Pembrokeshire Coast National Park

Local Development Plan (2015-2031)

1st Review

Background Paper No *: Community Consultation 2014

January 2016

PEMBROKESHIRE COAST NATIONAL PARK AUTHORITY

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Aim of this Paper

1   This Background Paper presents the results of community consultation by Pembrokeshire Coast National Park Authority (the NPA) in 2014.

Purpose of the consultation

2   The ability of the NPA to meet the needs of future generations in a time of austerity will require a refocusing of existing services alongside a commitment to new ways of working. For this reason the NPA undertook a consultation exercise between February and November 2014 designed to help NPA staff and members increase their understanding of the needs of a wide variety of individuals, communities and stakeholders, including local businesses. The results of the consultations will be used to inform the future strategic direction of the Authority's work.

3   The main objectives of the consultation were as follows:

Primary Outcome
- To identify which aspects of the NPA's work are most valued by the public and service areas where the NPA may wish to make long-term savings.

Secondary Outcomes
- To promote more widely the work of the NPA and to highlight how the NPA's work benefits local communities and the general public.
- To increase understanding of the NPA's role and how local communities can work with the NPA to shape the services provided.
- To strengthen the NPA's relationship with local communities and key stakeholders

Public Consultation Overview

4   The overall consultation incorporated a wide variety of approaches:
- Online public survey
- Internal staff survey
- Residents survey via the Pembrokeshire Citizen's Panel
- Face to face interviews via NPA events
- Workshop sessions with NPA Members
- Social media questionnaires and wider promotional campaign
- A small article and link to an online questionnaire via the 2014 edition of Coast to Coast
- Community 'Roadshows' hosted by NPA staff
- Bespoke Community Council meetings involving the CEO & Chairman
- County Show presence including survey and wider consultation/information gathering

- Promotion of the NPA online consultation via partner agency forums, workshops & publications
- Meetings with key focus groups (Mosaic Cymru, Walkability, Your Park, etc.)
- Key meetings between the CEO and local bodies (e.g. Pembrokeshire County Council, PLANED, Pembrokeshire Tourism, etc)

Online survey

5   **Methodology:** A survey consisting of 4 questions was placed on the NPA's website using the online survey software "Survey Monkey". The survey was advertised on the website using a banner and using the various social media channels that the NPA has access to e.g. Facebook and Twitter. An advert and link to the survey was also place in Wales Online.

6   In addition to the above, the NPA's Discovery Team and National Park Rangers took paper copies of the survey to various public events; these responses were then added to Survey Monkey.

7   On the 18th November 2014 the online survey was closed and the summary data downloaded for analysis. At closure the survey had received 338 responses, 331 in English and 7 in Welsh. The results of the English and Welsh surveys were combined for analysis, and the headline results are detailed below.

8   **Main Issues:** Question 1 asks the respondent to rank each service listed on a scale between "Not essential" and "Essential". It is important to note that this question did not ask respondents to rank services overall and is essentially six separate sub-questions i.e. any one person responding to this question could rank any or all of the services as "essential" or "not essential" should they wish to do so. Alternatively they may not rank a service at all. It is, however, also important to note that the majority of respondents (>90%) responded to all of the sub-questions.

9   **Headline Results:** *Question 1 - Which of the Park Authority's services do you most value?* (see Table 1)

10   Of the 338 completed surveys, 336 people responded to the sub-question asking them to rank "*Conserving the National Park's natural environment and wildlife*". 85% of those people indicated that they would consider this service to be "Essential (should be a top priority)". 1% indicated that this service is "not essential" and 1% indicated that they thought it was "Not important (but nice to have). 13% indicated that this service was "Important (but as a secondary priority)".

11   41% of the 334 people that responded to the sub-question asking them to rank the service "Protecting the National Park's cultural heritage" indicated that it should be "Essential (should be a top priority)" service. 40% indicated that this service is "Important (but as a secondary priority)".

12   332 people responded to the sub-question asking them to rank the service "Supporting the local economy within the National Park", of these 37% indicated that

it should be an essential service and 40% indicated that it is "important (but as a secondary priority)".

13   329 people responded to the sub-question asking them to rank "Delivering opportunities for everyone to learn more about the National Park". 47% of the responses ranked the service as "Important (but as a secondary priority)" and 25% as "Not Important (but nice to have). Only 17% indicated that this service is "Essential". This service received the largest proportion of "Important" rankings of all the services.
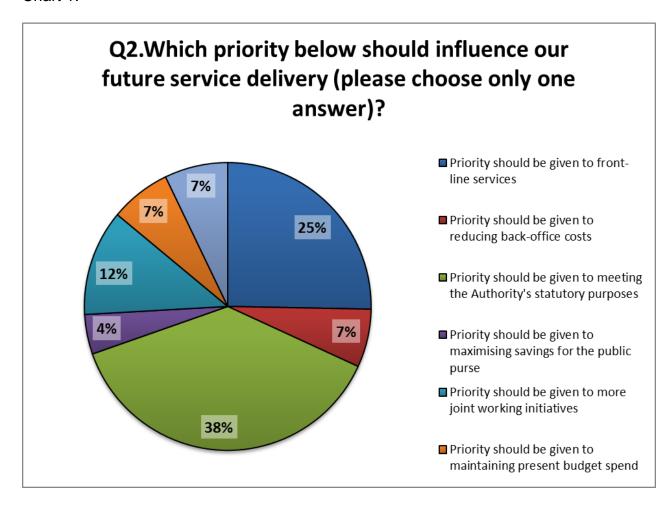
Table 1: *Results of Question 1: Which of the Park Authority's services do you most value?*

