

REPORT OF THE DIRECTOR OF COUNTRYSIDE, COMMUNITY AND VISITOR SERVICES

SUBJECT: BRANDING THE NATIONAL PARK

Purpose of Report

To seek the approval of Members to create a bespoke brand identity for the National Park separate to the existing corporate branding for Pembrokeshire Coast National Park Authority (PCNPA).

Introduction

At the National Park Authority (NPA) meeting on the 7th February 2018 Members agreed to support establishing a local Charitable Trust subject to legal documentation and a memorandum of understanding being agreed by the Authority, prior to the application to the Charity Commission being submitted.

Background

Members discussed a number of issues relating to the Authority's proposed work to establish a new Charitable Trust at a prior workshop held on the 17th January. During the workshop Members explored the benefits associated with creating a bespoke National Park brand separate to the current 'Reggie Razorbill' branding of the Park Authority. Potential benefits include the ability to license the branding to key partners to add value to local products and services, adopting the branding for certain retail activities (linked to the Authority's commercial work) and adopting the branding in relation to destination marketing in order to support 'ownership' of the National Park amongst local communities and visitors alike.

Comparisons

A number of National Park Authorities across the UK have developed bespoke branding for their respective designated landscape areas. Examples include the South Downs NPA, North York Moors NPA, Cairngorms NPA and Exmoor NPA (see Appendix A). In all cases, the development of a unique brand identity for the National Park has helped to create a clear delineation between the role of the constituent NPA and the sense of local 'ownership' of the designated landscape as well as greater 'buy-in' to the need to address issues that impact on the area's special qualities (as captured in the associated National Park Management Plans).

Brand Objectives

The Authority is seeking to commission work to develop and define an overarching place-brand and associated visual identity for shared use that supports the purposes of a National Park as a protected landscape, the promotion and protection of our special qualities, and the achievement of our long-term vision. This will be a brand to represent the landscape, its people and the experience that the Pembrokeshire Coast National Park offers. It is not a brand for the NPA; it is for a living breathing place and destination.

In marketing terms, we have four key objectives to achieve for Pembrokeshire Coast National Park derived from our status as a protected landscape and our purposes and associated duty:

- To make it a must-visit coastal destination in the UK
- To communicate that it is a Park for everyone (regardless of circumstances or background)
- To promote understanding of what makes it special, distinctive and unique (market differentiation)
- To encourage stewardship – that people cherish and help protect the Park (linked to charitable goals)

The primary objectives for the proposed Place-Brand and Brand Identity tender are as follows:

- To define the positioning of the Pembrokeshire Coast National Park as a destination brand
- To develop a brand platform for the Pembrokeshire Coast National Park
- To develop a clear, logical brand architecture and alignment for the brand
- To develop a brand identity / visual identity and deliver brand and marketing guidelines for shared use

Timetable

The goal is to have the brand guidelines in place in time for the launch of the new Charitable Trust during the Autumn of 2018.

Financial considerations

This work would be funded via in-year financial support from the Welsh Government and will, therefore, have no detrimental impact on the 2018/19 budget position of the Authority.

Risk considerations

A new brand identity for both the designated landscape and the work of the Charitable Trust is vital in order to create clear separation with the work of the Park Authority as a public body. However, it is vital that the newly commissioned National Park brand does not cause confusion with the work of other key agencies with a conservation interest in the National Park such as the Friends of Pembrokeshire Coast National Park and/or the National Trust.

Compliance

The branding exercise will assist the Authority in delivering a number of outcomes as detailed in the 2018/19 Corporate and Resources Plan with a specific focus on working alongside communities to make the most of the National Park. In addition, it will assist in meeting some of the commercial expectations placed on PCNPA by the Welsh Government following the recent Future Landscapes Wales review process.

Human Rights/Equality issues

There are no specific issues to note but it is hoped that a bespoke brand for the National Park (separate to the branding of PCNPA) will help convey refreshed values about the accessibility of the park to new audiences, in turn, helping to deliver the

Authority's aspirations to enable and encourage more people to improve their well-being by making greater use of the National Park regardless of their circumstances

Biodiversity implications/Sustainability appraisal

As above, there are no specific points to note but a bespoke National Park brand will help in promoting the area's special qualities, in turn, supporting public awareness and 'buy-in' to issues that impact on the conservation, natural resources and biodiversity of the National Park.

Welsh Language considerations

It is paramount that a newly designed brand for the National Park works equally well in both Welsh and English and, to this end, it is hoped that PCNPA can secure a tender from a Wales-based company to undertake the branding work (subject to the relevant procurement procedures).

Wider implications

The tender brief includes the need to undertake customer research as well as engagement with local stakeholders to ensure that a newly launched National Park brand works for both visitor and local communities alike.

Conclusion

The pending launch of the Pembrokeshire Coast National Park Trust (PCNPT), as agreed by Members on the 7th February 2018, provides the framework to create a bespoke brand identity for the National Park separate to the existing corporate branding for Pembrokeshire Coast National Park Authority (PCNPA).

RECOMMENDATION:

Members are requested to approve work to create a separate brand for the Pembrokeshire Coast National Park to support the work of the proposed Pembrokeshire Coast National Park Trust and other fundraising and promotional work.

Background Documents

Fundraising Paper – NPA Committee - 7th February 2018

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