

March 2003



PEMBROKESHIRE COAST NATIONAL PARK AUTHORITY

National Park Management Plan 2003-2007



**Parc Cenedlaethol
Arfordir Penfro**
**Pembrokeshire Coast
National Park**



St Justinian

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Chairman's foreword

What this plan does and who it's for

The Pembrokeshire Coast National Park Management Plan (NPMP):

- **presents a vision for the future of the National Park**
- **sets out objectives and targets, reflecting National Park purposes, in order to achieve that vision**
- **reports on the current position**
- **identifies opportunities and threats relating to achievement of objectives**
- **identifies partners' current and potential roles in achieving objectives**
- **features key projects and initiatives currently underway**

It replaces the 'National Park Plan: Second Review for the Period 1994-1999'. NPMPs are particularly aimed at organisations involved in day-to-day management of the National Park and at decision-makers. But the planning process seeks to engage everyone with an interest or stake in management of the National Park

The NPMP provides a docking point for the National Park Authority's Business Plan, our proposed work programme, which will aim to maximise the NPA's impact in delivering National Park purposes and other strategic targets, and is the bidding channel to the National Assembly for Wales. The NPMP will be regularly supplemented by Management Plan Reviews.

The NPMP will mesh with the Community Plan for Pembrokeshire, and both will draw on and directly contribute to National Assembly for Wales's 'Plan for Wales' objectives and the Welsh scheme and UK strategy for sustainable development.

Thank you

We'd like to thank everyone who has contributed to the NPMP, and look forward to continued partnership in implementation. Especially we'd like to thank the Countryside Council for Wales who developed the planning approach that the plan adopts.

We hope this Plan will be a useful reference, and while it will not be formally publicly consulted on again before its sunset date in 2007, we still welcome your comments, which will feed into the annual Management Plan Reviews.

Please send comments to:

The Chief Executive (National Park Officer)
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Tel: 0845 634 7275

You can also post comments in our website guestbook or email parkplan@pembrokeshirecoast.org.uk.

The NPMP is also available on our website – www.pembrokeshirecoast.org.uk – and in CD format.

We look forward to working with you.



Gordon Cawood
Chairman
Pembrokeshire Coast National Park Authority



Taking effective action

Effort must be effective. The National Park Authority (NPA) is accountable to local people and visitors and responsible to government and the wider public. We must work efficiently - ensuring resources deliver action. And we must work effectively - ensuring action achieves the desired outcomes and, if possible, delivers additional benefits along the way.

Monitoring progress

The NPMP identifies the current condition of the National Park, reviews trends affecting that condition, assesses progress against National Park purposes in general and evaluates the effects of NPA management in particular. It is effectively a 5-yearly 'Report on the state of the Park and strategy for improving it'.

We'll produce annual updates to the NPMP in the form of Management Plan Reviews (rather than the annual 'State of the Park Reports' envisaged by 1997 guidance on National Park management planning). These reviews will focus more on issues and on action. They will also draw on many aspects of the new Community Plan for Pembrokeshire. They will enable us to give a more accurate assessment of the issues and opportunities affecting the Park and the impact that our, and our partners' work, is having.

This plan's divided into sections, each of which looks at a specific natural or cultural resource underpinning the special qualities of the National Park. Other sections look at the role of the NPA in promoting sustainable enjoyment of the special qualities, and promoting understanding of the National Park. Each section follows the same format - they describe our objective and how progress will be measured, what the issues are and how we and our partners can take action to address them.

Working together

It's a time of transition and opportunity for Wales. The National Assembly for Wales is required to promote a sustainable development scheme: the principle of sustainable development runs through the Assembly's Strategic Plan and will continue to guide all Assembly strategies. We look forward to continuing to contribute directly and innovatively to achieving the Assembly's Strategic Plan and Sustainable Development Strategy objectives.

Integrated action can only be delivered in partnership with all those organisations and individuals with a stake or interest in the National Park - landowners and residents, statutory organisations and industry, volunteers and visitors. Your continued understanding, support and co-operation are essential to turning vision into reality. We are greatly helped by 70 voluntary wardens, and work closely with the Friends of the National Park and with 20 other voluntary organisations, as well as benefiting from New Deal placements and probation groups. We're looking to extend this already broad involvement. Partnership working is essential to the effective, targeted removal of barriers - physical, psychological and financial - that exclude some from enjoying the National Park.

In recognition of our dependence on other organisations, the Environment Act 1995 states that 'relevant authorities' must have regard to National Park purposes. To enable a more holistic and concerted management approach, the current definition of relevant authorities could usefully be extended to cover all agencies operating in the National Park area.

Your views

In drafting our work programme we'll continue to discuss with communities, organisations and individuals how best we can work together to achieve targets, and where possible deliver additional benefits along the way. Ongoing dialogue and liaison is well established, with for example Community Councils, the Outdoor Charter Group (recreational liaison), the Land Management Working Group (farming and forestry liaison) and broad informal networks of contacts on the ground. In all our work we will be an open, transparent, accountable and fair organisation.

In 2000, based on your responses to a survey in 1998, we produced and consulted on a draft Management Plan for the National Park. Frequent comments on that first draft Plan were that you wanted to know more about what the plan would deliver for people and that you wanted to see more about action on the ground. We've tried to address these points as follows.

"What's in the plan for people?"

Our rural economy majors on environmental revenues - agricultural production, tourism largely based on the rural product, and associated services. 'Valuing our Environment - the Economic Impact of the Environment of Wales' (2001) estimates that 9% of Welsh GDP, 17% of Welsh employment and 15% of the value of Welsh goods and services are directly or indirectly attributable to management and use of the Welsh environment. Looking after the countryside looks after the goose that lays the golden eggs.

As an example, agriculture has shaped the Park for centuries. But farming is in crisis - and so is a lot of our wildlife. People would prefer to buy food knowing they're supporting local farmers, supporting local communities and safeguarding their local environment. And people would like to be assured of getting these results as a natural result of the way the economy works - not in spite of it. In this plan we develop the links between the special qualities of the Park you identified and the local economy, the principle being that they can and must reinforce each other.

"What about action on the ground?"

Strategic planning must communicate specific, measurable objectives, justify management decisions, and be more responsive and adaptable.

We must review the NPMP at least every five years. But a detailed five year action plan for the National Park purposes would be large, unwieldy and soon get out of date. So this plan does not contain much project detail; that detail can be found in implementation plans. These include the NPA's Business Plan and the National Park Coast Path Management Strategy, and partners' action plans like the Local Biodiversity Action Plan for Pembrokeshire.

We have however featured some of the projects and initiatives in which the NPA and/or partners are involved, to give a flavour of what's happening on the ground. In addition, Management Plan Reviews will provide annual updates to the Plan in terms of issues, action and outcomes.

NPA resourcing

Each year we present a business plan to the National Assembly for Wales for National Park Grant, our core funding - 75% of the approved net budget. The remainder of this core funding comes through a levy on Pembrokeshire County Council (PCC).

Additional funding increases the value of the government's contribution by 50% in most years. This is generated through local income, additional grant aid and contributions from for example the European Union, Heritage Lottery Fund, Welsh Development Agency, Wales Tourist Board, Cadw and commercial sponsorship.

The National Trail draws down a separate revenue grant from the Countryside Council for Wales (CCW). This has recently been 50% funded by the European Regional Development Fund, which has also made capital grants available over the last five years.

The National Assembly for Wales has created the Sustainable Development Fund (SDF), which the NPA administers locally through a 'three thirds' partnership approach. The Fund has to date invested around £750,000 - and helped lever out over £1 million - in innovative project proposals that focus on improving environmental, social, cultural and economic aspects of life for current and future generations.

Other processes

This Plan is intended as an umbrella document for the National Park area and purposes. It aims to complement and add value to other plans rather than needlessly duplicate them; its relationship to a selection of other plans and processes is outlined below.

...The Community Plan for Pembrokeshire

Local authorities in England and Wales have to produce a community strategy for their area. Pembrokeshire's Community Plan, born of consultation with services,

partners and the public, is underway and will become the county's overarching plan. A survey of local residents for the plan interviewed over 1,000 people face-to-face. The survey covered many aspects of life in Pembrokeshire but a significant conclusion was that the main advantages of living in Pembrokeshire are the coastal location, beauty and quietness.

The NPMP will mesh with the Community Plan, and both will draw on and contribute to the Plan for Wales and the Welsh and UK Sustainable Development Strategies. The NPA will add value wherever appropriate to Community Planning targets for employment, health, education, community facilities and crime. The community planning process is also a key mechanism through which we can promote Welsh language and culture.

...The Joint Unitary Development Plan for Pembrokeshire

The NPA is the sole planning authority for the National Park and is responsible for land use planning policies and proposals.

The current 'Development Plan' for the Pembrokeshire Coast National Park consists of the strategic Dyfed Structure Plan (including Alterations No. 1) 1989, and the more detailed Pembrokeshire Coast National Park Local Plan (Adopted April 1999). The policies provide the context for the NPA's development control function. The documents will in due course be replaced by a single Unitary Development Plan.

Many of the roles of PCC as highway, economic development and housing authority for Pembrokeshire impact directly on the National Park. PCC is required to prepare a Unitary Development Plan for the area of Pembrokeshire outside the National Park, and so a Joint Unitary Development Plan (JUDP) has been drafted by the NPA and PCC. It went on deposit for public consultation in 2002.

The NPMP provides a framework for Unitary Development Plan policies within the Park. It and Management Plan Reviews will contribute to monitoring the effectiveness of JUDP policies within the National Park area.

...The Objective 1 Local Action Plan

The EU Objective 1 programme aims to improve economic performance, increase employment and increase economic activity rates in sustainable ways.

The Pembrokeshire Partnership Management Board (PPMB), which includes the NPA and other representatives from the public, private, community and voluntary sectors, oversees Objective 1 implementation in Pembrokeshire.

Revised annually, the PPMB's Local Action Plan assists project sponsors in making applications that meet the local strategic objectives determined by the PPMB, and is intended to guide both applicants and the PPMB in the development and selection of projects. The NPMP also adds context for project bids.

...The Local Biodiversity Action Plan for Pembrokeshire

As a result of the Convention on the Conservation of Biological Diversity, the UK Biodiversity Action Plan (UKBAP) was published in 1994. It aims to conserve and

Volunteers, Carningli



enhance biodiversity within the UK, and contribute to conservation of global biodiversity in all appropriate ways.

The UKBAP identifies key habitats and species according to a number of criteria, sets objectives and targets for them, and identifies the actions required to meet those targets, providing a strategic framework for local biodiversity action.

The Local Biodiversity Action Plan for Pembrokeshire (LBAP) is the primary mechanism by which the NPA will contribute to the UKBAP. In addition to listing UK priority habitats and species, the LBAP for Pembrokeshire also reflects the local distinctiveness of the National Park and of the county as a whole. Planning and implementation is co-ordinated by the Pembrokeshire Biodiversity Partnership, a group of 14 organisations that includes the NPA.

...Environment Agency Wales' Local Contribution

The Environment Agency Wales' Local Contribution sets out how the EAW will deliver its functions within Pembrokeshire. The NPMP seeks to complement the Local Contribution by adopting EAW air quality and water resources and quality targets - which derive from national and European legislation - and identifying the NPA's role in helping to achieve them.

