the National Park and its special qualities through developing a tourism ambassador scheme, our Park Wise Scheme and by providing training and workshops for 'front of house staff.'
- ➔ We are working with the other Welsh National Parks to promote the night sky as a tourist asset through the Dark Skies initiative.

Involvement

- ➔ We carried out a country path user survey (between August 2015 – July 2016) to guide the future development and management of the Coast Path and public rights of way in the National Park. High levels of satisfaction have been recorded through the survey demonstrating the quality expected and achieved. Through the vital work of the Wardens we maintain access to the public path network, ensuring people have a positive experience, encouraging repeat visits and positive promotion to others.
- ➔ We offer economic opportunities to local businesses through provision of concessions, stall opportunities at Seasonal fairs held at Oriol Y Parc, Carew Castle and Castell Henllys and the artist in residence scheme.
- ➔ Growth in engagement via social media channels, particularly the Authority's Facebook page has enabled engagement with a wider group of people. The launch of Google Trekker for the Pembrokeshire Coast Path offers a new exciting opportunity for online engagement.

Castle Martin Ranger – Holistic Approach to Recreation Management

Achievements:

- ✓ Access arrangements for cavers have been developed for the first time with an agreed protocol for cave conservation and exploration.
- ✓ Seasonal voluntary climbing restrictions are successfully agreed and implemented annually to protect cliff nesting birds.
- ✓ Year-round access to Castlemartin Range West has been negotiated for climbers.
- ✓ Work has been carried out with the British Mountaineering Council to improve/remove belay stakes from cliff tops.

Castlemartin Ranger partnership is managed by the Authority and part-funded by the Ministry of Defence's Conservation Stewardship Fund and a Joint Working Partnership with NRW.

“We have one piece of land on which to train highly skilled army troops, to be used for recreation, be accessible and be used by numerous species of flora and fauna?”

How we will deliver Well-being Objective 1	Prosperous	Resilient	Healthier	More equal	Cohesive Communiti	Vibrant Culture	Global responsible
Prepare a revised LDP including sustainable economic development policies	✓	✓	✓	✓	✓	✓	✓
Implement planning policies to support a sustainable economy and contribute to Welsh Government planning sustainability objectives	✓	✓	✓	✓	✓	✓	✓
Deliver Ambassador training to tourist providers to enable them to become advocates for the park.	✓	✓	✓	✓	✓	✓	✓
Promote the special qualities of the Park as a tourist destination, working with partners to improve and support the local tourism offer	✓	✓	✓	✓		✓	
Maintain the Pembrokeshire Coast Path ensuring continued high level of satisfaction with visitor experience	✓		✓	✓			✓
Promote sustainable recreation, through Naturally Connected project and working in partnership with recreational bodies and user groups	✓	✓			✓		✓
Support local businesses and promote skills development	✓	✓		✓	✓	✓	✓
<p>✓ indicates a strong contribution to this well-being goal</p> <p>✓ indicates indirect or limited contribution to this well-being goal</p>							

Measuring Progress

2017/18 Action	Measure /Feedback	Outcome
Stick to our LDP delivery agreement time table, with the Deposit Plan Completed by March 2018.	LDP preparation deviation from the dates specified in the original Delivery Agreement, in months	A new LDP adopted in 2020 which includes sustainable economic development policies.
Maintain or improve our performance against Welsh Government planning indicators on quality and efficiency.	% of all applications determined within time periods required Average time taken to determine all applications in days % of Member made decisions against officer advice % of appeals dismissed	An efficient and effective planning service that helps facilitate a sustainable economy and contributes to the Welsh Government meeting its sustainability objectives.

	Applications for costs at Section 78 appeal upheld in the reporting period	
Demonstrate our contribution to economic sustainability through performance on relevant Welsh Government sustainable development indicators.	SD1. The floorspace (square metres) granted and refused planning permission for new economic development on allocated employment sites during the year. SD2. Planning permission granted for renewable and low carbon energy development during the year.	
Develop and deliver Ambassador training to tourist providers to enable them to become advocates for the park.	# ambassador training sessions delivered to tourist providers # Tourist Provider PCNPA Ambassadors	Tourist providers are ambassadors for the Park promoting its special qualities to tourists and the public.
Participate in new Tourism partnership opportunities as they develop in Pembrokeshire.	Progress updates for Members on new tourism partnership opportunities as they develop in Pembrokeshire.	Increasing levels of engagement through social media on topics related to National Park. People are using and benefiting from online tools provided by the Authority. PCNPA is a key partner and is adaptive to new tourist partnership models in the county and service delivery models. An increasing number of people take up opportunities to engage with the special qualities within the Park including the night skies, Pembrokeshire Coast path and historic and cultural venues run by the Authority. Coast to Coast is a valued asset in promotion of tourism and local economy. Iron Man Wales event is successfully held in the county in 2017 and beyond.
Continue to provide financial support to Iron Man Wales.	Approval of PCNPA support to Iron Man Wales. Progress report on Iron Man 2017.	
Increase awareness of tourist and wider opportunities within the park through Coast to Coast and increasing the number of people engaged with us online via social media and website, linking in with Google Trekker, web walks and Enjoy Website.	Google Trekker data # Social Media Followers # Website hits # Attending Events & Activities (Time period advertised in Coast to Coast)	
Provide excellent visitor experience at Castell Henllys, Carew, OYP and on the National Trail	# Visitors Customer Satisfaction – Trip Advisor Customer Feedback (CH, Carew, OYP) / Qualitative methods to capture visitor experiences	
Promote enjoyment and	# staff trained to deliver dark	

appreciation of the night sky within the park through training staff in the delivery of dark sky events and activities	skies events and activities # activities and participants - Dark sky events and activities held by authority	
Continue to play a liaising role in the use of National Park as a Film location	# of film location agreements Park involved with	
Complete all maintenance work required maintaining standard on existing networks and monitoring complaints from public on standards, to help us identify resources and delivery implications for future visitor satisfaction.	Trip Advisor Customer Feedback– National Trail % of PROW Open and Accessible meeting the quality standard Complaints on standards Quality Standards for National Trail and Wales Coast Path – Surface and Surroundings and Furniture and Other Structures (Annual Report)	Continued high level of visitor expectation and satisfaction with Pembrokeshire Coast National Path and Inland pathways. A positive visitor experience that encourages repeat visits.
Deliver Naturally Connected SDF project with Tourism providers	# tourism businesses engaged through project	An increasing number of Tourist operators in the Park adopt sustainable land management practices.
Promote use of Sustainable events guidance for active outdoor events through Pembrokeshire Outdoor Charter Group, recreation bodies and providers	Examples of where sustainable events guide has been used	Outdoor events arranged in the county are held in a sustainable way. Recreational user groups are engaged with the park, with access to recreational opportunities being provided in a sustainable manner.
Through Rangers involvement with recreational user groups, landowners and other stakeholders negotiate agreements and resolutions to promote sustainable access and recreation.	# and examples of agreements achieved or issues resolved	
Carry out engagement work with recreational groups and participants to feed into new National Park Management Plan development	# of Recreational Groups etc. engaged with as Part of National Park Management Plan/ feedback	

