

REPORT OF COMMUNICATIONS AND MARKETING MANAGER

SUBJECT: COAST PATH 50TH ANNIVERSARY

Purpose of the Report

This report outlines a proposed series of events and promotional activities scheduled for 2020 to celebrate the 50th anniversary of the opening of the Pembrokeshire Coast Path.

Introduction

The 50th anniversary of the Pembrokeshire Coast Path offers an ideal opportunity to celebrate one of the world's finest long-distance walking routes and it provides an opportunity to highlight the Authority's important role in managing the Coast Path.

The official anniversary date is 16th May, however, the aim is to develop a varied programme of branded activities throughout the year, providing an opportunity to raise the profile of the Park and the Authority and maintain a strong community and media profile.

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

Strategic focus

Aims:

- To promote the Pembrokeshire Coast Path and the Authority's role in managing the Path.
- To highlight the socio-economic value the Coast Path (and associated National Trail designation) brings at both a Pembrokeshire and Welsh national level.
- To promote active involvement with the Coast Path and offer new opportunities for access, enjoyment and engagement for people of all ages, abilities and backgrounds.

Thematic focus

A series of key themes have been developed, to provide a focus for the anniversary activities each month. These themes, along with a series of key messages, will be incorporated into communications and work programmes for the coming year.

It is hoped that the programme will generate significant exposure of the Coast Path amongst a broad range of key National Park audiences, including the media, and will encourage traditional users of the Path to explore more and encourage a more diverse group of users to access and experience the Path.

The proposed list contains a number of opportunities linked to various user groups, for example several options for schools engagement, with varying resource implications associated with each option.

Programme of Events

Month	Event/s	Wellbeing Objectives
January	National Park and Coast Path awareness raising via the launch of a #CoastPaths50! social media campaign to run throughout 2020.	Global, Equality
	National Park and Coast Path awareness raising through the commission of a new retro poster.	Culture, Prosperity
February	National Park and Coast Path awareness raising through a new iconic images commission (to be shot in spring).	Culture, Community
	Culture and Heritage via the launch of a Coast Path legends legacy project – collection of stories, reports, blogs and vlogs from key individuals (including staff) linked to the Coast Path over the past 50 years.	Culture, Community, Equality
	National Park and Coast Path awareness raising by developing a range of limited edition merchandise (walking stick, anniversary golden Coast Path badge) for sale during 2020.	Prosperity
March	Supporting the local economy highlighted by the commissioning of a Coast Path survey (either linked to formal research or self-completion by	Prosperity

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	<p>walkers/community) to generate current data for promotional use during 2020.</p> <p>Biodiversity and supporting the local community through a partnership link with the Sea Trust as part of the Changing Coasts and People's Porpoise Project.</p>	<p>Resilience, Community, Health and Wellbeing</p>
April	<p>Recreation, access and enjoyment as part of a Senedd launch for ITV's Wales Coast Path series (airing in Wales in April 2020 and across the UK networks in June 2020).</p> <p>Education and Discovering the Path and National Park through a scheme to support every primary school in Pembrokeshire to take a group of year 6 pupils for a Coast Path walk OR launching a Coast Path package for use by all primary schools (potentially delivered by PCNPA Discovery/Ranger teams), allowing all primary pupils the opportunity to 'walk' a stretch of the Coast Path via Google Trekker, with additional interactive/awareness activities/resources.</p> <p>Discovering the Path and National Park via the Activities and Events programme – various events linked to the anniversary.</p>	<p>Prosperity, Health and Wellbeing</p> <p>Community, Global, Health and Wellbeing</p> <p>Health and Wellbeing, Culture, Prosperity, Equality</p>
May	<p>Supporting the local community and Coast Path awareness raising through the commencement of the Chairman/Members' walk (invite to all communities linked to the Coast Path to join for their stretch).</p> <p>Culture and Heritage by commissioning a local artist to create a celebratory sculpture to be officially opened during the year (possibly on May 16 as part of an official anniversary event).</p> <p>Health and Wellbeing via a Walking</p>	<p>Health and Wellbeing, Community, Equality</p> <p>Culture, Prosperity</p> <p>Health and Wellbeing,</p>

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	Festival (usually held in Broad Haven).	Community, Equality
June	<p>National Park and Coast Path awareness raising via a series of invitations to Ministers/AMs/MPs between June and August to walk a stretch of the Coast Path.</p> <p>Education and Discovering the Path and National Park through links to a Wales Coast Path national scheme to involve all Welsh school children in walking the Coast Path via Urdd Gobaith Cymru and Girl Guides as key delivery partners.</p>	<p>Prosperity, Health and Wellbeing</p> <p>Global, Prosperity</p>
July	<p>Culture and Heritage through the Friends of the National Park literary competition linked to the Coast Path anniversary.</p> <p>National Park and Coast Path awareness raising through a profile as part of a Transport for Wales advertising campaign (linked to wider Wales Coast Path advertising).</p>	<p>Culture, Community</p> <p>Prosperity, Health and Wellbeing</p>
August	<p>National Park and Coast Path awareness raising linked to the Authority's County Show and various local agricultural show presence.</p> <p>National Park and Coast Path awareness raising through the launch of a Coast Path promotional film and a series of audio walks.</p>	<p>Community, Prosperity, Health and Wellbeing</p> <p>Equality, Prosperity</p>
September	<p>Education and Discovering the Path and National Park by challenging schools to 'walk' the Coast Path as part of their 'mile a day' commitments with recognition for all schools/pupils who complete the 186-mile Coast Path distance</p> <p>Recreation, access and enjoyment via a golden acorn hunt competition in association with Radio Pembrokeshire.</p>	<p>Community, Prosperity, Health and Wellbeing</p> <p>Community, Health and Wellbeing</p>

Month	Event/s	Wellbeing Objectives
October	Recreation, access and enjoyment linked to a 50 golden coins geocache promotion.	Community, Prosperity, Health and Wellbeing
November	National Park and Coast Path awareness raising via a potential Senedd event celebrating the Coast Path anniversary.	Health and Wellbeing, Prosperity
December	<p>Education and Discovering the Path and National Park via the announcement of winners of a '186 postcards' Coast Path schools competition.</p> <p>Culture and Heritage through the judging and announcement of winners of a Coast Path photography/art competition the winning entries displayed during 2021 at NPA sites.</p>	<p>Health and Wellbeing</p> <p>Culture, Community</p>

Financial considerations

Given the current economic climate in which the Authority is operating, the anniversary programme has been created to deliver a high-profile calendar of events within core budget where possible, with a small budget set aside for delivery where required.

Welsh Language statement

The anniversary programme meets the Authority's Welsh Language requirements.

Conclusion

The Coast Path's 50th anniversary provides an opportunity to celebrate the Coast Path and to highlight the Authority's important role in managing such a high-profile walking route.

Recommendation

Members are asked to note and endorse the 50th anniversary programme of events.

(For further information, please contact Marie Edwards, Communications and Marketing Manager)