...Integrated Coastal Zone Management

The inshore waters, coastline and adjacent maritime areas of Pembrokeshire are nationally and internationally important for nature conservation and recreation. Around two thirds of the coast is designated SSSI (Sites of Special Scientific Interest), large areas are included in marine and terrestrial candidate SACs (Special Areas of Conservation) and SPAs (Special Protection Areas). Up to 40% of the coast is owned by the National Trust.

Pembrokeshire also hosts one of Europe's major oil ports and international ferry terminals. Tourism is vital to the county's economy and is inherently dependent on the high quality of Pembrokeshire's maritime and coastal environment.

The Pembrokeshire Coastal Forum was established in 2000, bringing together a variety of stakeholders from the public, private and voluntary sector, who are working together to promote a sustainable approach to the planning, management, use and development of the Pembrokeshire Coastal Zone. The Forum aims to raise awareness of coastal issues providing an arena for informed discussions and debate amongst all with an interest in, and users of, the coast. The three years [2002-4] of the current initiative under the Objective 1 programme will be crucial in achieving this long-term aim. SOURCE: PEMBROKESHIRE COASTAL FORUM.

Improving community quality of life

The National Park Authority mission

The twin purposes of UK National Parks are to:

conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park

promote opportunities for the understanding and enjoyment of the special qualities of the National Park by the public

The NPA is a special purpose authority, free standing within local government, charged with delivering these purposes. In doing so the NPA has a duty to 'seek to foster the socio-economic well-being of National Park communities'. If there's a conflict between the purposes, conservation interests must carry greater weight.

The NPA is the local planning authority for the National Park, and is responsible for development policies and proposals, and development control within the National Park. It also has delegated Highway Authority powers and duties from Pembrokeshire County Council to maintain the 300km National Trail and 965km of inland rights of way.

Sustainability

Sustainability has been simply described as 'treating the Earth as though we intend to stay' and as 'living off Earth's income rather than its capital'. It's about keeping options open. Change in the environment and in our relationship with it is inevitable: sustainability is both a process and a goal.

Changing our economy into one that respects environmental limits and promotes better health and greater equity now and in the future is part and parcel of achieving the purposes of this National Park. Our purposes and our duty are inseparable.

We've made sustainability the keystone and cornerstone of this Plan, by using the state of the Park's natural and cultural resources as our ultimate measures of success, and using it to determine our management proposals. Those management proposals will contribute directly toward strengthening the local economy and national (UK and National Assembly for Wales) and local (Community Plan) targets - relating to, for example, employment, health and healthy living, training and education. We'll also add value whenever appropriate to delivery of other targets, for example those relating to community facilities and crime reduction. We will work to remove any barriers that may exclude some from enjoying the National Park.

We rely on the wider environment for our economic goods and services. The Park's current economic mainstays - agriculture, and tourism based on the Pembrokeshire product - are basically environmental revenues based on our environmental and social capital. They in particular, and the economy in general, reshape the environment. The NPA must ensure that they shape it for better, not for worse.

It's been said that there are no environmental solutions to environmental problems; the solutions, like the causes, are social and economic. The narrow way in which national worth has conventionally been defined (Gross Domestic Product) has in some cases led 'sustainable development' to look very similar to 'business as usual'. Measures identified in this plan will contribute towards a more comprehensive assessment of our social and environmental well-being - of our quality of life.

Progress on National Park purposes

In a 1998 survey, we asked visitors and partner organisations to describe their favourite areas of the National Park and the reasons they value them. We also asked people their concerns. Over 300 people responded, often at some length.

Concerns included the state of the rural economy, especially that of agriculture, and limited employment opportunities in general, threats from development pressures, from tourist pressures, from waste and pollution, and from traffic and intensive agriculture. Many people felt that the special qualities they had described are being lost, and are concerned and frustrated that there sometimes seems no exit from a spiral of deteriorating rural fortunes and an increasingly impoverished environment.

So where are we now? Opportunities for accessing, enjoying and learning about the National Park are good - however many public rights of way remain blocked and facilities for cycling and horse-riding are limited. Access to land and sea is constrained in the south by military ranges.

Development continues to present challenges to the distinctive landscapes of the Park area, and traffic noise continues to erode peace and quiet.

The state of wildlife remains a huge cause for concern. Estimates are that only 20% of native habitats and

species in the National Park are in a satisfactory condition, with 13% on the mend - which leaves 67% in a poor or unknown state. Much of this decline can be attributed to aspects of modern farming. And there's a potentially even greater threat ramping up - climate change.

But other aspects of the National Park are in a good state. Air quality is high, although traffic and windborne pollution are still issues. Water quality has much improved in recent years, but agricultural pollution is still a cause for concern. Water resources are currently sufficient to meet demand.

Special geological and landform features are currently safeguarded, but climate change could have significant implications for our coastal scenery. Most of our historic buildings are in good condition, although a number require added protection and enhancement. Archaeological sites and monuments are less healthy, although monuments legally protected by scheduling are on the whole in reasonable condition.

Health and Well-being

In general terms the Dyfed-Powys population is healthier than the average for the rest of Wales. However stroke rates, heart disease and cancer incidence are higher than the Wales average. But there are considerable inequalities in health. The report 'Inequalities in Health' (Dyfed-Powys Health Authority/NHS Wales, February 2000) uses a number of measures of deprivation, and while all have their deficiencies, they all have a significant association with the health and ill health indicators also used in the report.

Health inequalities exist for a range of reasons: biological/ethnic factors; personal behaviour and lifestyle; the influence of friends, family and community; living and working conditions, food supplies and the ability to access essential goods and services; and the

Pembrokeshire scenery





Cyclists at Abereiddy

socio-economic, cultural and environmental conditions prevalent in society as a whole.

A multi-agency approach across key policy areas, as outlined in National Assembly for Wales's 'Well Being in Wales', is essential to achieving significant improvement in health and economic inequalities. The policy areas include: poverty, income, tax and benefits; education; employment, housing and environment; mobility, transport and pollution, physical activity and nutrition.

Policies for the National Park can have direct impacts on some of these policy areas, notably housing and environment, employment, income, transport, education, outdoor recreation and mobility. The policies also indirectly influence other policy areas.

Five key aspects of rural living contribute to rural deprivation: poverty; poor housing; isolation; insecure employment, and conservative social and cultural attitudes.

The Pembrokeshire employment rate is 61.4% (compared to the all-UK figure of 73.5%). Average gross weekly full time earnings for Pembrokeshire are £356.2 compared to £398.7 for the UK as a whole. So relative earnings are less, but disposable income is relatively smaller again because of the high proportion of income that has to be spent on, for example, transport, food, clothing and heating, because of physical isolation, poor housing and restricted shopping.

21% of the population of Pembrokeshire is in receipt of a key social security benefit (the UK median 12%). There's evidence for a greater stigma attached to benefit uptake in rural areas as opposed to urban areas, so this figure may under-represent the numbers of those entitled to benefits.

Crime and the fear of crime are particularly destructive of quality of life. The Dyfed-Powys area crime rate, at 51.5 per 1000 population - is however the second lowest in the UK, and compares to 89.5 per 1000 across the whole of Wales and the UK average of 97.8 per 1000 (Director of Public Health - Annual Report 2001, Dyfed-Powys Health Authority).

In terms of geographical access to services, Pembrokeshire has much lower access to secondary and primary healthcare services than Wales average, although urban areas are relatively well serviced within Pembrokeshire.

SOURCE: DYFED-POWYS HEALTH AUTHORITY / NHS WALES

Where do we want to be? The vision

We've taken quality of life - in its fullest sense - as the starting point of this Plan.

We want the National Park to be:

- A PLACE WHERE communities enjoy a high quality of life, in terms of good health, fulfilling employment, a rewarding cultural and recreational life, and a beautiful and ecologically healthy environment
- A PLACE WHERE natural and cultural resources are managed sustainably, and the social and economic goods and services which underpin the Park economy are as a result maintained into the long term
- A PLACE WHERE natural and cultural resources are a source of enjoyment and a learning resource for all

Looking ahead: 2050

So what opportunities will enable us to achieve this vision?

- 2050 ...society recognises and rewards our land managers for the full value of the services they now contribute to the nation's quality of life. We have a countryside rich in wildlife and recreational opportunities producing high quality food that we buy in the knowledge that the local economy and surrounding countryside benefit. Smaller family farms, related businesses and communities thrive.
- 2050 ...much of our wildlife was experiencing severe declines at the turn of the century, but, with some sad exceptions, major revision of the Common Agricultural Policy has helped biodiversity on the way to recovery. Habitats and species have been lost over the last 50 years, and in common with the rest of the UK, our wildlife populations are attempting to adapt to the changing climate. The decisions that were taken on fisheries, helped by an integrated Marine Act and dedicated agency, have borne fruit and our marine harvest is now sustainable. With careful management, and better protection, the UK is now a model for sustainable fisheries management worldwide.
- 2050 ...our skilled workforce continues to harness the area's huge potential for appropriate generation of renewable energy - a particular success story. Out-migration of Pembrokeshire's young has been halted - there is plenty of exciting and rewarding work in the county. Pembrokeshire is a recognised specialist in renewables technologies on the world stage. By also increasing efficiency and conservation, we fast migrated to an economy of low net carbon emission.
- 2050 ...our transport network is convenient, low-impact and affordable, giving access for all to high quality local goods and services, and linking our distinctive Pembrokeshire communities. Reliance on the car has decreased as our economy focuses more on location-specific businesses - such as our agri-environmental/organic food and renewable energy production - and the location independent - like certain e-services. Development is low-impact and affordable, and

there is now a distinctive but subtle Pembrokeshire vernacular building style that combines the best of the old with the best of the new.

2050 ...building on these strengths, we benefit from being an unbeatable year-round visitor destination and inspiring business location - majoring on our strengths: low impact marine and coastal recreation, access to wildlife-rich countryside, and peace and quiet.

- reduced waste levels
- reduced young out-migration
- safeguard and enhancement of community vitality and viability
- safeguard and enhancement of fishing and associated industries

Our purposes and our duty are inseparable. Put another way, we can only have our cake and eat it.

Where do we go from here?

Safeguarding the context on which National Park communities depend is integral to and essential to achieving the National Park purposes. Leaving aside the many other values of wildlife, and of the ecosystem functions the countryside performs, action to address significant issues identified in this Plan - such as mitigation of climate change and promotion of sustainable agriculture - generates a range of very tangible socio-economic benefits, for example:

- attractive business locations
- better, safer transport
- broader social inclusion
- conservation and enhancement of the agricultural base
- conservation and enhancement of the tourism product
- creation and safeguard of employment and training opportunities
- development of product selling points based on a sustainable Pembrokeshire
- encouragement of low pollution technologies and businesses
- greater opportunities for enjoyment and understanding
- greater security for the Welsh language and dialects
- improved air quality
- improved animal welfare
- improved health and well-being
- improved recreational and leisure opportunities
- increased national competitiveness
- maintenance and enhancement of educational opportunities, notably environmental
- mitigation of climate change-related risk to property
- more opportunities for local involvement in practical countryside management
- protection of the cultural value and utility of historic properties
- protection of/increased farm incomes, diversification of farm portfolios
- reduced business and householder costs
- reduced economic leakage
- reduced food miles
- reduced fuel poverty





Whitesands Bay

Your landscape, your views

Your landscape

The criteria for designating UK National Parks, contained in the National Parks and Access to the Countryside Act 1949, relate to natural beauty, opportunities afforded for open air recreation, and closeness to centres of population. Pembrokeshire Coast National Park was designated in 1952.