Support local small businesses through stall holding opportunities at venues, artist in residence scheme, concessions and look to increase amount we procure locally where possible.	# of businesses participating in local fairs and events at OYP, Carew and Castell Henllys # of Artists supported through Artist in residence # businesses supported through concessions % of Authority spend spent locally	Local business and artists benefit from concessions, artist in residence scheme, stall provision, and Authority procuring locally where possible. The 3rd purpose of the park is recognised in legislation enabling us to further contribute to the development of sustainable local economy. Trainees in skills in Action programme continue to find employment following completion of scheme.
Lobby Welsh Government to create 3 rd purpose for National Parks on economic sustainable development	Lobbying activity progress reports	
Continue to support Trainees through the Skills in Action programme.	# trainees in employment/ further education following completion of skills in action programme	
Assess economic value of coast path using new data from NRW research	Progress report on analysis of data from NRW research economic value of Coast Path (?)	
Evaluate our concessions provision in line with planning considerations	Progress report on Authority approach to concessions provision	

Well-being Objective 2: To improve the health of the National Park's Ecosystems.

Sustainable Development Principles – Embedded in how we work

Long Term

- ➔ The National Park Management Plan 2015-19, sets out a vision for the area in 2050, this long term plan guides our approach to ecosystems within the Park. The Environment (Wales) Act places a duty on us as a public body to 'seek to maintain and enhance biodiversity' and to 'promote the resilience of ecosystems'.
- ➔ Planning decisions made in line with sustainable development principles help protect ecosystems in the long term, ensuring that development does not produce irreversible harmful effects on the natural environment. Through our LDP monitoring we monitor approvals contrary to Strategy Policy 8 - Special Qualities.

Preventative

- ➔ The "State of Wildlife in Pembrokeshire" Report (2016) suggests that biodiversity associated with agriculture such as Farmland Birds, Heathland and arable field margins are in decline. However, the report highlights that those habitats and species where considerable effort has been made are stable or are improving. Conserving the Park' is our flagship scheme for working with private landowners within the National Park. It has proved a powerful tool in delivering practical land management for key habitats and species. Conservation sites in the active work programme are subject to formal audit visits which are written up and recorded on file. During formal visits sites are assigned a Red, Amber or Green category.
- ➔ Specific projects enable us to carry out preventative work in particular areas. The Stitch in Time project funded by a Sustainable Development Grant aimed to eradicate Japanese knotweed, Himalayan balsam and Rhododendron ponticum from the Gwaun Valley catchment. Following the success of this project the Authority is looking at ways to continue support for this form of preventative work.
- ➔ As highlighted in Natural Resources Wales SoNaRR report 2016 woodlands are crucial to the sustainable management of natural resources in Wales. Our tree and landscape officer works with landowners to ensure protected woodlands and trees are managed in an appropriate manner.

Integrated

- ➔ We are part of the Pembrokeshire Grazing Network, one of only two local grazing networks in Wales. Under-grazing or inappropriate grazing is a key reason for unfavourable condition of habitats across the designated sites network and also the

wider countryside. In 2015/16 the Pembrokeshire Grazing Network supported grazing on 42 sites covering a total of 335ha.

- ➔ We are a key partner in The Pembrokeshire Coastal Forum, whose work has included the creation of a Marine Code. This model was highlighted in the Review of Designated Landscape as a successful model that should be applied more widely across the coastal areas of the National Landscape.

Collaboration

- ➔ Authority staff continue to play an active role in the activities of the Pembrokeshire Wildfire Group. The aim of the group is to reduce the incidence and impact of wildfires through education and practical land management. Wildfires have a devastating impact on wildlife as well as a cost to public services. As of July 2015 the Fire and Rescue Service recorded a 33% reduction in call-outs to wildfires since the group began its work in 2013.
- ➔ The Park prides itself on the positive relationships built up with landowners and other individuals through the Warden and Rangers teams and other staff members that help facilitate the work of the authority. To enable effective conservation work to happen staff have to work collaboratively with landowners. The amount of land managed for biodiversity in partnership with private land owners in 2015/16 was 966.26ha, of which 400ha is under a formal management agreement.

Involvement

- ➔ Through the stitch in time project volunteers have contributed almost 140 person-days and have been critical to the management of Himalayan Balsam.
- ➔ Four north area voluntary wardens who were keen to get more involved in biological monitoring undertook quadrat sampling on meadow species at the Authority's beautiful Sychpant meadow. The 40 quadrat samples taken have created a baseline for future monitoring visits.



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How we will deliver Well-being Objective 2	Prosperous	Resilient	Healthier	More equal	Cohesive Communities	Vibrant Culture	Global responsible
Continue effective land management practices through managing own properties and working with landowners and farmers.	✓	✓	✓		✓	✓	✓
Work with volunteers on conservation work with a focus on acknowledging, retaining, developing and maximising contribution of voluntary wardens and skilled volunteers	✓	✓		✓	✓		✓
Build on success of Stitch in Time Work through continued preventative work on Invasive Species (INNS) by working with community groups, businesses and volunteers.		✓	✓	✓	✓		✓
Implement planning policy to ensure sustainable development of natural resources and the protection and enhancement of the special qualities of the Park	✓	✓	✓	✓			✓
Continue to manage works to protected trees within the National Park and to work with landowners to ensure protected woodlands and trees are managed in an appropriate manner.	✓	✓	✓				✓
Continue engagement with partnership networks and organisations, building on previous successes including Pembrokeshire Coastal Forum	✓	✓	✓	✓	✓	✓	✓
Submit funding bids for undertaking conservation work		✓			✓		✓

