

REPORT OF RANGER SERVICE MANAGER

SUBJECT: REVIEW OF NEW APPROACH TO PROVIDING INFORMATION IN TENBY AND SAUNDERSFOOT



Purpose of Report

To provide Members with an review of the Tenby and Saundersfoot Summer Ranger role trialled in 2017

Background

Following the decision to close the Tenby Information Centre at the end of 2016 we decided to trial a new approach in the Tenby and Saundersfoot area over the summer of 2017 through a seasonal ranger providing on the spot information and activities in locations where there is a high footfall of visitors and where interaction with a ranger could complement and add to the visitor experience.

The role was based on the successful models piloted at Lydstep and Kiln Park over many summer seasons and in Broad Haven in 2007 where grant funding supported the provision of seasonal beach rangers to provide a mobile information point, programme of activities and a patrolling service.

The Ranger's Role

The ranger's remit was to provide opportunities to increase visitors' enjoyment and understanding of the National Park by –

- Providing information about the National Park to the public through a mobile presence on beaches, harbours and at events in Tenby and Saundersfoot.
- Providing family activities to encourage people to make the most of their visit
- Encouraging visitors to venture beyond the beach/town
- Explaining what the National Park is and what makes it special.
- Development of resources, equipment and materials to support the above.

- Developing a working relationship with other visitor and information services to provide a co-ordinated offer of National Park information and activities in the local area.

The ranger was employed from mid-May to early September 2017 and was based from a small liveried van. A programme of weekly activities and a 'pop-up' presence at beaches and events was provided with time split between Tenby and Saundersfoot. The ranger was equipped with a beach shelter and large flag and tablet computer to provide on the spot tourist information as well as a stock of locally appropriate leaflets and walking information.



Cost

The total cost for provision of a seasonal ranger from May to September 2017 on was £7,300 which includes salary and on-costs, vehicle, equipment and telephone.

Achievements

- Over 600 participants in ranger led events with an average of 22 participants per session. A number of approaches to engage with visitors were trialled, most successful being rock pooling at Tenby and crabbing at Saundersfoot Harbour.
- Developed a relationship with many local stakeholders as possible; shops, businesses, information centres and accommodation providers and created a mailing list for information.
- The Ranger was able to staff Pembrokeshire County Council's mobile beach information unit, based in Tenby Harbour which contains interpretation devised by PCNPA's Interpretation Team.
- The Ranger was able to provide a presence in Tenby museum alongside PCNPA's interpretation and worked successfully in partnership with Tenby Museum staff and volunteers to deliver events
- We were able to provide a fully bilingual Ranger service

Digwyddiadau'r Wythnos
HWYL TRAETH
BEACH FUN
This week's activities

Dydd Mercher 16 Awst 12.30-14.30
 Dai Crancod yn harbwr Saundersfoot.
 Cylfarpar i gyd wedi ei ddarparu. Am ddim.

Dydd Iau 17 Awst 9.00-10.30
 Edrych trwy creigiau'r môr ar draeth y
 Castell, Dinbych y Pysgod. Am ddim.

Wednesday 16 August 12.30-14.30
 Crab Catching on Saundersfoot Harbour. All
 equipment provided, just turn up. Free.

Thursday 17 August 9.00-10.30
 Rock Pooling at Castle Beach, Tenby. Free.

Edrychwch
 allan am y faner.
 Look out for
 the flag.

Awdurdod Parc Cenedlaethol Arfordir Penfro
 Pembrokeshire Coast National Park Authority
 www.arfordirpenfro.cymru
 www.pembrokeshirecoast.wales

- Excellent feedback was received from both visitors and local businesses and organisations; a sample is provided in Appendix 1.

Areas for further development / improvement

- Some activities were less engaging than others; beach games and guided walks were not well attended and activities were far more effective at engagement than providing a static information giving presence, even when this was on the beach. People appreciated the opportunity to take part in an activity and learn something new rather than just have their queries answered.
- Experience from 2017 can be used to provide a more refined package of activities tailored to Tenby and Saundersfoot in the future including some wet weather options. This will include planning a programme further in advance to give businesses more opportunity to engage with and promote it.
- Consideration could be given to providing a tailored offer to large accommodation providers such as hotels or caravan parks.

Conclusion

The trial of providing a summer Ranger presence in Tenby and Saundersfoot has provided a visible presence in these two communities which has been well received. Whilst a single seasonal post cannot be seen to replace the service offered by the Tenby Information Centre, the Ranger's presence has provided reassurance to the communities that the National Park Authority is committed to providing a visitor service and to providing a service in our south coast resorts.

Many of the visitors engaged by the ranger would not have participated in a National Park event had the ranger not been present on the day, and their feedback indicates that the Ranger's work helped them to learn about and experience more of the special qualities of the National Park.

RECOMMENDATION:

That Members note the contents of this paper and consider how this type of approach can influence future provision of visitor services.

(For further information, please contact Libby Taylor, Ranger Service Manager or James Parkin, Director of Delivery and Discovery)

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sharmian Taylor @shar1010 · Jul 3
 @Ranger_OwenJ brilliant afternoon crabbing learnt lots of facts about crabs!
 Charlie really enjoyed himself too!!



chris taylor @wackyChris1975 · Jul 3
 @Ranger_OwenJ lovely afternoon crab fishing in saundersfoot
 harbour .@Ranger_OwenJ very helpful and informative. Thanks to @PembsCoast .



Feedback from Stakeholders

The ranger worked hard to cultivate a positive relationship with local businesses and tourist outlets and his presence seems to have been appreciated and well received. At the end of the season feedback was invited from key stakeholders:

- ‘An excellent point of contact, extremely visible and willing to engage with families directly through activities such as crabbing and taking about the work that PCNPA undertakes throughout Pembrokeshire. I received many comments from the visitors to the Harbour who participated with the activities on the Harbour Deck, and enjoyed the interaction with the Ranger, as they had the opportunity to ask questions with regards to footpaths and activities and the work that PCNPA undertook.’*

Michael Davies, Saundersfoot Harbour
- ‘Good to have someone with knowledge of National Parks and who could answer any questions the visitors had. Also, had a good relationship with the ranger and worked on joint projects including a successful rock pooling session around St Catherine’s Island.’*

Mark Lewis, Tenby Museum
- ‘This is the first time that I can recall that we have had a Summer Ranger. In our view, and those of other shop owners who pop in to us, it has been a complete success and Owen has been absolutely invaluable in keeping the National Park Authority’s name in the minds of visitors in showing the friendly face of Saundersfoot – we very much hope that this service will continue in future years’*

Saundersfoot Library and Information Centre
- ‘Having a pro-active range like Owen in the area, gave us as a holiday letting agency a much greater insight into what the Park Authority does in our local area. Owen kept us up to date weekly with things he was doing or planning, and it gave us not only more to talk to our customers about, but it gave us*

more to share socially, digitally and brings a sense of community and engagement to the PCNPA as a whole.'

FBM Holidays