Pembrokeshire Coast is alone among UK National Parks in being designated primarily because of its spectacular coastline. The Park includes most of Pembrokeshire's coastal strip, the Daugleddau Estuary and the Preseli Hills. It's the only UK National Park with offshore islands, and with a resident population of around 24,000 is the most densely populated. The maritime influence shapes landuse and wildlife far inland, and continues to play a major part in the area's economy and culture.

Stretching in a 240km ribbon around the coast of Pembrokeshire, the Park covers an area of only 629 square km. At its narrowest point, Wiseman's Bridge, it's only 200m wide and even in the Preselis it is no more than 16km wide.

The NPA manages the entire length of the 300km Pembrokeshire Coast Path National Trail, also designated under the 1949 act to enable the public to make extensive journeys on foot through the outstanding coastal landscape of Pembrokeshire. The Pembrokeshire Coast Path is perhaps the main way that people experience the special features that led to the designation of the National Park.

The Park boundary only extends to the mean low water mark, but it's here that it is most spectacular - where the sea crashes against magnificent cliffs, their colours and textures moulded into folds, faults and features with evocative names like The Devil's Cauldron and Huntsman's Leap, Godir-y-bwch and Cesygduon.

Between rocky headlands, natural processes have eroded bays and inlets, from quiet coves to broad golden sands backed by dunes, contrasting with the more rugged stretches of coast.

Historically, agriculture has shaped both the economy and the landscape. The agricultural landscape, and the dramatic sweep of coastline fringed by coastal vegetation, is a unifying theme. However, the National Park is also characterised by diversity.

In the north, the rocks of Carn Llidi, Pen Beri and Garn Fawr, together with the extensive tracts of moorland on Carningli and Mynydd Preseli, give an exposed and mountainous feel to the landscape, cut through by the wooded valleys of the Gwaun and Nevern. In addition to associations with Stonehenge, there are strong connections with Celtic folklore and the legends of the Mabinogion, which describe Pembrokeshire as "Gwlad hud a lledrith" - the land of magic and enchantment.

In the west, the National Park is dominated by the broad sweep of St Brides Bay, bounded at its northern end by Ramsey Island, off the tip of the St David's peninsula, and at its southern end by Skomer. The southern coast is another contrast, with the limestone plateau and cliffs of the Castlemartin Peninsula, the steep-sided wooded valleys inland from Amroth; the Bosherton Lakes - now, like much of the coastal strip, in the care of the National Trust - and the tourist resorts of Tenby and Saundersfoot.

Between the western and southern areas of the National Park lies the Milford Haven Waterway, where the tranquil wooded reaches of the Daugleddau Estuary and Carew and Cresswell Rivers, and the sheltered bays downstream, feed into one of the finest natural deep water harbours in the world.

The National Park includes many sites and areas which are of national or international conservation significance in their own right. The list includes 7 Special Areas of Conservation, 3 Special Protection Areas, a Marine Nature Reserve, 6 National Nature Reserves and 75 Sites of Special Scientific Interest.

The archaeological and historical diversity and importance of the National Park area has long been recognised. Areas such as St. David's Head and the Milford Haven Waterway are of national significance, and a number of Conservation Areas have been designated, ranging from Tenby, one of the largest and most historic towns in any National Park, to the tiny hamlet of Caerfarchell on the St. David's Peninsula.

What you said

In a survey in 1998, over 300 residents, visitors and partner organisations described their favourite areas of the National Park and the reasons they value them. Examples of your quotes are given throughout the plan, and a taster's given below:

'Newgale on a wet and stormy day when no-one else is there.'

'The cliff path in spring when the flowers are at their best.'

'The Deer Park in the autumn.'

'The many small villages are a treat to visit.'

'...with the birds and the sea below - the wheelchair and my disability are temporarily forgotten.'

'The people are very friendly and helpful.'

'The unique landscapes of Bosherton lily ponds and the upper Daugleddau.'

'The peace and quiet...unspoilt by commercialisation.'

'St Non's retreat at St David's - it's beautiful and very peaceful.'

'The coming together of the elements...is exciting, enchanting and relaxing. Places like this are few in the land and should be cherished.'

'Dinas Head and the coast at Manorbier. I like to watch the seals and dolphins.'

'The wildness of the Preseli Hills.'

'North Haven and its puffins.'

'Whitesands and the St David's peninsula - the colours, the views, the sunsets.'

'The warm hearted, caring, delightful people.'

'There are so many special features of the Park it isn't easy to itemise them. Most of all to me, it is the constantly changing aspects of the coastal path due to the coastline features, the states of the tide and the variable weather.'

The special qualities of the Pembrokeshire Coast National Park can perhaps be generalised as:

- the range of breathtaking coastal scenery and the diverse visual character
- the peace and quiet, and the different atmospheres evoked in the different areas of the Park
- the diversity of wildlife in this coastal area

The wealth of opportunities for enjoying these special qualities, especially on foot, is very highly valued, and the other most popular recreational activities include swimming, cycling, canoeing and kayaking, sailing, surfing and climbing.

Issues causing people concern include the state of the rural economy, especially agriculture, and limited employment opportunities in general, threats from development pressures, from tourist pressures, from waste and pollution, and from traffic and intensive agriculture.

Many people felt that the special qualities they described are being lost, and are concerned and frustrated that there sometimes seems no exit from a spiral of deteriorating rural fortunes and an increasingly impoverished environment.

'Insufficient jobs.'

'Encourage organic farming and small farms producing the food that people want.'

'Building should be "green" and in keeping with the local environment.'

'Remember to keep a balance between non-commercialised areas and local businesses.'

'Noisy recreation and dog fouling.'

'Still too much litter.'

'Unightly development.'

'The problem of balancing tourism with nature's unspoilt beauty.'

'Path erosion.'

'The people living here do not live in a museum....Conserve but not necessarily preserve in aspic.'

'Wild flowers are consistently mown down in their prime.'

'Maintain "natural" feeling and visual continuity.'

'Encourage the traditional use of land.'

'Stop expansion of firing times on the range.'

'The reliance on the car to visit the Coast Path.'

'"Taming" of the Park...the wilder the landscape remains, the better.'

The rest of the plan sets out how the special qualities can be conserved.

West coast sunset



Visual character and tranquility

98% of respondents to the National Parks Visitor Survey of 1994 considered scenery and landscape to contribute significantly to their enjoyment of their visit, and 93% of respondents regarded peace and quiet as significant.

Some of the special qualities you chose...

'Slebech and Blackpool Mill woods, Stackpole, Cleddau estuary - the peace and quiet of these places.'

'The darkness at night, absence of artificial light.'

'Magnificent coastal scenery'

'Sitting on Settlands Beach enjoying the tranquillity'

OBJECTIVE

CONSERVE AND ENHANCE NATIONAL PARK LANDSCAPES, VISUAL CHARACTER AND TRANQUILLITY.

Where are we now?

Landscape quality and visual character face a number of threats. Peace and quiet in the National Park have been and continue to be eroded.

EVIDENCE AND TARGETS

Safeguarding landscapes

Ramsey Island viewed from Carn Llidi; Treginnis from Porthclais. St David's Head from Pen Beri, Penbwchdy from Pwll Deri, Marloes Sands from Gateholm....the Deer Park...the Green Bridge of Wales. Stretches of rugged cliff contrast with softer coastline and beaches. The woods and water of the Daugleddau area; exposed moorland and rock outcrops on the Preseli hills; the limestone plateau and cliffs of the Castlemartin peninsula. There's an endless diversity of landscapes - or 'visually distinctive areas' - in the National Park. Everyone has their own favourites.

Landscapes, seascapes, townscape emerge from natural resources and the human influences and natural

processes that have acted on them. Landscape is the product or synergy of its parts, and must continually change, subtly and not so subtly.

This plan identifies the positive and negative influences our activities can have on the visual characteristics of the National Park. Since natural and cultural resources underpin landscape character, action to conserve and enhance these resources and heritage will go a significant way towards conserving and enhancing landscape character, as well as creating a more sustainable rural economy.

1. Resource indicators

Landscape means different things to different people. The value we put on visual character partly stems from what we expect to see in any particular place or area. The resource-based approach this plan adopts enables us to identify the landscape characteristics that people value and we need to manage, and to consider priorities if those characteristics conflict. So targets for 'landscape' are found throughout this plan.

Other evidence of our success in conserving and enhancing landscape quality relates to our success in controlling what could be called 'spoiling forces', and to providing access within the Park (below).

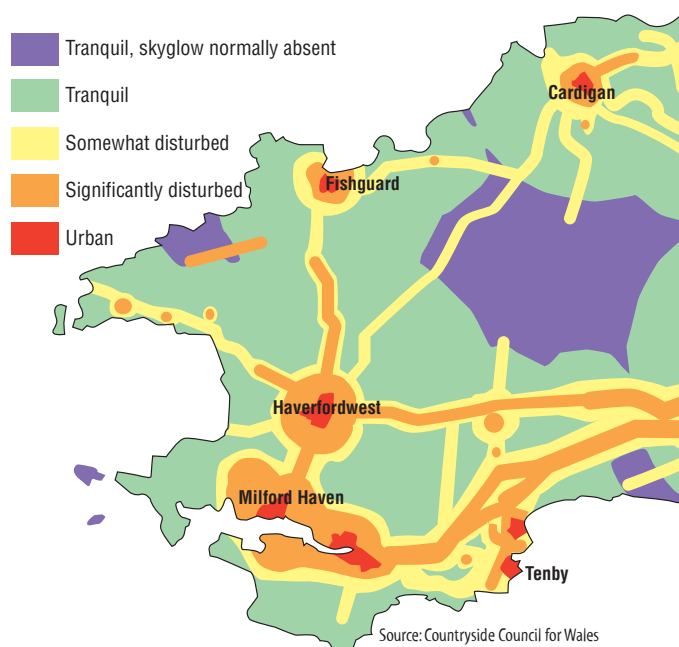
2. Tranquillity mapping criteria (noise and visual intrusion)

Like landscape, tranquillity means different things to different people. In some areas of the National Park human activity is as much a part of the sense of place as peace and quiet is elsewhere. The criteria that CCW and the Council for the Protection of Rural England among others have used to produce tranquillity maps are based on people's desire to distance themselves from reminders of population and urbanisation/development. Distance from road traffic, settlements, electrical infrastructure, and light (e.g. streetlights) and noise sources (e.g. traffic, aircraft) are accordingly the main considerations in tranquil area mapping, and are relatively easy to measure. SOURCE: CCW

The current tranquillity map covering the National Park (*opposite*) is general and has not been 'ground-truthed'. The greatest potential of such maps is for target setting (in terms of tranquil area sizes and distribution) and for tracking gross change over the medium and longer terms. For example, national tranquillity maps show and locate significant tranquil area losses over recent decades. We

Upper reaches of the Daugleddau estuary





will look at the utility of compiling a tranquillity map from 1970s data to compare with the one above.

3. Landscape assessments

In the mid-1990s Preseli Pembrokeshire District Council/ Pembrokeshire County Council commissioned landscape appraisals. Reports for the north and south of the county clarify what it is that gives different areas their special character and identity.

LANDMAP - 'Landscape assessment and mapping' - is a process developed by CCW aimed at tracking and assessing landscape change. Various landscape aspects - such as biodiversity, cultural associations, and visual and sensory aspects - are assessed and superimposed in order to produce a line on a map marking out areas of visual character.