Measuring Progress

2017/18 Action	Measure /Feedback	Outcome
Continue land management activities with the aim of maintaining green and amber status for those areas monitored in this period	% of NPA managed sites which are in good and/or improving ecological condition & being managed in line with their management plan (amber/green classification)	The biodiversity and land managed by and in partnership with the NPA is improving or being maintained.
Work with volunteer wardens and skilled volunteers on conservation work to maximise their	# Voluntary wardens # Volunteer days – Conservation Work # Volunteer Wardens	Volunteer wardens and skilled volunteers are being best used to help improve the health of the National

impact. Provide study days for voluntary wardens and develop a volunteer champion/ award scheme to celebrate and recognise their contribution.	attending study day Development of volunteer champion/ award scheme	Parks Ecosystems. Volunteers are valued by the organisation and their contribution is recognised.
Develop our work on INNS, seeking out further funding and working with community groups, businesses and volunteers on invasive species activities.	# Volunteer days INNS work # Communities groups # INNS removed at source/ injected (ha) # new areas where work undertaken	Through continued engagement with landowners and communities capacity is built to remove INNS species at source and provide the necessary repeated treatment to prevent re-infestation.
Implement planning policy to ensure sustainable development of natural resources and the protection and enhancement of the special qualities of the park.	Number of approved developments contrary to landscape protection policies (LDP policy 8) – LDP Monitoring Report	The special qualities of the Pembrokeshire Coast National Park will be protected and enhanced and we are positively contributing to the sustainable development of Natural Resources.
Continue to manage works to protected trees within the National Park and to work with landowners to ensure protected woodlands and trees are managed in an appropriate manner.	# of applications for works to protected trees determined # of new tree preservation orders made	The protected tree and woodland within the National Park are managed effectively.
Engage with partnership networks and organisations, to maintain a strategic and co-ordinate approach to improving the health of the National Park Ecosystem.	# Partnership Networks involved with that contribute to the management of National Park Ecosystem. List of Actions/outcomes achieved through Networks.	The Authority is engaged in effective partnerships that are delivering actions that positively benefit the health of the National Park Ecosystem.
Submit funding bids where opportunities arise for undertaking conservation work to build on the work of existing projects and develop new projects.	Submission of Funding Bids/ Funding Bid outcomes	Park has secured grant funding for further conservation and enhancement work.

Well-being Objective 3: To enable and encourage more people to improve their wellbeing by making greater use of the National Park regardless of their circumstances

Sustainable Development Principles – Embedded in how we work

Long Term

- ➔ Our work on health and wellbeing is guided by National Park Wales: Together for Health and Wellbeing position statement and priority actions. The 3 priority actions focus on raising awareness, developing evidence based policy and practice and maximizing opportunities for people to access the health and wellbeing opportunities of the National Parks.
- ➔ Engaging children and young people with the outdoors can have long term positive benefits. Pembrokeshire outdoor schools partnership (PODS), currently chaired by the Park was established to promote outdoor learning in Pembrokeshire. In 2016 the PODS initiative received funding for an Outdoor Schools Co-ordinator to further develop the partnerships work with schools with the aim of encouraging more schools to increase learning time spent in outdoor settings. The project has received national recognition and excellent buy-in from schools.

Preventative

- ➔ Walkability is a health and wellbeing initiative launched by Pembrokeshire Coast National Park Authority in 2011, offering supported walking opportunities in and around the National Park. The majority of participants have a higher risk of poor health due to their circumstances or existing health conditions, with many referred to the project via their clinicians through the National Exercise Referral Scheme (NERS).
- ➔ National Parks are 'health assets' and 'factories of wellbeing' in that they offer access to resources to enable individuals and communities to maintain their health and wellbeing. Our key health asset is the Park's footpaths. Over 80% of the footpaths in the National Park are open and maintained to our standard. Over 200 Circular walks have been created to help promote walking with downloadable maps on our website. Also listed are a selection of short walks, gentle strolls, and wheelchair and easy access walks.

Integrated

- ➔ We established the West Wales Natural Health Service Network and are its lead organisation. This network facilitates opportunities for health commissioners and practitioners to come together to improve understanding and identify opportunities around natural health services.
- ➔ The Greenways Partnership brought together all the agencies responsible for promoting and managing walking, cycling, bus and train development in Pembrokeshire. Through this partnership we contribute financial support for the coastal bus service helping people to access walking opportunities across the Park.

Collaboration

- ➔ The Child Measurement Programme for Wales: 2016 release showed that 30.2 % of Children in Pembrokeshire aged 4-5 are overweight or obese above the Wales average of 26.2%. Through working with schools we are able to provide access to the outdoors and opportunities for physical activities for children. We currently work with **[Insert number]** % of schools in Pembrokeshire.
- ➔ Volunteering opportunities and community projects across the Authority can help prevent social isolation and improve wellbeing. We offer a range of volunteering opportunities facilitated by our Rangers, Discovery Rangers and at our centres including opportunities to 'look after the environment.' The Pathways project (subject to funding bid) focuses on the benefits of volunteering as one of the 'pathways' for people to experience the outdoors. It aims to create over 2000 supported voluntary opportunities for individuals from disadvantaged groups.

Involvement

- ➔ The Welsh Health Survey showed that in 2014/15 only 34% of adults in Pembrokeshire were meeting exercise/physical guidelines in the past week. The Let's Walk Pembrokeshire initiative aims to encourage people of all ages and abilities to take the first steps to making walking a part of their daily routine. In September a range of guided walks took place to launch the initiative and workshops are being held with community groups to get them involved.
- ➔ The feedback from participants in the Walkability Initiative: Evaluation Report 2015/16 demonstrated the importance of the social aspect of walking for wellbeing and the need to foster confidence to continue walking. The Your Park project demonstrated that it is possible to build the capacity of other organisations who work with people to develop their own regular use of the outdoors. We are responding to this through the walk leader training programme, working with partner organisations to support them in establishing self-sustaining walking groups led by their own staff/volunteers.

How we will deliver Well-being Objective 3	Prosperous	Resilient	Healthier	More equal	Cohesive Communiti	Vibrant Culture	Global responsible
Through Outdoor Schools Co-ordinator provide outdoor learning and training sessions to encourage schools to spend more of their learning time in outdoor settings	✓	✓	✓	✓	✓	✓	✓
Develop closer working with health professionals through West Wales Natural Health Service Network	✓	✓	✓	✓	✓	✓	✓
Continue to offer supported walking opportunities in and around the Park through Walkability, engaging with groups and providing exercise referrals opportunities	✓	✓	✓	✓	✓		✓
Deliver walk leader training programme and other training in outdoor leadership to partner organisations to support them in establishing self-sustaining walking groups led by their own staff/volunteers	✓	✓	✓	✓	✓		✓
Promote walking opportunities in the National Park to local communities through raising awareness of circular web walks, Let's Walk Pembrokeshire Initiative, creation of 'friends walking groups' and community walks led by Rangers	✓	✓	✓	✓	✓		✓
Engage with children in Pembrokeshire and further afield through education and activities programme to provide access to the outdoors and opportunities for physical activity.	✓	✓	✓	✓	✓		✓
Develop and provide accessible volunteering opportunities and community projects that prevent isolation/promote wellbeing including delivery of Pathways Project (Subject to funding)	✓	✓	✓	✓	✓	✓	✓
Maintain financial support for the coastal bus services, subject other partners continuing to fund the service	✓	✓	✓	✓	✓	✓	✓

“The Walkability initiative helps people to get out and use the (National) Park to recover from an illness or just to improve their fitness, no matter what level they are starting from”.

