

# OPERATIONAL REVIEW COMMITTEE

6 September 2017

Present: Councillor S Yelland (Deputy Chair in the Chair)  
Mrs J James, Councillor PJ Morgan and Mr AE Sangster.

(NPA Offices, Llanion Park, Pembroke Dock: 10.00am – 11.05am)

[Ms C Gwyther arrived during consideration of item 12/17 Newport Tourist Information Centre, *Minute 5* refers]

## 1. Apologies

Apologies for absence were received from Councillor K Doolin, Councillor P Harries, Councillor ML Evans and Councillor A Wilcox. Councillors Doolin and Harries were attending the Europarc Conference on behalf of the Authority.

## 2. Disclosures

There were no disclosures of interest.

## 3. Minutes

The minutes of the meeting held on the 5 July 2017 were presented for confirmation and signature.

It was **RESOLVED** that the minutes of the meeting held on 5 July 2017 be confirmed and signed.

## 4. Matters arising

### Carew Castle and Tidal Mill (*Minute 6*)

In response to a question regarding progress on plans for the café at Carew and the work required on the causeway, the Chief Executive informed Members that reports on both these matters would be presented to the meeting of the National Park Authority to be held on 27 September.

**NOTED.**

## 5. Newport Tourist Information Centre.

This report provided Members with an overview of the performance of the Authority's Tourist Information Centre (TIC) in Newport over the last three financial years. The Chief Executive explained that Members would be aware that following a decision of the Authority in September 2016, provision of information to visitors across the whole of the National Park was currently being reviewed and that discussions with the community in Newport were ongoing. A report on the future of the Centre would be presented to the next meeting of the National Park Authority when the matter would be discussed. One Member added that they had received



an email from Sandra Bayes the previous day and had found this to be informative and helpful reading.

The Visitor Services Manager North, who managed the Centre, went on to update the Committee on the first quarter sales for the current year, which were £3,500 ahead of the project budget. The number of visitors in the month of July were also up on the previous year.

The report provided a list of 'Other Opportunities (Staff Suggestions)' and Members asked about some of these. The Manager replied that community use of the Centre took place on a small scale already, however staff felt that there was scope to develop this further. With regard to expansion of the range of merchandise, she advised that this was something that was constantly under review. Another Member noted that the net cost of the Centre was approximately £20,000 per year. The Chief Executive replied that as a public body, the Authority was required to provide various services, some of which did not have significant income generating capacity. For example, maintenance of the coast path cost in the region of £300,000 per year, however the benefits of that attraction were felt throughout the county. The Authority's priority was to provide a resilient and equitable service which would be more financially viable over the longer term.

Members wished to record their thanks to the staff at the centre for their work.

#### **NOTED.**

#### **6. Performance Report for the Period Ending 31 July 2017**

It was reported that the performance report had been modified to follow the structure of the Corporate and Resources Plan for 2017-18, which itself followed the approach of the Well-being of Future Generations Act with seven well-being objectives and an additional section providing general governance information.

The report presented the performance up to 31 July 2017 and included quarter 1 statistics (April – June) for some data sets. It also noted that work was currently being carried out on the Events and Activities Database and as a result some data sets were incomplete. The figures would be revised once the work was completed and presented to future meetings of the Committee.

There were two red indicators, as a result of Local Development Plan preparation being 2 months behind the dates specified in the Delivery Agreement, however officers were reasonably confident that the lost time could be made up, and the Chief Executive added that if the time could not be regained, 2 months slippage was small when compared to most



other Authorities. The other indicator related to the decrease in hits to the Enjoy website, and actions had been identified to attempt to counter this trend.

Members commented that no target had been set for the number of visitors at Centres for the year to date and asked that consideration be given to setting one. Officers replied that as part of development of the next Corporate Plan, all targets would be reviewed to see if they were effective. The main problem with benchmarking visitor numbers was the variation in the date of Easter which often fell in different quarters. They also questioned the new indicator relating to the number of complaints on Public Rights of Way standards and the Chief Executive clarified that these were not complaints made through the Authority's service standards procedure, but a record of observations that particular parts of the path were overgrown. This was a management tool, and with over 1000km of paths and what had been a wet summer, it was realistic to expect such comments.

Members expressed some concern regarding the amber indicator for the percentage of Members attending training in the year to date and also at the failure to obtain the Advanced Charter for Member Development. Officers agreed to look into the figures to see how they had been arrived at, and to provide an update as to what was needed to make progress on the Advanced Charter.

It was noted that there had been 23 filming inquiry requests and Members asked about the benefits to the Authority from these. The Chief Executive replied that they could generate significant income, in addition to publicity (although in a recent film Freshwater West was used to portray the white cliffs of Dover) and that the relevant officer would be asked to give a presentation to a future meeting of the Committee.

Thanking the officer for her report, one Member noted that there were now a lot of indicators and that there was a danger that when there was too much monitoring it was easy to lose track of the wider picture. Officers replied that the Wellbeing of Future Generations Act had required a new set of indicators to show whether or not the Authority was meeting the objectives set out in the Act. A wider range of activities had therefore been captured, however in preparation for the next Corporate Plan, all indicators would be reviewed to identify the key flag points. Members agreed that a one page summary highlighting the key indicators would be helpful, and the officer asked for an indication of what those indicators might be.

It was resolved that the Performance Report be **RECEIVED**.



## 7. Risk Register

The Finance Manager reported that the risk register had been reviewed by both the Management and Leadership Teams and recent progress and changes noted. Significant changes in risks were outlined in the report, and the full register appended for Members' consideration. The only addition had been in relation to the General Data Protection Regulation (GDPR) which would apply in the UK from 25 May 2018. It was noted that a presentation on the requirements of the GDPR would be made to the next meeting of the Committee.

It was noted that both risk 38 (adverse reaction to the consultation on the provision of information) and 39 (compliance with the new GDPR) should have a green target, rather than the current amber, however the rating of the current risk as amber was correct. There were also some updates needed to the progress column.

**NOTED.**

## 8. Continuous Improvement Group: delegation of issues

It was **RESOLVED** that there were no issues that needed to be delegated to the Continuous Improvement group for consideration.