4. Perception survey

There are other threats to landscape, visual character and tranquillity, which are not necessarily covered by tranquillity mapping criteria or resource indicators. This could be because they are more subjective, and/or because they are more transient or localised in effect. An example is fly-tipping. Measures of success in preventing and addressing issues like this could be developed as appropriate. In this case perception survey (perhaps through LANDMAP), feedback and PCC/EAW fly-tip data provide possible measures.

Our existing survey evidence includes the All Park Visitor Survey of 1994, views of National Park residents and visitors expressed in consultation on this Plan, and informal feedback and liaison. A visitor survey is planned for 2005.

5. Access indicators

Enjoyment of the landscape and tranquil areas - which are usually, and sometimes by definition, remote - depends substantially on access. Access issues, and access targets, are covered toward the end of this plan.

ISSUES, OPPORTUNITIES AND ACTION

All the issues identified and addressed in other sections of this plan have implications for the visual character of

the National Park. Arguably, the biggest short and medium term drivers of landscape change, although not always the most visible, are agriculture and climate.

Traffic, development and light

Traffic, transport infrastructure and inappropriate development, and power and telecommunications infrastructure are other standout factors affecting tranquillity. Inefficient and inappropriate lighting causes night-time skyglow.

We will continue to develop and contribute to sustainable transport schemes, for example the Greenways Initiative, and the Local Transport Plan with partners. More detail on these can be found in the 'Air quality' and 'Enjoyment' sections of this Plan.

We seek to minimise adverse impacts of development and transport on visual character and peace and quiet through development planning policies and development control. Development outside the National Park boundary should not have adverse visual or other impacts on the National Park; to this end adjoining authorities consult the NPA on proposals likely to have an impact on the National Park.

DEVELOPMENT PLANNING AND CONTROL

■ The National Park Authority is a single purpose authority in that it's responsible for all the planning functions within its boundaries. The system is mainly plan-led. Work is currently under way on the preparation of a Joint Unitary Development Plan with the neighbouring Authority, Pembrokeshire County Council. These plans are essential as they provide the framework against which all individual planning applications have to be judged. All proposals for alterations to and erection of new buildings, and new uses - be they within the built up areas of the Park or in the open country - have to be judged. Proposals must be assessed against government advice and adopted policies. In the National Park they must also take account of National Park purposes. Specialist applications in respect of Listed Buildings, Conservation Areas, advertisements and trees all have to be dealt with against the same framework and in an open and equitable manner.

Military use

The Defence Estate in the National Park is an estimated 7,000 acres. The impact of military activity depends on its nature and scale. Usually the impacts are noise pollution and disturbance from firing in training areas and from potentially visually intrusive development. In the north of the Park, aircraft noise from low flying military air traffic is an issue, although the volume of this has much decreased in recent years.

On the other hand, military use has prevented other forms of development and land use over significant areas; development that would almost certainly have had a greater net impact, especially on visual character and biodiversity. For example, the Castlemartin Range is the biggest area of unimproved and semi-improved neutral grassland in Wales.

We welcome the opportunity to contribute to Defence



Green Bridge of Wales

Estate management through the Integrated Land Management Planning process and the Rural Estates Strategy to which it links. Current planning policies on military use in the National Park are contained in the Local Plan and will be reviewed in the JUDP.

INTEGRATED LAND MANAGEMENT PLANNING

■ The aim of ILMP is to maximise military training potential of MoD areas in a way that's consistent, economic and environmentally acceptable and reflects MoD policy in pursuit of active conservation measures. ILMPs are in preparation for three MoD areas in the National Park: Castlemartin Range, the Royal Artillery Range Manorbier, and Penally Range. They cover military training, nature conservation, landscape, access and recreation, archaeology and estate management. The main partners in the process include the Army Training Estate, Defence Estates, CCW, NPA, National Trust, PCC, the Wildlife Trust West Wales and Cambria Archaeology. Source: Army Training Estate, Pembrokeshire

Illegal waste tipping and littering

Illegal waste tipping and litter are, quite apart from being a health hazard, visually intrusive and detract from enjoyment. While the situation has generally improved following large scale campaigns and penalties, fly-tipping, roadside and seaborne litter, and dog fouling continue to be a problem. We will continue to work with partners to address these issues.

Waste policies to help to reduce our reliance on landfill and help encourage recycling will be included in the JUDP. A plastics recycling scheme has been part-funded through EDF - now the Sustainable Development Fund.

ARFORDIR GLAN/CLEAN COASTS

■ Supported by the Environment Development Fund, the Crown Estate, Milford Haven Port Authority, Texaco, the Welsh Development Agency, PCC and others, this project takes a three-pronged approach to reducing marine waste and litter and achieving a cleaner, better-managed coastal environment. The approach includes waste awareness raising, 'beach adoption' and increased volunteer involvement, improved port waste facilities and management, and liaison with anglers.

SOURCE: KEEP WALES TIDY

Cliff climbing, Stackpole



Mineral and aggregate workings

Extraction, processing and transport of minerals and aggregates can cause noise pollution and disturbance, and there may also be visual impact of workings and associated development. JUDP policies will presume against new or extended mineral and aggregate workings in the National Park, and seek to reduce reliance on non-renewable resources, recycling materials where appropriate.

Recreational pressures

We encourage sustainable enjoyment of the special qualities of the National Park, but recreation and tourism-related activities can have impacts if facilities, activities and numbers of people are noisy or visually intrusive in the contexts or locations in which they take place. These usually involve motorised activities but are, at least on land, relatively infrequent and localised in nature. A timed or zonal management approach is usually indicated.

Coniferous afforestation

Conifer plantations, where open and accessible, offer their own atmospheric recreational experience. But non-native plantations can be visually intrusive in the wider landscape - sited on poorer, higher ground, they are often angular and conspicuous against surrounding semi-natural vegetation, such as heathland.

We will continue to pursue opportunities to clear non-native coniferous woodland in favour of native semi-natural habitat, as outlined in the Biodiversity section of this Plan, and in accordance with LBAP targets. We'll also continue to input to design and redesign of conifer plantations.

PROSIECT PENLAN/PENLAN PROJECT

■ Penlan woodland is a prominent 70 ha conifer plantation on the south facing slopes of Mynydd Caregog and Carningli Common; an environmentally important and sensitive location. Assisted by grant aid from the Heritage Lottery Fund and the Countryside Council for Wales, the NPA purchased the site, and in partnership with graziers, landowners, the Forestry Commission Wales, CCW and others, we are:

- ☐ restoring the landscape quality (by felling the plantation)
- ☐ improving conservation and biodiversity value (by restoring heathland and creating native woodland)
- ☐ enhancing access and recreation opportunities (by providing and maintaining appropriate access opportunities)
- ☐ assisting local timber businesses



St Davids airfield

Biodiversity

Biological diversity - 'biodiversity' - encompasses all living plants and animals, their genetic variation and the ecosystems on which they and we depend. Biodiversity is essential for our physical, economic and spiritual well-being. 88% of respondents to the 1994 National Parks Visitor Survey identified wildlife as being important or very important to their enjoyment of the National Park.

Some of the special qualities you chose...

'...wild flowers, birds, sea-life – changing in all seasons.'

'Wild flowers on roadside, cliffs and access paths.'

'The abundance of wildlife... birds and seals...butterflies and flowers.'

OBJECTIVE

CONSERVE AND ENHANCE NATIONAL PARK WILDLIFE

Where are we now?

The evidence is that only 20% of habitats and species are in satisfactory condition: 80% are in sub-optimal or unknown condition.

The LBAP identifies habitats and species on the basis of their local, national or international importance. Their state is assessed on the basis of UK 'Common Standards' attributes: for habitats - area, structure/function, typical species; for species - population dynamics/ranges, habitat size. The table below is based on best available information. The targets set reflect the need to increase recovery rates, and to determine the condition of habitats/species where it's currently unknown. (The targets assume that the current percentage of 'unknown' status is distributed in roughly the same states as the 73% known.) Intermediate and longer term targets for individual habitats and species are contained in the relevant Action Plans.

Current status of habitats and species in Local Biodiversity Action Plan for Pembrokeshire 2000

Status	Current %	2007 target
OPTIMAL MAINTAINED/ OPTIMAL RECOVERED	20%	25%
SUB-OPTIMAL RECOVERING	13%	40%
SUB-OPTIMAL DECLINING	40%	25%
UNKNOWN	27%	10%

EVIDENCE AND TARGETS

© Status of identified Local Biodiversity Action Plan habitats and species

The Local Biodiversity Action Planning (LBAP) process is fundamental to establishing the state of biodiversity and what we have to do to improve it. The LBAP for Pembrokeshire covers the whole of the county, including the National Park, and the inshore waters and seabed around the coast. The process is overseen by the Pembrokeshire Biodiversity Partnership, of which the NPA is a member. The LBAP contains Habitat Action Plans (HAPs) and Species Action Plans (SAPs), which set out targets and action necessary to achieve them. These will be monitored on an ongoing basis and all will be formally reviewed on a six-yearly cycle (first review 2006).

ISSUES, OPPORTUNITIES AND ACTION

Climate change

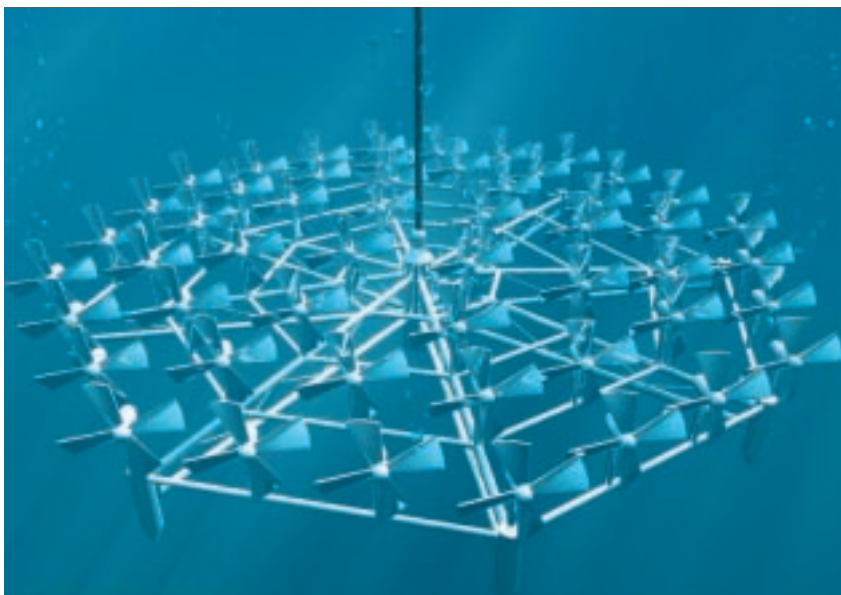
The impact on global climate of greenhouse gas (GHG) emissions is one of the biggest issues facing the world today. In Wales, even the more moderate climate change scenarios anticipate further increases in average annual temperature, more winter precipitation, less summer rainfall, a rise in sea level, and increased storminess and extreme weather. The implications of climate change for biodiversity, in the National Park and beyond, will include long term changes in distribution of habitats and species. Two broad responses:

(i.) We must reduce greenhouse gas emissions.

In Kyoto in 1997 EU Member States agreed to reduce collective emissions of six GHGs. We support the steps

Small Blue





An impression of a tidal stream generator

taken by the UK government to reduce GHG emissions in line with the Kyoto agreement, and welcome the government's additional UK domestic target for carbon dioxide emissions. The World Summit on Sustainable Development in Johannesburg in 2002 was a disappointment in this respect because no global targets for renewables deployment were set. All sectors of the economy have a part to play in reducing emissions. The approximate Welsh contributions of all GHGs, by sector, given in the Assembly's 2001 document 'Climate Change Wales' are business (39%), energy (21%), agriculture, forestry and landuse (17%), transport (12%) and domestic (10%).