Paul Casson, the Walkability Coordinator

Measuring Progress

2017/18 Action	Measure /Feedback	Outcome
Provide x outdoor learning sessions and x outdoor training sessions for teachers through Outdoor Schools Co-ordinator	# Outdoor learning sessions # Participants in outdoor learning sessions # Outdoor training sessions for teachers # Teachers trained in outdoor learning	More children have access to outdoor learning and its benefits and increasing number of teachers have the skills to deliver outdoor learning sessions.
Actively work with West Wales Natural Health Service Network to further develop co-working opportunities with health services and other partners.	List of Actions/outcomes achieved through Network	The Parks 'health assets' are recognised and used by health services in partnership with the Authority to maximise health benefits for the local population.
Offer supported walking opportunities through Walkability linking in with groups and exercise referrals.	# participants Walkability Scheme Feedback from Participants - Impact	Removing barriers to access walking. Positive impact on individuals' health and wellbeing while also increasing participants' confidence to go for walks on own, with friends and family or wider groups.
Deliver walk leader training and other training to group leaders to help establish self –sustaining walking groups.	# Walk leader training sessions/ # trained Self – sustained walking groups set up/ # engaged through these groups # group leaders trained	More self-sustaining walking groups are operating in Pembrokeshire, enabling more people who face barriers to walking independently to benefit from walking opportunities. Potential for longer term positive behavioural change and health impacts.
Promote circular web walks and other resources for footpaths to communities in Pembrokeshire	Number of people using footpaths (from fixed counters) # Circular web walks downloaded	More people in Pembrokeshire are benefiting from walking on a daily basis and participating in physical activity.
Take an active role in Let's Walk Pembrokeshire through delivering workshops and participating in events	# participants Let's Walk Pembrokeshire workshops # involved in Let Walk Pembrokeshire walking events	

Look at mechanisms to encourage formation of 'friends walking groups'	Development of mechanisms to encourage formation of 'friends walking groups'	
Continue to provide community based walks led by Rangers	# walks led by rangers # walks led by volunteers	
Build capacity of non-school groups / families through approach pioneered by Family JMA/ Your Park to encourage greater engagement	# Family JMA awarded # initiatives with non-school groups	
We will deliver an education and activities programme that engages children and young people in some form of physical activity	# School Children engaged in physically active sessions % Schools in National Park engaged with % Schools in Pembrokeshire engaged with	More Children are benefitting from access to the outdoors and opportunities to be physical active. Opportunity to contribute to longer term behavioural change.
Deliver accessible volunteering opportunities and community projects that prevent isolation/ promote well-being while also engaging people in the work and purpose of National Park	# Community Projects #Volunteer days Case Studies – Community Projects # volunteer opportunities through Pathways project # project ambassadors Participant Feedback	People develop skills, confidence and sense of belonging through volunteer opportunities with the Park. Through contributing to the work of the National Park people have investment in the Park and its future
Maintain financial support for the coastal bus services, subject other partners continuing to fund the service	Confirmation of continued support for bus service # Bus users	Residents and visitors are able to continue to access areas of National Park through the service and the associated benefits.

Well-being Objective 4: To continue to ensure equality is embedded in the work and culture of the NPA

Sustainable Development Principles – Embedded in how we work

Long Term

- ➔ Our work on equality is guided by the Park's Strategic Equality Plan 2016-20 which sets out our equality objectives. The objectives focus on removing barriers to access, increasing participation and engagement, increasing staff and members understanding and work force diversity.
- ➔ There's a strong business case for the positive benefits of having a diverse work force. We recognise the need to look long term to increase diversity. Starting with raising awareness of job and career opportunities within National Park to groups currently underrepresented in the work force. Through for example traineeships and volunteering opportunities for a wide range of local people.

Preventative

- ➔ The Authority is required under the Equality Act 2010 to carry out Equality Impact Assessments. This enables us to assess potential impact of our decisions and policies on protected groups under the Act and put in place measures to minimise negative impacts.
- ➔ Raising awareness of equality related issues and support available within the work place helps ensure staff work in a supportive and inclusive environment. Mental Health Awareness activities have been undertaken with staff, a free counselling helpline service is available and staff are able to access a massage service. The authority also recognise the positive benefits for both staff and the Authority if jobs are paid fairly.

Integrated

- ➔ Our Strategic Equality Plan was informed by a multi-agency consultation and survey carried out in 2015 in partnership with other public bodies in South and West Wales. This consultation identified four priority areas for the bodies involved of communication, accessibility, staff awareness and working together.
- ➔ We are part of Pembrokeshire Voices for Equality, other representatives include the Police, Health Board, Fire and Rescue, Pembrokeshire Council and Welsh Ambulance service. This group works together to raise awareness of equality and diversity, identify and tackle barriers to inclusion and provide equality interests with

the opportunity to influence the development, implementation and monitoring of policies, plans and services.

Collaborative

- ➔ The Authority has strong links with Pembrokeshire Access Group and recognises the importance of accessibility for residents and tourists. Working with local businesses National Park Authority Beach wheelchairs are available to hire enabling people to enjoy Pembrokeshire's beaches while mobility scooters are provided at a number of our attractions.
- ➔ In May 2017 "The Big Access Awards" are being held in Pembrokeshire for Tourist providers and we are looking to work with others to promote Pembrokeshire as an Accessible Tourism destination. The authority already has a wealth of online resources that can be used as part of this. Including guides on easy access beaches, wheel chair walks, easy access viewpoints and walk for all guide. We have worked hard to identify and create accessible routes including removing stiles with gates where possible.

Involvement

- ➔ The Authority is currently involved with a mentoring scheme to encourage a more diverse range of potential Authority members. However the Authority recognises that due to governance structures other methods are needed to engage more people with the work of the Authority. The Authority will look to work with our own youth rangers, schools, colleges and other youth service providers in Pembrokeshire to develop a model to enable younger people to inform and contribute to the development of the next National Park Management Plan.
- ➔ To help promote engagement it is important that the authority addresses potential barriers to involvement. An Easy Read version of the LDP delivery agreement has been produced alongside the formal document. The Authority will develop an engagement plan to assist with this work.



