

**REPORT OF THE HEAD OF BUSINESS MANAGEMENT**

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**SUBJECT:**  
**PERFORMANCE REPORT FOR THE FIRST 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.

Corporate Strategy

The new Corporate Strategy sets out the eight corporate outcomes for 2011/12 as follows

<b>Corporate Outcome</b>	<b>Lead Officer</b>
1 - The National Park is conserved for current and future generations	JG
2 - Residents and visitors enjoy and appreciate the National Park	JP
3 - Residents and visitors use opportunities provided to adopt more sustainable lifestyles	MR
4 - Opportunities are provided for local people to live within the National Park	MD
5 - A thriving local economy exists based on the sustainable use of the National Park.	RG
6 - Residents and Visitors from a wide range of backgrounds access opportunities for improved understanding about the National Park.	EJ
7 - Residents and visitors recognise the distinct Pembrokeshire cultures within the National Park	TJ
8 - The Authority is recognised as meeting good practice standards in terms of governance, providing value for money and listening to the views of residents, visitors and partners	AH

This committee will obviously concentrate on outcome 2, and 6

Outcome 2

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

<b>Action</b>	<b>Progress</b>
a. Maintain Coast Path, inland rights of way, other paths and sites;	Annual programme underway. National Trail recently included in top ten best trails
b. Develop website and other media	Little progress to date
c. Seek funding for second Preseli woodland multi-user network by 2013	Monitoring impact and use on initial network. Award from British Horse Society
d. Negotiate a revised PROW delegation agreement with PCC;	Discussions on proposed changes underway with PCC
e. 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 scheduled in September. Coasteering code of conduct being prepared with local groups and contributions to National Code.
f. 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
g. Republish easy access guide and put Coast Path easy access guide onto website	Easy Access Guide substantially revised and now seeking sponsorship for publication. Coast Path guide being developed
h. Support Bluestone Walking Festival	PCNPA contribution completed
i. Provide and promote well managed circular walking opportunities within 500m of 45 of the biggest 50 settlements in the park.	In progress with approximately 40 circular walks either completed or being developed
j. Adopt and commence implementation of Recreation Strategy	Strategy adopted and launch opportunity being investigated

<b>Success Measure</b>	<b>Progress</b>
a. There is an increasing trend in the number of people using the rights of way and other paths;	Data not yet available
b. The length of public rights of way in use exceeds 85% (Welsh average about 60%)	87% last year
c. The current lengths of Coast Path suitable for a variety of less able access is maintained at 130 km	Exceeds 130 km
d. The performance of walking	New year round survey

opportunities as perceived by visitors is maintained – (survey in 2008 scored 4.75 out of 5)	commissioned in partnership with PCC, results due later in the year
e. Number of downloads of promoted walks on website increases	Data being collected

### Outcome 6

<b>Action</b>	<b>Progress</b>
a. Increase support for secondary schools to engage with NP	Contact made with schools
b. Develop links with Pembrokeshire, Ceredigion and Carmarthenshire schools	Inset training day held with Carmarthenshire
c. Participate in MOSAIC project	CNP led project with funding now secured. All 3 Parks involved. Starting later this year.
d. Develop in service training for teachers	400 teachers involved in eleven sessions
e. Increase publicity for NPA activities and events	Improved posters more widely distributed
f. Standardise collection, evaluation and recording of information across the National Park	Redesign of data collection and database under consideration.

<b>Success Measure</b>	<b>Progress</b>
a. 75% of people surveyed display an improved understanding of the National Park following an organised event;	Data being collected
b. Increasing trend in the number of hits on the National Park Authority web site;	Use of web site, Facebook and Twitter all increasing
c. Over 260,000 people make use of our centres each year	Visitors to all centres except Newport have increased compared to the same period last year
d. At least 75% of school groups feedback an inspiration score of 10 or higher	Data being collected, but initial indications exceed 80%
e. We have maintained the numbers of	Data not yet available

<p>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</p>	
<p>f. We increase the number of 'hard to reach' participants taking part in our events and activities from 1,800 a year to 2,000.</p>	<p>Data being collected but initial results indicate on target</p>

### Ffynnon

Over 20 staff have had introductory training on the Ffynnon system with a number starting to use the system to record data. A presentation of Ffynnon will be made at the meeting.

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