The NPA inputs to planning guidance and to revision of technical advice notes, and our current land use planning policies on renewable energy and transport are contained in the Local Plan and will be reviewed in the adopted Joint Unitary Development Plan. Pembrokeshire has significant potential - in terms of natural resources and workforce skills - to build its renewable energy supply and use capability and to increase energy conservation and efficiency. The NPA is now beginning to explore options proactively. Through the Environment Development Fund - now known as the Sustainable Development Fund - we've contributed to a number of projects featuring energy generation and conservation.

We support national efforts to develop integrated transport strategy that raises awareness of the impact of the use of the private car; ensures there are viable alternatives to it; reduces vehicle emissions and encourages supply and use of cleaner fuels. We're actively working with partners to develop and contribute to pragmatic transport solutions, for example coastal shuttle services and Park and Ride schemes; we're also a statutory consultee in Local Transport Planning. We'll seek to demonstrate best practice in the NPA's own energy use, looking at low-carbon solutions to service delivery.

Trees temporarily lock up atmospheric carbon. We will continue to work with partners to increase broadleaved woodland cover, in line with Biodiversity Action Plan targets (see also 'Coniferous afforestation' in Visual Character and Tranquillity section above).

These actions will bring additional socio-economic benefits, identified in 'Climate Change: the UK Programme' as including lower costs for businesses and

householders, more employment opportunities (through development of new, environmental technologies), a better, safer transport system, improved local air quality, less fuel poverty, and improved national competitiveness.

TIDAL ENERGY

■ National Park Authorities and Area of Outstanding Natural Beauty Boards in Wales separately administer the National Assembly for Wales's Sustainable Development Fund. In the National Park and Pembrokeshire this is enabling a range of projects, including energy generation, conservation and efficiency projects, relating to commercial, domestic, public and transport use. One exciting project involved developing and testing a prototype electrical generating unit that will harvest the awesome power of tidal streams. It's aimed at ultimately producing significant amounts of electricity in a way that is sustainable, overcomes the problem of visual intrusion which can reduce the acceptability of other forms of renewable energy, is simple to deploy and has a rapid payback.

(ii.) We must try to reduce the negative impacts of climate change on biodiversity

Current conservation legislation is based on protecting sites and doesn't usually provide for migration or movement of habitats and species. This deficiency can only get more serious as climate patterns change and habitats and species move. Climate change may bring some wildlife gains as well as losses, but, as the UKBAP and LBAPs demonstrate, protected areas must be networked through an international, ecosystemic approach that includes the wider countryside as well as specific sites.

Sea level rise and the more frequent and severe storm events predicted will impact the rate and nature of coastal erosion, and on a range of habitats and species, and communities. We need to strike a balance between supporting natural processes and alleviating flooding. The NPA's development planning policies in relation to flood defence and coastal protection measures will have regard to long-term Shoreline Management Plans.

Unsustainable agricultural practices, inappropriate management and neglect

Recent damage to and losses of important habitats and species are largely attributable to post-war trends in land management and animal husbandry. The Royal Society for the Protection of Birds (RSPB) and British Trust for Ornithology record a 40% decline in UK farmland birds since the mid-1970s, attributed to aspects of agricultural intensification.

Much blame attaches to the Common Agricultural Policy (CAP), the set of rules and regulations governing agricultural activities in the European Union. The RSPB notes that under CAP economic support to farmers has since the 1960s been largely given in direct proportion to production. Subsidies related to production have resulted in dramatic changes in farming practice; farmers have intensified their farming methods in order to produce more and so attract greater financial support. Many farms have therefore become more specialised and traditional farming has been abandoned across large areas of the UK.

The five aspects of agriculture of especial concern, identified by the UK Biodiversity Action Plan, are:

- undergrazing/overgrazing
- loss and fragmentation of habitats due to ploughing, reseeded or conversion to other uses
- loss of features such as hedgerows, ancient trees, copses, ponds, ditches and small wetlands as farms are reorganised and technological requirements change
- deterioration of cropped and grazed land - such as loss of winter stubbles, increased monoculture of crops and grass and the switch from hay to silage
- damage to food chains, soil and water by pesticides and fertilisers

The LBAP repeatedly identifies specific aspects of modern agriculture as having significant negative impact on habitats and species: around 70% of the National Park area could be described as 'intensively farmed', and traditional agricultural practices have retreated from marginal areas - such as cliff tops, coastal slopes, and commons.

BAP targets will only be met if revision of production-based agricultural subsidies continues. Foot and mouth disease exposed key rural structural and policy weaknesses in the UK. CAP is financed by taxpayers at a cost of over £30 billion each year - half of the total budget of the EU.

The fact that the National Park countryside, culture and economy are so dependent on agriculture and tourism means that the potential benefits of revising agricultural policy - to biodiversity, to producers, service industries and the public - are immense. CAP needs continued reform, and we welcome its interim review, to allow delivery of sustainable, economic agricultural practice.

We must promote sustainable land management. Sustainable land management could be described as land management which produces high quality products and services while supporting thriving communities in a high quality landscape rich in native wildlife - that is, local producers, services, consumers and wildlife all benefit.

We're engaged at all levels in major land management

initiatives, designed to put land to economic use beneficial to biodiversity and we will continue to major on one of the NPA's particular strengths - hands-on land management initiatives which directly contribute to biodiversity targets and help the farmer's portfolio.

TIR GOFAL

■ 'We need a viable farming industry to play its crucial part in managing the land in an environmentally-sensitive way. Tir Gofal is a whole-farm agri-environment scheme, administered by the Countryside Council for Wales, available on farmed land throughout Wales. It draws on the best elements of whole- and part-farm schemes like Tir Cymen, Environmentally Sensitive Area and Habitat Schemes, and aims through management agreements to encourage practices to safeguard the wildlife, character and culture of Wales, and to improve access opportunities. Wales-wide, around 60,000 hectares were entered into the scheme in 1999/2000 (the scheme's first year); in the light of its success, the Assembly doubled the Tir Gofal budget to £5.5 million in 2000/2001.'

SOURCE: CCW ANNUAL REPORT 1999/2000

Potential implications for biodiversity of genetically-modified organisms (GMOs) are likely to include: genetic contamination of species, including conventional and organic farm crops and seed; increased herbicide and pesticide use on crops with engineered resistance; increased crop monoculture, and significant changes in cropping patterns. We have serious doubts over the effectiveness of buffer zones in preventing genetic cross-contamination. Implications for biodiversity and for organic and conventional farming - borne out by other countries' experiences around the world - are potentially far-reaching. For these reasons, the NPA supports a moratorium on the commercial development of GM crops.

Inappropriate management and neglect of land has led to the reduction in the extent and quality of key habitats and species populations, and is again largely due to the changing economics of land-use under CAP, underdeveloped markets and loss of traditional skills. We will continue to take action to reverse these, through land

Skylark



Preseli Hills





Gwaun Valley

management initiatives, and promotion and development of local products and services. Current examples include:

- Cilrhedyn Woodland Centre (see below)
- Gwarchod y Godiroedd - Conserving the Coastal Slopes, an NPA niche scheme providing grants and practical assistance to enable farmers to manage their coastal land to benefit biodiversity and the farm
- management agreements with farmers, to achieve National Park purposes, by encouraging and enabling sensitive management of important sites
- advice and guidance, including Farming Connect delivery and assisting farmers with Tir Gofal applications (see above)
- work on NPA owned, held and managed sites - such as heathland restoration and hay meadow management at St David's Airfield
- Gweundir Byw Sir Benfro - Pembrokeshire's Living Heaths, a partnership project reintroducing heathland management to a range of sites throughout the county

ORGANIC FARMING SCHEME

■ Organic farming benefits wildlife, animal welfare, health and local economies. The market for organic produce is growing fast, but currently much of that demand has to be satisfied by imports. The National Assembly for Wales aims to have 10% of Welsh agriculture organic by 2005. Conversion of non-organic to organic farms is supported through the Organic Farming Scheme. Benefits include advice and a 5 year grant. The successor to the Organic Aid Scheme, the OFS can be combined with Tir Gofal, Tir Cymen, Environmentally Sensitive Area or Habitat Scheme agreements on eligible land.

SOURCES: NATIONAL ASSEMBLY FOR WALES, ORGANIC CENTRE WALES

CILRHEDYN WOODLAND CENTRE

■ Many species rely on patterns of traditional woodland management. Timber markets, especially for small quantities of small-dimension hardwoods, have been almost non-existent in recent decades. So, with little incentive for private woodland owners to manage their woodlands, there has been a decline in both the economic and wildlife value of many broadleaved

woodlands. The NPA's Cilrhedyn Woodland Centre has since 1994 provided a market for small dimension timber, developed products and thereby helped local landowners bring native woodlands back into economic management - so benefiting wildlife and farm portfolios. The Forest Stewardship Council (FSC) accreditation scheme gives buyers a guarantee that the wood they buy comes from a sustainably managed source. We now have FSC accreditation on three of our woodlands, and source all timber passing through the Woodland Centre from sustainably-managed woodlands.

Afforestation of large areas of land with non-native conifers has led to the loss of certain key habitats such as heathland and deciduous woodland. The NPA is engaged in:

- clearing non-native coniferous woodland in favour of semi-natural habitat restoration, a current example being Prosiect Penlan - Penlan Project (see Landscape section)
- regenerating deciduous woodland (current examples include Pentre Ifan and the Gwaun Valley woodlands)
- developing with partners 'Pren Preseli', an area-based woodland management initiative

Coniferous planting, forest design and replanting within the National Park should be considered on a site-by-site basis. We aim for: no new non-native coniferous planting on inappropriate sites; forest design plans for continuous cover forestry sites; appropriate provision for native broadleaves and other semi-natural habitats on conifer restock sites; return to native woodland on ancient woodland sites where possible, and control of regeneration of non-native species.

COED CYMRU

■ Coed Cymru is a national charity providing advice on woodland management to woodland owners and developing timber products and markets. The NPA supports Coed Cymru's work, which brings native woodlands back into sustainable use, environmentally, economically and socially, through a range of initiatives. These include the Pembrokeshire Timber Initiative, in partnership with Pembrokeshire County Council,

Woodland management for conservation



through which a timber store has been established to facilitate supply of Pembrokeshire hardwoods to producers, and Woodland Grant scheme administration. Coed Cymru has also developed and launched 'The Welsh Angle'. This design enables small-dimension timber to be used to make larger products - and so has the potential to increase farm incomes and generate employment. In 1999/2000, Coed Cymru generated over £50,000 of income in the National Park.

Policy and legal framework

The National Park's importance for nature conservation is reflected by the high percentage of its area that's covered by national conservation designations such as Sites of Special Scientific Interest and National Nature Reserves - and European designations - such as Special Protection Areas and Special Areas of Conservation. In addition, the National Park contains one of only three Marine Nature Reserves (MNR) to be designated in the UK. The NPA has responsibilities and obligations for conservation under the EU Protection of Wild Birds and the Habitats and Species Directive, as well as under the Wildlife and Countryside Act 1981 (as amended).

The Wildlife and Countryside Act has failed to conserve habitats and species or protect them from a range of pressures, on SSSIs as well as in the wider countryside. We welcome the Countryside and Rights of Way (CROW) Act 2000, which updates the WCA and includes enhanced protection for SSSIs as well as providing a legal basis for biodiversity action.