How we will deliver Well-being Objective 4	Prosperous	Resilient	Healthier	More equal	Cohesive Communities	Vibrant Culture	Global responsible
Complete Equality Impact Assessments were required and report outcomes to Members	✓	✓	✓	✓	✓	✓	✓
Raise awareness of job and career opportunities with National Parks to underrepresented groups, using traineeship and volunteering opportunities	✓		✓	✓	✓		✓
Improve level of equality monitoring data on existing staff and develop staff understanding on why information is needed	✓		✓	✓	✓		✓
Work with others on promotion of Accessible Tourism opportunities within the Park	✓	✓	✓	✓	✓	✓	✓
Audit customer facing and promotional services to identify gaps in service delivery and barriers for specific groups	✓	✓	✓	✓	✓	✓	✓
Continue to offer support and training to a range of groups and organisations involved in the 2012-16 Lottery funded project Your Park to ensure they continue to take-up opportunities to access the outdoors.	✓		✓	✓	✓	✓	✓
Maintain an ongoing cycle of awareness raising, to include hate crime linked in with wider diversity events	✓		✓	✓	✓	✓	✓
Continue with Mentoring Scheme to encourage applications for Welsh Government appointees from a wider range of groups.	✓			✓	✓		✓
Work with our own youth rangers and schools, colleges and other youth service providers in Pembrokeshire to develop a model to enable younger people to inform and contribute to the development of the next National Park Management Plan.	✓	✓	✓	✓	✓	✓	✓
Ensure that jobs are paid fairly, including maintaining payment of living wage (unless unaffordable)	✓		✓	✓	✓		✓
Develop Engagement Plan for the Authority	✓	✓	✓	✓	✓	✓	✓

Measuring Progress

2017/18 Action	Measure /Feedback	Outcome
Complete Equality Impact Assessments were required.	# Screenings Completed # EIAs Completed Outcomes/ Actions following completion of EIAs reported to members	Decisions and policies do not negatively impact on protected groups, where mitigating action is not possible decisions can be justified.
Work with other National Parks in Wales and organisations to raise awareness of job and career opportunities with National Parks to underrepresented groups, using traineeship and volunteering opportunities.	Equality Monitoring Data – Applicants % across equality groups Activities undertaken	Increased number of applicants for jobs from underrepresented groups. Increasing the pool of applicants is central to being able to increase diversity within the workforce.
Carry out initiative to increase equality monitoring data held on existing staff through developing clear messages for staff on why information is needed and what it will be used for.	% of Equality Monitoring Information completed on Parc Net	This will provide the baseline data for further analysis on workforce diversity and potential action needed. Staff are informed on why information is needed and what it will be used for.
Work with partners to promote accessible tourism linking in with local tourist providers, Pembrokeshire Access Group and Disabled Ramblers.	Progress reports on promotional activities # Beach Wheelchairs	The National Park and Pembrokeshire is seen as an Accessible Tourism Centre. People are not excluded from experiencing and enjoying the National Park and its special qualities.
Promote our own accessible tourism and recreation offer to tourists and residents through greater promotion of our online resources	# hits and downloads of resources (web walks, walk for all guide) Service user and visitor feedback	
Carry out an audit of customer facing and promotional services to identify gaps in service delivery and barriers for	Outcome of Audit report	This will enable us to then develop our capacity for improved service delivery to identified groups, such as dementia friendly, British

specific groups.		sign Language (BSL), crystal mark for plain English leading to more inclusive service provision.
Continue to offer support and training to a range of groups and organisations involved in the 2012-16 Lottery funded project Your Park to ensure they continue to take-up opportunities to access the outdoors.	# training sessions held Organisations and groups assisted Feedback from participants on impac # of groups reporting greater use of the outdoors # John Muir Awards	Support groups and organisations working with disadvantaged communities provide better outcomes for people engaged with them through use of the Park and doorstep outdoor opportunities.
Develop a calendar of awareness raising activities linked to wider diversity events such as hate crime awareness week, time to talk day, LGBT and Black history month.	Calendar Produced Activities held	Increase awareness and knowledge amongst staff of equality related issues enabling them to deliver inclusive services and create an inclusive work environment.
Continue with Mentoring Scheme to encourage applications for Welsh Government appointees from a wider range of groups.	Progress report	In the long terms see an increase in diversity of Welsh Government appointed Authority members.
Develop a model through working with our own youth rangers and schools, colleges and other youth services to enable young people to inform and contribute to the development of the next National Management Plan. We will update Members on development of this model.	% Schools/ Colleges in the National Park engaged with new model	Children and young people in the area are more aware of the purpose and role of the Authority and have a voice in its future plans.
We will monitor and respond to developments in terms of changes to NJC scales.	Update to Members on the implications for the Authority.	Staff continue to be paid fairly.
Develop Engagement Plan for the Authority	Development of Plan Progress against actions within Plan	Inclusive engagement is embedded across the Authority.

Well-being Objective 5: To encourage communities to become more engaged with the National Park

Sustainable Development Principles – Embedded in how we work

Long Term

- ➔ The provision of affordable housing helps build sustainable communities enabling people who grew up in the National Park to have the opportunity to continue living here once they are adults. In 2015/16 27% (5 units) of all housing units receiving planning permission were affordable and £70,207 was gained through S106 agreements. The affordable housing is comprised of a small development of 3 units and two single units provided alongside market housing.
- ➔ Through the Youth Rangers scheme we are able to raise awareness and engage young people with the special qualities of the Park, fostering an interest and understanding that can last a life time and be shared with others.

Preventative

- ➔ To carry out sustainable preventative work in the park it is vital that communities are involved with work. This was shown through the INNS project with the Project Coordinator receiving an overwhelming amount of support from groups and individuals including Cymdeithas Llandudoch, Friends of Pembrokeshire Coast National Park, Pembrokeshire Rivers Trust and Nevern Angling Association.
- ➔ Our front line services the Rangers, Wardens, Discovery Team and Centre Staff are the face of the organisation in the community. They play a vital role in building up positive relations within communities that help resolve issues and concerns before they escalate.

Integrated

- ➔ Not all communities in the Park boundary are as engaged as others, further mapping is need to identify areas where further community engagement and development work may be needed. It is also important that the Authority looks at how it can engage with communities broader than the National Park boundary, maximising its status as a 'Factory of Wellbeing' to benefit other communities in Wales.
- ➔ The Authority is currently looking at its approach to enforcement of unauthorised camping and caravanning sites and pitches in advance of Summer 2017 that can have a negative impact on communities. Dealing with the issue effectively will involve close liaison with Pembrokeshire County Council and other organisations.

Collaborative

- ➔ Through events and use of facilities by the community in Castell Henllys, Oriel y Parc and Carew these locations have the potential to become community hubs. Helping to prevent social isolation and foster community relations and resilience. For example a memory Café is currently held in Oriel y Parc and across locations seasonal Fairs and events are held bringing the community together.
- ➔ Our Rangers continue to develop community projects such as the Pizza project and deliver community based events like Apple day. Through interpretation projects involving communities groups we assist communities to tell their stories about the National Park.