Sub-question	Not essential (should only continue if resources are available)	Not important (but nice to have)	Important (but as a secondary priority)	Essential (should be a top priority)
Looking after the National Park's built environment	9%	22%	42%	27%
Delivering opportunities for everyone to learn more about the National Park	11%	25%	47%	17%
Protecting the National Park's cultural heritage	6%	13%	40%	41%
Providing recreation, health and leisure opportunities	6%	17%	42%	35%
Supporting the local economy within the National Park	5%	14%	43%	37%
Conserving the National Park's natural environment and wildlife	1%	1%	13%	85%

Headline Results: *Question 2 - Which priority below should influence our future service delivery?*

14   336 of 338 people answered Question 2. 38% of respondents thought that "Priority should be given to meeting the Authority's statutory purposes", this priority received the largest proportion of answers of the 7 options. This is followed by "Priority should be given to front-line services" at 25%, the second highest proportion of answers.

15   7% of the 336 people who answered this question thought that the NPA should have another priority. Examples of suggested priorities included:

> "*Priority should be given to maintaining/improving access to rights of way and the coast path. Advertising for example, is pointless if people come to visit and the park is inaccessible because of broken stiles or overgrown paths*"

"*Protecting the natural environment and wildlife should be the priority*"

"*Maintaining the National Park for everyone to enjoy, visitors and residents alike*"

Chart 1:

16   **Headline Results**: *Question 3 – Please tell us a little about yourself*
Answers to question 3 were not restricted to just one of the answer options. For example someone completing this question could tick both "A local resident" and "A local community group". The majority of persons (64%) completing the survey were local residents.

Answer Options	Response Percent	Response Count
A local resident	64%	216
A visitor to the area	17%	58
A local business owner	9%	30
A partner agency	3%	11
A local landowner or farmer	9%	29
A local community group	3%	11
An elected politician	1%	5
A PCNPA volunteer	4%	13
Other (please specify)	6%	19

17	**Headline Results:** Question 4 - *Finally, is there anything else that you would like to mention regarding the future priorities of PCNPA?*

18	Question 4 was an open question for free form comment or suggestion. Of the 338 surveys completed 161 people left comments and suggestions.	Recurring themes include:

- *The importance of protecting the natural environment and landscape*
- *That the National Park Authority should retain its planning powers and autonomy*
- *Maintenance of rights of way, particularly the coast path*
- *How the National Park Authority engages with local communities could be improved*
- *That the National Park Authority should maintain and improve its partnership working with the County Council and other organisation to continue to delivery services*

Public Consultation – County Show and Tenby Market

19	**Methodology:** Consultation counters were deployed at the County Show (19th-21st August 2014) and in Tenby Market (27th August 2014) to collect responses to the question: "*Which of the Park Authority's services do you most value?*" (Question 1 of the online survey).

20	A total of 2,060 responses were collected: 2,000 responses from the County Show and 60 from Tenby Market.

21	**Headline Results:** The combined counts for the County Show and Tenby Market place "*Conserving the National Park's natural environment*" as the most important service with 24% of the vote. "*Supporting the local economy within the National Park*" comes in close second place, with 20% of the counters, followed by "*Providing recreation, health and leisure opportunities*" with 17%.

22	Respondents in Tenby considered '*Providing recreation, health & leisure opportunities' to be the second most important service, closely followed by 'Looking after the NP's built environment' over and above supporting the local economy*.
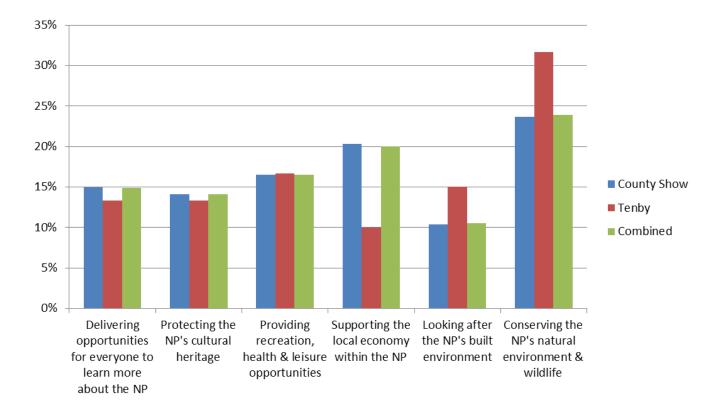
Chart 2: Results of public consultation

Community Consultation Events

23   During the week commencing 20th October, five community consultation events were held across Pembrokeshire. These were based on an afternoon public consultation event, followed by a meeting with Town and Community Councils. Events were held in Tenby, Newport, St Davids, Haverfordwest and Pembroke Dock. The public events were run by the NPA Ranger Team, while the NPA Chief Executive facilitated the evening meetings. NPA Members were also in attendance at the meetings in Tenby, Newport and St Davids.