COUNTRYSIDE AND RIGHTS OF WAY ACT 2000

■ This will extend the public's ability to enjoy the countryside while also providing safeguards for landowners and occupiers. The Act:

- ☐ gives the public a new right of access to mountain, moor, heath, down and registered common land. It also:
- ☐ recognises the needs of landowners and managers
- ☐ improves the rights of way legislation by encouraging the creation of new routes and clarifying uncertainties about what rights already exist
- ☐ provides a statutory basis for biodiversity conservation previously undertaken as a matter of policy
- ☐ improves the procedures associated with the notification, protection and management of SSSIs
- ☐ strengthens legal protection for threatened species and brings up to date the Wildlife and Countryside Act 1981 (as amended)
- ☐ will improve the management of Areas of Outstanding Natural Beauty

SOURCE: DEFRA

Development

Development can result in loss of, damage to and fragmentation of habitats, and loss and disturbance of species. It is identified in the LBAP as a significant factor affecting the condition of habitats and species.

The forthcoming Joint Unitary Development Plan (JUDP) prepared by the NPA and PCC will include policies for the protection of sites of nature conservation interest, supported by the Biodiversity Action Plan for Pembrokeshire.

JOINT UNITARY DEVELOPMENT PLAN FOR PEMBROKESHIRE

■ Pembrokeshire County Council and the Pembrokeshire Coast National Park Authority are each required by law to prepare and keep under review a Unitary Development Plan. PCC and the NPA have agreed to produce jointly a single plan for Pembrokeshire - a Joint Unitary Development Plan (JUDP). This will replace the Dyfed Structure Plan and the three Local Plans (the North and South Pembrokeshire Local Plans and the Pembrokeshire Coast National Park Local Plan) currently operating across the County. The JUDP will provide a framework for land use planning decisions and guide new development to appropriate sites. It will clarify to the public and to developers the way land is used and stimulate development on identified sites, whilst controlling development elsewhere.

Marine management framework

No one living in the UK lives more than 70 miles from the coast, and the maritime influence is evident throughout the National Park.

Legislation in the marine environment presents special challenges. Under current legislation, SSSIs do not extend below Mean Low Water Mark and the only statutory mechanism for protecting marine sites of national importance is that of Marine Nature Reserve (MNR) designation. Marine Special Areas of Conservation (SAC) and Special Protection Areas (SPA) will play a significant role in protecting marine habitats and species of international importance, but will not address biodiversity issues in the wider marine environment.

There's an urgent need for a review of existing and potential mechanisms for achieving conservation/ biodiversity targets in the marine environment. For example, consideration should be given to the establishment of a network of nationally important marine areas based on an ecosystem approach, which would complement and strengthen the marine candidate SACs that have been proposed by the UK government under the EU Habitats and Species Directive.



Cuckoo wrasse



**Divers,
St Brides Haven**

The Wildlife Trusts' Marine Stewardship Challenge (June 2002) proposes the following solution:

- a white paper setting out an integrated marine stewardship approach
- a Marine Act or acts that set out the legislative and institutional framework required
- reform of current institutional arrangements to bring the marine resource a management under one ministry and/or agency
- development of a toolkit of approaches to deliver integrated marine stewardship, including rationalisation of enforcement
- a monitoring framework and review process to assess marine recovery and put in place essential actions should marine stewardship fail to achieve the goals

Integrated Coastal Zone Management (ICZM) is a participative process to ensure that activities affecting the coastal zone complement natural coastal dynamics and a healthy and dynamic marine and coastal ecosystem. The NPA will continue to play an active part in the development of ICZM in Pembrokeshire, in particular through the Pembrokeshire Coastal Forum.

PEMBROKESHIRE MARINE CANDIDATE SPECIAL AREA OF CONSERVATION RELEVANT AUTHORITIES GROUP

■ The Pembrokeshire Marine candidate Special Area of Conservation (cSAC) Relevant Authorities Group has been established in accordance with Government guidance on delivering the requirements of the Habitats Directive. The Group exists to develop and implement a management scheme to achieve the conservation objectives for the cSAC, which has the widest possible public understanding, agreement and ownership. While decision-making remains the ultimate responsibility of the individual relevant authorities, the Group provides a means to assist those authorities in making decisions appropriate to the conservation requirements of the site. Relevant Authorities are those with local powers or functions which have, or could have, an impact on the marine area within or adjacent to the cSAC. For the Pembrokeshire Marine site these consist of: Countryside Council for Wales, Dwr Cymru Welsh Water, Environment Agency Wales, Milford Haven Port Authority, South Wales Sea Fisheries Committee, Pembrokeshire County Council, Trinity House Lighthouse Service and Pembrokeshire Coast National Park. The Pembrokeshire Marine cSAC Relevant Authorities Group have employed a Project Officer to help coordinate the development of the management scheme. Final documentation on the scheme is scheduled for release at the end of 2004.

PEMBROKESHIRE MARINE CSAC

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PEMBROKESHIRE COASTAL FORUM

■ The Pembrokeshire Coastal Forum was established in 2000, bringing together a variety of stakeholders from the public, private and voluntary sector, who are working together to promote a sustainable approach to the planning, management, economic and social use of

the Pembrokeshire Coastal Zone. The Forum aims to raise awareness of coastal issues providing an arena for informed discussions and debate amongst all with an interest in, and users of, the coast. The three years [2002–4] of the current initiative under the Objective 1 programme will be crucial in achieving this long-term aim.

Unsustainable fishing practices

Commercial fishing can impact on fish stocks, on non-target species, on links in the food chain, and on the sea-bed.

Fishing can only be regulated in certain ways. The Cardigan Bay Special Area of Conservation Management Plan notes that fisheries regulation in coastal waters is usually achieved by setting limits on fishing techniques. These may be limits on production or technical measures that restrict fishing methods. National legislation sets quotas, minimum landing sizes, and specifies technical conservation measures. The South Wales Sea Fisheries Committee makes and enforces its own set of bylaws, tailored to suit the fisheries in the area. But fishing effort is hard to control: fish stocks vary, vessel owners naturally seek a return on their capital investments and there is a continuous drive for fleet modernisation.

Sustainable fisheries management is an essential part of ICZM, achieving optimal condition for marine biodiversity and securing the future of fishing and related activities. We hope for significant improvements for fisheries resulting from a revised EU Common Fisheries Policy in 2003.

TOWARDS ECOSYSTEM-BASED FISHERIES POLICY

■ Marine fisheries are one of the remaining examples of human endeavour involving the direct exploitation of wild animal populations. Most fish stocks around the UK are in a seriously over-exploited condition, and the impacts of intensive fishing extend beyond stock depletion to degradation of marine ecosystems. The Common Fisheries Policy currently focuses narrowly on fish stock management, relies on regulation rather than incentive, and needs to widen to include sustainable management of resources and ecosystems. It costs EU taxpayers up to 1.4bn Euros p.a. Either there is a planned restructuring over the next 20 years or the unplanned decline will continue. Between 1990 and 1997, 66,000 fishermen lost their jobs in Europe.

The objectives of marine ecosystem management are - and priorities will vary depending on the state of the ecosystem – to:

- ☐ ensure healthy ecosystem structure, function, productivity and diversity
- ☐ achieve sustainable and precautionary exploitation levels
- ☐ ensure economically viable commercial fisheries
- ☐ enhance the social utility of marine fisheries and guarantee social equity in the allocation of access to resource

SOURCE: JOINT NATURE CONSERVATION COMMITTEE, WWF



**Morning's catch at
Milford Haven**

Pollution

Pollution on land, in coastal waters and in the open sea - through dumping, spillage, discharge, leaching and littering - significantly impacts terrestrial and marine habitats and species. Freshwater quality can significantly affect wildlife and human health and wellbeing, as does air quality (these are treated as resources in their own right in this plan).

Marine pollution is complex, having direct and indirect ecosystem effects. Individual pollutants can have short, medium and/or long term effects; highly persistent toxic substances, such as organochlorines (that degrade very slowly) and heavy metals (that never degrade), can remain a problem for decades or centuries.

We welcome action already taken to reduce background levels of pollution in the marine environment, and we look forward to continuing to work with partners to reduce pollution risks and to develop, implement and review best practice in marine oil or chemical spill contingency planning and response.

Marine minerals and aggregates extraction

Marine minerals and aggregates extraction causes direct and indirect damage to the seabed and can alter coastal processes. There's currently no extraction of minerals and aggregates off the Pembrokeshire coast, but growing concern about marine dredging for sand and gravel, concentrated in the eastern parts of the Severn Estuary, is likely to result in restrictions being placed on further dredging in the Bristol Channel. This may generate applications to dredge off the coast of West Wales.

Dredging of any major scale off the Pembrokeshire coast should be opposed at least until the relationship between dredging and recently observed patterns in coastal erosion is understood. The licensing system for dredging for marine sand and gravel requires monitoring, and proposals for extraction of marine aggregates off the Pembrokeshire coast should be subject to Strategic Environmental Impact Assessment of marine, land and recycled mineral resources.

Oil and gas exploration and exploitation

Exploration and exploitation of offshore oil and gas reserves can cause damage and disturbance to marine habitats and species. The Department of Trade and Industry has licensed blocks for oil and gas exploration off the Pembrokeshire Coast. Limited exploration has taken place. Oil and gas exploration and exploitation should only occur within the context of a national energy strategy and applications for licences should be subject

to full Environmental Impact Assessment. Any subsequent operations should be closely monitored.

Dredging and spoil dumping

Dredged material results from capital works and from maintenance operations. Dumping and/or sediment transport of dredged material can damage marine habitats and species, through, for example, silt suspension and deposition. The NPA supports efforts made to locate dredge dumping sites which minimise impacts on marine biodiversity.

Invasive species

Certain species outcompete native species and lead to an impoverishment of habitats on land and in the water. Prevention is better than cure, and, at least on land, non-intervention is not an option. An eradication programme led by PCC has been set up with partners for Japanese Knotweed, and needs to be extended. Consideration also needs to be given to control or eradication of other invasive species - notably Winter Heliotrope and Himalayan Balsam.

Disturbance

Specific activities, at certain times and in certain locations have the potential to adversely affect habitats and species on land and at sea - for example inappropriate use levels of powered marine craft in proximity to sensitive marine life. The NPA will work with partners to manage these activities as appropriate, with our focus being on recreation management.

Japanese Knotweed





Marloes Sands

Geodiversity

The National Park has greater variety of geological and landform scenery – ‘geodiversity’ – than any equivalent area of the same size in the British Isles. Coastal scenery was a key reason for the designation of the National Park and Pembrokeshire Coast Path National Trail. 98% of respondents to the 1994 National Parks Visitor Survey identified scenery and landscape as being important or very important to their enjoyment of the National Park.

Some of the special qualities you chose...

‘...the glorious sweep of sand at Newgale, and the rugged wildness of Druidstone Haven.’

‘Marloes Beach. Feeling at one with nature. The fantastic rock formations.’

‘...the spectacular coastline, the volcanic rocks of Garn Fawr and Strumble Head.....the contrasting red sandstone rocks of Marloes and St Anne’s Head’

OBJECTIVE

CONSERVE AND ENHANCE THE GEOLOGICAL RESOURCE.

Where are we now?

The geological resource is in good condition.