Involvement

- ➔ We want to engage local people in taking a more direct role in caring for the Park. To do this we are exploring the potential of a custodian scheme where we would recruit and train self-supervised volunteers and task them to act as volunteer 'for stretches of path' and custodians or stewards for NPA selected historic sites and other sites.
- ➔ Customer service is important to the planning service. In the POSW customer satisfaction survey 2015-16 70% of respondents said the park gave good advice to help them make a successful application compared to a Welsh average of 58%. The Authority has put in place a planning surgery facility which operates on half hourly slots being bookable on a Thursday. There has been a good response to the introduction of this opportunity for face-to-face meetings with planners. Areas we are looking to progress on which will impact positively on communities is online document management and improving contact with those engaged with the enforcement team.



How we will deliver Well-being Objective 5	Prosperous	Resilient	Healthier	More equal	Cohesive Communiti	Vibrant Culture	Global responsible
Use planning policies to promote affordable housing	✓		✓	✓	✓	✓	✓
Continue to provide opportunities for young people to engage with the Park through Youth Rangers and work with other youth clubs	✓	✓	✓	✓	✓	✓	✓
Engage existing community groups and new communities with community projects and events in the park.	✓	✓	✓	✓	✓	✓	✓
Provide interpretation projects involving communities groups to assist communities to tell their stories about the National Park.	✓	✓	✓	✓	✓	✓	✓
Use the Parks assets to host opportunities for communities to come together	✓	✓	✓	✓	✓	✓	✓
Develop and promote a custodian volunteering scheme for 'stretches of path' and custodians or stewards for NPA selected historic sites and other sites.	✓	✓	✓	✓	✓	✓	✓
Continue to promote good customer service through Planning Team	✓	✓			✓		✓
Maintain positive relationships within communities	✓	✓	✓	✓	✓	✓	✓

Measuring Progress

2017/18 Action	Measure /Feedback	Outcome
Continue to use planning policies to promote affordable housing to see an increase in number of approvals.	# Affordable Housing Units approved % Affordable Housing Units approved £ S106 £ Community Levy	Increased level of affordable housing provision in the area, with positive impact on creating sustainable local communities.
Continue to provide opportunities for Young People to engage with the Park through Youth Rangers and work with other youth clubs	# Youth Rangers # Activities carried out by Youth Rangers and young people Case Studies/ Feedback from Youth Rangers	Young people are engaged and contributing to maintaining the special qualities of the Park.

Look to expand community groups and communities involved with INNS project (within project area)	# new communities engaged through INNS	Communities feel engaged with the park with mutual benefits, helping foster positive community relations.
Continue Rangers and Discovery Team involvement with developing and delivering community projects with communities inside and outside of the Park	# Community engagement events Rangers/ Discovery Team Case Studies – Rangers/ Discovery Team	
Map contact within communities to gain an understanding of those areas in the Park and outside the Park where further engagement is needed	Mapping exercise: Identification of communities with limited engagement	
Develop pop up events	# attendance pop up events	
Provide interpretation projects involving communities groups to assist communities to tell their stories about the National Park	# of interpretation projects involving and supporting community groups to tell their stories in relation to the National Park	Communities feel engaged and are involved in telling the history of the Park. Enriching narratives of the Park for themselves, the Authority and others.
Continue support for Memory Café and other groups at Oriel y Park	# community groups using OYP/ Feedback from community groups	Park facilities are being used to bring communities together fostering positive community relations and breaking down social isolation.
Hold fairs and events that bring the community together	# of events and fairs # attendance at community events and fairs	
Identify new opportunities to maximise community use of our facilities	Update report	
Develop and promote a custodian volunteering scheme for 'stretches of path', historical sites and other sites in the Park	# Custodian Volunteers Range of projects volunteers involved with	Local communities are invested in the maintenance and access of footpaths, historical sites and other sites in the National Park. Positive wellbeing benefits for volunteers.

<p>Continue to promote good customer service through Planning Team by implementing new online document management facility, provision of duty officer and improve contact with those engaged with the enforcement team.</p>	<p>WG planning measures on Engagement % of enforcement cases investigated within 84 days Average time taken to investigate enforcement cases % of enforcement cases where enforcement action is taken or a retrospective application received within 180 days from the start of the case? Average time taken to take enforcement action Customer Survey Results</p>	<p>People have a positive experience of the planning service with a wider impact on relations between the Authority and communities within the Park.</p>
<p>Develop ways to capture the positive impact that our front line services have on community relations to demonstrate and learn from positive examples.</p>	<p>Method developed to capture positive impact of front line services on communities</p>	<p>Impact of front line staff on community relations and its role in facilitating wider work of the Authority is recognised. Staff across teams can learn from positive examples.</p>

DRAFT

Well-being Objective 6: To protect and promote the local culture of language, arts and heritage of the area

Sustainable Development Principles – Embedded in how we work

Long Term

- ➔ The National Park Management Plan recognises the importance of promoting and celebrating the connections between biodiversity, landscape and culture. One way of doing this is to ensure that people are aware of when they are in the National Park. Gateway to the Park interpretive resources in areas such as Car Parks can help with this.
- ➔ The Welsh Government's ambition is to reach a million Welsh speakers by 2050. The Park is committed to encouraging staff to learn and speak Welsh in work and to engage with Welsh speaking customers and participants. Activities for schools are regularly delivered through the medium of Welsh and recently a ranger delivered acorn planting & tree based activity for Urdd Adran (7-11 yr olds) in Welsh.

Preventative

- ➔ The Park has 285 Scheduled Ancient Monuments, and over 7500 sites in the Historic Environment Record. There are over 1200 listed buildings and 13 designated Conservation Areas. Nine Historic Landscape areas are wholly or partly within the National Park, and there are 15 Historic Parks & Gardens in the Park. We play an important role in advising owners of historic buildings and sites on management.
- ➔ Maintenance of our own historic sites is equally as important. We are utilising the skills of our Wardens to enable education opportunities to happen during the rebuilding of the roundhouses at Castell Henllys.

Integrated

- ➔ 2017 is Visit Wales 'Year of Legends.' we are working with partners in Pembrokeshire to deliver a programme of events.
- ➔ The authority is exploring heritage tourism opportunities through a Celtic Routes Interreg Bid, involving partners in Wales and Ireland. The proposal is for a joint operation that will test the feasibility of a series of newly created cross-border tourism trails that combine natural, cultural and heritage assets in Ireland and Wales to increase visitor numbers.