24   Attendance varied across the events. Around 60 people attended the public events and 7 Town and Community Councils attended the evening meetings. A wide variety of views were expressed, with the majority supporting the retention of current National Park services.

25   The key services to be retained included the Pembrokeshire Coast Path National Trail, Coastal Bus services (to which the NPA contributes), the NPA's *Coast to Coast* newspaper and NPA centres such as Oriel y Parc.

26   While not supporting their removal, attendees at the Town and Community Council events suggested that the NPA could look at how it delivers tourist information in Tenby and Newport centres, options for reducing the maintenance of inland paths, options to reduce planning costs and options for partnership in delivering education work.

Community consultation 2014 B Paper.docx

27   Local factors and issues led to comment in both the public events and the Town and Community Council events. Examples of this included feedback on discussions to co-locate the library and Tourist Information Centre in Newport and car parking in Solva. In the case of the co-location proposals in Newport, the feedback from the public meeting was less supportive than the feedback from the Town and Community Council event.

28   In a number of public events, but in particularly the one held in Newport, a number of comments were made on planning, the provision of a bilingual service and how the NPA meets the needs of local people. Similar comments were received in a response from Marloes and St Brides Community Council. These focused on changes to the purposes of National Park Authorities to make them more responsive to the needs of local communities.

Public Consultation – Friends of the National Park

29   The Friends of Pembrokeshire National Park is an independent voluntary association and registered charity established in 1991. It has no formal links with the NPA. It is committed to helping to protect, conserve and enhance the Pembrokeshire Coast National Park for all to enjoy. The association has around 480 members, about half of whom are resident in Pembrokeshire.

30   **Consultation response** – Question 1 - Which of the Park Authority's services do you most value?

> "Conserving the National Park's natural environment and wildlife" together with "Protecting the National Park's cultural heritage" should be the highest priorities as these constitute first purpose. The balance between these and recreation and enjoyment (second purpose) should be managed with a preference for first purpose.

31   **Consultation response** - *Question 2 - Which priority below should influence our future service delivery?*

> The Friends of Pembrokeshire National Park suggest that priority is given to statutory purposes and frontline services: "*subject to doing things which others cannot do and with greater emphasis on enabling others*".

32   **Consultation response –** Friends of Pembrokeshire Coast National Park Recommendations

> "*We consider that there is a danger of spending money in the short term to address short term issues when the whole basis of what the NPAs in Wales actually do and how they do it could be radically changed as a result of the Governance (Williams Commission) review. In the medium to long term we suggest there may be opportunities for joint provision of services by NPAs or by local authorities, but again these will depend on the outcome of the Governance Review and other Welsh Government initiatives in the world of*

planning and the Environment as well as the Well-being of Future Generations (Bill)".

"*…in the medium to long term, we suggest joint working and enabling others to do things to help look after the Park may well be fruitful areas of work. Drawing in funds for joint projects and encouraging others to invest in the well-being of the Park should be given a high priority*".

33   **Consultation response** – Friends of Pembrokeshire Coast National Park – Overall comment/recommendation:

"*Whilst we would expect the NPA to be making decisions that would optimise the resources available, for the reasons stated, we do not think that it is for the NPA to be making decisions on cutting the delivery of essential services at this time – surely that will be decided upon through the political processes at a Welsh Government level. In this context it will be crucial that the NPA makes a very clear case for the resources needed to look after a national asset. We hope that the NPAs in Wales will make the case for maintaining at least the present level of budgets*".

Parallel Public Relations Exercise

34   In addition to PCNPA's '*Future Priorities Public Consultation*' the Park Authority's Communications Team undertook a parallel public relations exercise with the aim being to generate increased awareness of the Authority's work.

35   The exercise consisted of a summer advertising campaign run in partnership with Wales online, which included 4 feature pieces of editorial, social media promotion via Wales online accounts and a series of adverts promoting the public consultation. The following paragraphs set out the results of the exercise.

Editorial highlights:
* Over 40,000 page views of the 4 feature articles
* Over 50,000 people reached via Wales Online Facebook page
* Over 1800 social shares for the 4 feature articles

Advertising highlights:
* Over 3,700 clicks from NPA adverts to the consultation page on the NPA's website
* 657,000 page impressions (the total number of times Wales Online users saw NPA adverts)

Impact of the campaign on NPA website/social media profile:
* Impressions up 56% in September 2014 compared to previous month i.e. NPA tweets were seen by 56% more people.
* Average of around 1,000 people viewed each of the Twitter posts regarding the consultation and Wales Online campaigns.
* 108 images were sent in as part of the competition via Facebook and Twitter.

- Future priorities consultation page received more than 4,650 hits, putting it in the top five visited pages on website, with 3,550 unique visitors