EVIDENCE AND TARGETS

© 1. Number and Condition of Geological Conservation Review sites

Geological Conservation Review (GCR) sites are selected on a UK basis and are covered by the statutory provisions for SSSIs. All GCRs are of UK importance, and some are of international importance. The UK’s current range of GCR sites is regarded as the bare minimum required to represent our geological heritage – so if a site is destroyed or permanently obscured an important aspect of the UK’s geological heritage is lost.

There are 50 GCR sites in the National Park, out of a total of about 400 in the whole of Wales. About 40% of the Pembrokeshire coastline (excluding Milford Haven and the Daugleddau) lies within GCR sites. New themes are likely to be considered for

GCR notification – historically important sites, soils and hydrogeology, for example. However, we will also be developing a Soil Resources and Quality section in this plan, which will set out targets and management prescriptions within the context of the emerging UK and Wales soil strategies.

GCR documentation and site management planning by CCW is ongoing. Plans will assess the condition of all qualifying features in the GCR (some GCR sites were designated for more than one reason). This work allows us to state the current condition of GCR sites – 45 are in optimal condition; 5 are sub-optimal. We’ll manage as appropriate any GCR features on NPA owned and managed sites – five NPA sites partially overlap GCR sites.

2007 TARGETS

- © No loss of current number of GCR sites (50)
- © Number of GCR sites in optimal condition: at least 45

2. Number and Condition of Second Tier sites

Sites that don’t meet GCR selection criteria can still be of national or regional importance. These are known as Second Tier Sites, and include Regionally Important Geological Sites (RIGS).

Evaluation and notification of Second Tier Sites is at an early stage of development in Wales in general and in Pembrokeshire in particular. CCW estimates that there are at least 40 Second Tier Sites in the National Park. These sites would account for 30% of the coastline (in addition to the 40% covered by GCRs) and would also include many inland exposures and landforms. Second Tier Site notification should now be progressed under the LANDMAP initiative. We’ll seek to contribute as appropriate toward CCW Second Tier Site evaluation, and again, directly manage features on NPA owned and managed sites.

2007 TARGETS

- © Number and condition of Second Tier Sites – needs to be established and targets set.

ISSUES, OPPORTUNITIES AND ACTION

Natural processes

The Pembrokeshire coastline is subject to erosion and mass movements such as landslides and rockfalls. These can reveal, obscure, create or destroy features of geological interest. As such, they’re of interest in themselves and can

often help maintain good geological exposures. Other natural processes of significance are weathering and vegetation growth - these can lead to loss of visibility of exposures and landforms, and can be difficult to reverse. In most cases the best strategy is to record - 'document before destruction' - and to minimise negative human impacts on the resource.

Greenhouse gas emissions

Human activities that exacerbate climate change could increase the rates of geomorphological process - erosion, for example - through sea level rise and increased storminess. Measures to address greenhouse gas emissions are covered in the Biodiversity section and are not repeated here.

Managed retreat

Hard coastal defences can change coastal geomorphology; as noted above, a balance needs to be struck between supporting natural processes and alleviating flooding, through the mechanism of Shoreline Management Plans and the Joint Unitary Development Plan. The National Park coastline is covered by three Shoreline Management Plans: Teifi Estuary to St Ann's Head; St Ann's Head to St Govan's Head, and St Govan's Head to Worm's Head.

Marine minerals and aggregates extraction

Marine extraction has direct and indirect impacts on geological processes, including disruption of sediment supplies to the shoreline and erosion. As noted earlier, the NPA will oppose sand dredging of any major scale off the Pembrokeshire coast at least until such time as the relationship between dredging and coastal erosion is understood.

Development, quarrying and landfill

On the coast, buildings, car parks and other development can lead to the loss of geological features and landforms. Inland sites of geological interest affected by development include natural exposures and quarries, pits and roadcuttings. We'll address these issues through the Joint Unitary Development Plan.

Awareness

Awareness and understanding are prerequisites for safeguarding our geological heritage. It should always be a goal to provide appropriate access to GCR sites. CCW has evaluated and ranked GCR sites in terms of their appropriateness for access/interpretation.

Working quarry



Air quality

Air quality directly affects our health and well-being, the health of habitats and species, water quality and the condition of the built environment. Almost all (96%) respondents to the 1994 National Parks Visitor Survey identified fresh, clean air as being important or very important to their enjoyment of the National Park.

Some of the special qualities you chose...

'Clean air to breathe...'

'Big Sky': for some reason...the summer sky seems wider, bluer and cleaner than other parts of Wales.'

OBJECTIVE

SAFEGUARD NATIONAL PARK AIR QUALITY.

Where are we now?

Ambient air quality within the National Park area satisfied the UK National Air Quality Standards (which preceded the current Air Quality Strategy objectives). However, pollution hotspots exist.

EVIDENCE AND TARGETS

Performance against UK Air Quality Strategy objectives

The Department of Environment, Transport and the Regions' Air Quality Strategy for England, Scotland, Wales and Northern Ireland sets out objectives for local authorities for reducing specified air pollutants and these are formalised in the Air Quality Regulations 2000. The objectives are drafted in line with European Directives and UK law, policy and standards, and relate primarily to human health.

There may be scope to develop further, voluntary, indicators of air quality, to complement the AQS objectives at a local level and ensure that the National Park's high ambient air quality is maintained.

TARGETS

- © We support the Air Quality Strategy (AQS) objectives (contained in PCC's 'First Stage Air Quality Review and Assessment 1998' and 'Second Stage Air Quality Review and Assessment 2000') and adopt them here as Plan targets.

ISSUES, OPPORTUNITIES AND ACTION

Pollutant emissions

Air quality monitoring and management locally is a statutory duty of PCC. PCC monitors ambient air quality and certain emissions sources in and adjacent to the National Park, as does EAW; both have an enforcement role. PCC's First Stage Air Quality Review concludes that air quality management measures in place in the county are sufficient to meet UK National Air Quality Standards for air pollutants and that designation of 'Air Quality Management Areas' is not required.

Traffic is a major source of most of the pollutants targeted by the AQS. Pollutants of particular concern are nitrogen



Traffic

dioxide and particulates from road transport; measures to reduce these are likely to help reduce other pollutants identified in the Strategy. Government figures for volumes of all types of UK road traffic, and the net distance it travels, show likely continued growth. So less-polluting vehicles are not a complete solution to the air quality issue.

As well as impacting on air quality, road traffic has major implications for health and safety, and for community quality of life in general. Road traffic also currently accounts for about a fifth of the UK's total greenhouse gas emissions (covered elsewhere in this plan).

PEMBROKESHIRE LOCAL TRANSPORT PLAN

■ Local Transport Plans are an opportunity for authorities to set out their strategic transport strategies and priorities over a 5 year period and identify the way integrated transport will be delivered at a local level. Proposed in the 1998 Transport White Paper "A New Deal for Transport: Better for Everyone", they should mesh with National Planning Guidance and the development plan system. PCC has produced a Local Transport Plan that assesses:

- ☐ socio-economic factors affecting Pembrokeshire and accessibility problems in Pembrokeshire
- ☐ existing transport options, and the potential to affect their supply and demand
- ☐ transport initiatives benefiting tourism land-use and transport, transport and the environment and the Traffic Reduction Act
- ☐ partnership arrangements between the public and private sectors
- ☐ PCC's strategic objectives for the transport system and an implementation programme

In development planning local authorities must take account of UK air quality objectives, of the Environment Act, and of the content of any relevant Air Quality Management Area action plan. The NPA will seek to maintain high air quality through the Joint Unitary Development Plan and development control by:

- protecting air quality from polluting development
- recognising the need to reduce travel by private car in the JUDP strategy
- providing a context for consideration of renewable energy generation proposals

Pollutant/environmental interactions

In certain weather conditions locally generated pollutants can be trapped and deposited in higher concentrations than normal. East-west winds bring airborne pollution from south-east Wales, England and continental Europe into Pembrokeshire and the National Park. Inborne pollutants of particular concern are particulates (dust) and pollutants that react to give rise to ground level ozone. A fuller understanding of pollutant/environmental interactions coupled with the reduction measures above could enable partners and industry to mitigate hotspot pollution.

Lichens, Ty Canol



Water resources and quality

The quantity and quality of water in catchments affecting the National Park directly affect our health and well-being, the condition of habitats and species, and our enjoyment of the National Park.

Some of the special qualities you chose...

'...clean beaches and sea for swimmers.'

'Newgale Beach on a windy day with rough seas – the wildness and majesty of the sea.'

'Clean beaches – some of best in GB.'

OBJECTIVE

CONSERVE AND ENHANCE NATIONAL PARK WATER RESOURCES AND QUALITY.

Where are we now?

Water quality throughout most of the Pembrokeshire area is very good, with point source and diffuse pollution reduced over recent years. However, there's still room for improvement. And while surface water resources are in general sufficient to meet present needs, future availability has not been assessed against future demand.

EVIDENCE AND TARGETS

Performance against EC and UK standards

- Environment Agency objectives for water resources and quality are formulated in line with European Directives and UK law, policy and standards.
- Environment Agency Wales (EAW) develops and monitors indicators of catchment condition and enforces measures to safeguard it.

Oil spill clean-up,
Manorbier



TARGETS

- © Current targets for water resources and quality are contained in the Environment Agency Local Contribution.

The Water Framework Directive 2000 (WFD) will rationalise and update the legislation from Environment Agency targets wholly or partly derive. The WFD integrates management of groundwater with surface water quality and quantity on a river basin basis.

The WFD sets two main conditions for surface waters: there should be no deterioration in the status of all waters, and that all waters should achieve 'good' status - with some variations - by 2016.

ISSUES, OPPORTUNITIES AND ACTION

Climate change

Impacts of climate change on water resources and quality may include:

- changes in flow rates and groundwater levels
- altered patterns in demand for water
- salinisation of freshwater from sea-level rise
- changes in pollutant flushing rates
- increased runoff and erosion

Proposed responses to climate change are contained in the Biodiversity section of this Plan.

Pollution

Pollution from individual outfalls and drains into rivers, estuaries and coastal waters has decreased significantly in the last 30 years. We welcome the substantial efforts made to reduce pollution from such point sources.

But, while water quality has generally improved, it's tended to do so in waters which were more polluted in the first place, and some formerly pristine waters have deteriorated as a result of diffuse pollution. The main issues are acidification of freshwater, and nutrient enrichment and pollution related to intensive farming practices. CAP reform, agri-environment schemes coupled with incentives and good practice schemes can help reduce polluting inputs from agriculture.

Soil erosion can result from deforestation, watercourse engineering and soil compaction, especially from agricultural practices. In addition to the implications for the soil resource itself, the impacts on water resources and quality include increased runoff, siltation, sediment suspension, and pollution by, for example, carried pesticides. With increased winter precipitation likely to arise from climate change, this is likely to become an issue of increasing importance. Integrated corridor management through the Local Contribution mechanism and agri-environment schemes can help reduce soil erosion and its impacts on water quality.

Pollution sources lying outside the National Park can still have serious impacts in the Park. The more significant of these external pollution sources include spills, discharges, dumping and leachate. We input to pollution prevention, contingency planning and control measures, and support partners in their work to reduce background levels of pollution in the marine environment.

PEMBROKESHIRE RIVERS TRUST

■ The Trust works in partnership to restore and protect water quality and habitats for wildlife and for enjoyment by local people and visitors. The Trust guides research into pollution, damage, and effective solutions to them, organises restoration projects for streams, ponds and wetlands, helps manage riparian land, and encourages community stewardship to keep waterside areas litter-free, safe and accessible.