Collaborative

- ➔ Oriel y Parc is a unique collaboration between National Museum Wales and the Pembrokeshire Park National Authority. The centre provides information for visitors, hosts arts and music through events and has a gallery. The National Museum of Wales provide a regularly changing exhibition of art and artefacts based on landscape related themes, providing an opportunity to display items otherwise usually in storage.
- ➔ Through employing a community archaeologist we are looking to work collaboratively with communities in the park to restore historic sites of interest.

Involvement

- ➔ Residencies at Oriel y Parc allow artists to take inspiration from the beauty of the National Park landscape and work with local groups and schools to create original pieces of art.
- ➔ Through Carew and Castell Henllys and activities at other areas across the park over **[Insert number]** are introduced to the historic and pre-history of the area. Learning opportunities are enhanced through interpretative material, events and activities.

Feedback from Teachers

“Excellent link to literacy work with students writing their own myths and legends. An excellent experience at Nevern Church brought to life by the exciting story telling by Craig the Park Ranger. Diolch yn Fawr Craig! Bendigedig. Hope to see you again next year with new students.”

“Our visit to Castell Henllys was part of our residential in Pembrokeshire which we do every year. The Park is beautiful and inspiring for the children and they learn lots of history/geography and science while away plus surfing!”

“We had the best school trip ever in Carew. The staff were so helpful and kind to the children. They benefitted greatly from the workshops and learnt new skills.”

How we will deliver Well-being Objective 6	Prosperous	Resilient	Healthier	More equal	Cohesive Community	Vibrant Culture	Global responsible
Develop Gateway to the National Park interpretative resources to increase public's awareness that they are in a National Park.	✓	✓	✓		✓	✓	✓
Encourage staff to learn and speak Welsh in work and to engage with Welsh speaking customers and participants	✓			✓	✓	✓	✓
Advise owners of historic building and sites on management	✓	✓			✓	✓	✓
Provision of education opportunities during rebuilding of Round Houses at Castell Henllys	✓	✓			✓	✓	✓
Work with National Museum for Wales to display their National Collection and continue to support artist in residence scheme	✓				✓	✓	✓
Promote Year of Legends in our marketing and activities	✓					✓	✓
Promote historic culture and environment through Carew Castle and Castell Henllys	✓	✓			✓	✓	✓
Support community groups in the Park to restore historic sites of interest	✓	✓			✓	✓	✓

Measuring Progress

2017/18 Action	Measure /Feedback	Outcome
Develop Gateway to the National Park interpretative resources with a focus on car parks	# Gateway to National Park resources completed Use of resources/ feedback	Increase public awareness and appreciation that they are in the National Park.
Implement Welsh Language development plan	Implementation progress report	Increased engagement by staff and public with Welsh Language.
Increase the number of community events and activities delivered through Welsh	# Activities delivered by Rangers, Discovery and Centres # School Sessions in Welsh	

Collate positive feedback from customers on use of Welsh within our centres and by staff to help promote the use of Welsh	Feedback reports	
Continue to advise owners of historic building and sites on management	% Buildings at risk	Decrease in number of buildings at risk.
Deliver programme of educational opportunities during the building of Castell Henllys	# participants at educational events for round houses Participant Feedback	Increased participant understanding and knowledge of history of the area.
Work with National Museum for Wales to display their National Collection	# Gallery visitors Gallery conversion rate	Increasing number of people are engaging with art work from the National Collection
Promote Year of Legends in marketing and activities	Examples of promotion activities	Increased awareness of National Park special qualities and their links to legends having a positive impact on heritage tourism.
Promote historic culture and environment through Carew Castle and Castell Henllys	# visitors Carew and Castell Henllys # participants in historical activities and events #School children involved in historic activities Teacher Feedback Visitor Feedback	Visitors and residents have increased appreciation, understanding and knowledge of history of the area.
Support community groups in the park to restore historic sites of interest.	# of sites communities involved with Outcome of involvement	Communities recognise the value of historic sites within the Park. Historic sites are restored within the Park.

Well-being Objective 7: To ensure our work makes a positive contribution to global well-being

Long Term:

- ➔ The Authority's Sustainable Development Fund helps support innovative projects in the field of sustainability across all the wellbeing goals. A number of projects have positive implications for the Welsh Government's Green Growth agenda. Others involve community groups, are conservation focused or in the case of 'Care in the Community' scheme managed by Solva Community Council focus on health and wellbeing.
- ➔ The Authority is committed to reducing its carbon footprint. Through our 'Greening our building' project we have installed renewable energy sources at many buildings including biomass boilers, photovoltaic and solar panels and ground and air source heat pumps. Significant achievements have been achieved at Llanion PCNPA headquarters with the building achieving a 'B' rating energy certificate when a typical building of its age and size would be D or E.

Preventative

- ➔ Education and awareness raising plays an important role in encouraging people to make behavioural changes that can have a positive impact both on the Park and wider global environment. As part of the INNS project leaflets have been developed to educate people on what to do to prevent the spread of invasive species.
- ➔ Through working collaboratively with local schools the authority is able to raise awareness amongst local children of the special qualities of the park in a positive, informative and engaging way. Helping to maximise their understanding and enjoyment of the special landscape in which they live.

Integrated

- ➔ We sit on the local Public Services Board. The Board is carrying out a wellbeing assessment and will then need to develop objectives and a local wellbeing plan that aim to improve the economic, social, environmental and cultural well-being of its area.
- ➔ Through the Pembrokeshire Engagement Network we have been involved in the developing engagement practice and provision in Pembrokeshire. This network enables practitioners to share knowledge, ideas and learn from good practice.

Collaboration

- ➔ The Authority contributes to wider evidence bases that help build a long term picture and inform policy decisions around resilience and Biodiversity. For example data collected through land management programme is reported to the West Wales Biodiversity Information Centre.
- ➔ To assist in promoting more sustainable forms of transport in the area and in terms of our work force we have provided an electric charging point at Oriell Park. Staff also participate in an annual cycle to work day to promote this method of transport.

Involvement

- ➔ Our Changing Coast Project asks people to take and share photographs at specific locations to help document the process of coastal change. Each location has been chosen to help record different kinds of changes such as Dune and Cliff erosion, changing vegetation, sand levels, pebble banks, stream course and flooding. 359 photos have been contributed by the public to date.
- ➔ If a family spends four days (or at least 24 hours) or more discovering, exploring, conserving and sharing wild places in the Park then they can achieve the Pembrokeshire Coast Family John Muir Award. To date x number of families have achieved the award.

