**Report No.** **04/11**

Recreation and Tourism Review Committee

## REPORT OF THE HEAD OF BUSINESS MANAGEMENT

**SUBJECT:**

**PERFORMANCE REPORT FOR THE SECOND QUARTER OF THE YEAR 2011/12**

Introduction

This performance report presents the progress during the quarter for the key actions and success measures set out in the Corporate Strategy outcomes 2 and 6.

Outcome 2 - Residents and visitors enjoy and appreciate the National Park

The actions outlined in the strategy for this outcome and the progress to date is as follows.

|  |  |
| --- | --- |
| **Action** | **Progress** |
| 1. Maintain Coast Path, inland rights of way, other paths and sites; | Annual programme underway, on target and on budget. Some concerns about longer term coast path funding. |
| 1. Develop website and other media | Little progress to date due to staff sickness. Contract let to pilot use of ‘QR’ codes linking to videos on the web site for RHS Cardiff Garden Festival next April. |
| 1. Seek funding for second Preseli woodland multi-user network by 2013 | Monitoring impact and use on initial network. No formal monitoring in place, but seems fairly well used and recently recognised with British Horse Society award. |
| 1. Negotiate a revised PROW delegation agreement with PCC; | Discussions on proposed changes underway with PCC, but limited progress due to staff sickness. |
| 1. Develop good practice agreements with divers, coasteering groups and cliff anglers using the approach developed through the outdoor charter and marine code; | Meeting with diving groups held in September – 53 attended. Coasteering code of practice & zoning being consulted on with local groups and on Recreation Audit website. Contributions being made to National Code. |
| 1. Submit a Big Lottery bid to extend the approach taken in the GO4IT experiment park wide | Bid submitted but no decision expected before late 2011. Some further information has been provided |
| 1. Republish easy access guide and put Coast Path easy access guide onto website | Easy Access Guide substantially revised and now being printed. Coast Path guide being developed for website |
| 1. Support Bluestone Walking Festival | PCNPA contribution successfully completed, although event was limited. |
| 1. Provide and promote well managed circular walking opportunities within 500m of 45 of the biggest 50 settlements in the park. | In progress with over 40 circular walks either completed or being developed |
| 1. Adopt and commence implementation of Recreation Strategy | Strategy adopted and launch opportunity being investigated |

|  |  |
| --- | --- |
| **Success Measure** | **Progress** |
| 1. There is an increasing trend in the number of people using the rights of way and other paths; | Comparison with similar period last year shows an 8% reduction on Coast Path walkers although an 18% increase on inland paths |
| 1. The length of public rights of way in use exceeds 85% (Welsh average about 60%) | 87% last year, - no decrease so far this year with potential for minor increase during winter maintenance work. |
| 1. The current lengths of Coast Path suitable for a variety of less able access is maintained at 130 km | Exceeds 130 km |
| 1. The performance of walking opportunities as perceived by visitors is maintained – (survey in 2008 scored 4.75 out of 5) | New year round survey in partnership with PCC underway, initial results due later in the year |
| 1. Number of downloads of promoted walks on website increases | Data collection and analysis being investigated. |

Outcome 6 - Residents and Visitors from a wide range of backgrounds access opportunities for improved understanding about the National Park.

|  |  |
| --- | --- |
| **Action** | **Progress** |
| 1. Increase support for secondary schools to engage with NP | 23 secondary schools have engaged with the NP so far this year involving 683 pupils (same period last year was 20 schools and 582 pupils). |
| 1. Develop links with Pembrokeshire, Ceredigion and Carmarthenshire schools | 15 schools from Ceredigion and 24 from Carmarthenshire have attended events at Castell Henllys so far this year |
| 1. Participate in MOSAIC project | CNP led project with funding now secured. All 3 Parks involved. Project leader now appointed. |
| 1. Develop in service training for teachers | 400 teachers involved in eleven sessions in Pembs and 118 student teachers at Trinity College Carmarthen – project completed for this year. |
| 1. Increase publicity for NPA activities and events | Reduction in the number of events but an increase in the number of participants per event |
| 1. Standardise collection, evaluation and recording of information across the National Park | Redesign of data collection and database underway. |

|  |  |
| --- | --- |
| **Success Measure** | **Progress** |
| 1. 75% of people surveyed display an improved understanding of the National Park following an organised event; | Data collected during summer season and analysed during winter. |
| 1. Increasing trend in the number of hits on the National Park Authority web site; | There have been 90,000 visits to the web site, (150,000 in total last year). Facebook now has 2,778 followers (2,046 in April), and 1511 Twitter followers (791 in April) |
| 1. Over 260,000 people make use of our centres each year | 221,023 visitors to the centres to end of October (219,079 same period last year). Visitors to all centres except Newport and Tenby have increased compared to the same period last year |
| 1. At least 75% of school groups feedback an inspiration score of 10 or higher | Data being collected, but initial indications exceed 80% |
| 1. We have maintained the numbers of agreements we have with business (eg Outdoor Charter, Bourne Leisure ranger etc) that help provide training for businesses to help pass on understanding to their clients | Data not yet available |
| 1. We increase the number of ‘hard to reach’ participants taking part in our events and activities from 1,800 a year to 2,000. | To date 2090 attendees at 133 events (last year 1647 at 88 events in same period) |

*(For further information contact Alan Hare – Head of Business Management on ext 4810)*