

REPORT OF CHIEF EXECUTIVE

SUBJECT: ACTION PLAN TO DELIVER THE RECOMMENDATIONS OF THE JOINT SCRUTINY COMMITTEE ON THE IMPACT OF THE POLICIES AND WORK OF THE NATIONAL PARK AUTHORITIES ON THE ECONOMIC ACTIVITY OF BOTH THE PEMBROKESHIRE COAST AND SNOWDONIA NATIONAL PARKS

Purpose of Report

To ask Members to approve the Action Plan

Introduction/Background

In July 2015 Members received a report from a Joint Scrutiny Committee on the impact of the policies and work of the National Park Authorities on the economic activity of both the Pembrokeshire Coast and Snowdonia National Parks. That paper included a recommendation to prepare an Action Plan to take forward the Recommendations.

A draft Action Plan for members to discuss is included as Annex A.

Financial considerations

All recommendations, with the exception of recommendation 9, can be delivered through existing budget allocations. The timing of the delivery of Recommendation 9 will depend on the wider communication and marketing priorities of the Authority.

Risk considerations

No additional risks are involved.

Compliance

All recommendations will be in accordance with the delivery of our wider compliance requirement e.g. the need to prepare a Local Development Plan

Human Rights/Equality issues

All recommendations will be delivered in accordance with the Single Equality Plan approved by the Authority.

Biodiversity implications/Sustainability appraisal

None

Welsh Language statement

All recommendations will be delivered in accordance with the relevant Welsh Language Standards.

Recommendation

Members are asked to agree the Action Plan

Background Documents

Joint Scrutiny Report – presented to the Authority on 29th July 2015

(For further information, please contact Tegryn Jones)

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Draft Action Plan to take forward recommendations from the Economic Impact Scrutiny project

| | Recommendation | Action | Timescale | Led By |
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| 1 | National Park Authority policies need to be drawn up with a degree of tolerance and sufficient flexibility so as to be able to take into account changing economic and market circumstances and the differing needs of business, or to be in place for a shorter time period which would allow more regular refreshment and updating. | This is a recommendation that needs to impact on the drafting of policies for documents such as the LDP, NPMP and other relevant documents. | Ongoing | Director of Planning and Head of Direction |
| 2 | Reflecting the views expressed by businesses, the Committee strongly supported the proposal in the Part 1 report of the Review of Designated Landscapes that a socio economic purpose be developed for the National Park Authorities and that this change should take place as quickly as possible. However, there was some concern that the wording suggested by the Panel could be interpreted as only applying to cultural heritage. Where a conflict between the economic duty and the first two purposes occurs priority would be given to the first purpose (The Sandford Principle). | <ul style="list-style-type: none"> • Lobby to seek to influence Welsh Government and opposition parties to pass legislation to instigate this change as soon as possible. • Lobby and respond to consultation to ensure that any new Purposes are appropriately drafted. • Work with the Future Landscapes Working Group and as part of the Future Landscapes Development programme to | <p>Realistic timescale is likely to be 2017-2018.</p> <p>As above</p> <p>January to April 2016</p> | Chair and Chief Executive |
| 3 | The value of the National Park brand should be more widely recognised and that the National Park Authorities should build upon existing relationships and work in | <ul style="list-style-type: none"> • New group set up with Communications Teams from Welsh Government, Visit Wales, NRW, National Trust and the 3 NPAs. This will provide a focus to | Ongoing | Chief Executive and Communications and Marketing |

| | Recommendation | Action | Timescale | Led By |
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| | partnership with organisations such as Visit Wales to identify additional resources to build and promote the National Park brand. | influence the way all organisations use the Designated Landscapes brand. <ul style="list-style-type: none"> • Work with Visit Wales and others on their branded, focused Years – 2016 – Year of Adventure, 2017 – Year of Legends and 2018 – Year of the Sea. PCNPA sits on Advisory Group. | 2016-2018 | Manager Director of Discovery and Delivery |
| 4 | National Park Authorities should consider providing opportunities for their staff and Members to further their understanding of the needs and drivers of local businesses and become more active in relevant business and economic fora. | Identify suitable business and seek to develop a Job Shadowing programme. | During 2016 | Democratic Services Manager and Personnel Manager |
| 5 | National Park Authorities should provide more guidance to businesses on their work and the impact it can have on the local economy within a National Park. This could be on planning issues such as preparing quality planning applications and there may be a role for organisations such as the Royal Town Planning Institute or Planning Aid to provide training for small businesses. | <ul style="list-style-type: none"> • Discuss with RTPi and / or Planning Aid to see if any training and advice can be provided. • Identify ways of improving engagement with Planning Agents; • Seek opportunities to publish articles in journals of organisations such as FSB, PBI, etc • Provide workshops and consultation opportunities for businesses as part of the process of developing new LDP | During 2016 and ongoing | Director of Planning and Head of Direction |
| 6 | National Park Authorities should seek to develop closer working relationships with Local Authority economic development teams. There should be an agreed focus and action plan to jointly address the identified needs. Likewise Local Authority | <ul style="list-style-type: none"> • Arrange meeting and agree protocol with Pembrokeshire County Council Economic Development department; | By Summer 2016 Ongoing | Director of Planning and Head of Direction Chief Executive |

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| | economic development departments should fully embrace the potential of protected areas in driving economic benefits. This would provide a focus to assess the impact of future policies and actions with particular reference to the imminent review of Local Development Plans (LDP). | <ul style="list-style-type: none"> Continue to be represented on Pembrokeshire Business Panel. | | |
| 7 | National Park Authorities should seek opportunities to identify data to provide greater baseline intelligence on the National Park economy. | Work with other public bodies identify opportunities to collect data as part of the Pembrokeshire Well-being Assessment | Ongoing | Research and Sustainability Appraisal Officer |
| 8 | The contribution and impact of the wider work of National Park Authorities on the business community should be recognised. Policies such as those to provide affordable housing and accessibility should be monitored, reviewed and amended, where necessary, to take account of the reality of living in rural Wales, with limited public transport availability. | Action taken forward as part of developing new LDP | Ongoing as part of the process of developing the LDP | Head of Direction |
| 9 | A campaign to promote the positive impact of the National Park and the work of National Park Authorities on the business community should be prepared and delivered to remind and promote to businesses and others the numerous things that the National Park Authorities are seen to do well. | Consult with business representatives and prepare Communications Plan to outline a campaign | During 2017 | Communications and Marketing Manager |

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| 10 | As part of a reflection on the process Members considered that future scrutiny projects need to have a clearly defined and agreed timeline and a commitment from all those involved to deliver to the agreed deadlines. | <ul style="list-style-type: none"> • Include this recommendation in the Scrutiny Toolkit. • Provide an opportunity to discuss expectations at the start of any future scrutiny process. | During 2016 | Members and Democratic Services Manager |