**“Hello
We did what you wanted. :-)
Hiking from Little Haven to
Solva today.
All the way from Switzerland.
Many thanks for making this
possible. Your county is just
breath taking. Having a
wonderful time. We will
definitely come back.”**

Changing Coast Contributor



How we will deliver Well-being Objective 7	Prosperous	Resilient	Healthier	More equal	Cohesive Communiti	Vibrant Culture	Global responsible
Use SDF grants to encourage innovative projects that support the Wellbeing Goals and Authority's Wellbeing Objectives	✓	✓	✓	✓	✓	✓	✓
Continue to reduce the Authorities Carbon emissions and maintain/ increase % of energy from renewable sources	✓	✓	✓				✓
Promote sustainable transport within the Authority and Park through our electric charge point at Oriely Park and other initiatives	✓	✓	✓				✓
Contribute to wider evidence bases on biodiversity and ecosystem through West Wales Biodiversity Information Centre	✓	✓	✓				✓
Engage with schools and public through activities programme to increase understanding of the special qualities of the National Park and the threats of climate change	✓	✓	✓	✓	✓	✓	✓
Work with local public service board (PSB) to prepare well-being objective and plan	✓	✓	✓	✓	✓	✓	✓
Continue to engage people in recording changing landscape through Changing Coast project		✓	✓	✓	✓		✓
Promote and increase the number of families achieving John Muir Family Award	✓	✓	✓	✓	✓	✓	✓

Measuring Progress

2017/18 Action	Measure /Feedback	Outcome
Use SDF grants to encourage innovative projects that support the Welsh Government's Wellbeing Goals and Authorities Well-being objectives	% SDF allocated £ & # SDF live projects supporting different wellbeing goals/ objectives	All SDF funding allocated. SDF projects contributing to the Wellbeing goals/ objectives. SDF projects contributing to developments in the Green Growth sector in Wales.
Continue to reduce the Authorities Carbon emissions and maintain/ increase % of energy from renewable sources	CO2 emissions generated by our energy and travel % energy from renewable sources Energy Rating for Llanion	CO2 emissions continue to reduce year on year

Promote and increase usage of Oriel y Park electric charging point within Authority and by other agencies	Electricity used from charging point	Increased engagement with sustainable transport methods in the Park.
Contribute information to West Wales Biodiversity Information Centre	# Data sets uploaded to Biodiversity Information Centre	Information gathered by the Authority is available and being used to assist in monitoring health of the National Parks Ecosystems, and helping inform national policy and National Resources Wales' SONNAR and risk register.
Deliver programme of activities to schools and public to increase understanding of the special qualities of the National Park and the threats of climate change	# Average feedback rating (1-11) Teacher feedback # participants activities programme (public)	Increased understanding of the special qualities of the National Park and the threats of climate change amongst children and public engaged with the Authority.
Continue engagement with the Public Service Board and report on its progress in terms of the development of well-being objective and plan.	Update for members on Wellbeing Objectives and Plan and impact for Park	Influence the development of well-being objective and plan and Members are informed of what this means for the Authority.
Continue to engage people in recording changing landscape through Changing Coast project	# Changing Coast photo submissions	Photo record of the process of coastal change produced. Evidence can be used for further education, engagement and Authority work.
Promote and increase the number of families achieving John Muir Family Award	# John Muir Family awards awarded	Families have a greater understanding and appreciation of the National Park, contributing to maintaining the special qualities of the park.

Governance within the Authority

The full Authority meets at least six times each year to consider policy matters make decisions on items not delegated to the Chief Executive. The full Authority determines the budget each February. Development Management Committee meets every six weeks to determine planning applications. Operational performance is reported quarterly to the Operational Review committee with finance and audit reports also quarterly to the Audit and Corporate Services Review Committee. Both review committees can recommend the need for further action to the full Authority. In addition week Management and monthly Team Leaders meetings review performance.

Following a mid-term review the performance planning cycle re-commences to prepare the budget and corporate priorities for the following year with a series of workshops attended by Members.

Sustainable Development Principles – Embedded in how we work

Long Term

- ➔ Effective governance and financial sustainability is central to long term planning within the Authority.
- ➔ The Authority's corporate plan and performance reporting reflects the Wellbeing of Future Generations Act and the Wellbeing goals within it.

Preventative

- ➔ Health and safety reporting mechanisms help ensure that potential trends and issues can be identified, and effective responses put in place.
- ➔ Staff are our most valuable asset and we recognise the importance of investing in their health and wellbeing. For example this year as a way of supporting staff to stay well this winter, we've offered everyone (who isn't already eligible on the NHS) the chance to have a free flu vaccination.

Integrated

- ➔ The Authority monitors compliance with public sector duties and other obligations including Welsh Language Standards, Equality Duties and Data Protection.

Collaboration

- ➔ To ensue effective governance, it is important that the Authority works collaboratively with its Members, providing support when needed. The Authority is committed to achieving the Advanced Members Charter.

Involvement

- ➔ The Authority is involved in a governance review alongside the other National Parks in Wales with the Wales Audit Office. This review is looking at governance culture within the organisations. Staff and Members involvement and feedback is playing a central part in this process.

How we will deliver on Governance and Financial Sustainability	Prosperous	Resilient	Healthier	More equal	Cohesive Communities	Vibrant Culture	Global responsible
Investigate alternative delivery mechanisms to ensure that the Authority delivers the services required by residents, visitors and partners within the funding available.	✓						✓
Continue to promote a Healthy Workplace	✓		✓	✓			
Continue to monitor health and safety incidents	✓		✓				
Achieve advanced Members Charter	✓	✓	✓	✓	✓	✓	✓
Annual performance reports on Welsh Language Standards and Equality Duty completed	✓		✓	✓	✓	✓	
Review Data Protection within the Authority in response to legislative changes	✓			✓			✓
Continue engagement with Wales Audit Office over governance review	✓	✓	✓	✓	✓	✓	✓

Measuring Progress

2017/18 Action	Measure /Feedback	Outcome
Investigate alternative delivery mechanisms to ensure that the Authority delivers the services required by residents, visitors and partners within the funding available.	Progress update	Organisation is financially sustainable in the long term enabling it to achieve its well-being objectives.
Continue to promote a Healthy Workplace	The number of working days / shifts per full time equivalent local authority employee lost due to sickness absences	Staff have improved health and wellbeing. Sickness absence has decreased.
Monitoring of health and safety incidents	Incidents across recording categories	Put in place new working practices/ training where needed.
Achieve Advanced Members Charter	Member attendance at main committee Member attendance at training events PDR completed Feedback from PDR on training needs met	Members have skills necessary to scrutinise the Authority.
Annual performance reports on Welsh Language Standards and Equality Duty completed	Completion of reports # Welsh language Standards complaints	Compliance with Welsh Language Measure and Equality Act.
Review Data Protection within the Authority in response to legislative changes	Update on review	Authority has robust data protection mechanisms in place.
Continue engagement with Wales Audit Office over Governance Review	Progress update.	Organisation has good governance in place.