SOURCE: PEMBROKESHIRE RIVERS TRUST

Abstractions and de-watering

Surface water resources are generally sufficient to meet present needs, but supplies have not been assessed against future demands. Minor increases in use are likely over the next 20 years, mainly from continued rises in the number of households and in individual use. There are concerns that abstraction during periods of dry weather may adversely affect river flows in Pembrokeshire; de-watering associated with mineral extraction may also affect water resources. Also, changes in land use and drainage systems may influence river flow regimes, particularly in the upland reaches of catchments.

We welcome the development by EAW of Catchment Abstraction Management Strategies (CAMS) as a means of engaging public involvement, assessing resources, allocating licences and facilitating licence trading. Work will start on the Cleddau and Pembrokeshire Coastal Rivers CAMS in 2004. Much of West Wales has been exempt from groundwater licensing. This is being considered for review by government. We will through the JUDP seek to ensure the protection of ground, coastal and surface water from misuse and work with partners to address water-related issues.

Rock pool



The archaeological resource

Our past is evident wherever you go in the National Park, whether in the form of prehistoric settlements, Norman castles or 20th century industrial buildings. 60% of respondents to the 1994 National Parks Visitor Survey identified the archaeological and historical resource as being important or very important to their enjoyment of the National Park.

Some of the special qualities you chose...

'The sense of place and history of the Park...'

'Preselis: prehistoric remains and associated atmosphere.'

'...a sense of history and continuous settlement for several thousand years.'

OBJECTIVE

CONSERVE AND ENHANCE THE ARCHAEOLOGICAL RESOURCE.

Where are we now?

The scheduled (legally protected) resource is relatively well safeguarded. Unscheduled sites and monuments are however more at risk. Additionally, we must assume that as yet undiscovered aspects of the resource may be at risk.

EVIDENCE AND TARGETS

1. Number and condition of Scheduled Ancient Monuments

The Ancient Monuments and Archaeological Areas Act 1979 (As Amended) is the primary legislation safeguarding ancient monuments and archaeological remains. Protection is achieved by scheduling (listing) important monuments and controlling operations on and around them. Cadw: Welsh Historic Monuments schedules ancient monuments and their settings on a thematic basis. Over time, more categories of monument will be considered.

Scheduled Ancient Monuments (SAMs) represent an important cross-section of the known archaeological resource. There are currently 257 SAMs in the National Park. Cadw assesses their condition on a 5 yearly basis, with more frequent assessment if required.

Condition of Scheduled Ancient Monument features in the National Park

Condition	No. of components (Total: 325)	%
INTACT	12	4
GOOD CONDITION	114	35
DAMAGED	117	36
BADLY DAMAGED	40	12
DESTROYED	3	1
RESTORED	8	2
UNKNOWN	31	10



St Govans chapel

(Generally, where no additional information is known, sites that are only known through finds have been assigned to the Unknown category. Data may be up to 5 years old.)

2. Number and condition of Sites and Monuments Record entries

Known archaeological features and sites and their condition is recorded on the Sites and Monuments Record (SMR). The SMR for the National Park area is maintained by Archaeoleg Cambria Archaeology, and part funded by The Welsh Assembly through various agencies including Cadw, CCW and the Royal Commission on Ancient and Historical Monuments Wales (RCAHMMW). The NPA formally adopted the SMR in 1997 and some of the resources in our Service Level Agreement with Cambria Archaeology go towards updating the SMR within the National Park area.

Condition of Sites and Monuments Records in the National Park (includes SAMs) (Data may be over 5 years old)

Condition	No. of components (Total: 3606)	%
INTACT	431	12
GOOD CONDITION	722	20
DAMAGED	653	18
BADLY DAMAGED	288	8
DESTROYED	189	5
RESTORED (inc buildings)	184	5
UNKNOWN	1139	32

3. Area of Historic Landscapes

Registration and assessment identify historic landscapes, the elements that give them their historic character, and their risk status.

Cadw, the International Council on Monuments and Sites (ICOMOS) and CCW's Register of Landscapes of Outstanding Historic Interest in Wales includes four areas in the National Park:

- Preseli

- St. David's Peninsula and Ramsey Island
- Skomer Island
- the Milford Haven Waterway

There are five further National Park historic landscapes on the Cadw/ICOMOS/ CCW Register of Landscapes of Special Historic Interest in Wales:

- Newport and Carningli
- Pen Caer
- Stackpole Warren
- part of the Lower Teifi Valley
- Manorbier

While registers highlight the importance of historic landscapes they do not provide statutory protection for them. Cadw proposes an assessment process ('characterisation') to improve our understanding of the elements which give registered landscapes of outstanding historic interest in Wales their distinctive character. Characterisation must enable the assessment of the condition or degree of risk to the distinctive character of these landscapes, and include policies for their care.

2007 TARGETS

- ⊙ No loss of current number of Historic Landscapes (9): 4 Outstanding; 5 Special)
- ⊙ No deterioration in condition of Historic Landscapes. To be determined through Historic Landscape Characterisation (characterisation completed for 3 Outstanding Historic Landscapes; characterisation due to be completed for 1 remaining Outstanding Historic Landscape in 2002)

ISSUES, OPPORTUNITIES AND ACTION

Landuse

Many archaeological sites lie on privately owned and managed land. While many landowners - such as the National Trust and Ministry of Defence - actively preserve and conserve the archaeology of their estates, other landowners may require incentives.

Cadw, in addition to taking SAMs into guardianship, administers grant aid, carries out emergency works, and enters management agreements on SAMs. Through management agreements landowners receive payment to manage SAMs in accordance with good practice. We support Cadw's management agreements as a key means of bringing scheduled and non-scheduled archaeological sites and monuments into positive management. However, a lack of resources means that Cadw can only offer management agreements on some SAMs.

Other schemes also offer incentives for positive SAM management - notably the all-Wales agri-environment scheme, Tir Gofal, and the Woodland Grant Scheme. Tir Gofal contains specific provision for management of archaeological features. However, land has to be entered into Tir Gofal by interested landowners.

The NPA also offers management agreements, primarily on sites of nature conservation interest. We also acquire, hold and/or manage important sites where options like management agreements aren't feasible.



Carreg Samson

The NPA's Service Level Agreement with Cambria Archaeology allows consideration to be given to archaeological heritage in the development planning and control process, in the management of NPA owned/leased sites and in a limited range of other work areas and projects. However, in many cases our role is reactive. We need to develop a more proactive approach to archaeological resource management.

Protective framework

Legislation and national planning guidance emphasise the need to preserve important archaeological sites wherever possible and protect landscapes of historic interest. Where development might affect archaeological remains, the nature of the remains and the effect the proposed development would have on it need to be determined.

SAM protection afforded by the 1979 Act falls short of that given by other, related legislation, and although the scheduled areas of some SAMs are extensive, the legislation relating to these areas has never been implemented. In determining development proposals, the NPA's landuse planning policies do however seek to protect the settings of important archaeological remains. So, while supporting the existing statutory UK framework for the protection of archaeological sites, we believe that legislation relating to ancient monuments, archaeological areas and listed buildings should be strengthened and integrated, possibly through a 'Cultural Heritage Act'.

The Joint Unitary Development Plan will be an important tool whereby our archaeological heritage, an important environmental and economic resource, can continue to be protected. We are developing with PCC a series of land use planning policies through the JUDP process, to deal with individual sites, whether scheduled or not, and with areas of archaeological significance such as Historic Landscapes.



**Castell Henllys
Iron Age fort**

**Carew Castle,
re-enactment**



Awareness and understanding

Awareness and understanding are prerequisites for safeguarding the archaeological resource. On the NPA side, Carew Castle and Mill and Castell Henllys Iron Age Fort, two major sites managed by the NPA, represent outstanding opportunities for increasing enjoyment, awareness and understanding of the archaeological resource. The sites are managed in accordance with site management plans. Other SAMs owned or leased by the NPA include St Govan's Chapel, Fishguard Fort, Flimston Farmhouse, and Porthgain Harbour. We'll continue to promote awareness and widen our knowledge of the resource by undertaking and/or encouraging survey and research. This will add sites and monuments to the SMR, identify the nature of the threats to them, and lead to scheduling.

Recreation

Potential threats to the archaeological resource from recreational activity are related to damage to or erosion of specific sites or features, and removal of artefacts. Management responses to this centre on raising awareness of potentially damaging activities, but intervention may be necessary in some cases.

Natural processes

Natural processes generally result in a decline in the condition of the archaeological resource. A number of coastal sites are in imminent danger from erosion. Responses will include documentation, research and excavation, and, where appropriate, management of natural processes.

The historic built resource

Buildings and structures - historic and contemporary - shape the character and quality of the area, and quality of life. The National Park's history, geography and geology and culture are reflected by a built resource of great variety and distinctiveness. 60% of respondents to the 1994 National Parks Visitor Survey identified the historical and archaeological resource as being important or very important to their enjoyment of the National Park, and 84% regarded attractive villages as important or very important to their enjoyment of the National Park.

Some of the special qualities you chose...

'Traditional architecture, be it a whitewashed Pembs cottage in St David's peninsula or Georgian town house of Tenby.'

'Magical, spiritual qualities of places such as St. David's, Nevern...'

'Traditional structures in local vernacular.'

OBJECTIVE

CONSERVE AND ENHANCE THE HISTORIC BUILT RESOURCE.

Where are we now?

Legally designated and protected elements of the historic built resource are generally not at risk. However, many non-designated elements, including locally distinctive styles and features, are at risk.

EVIDENCE AND TARGETS

1. Number of Listed Buildings

Listed Buildings are of special architectural and historic interest. The National Assembly for Wales, acting on Cadw's advice, designates Listed Buildings on a criteria

basis. There are currently 1156 identified Listed Buildings in the National Park.

Listed Buildings are then graded using a further set of criteria. There are currently 29 Grade I Listed Buildings (2.5%), 70 Grade II* (6%) and 1057 Grade II (91.5%).

In 1991 Cadw began resurveying all historic buildings in Wales. The current number of 1156 listed buildings in the National Park is likely to increase during the resurvey, and as criteria are broadened - to include for example military structures and modern architecture. There may be in the order of 100 potentially listable buildings that have yet to be identified, but some of these are under immediate threat from demolition and alteration. We may consider serving Building Preservation Notices or requesting 'spot-listing' in these circumstances.

2007 TARGETS

© 1250 Listed Buildings (current number 1156)

2. Percentage of Buildings At Risk

What is the condition of Listed Buildings and how can we improve it? The NPA has a responsibility to ensure that historic buildings are conserved and an action plan is being drawn up in order to work with owners towards the conservation of them. Action is based on a first 'Buildings at Risk Survey', undertaken in conjunction with Cadw: Welsh Historic Monuments in 1998 to establish the condition of Listed Buildings within the National Park. In the Survey, buildings were divided into 5 categories with a view to prioritising buildings in need of urgent repairs. The current number of Buildings at Risk (that is in categories 1, 2 or 3) is 95 (9.8% of all Listed Buildings). The survey results are summarised in the box below.

Numbers and percentages of Listed Buildings At Risk in the National Park as of 1998

Risk Category/ Condition	No. of Buildings (Total: 982)	%
1 HIGH RISK (in danger of structural failure)	36	3.7
2 MEDIUM RISK (localised structural problems)	28	2.9
3 LOW RISK (in need of immediate repair)	31	3.2
4 FAIR (in need of minor maintenance)	78	7.9
5 GOOD (not at risk)	809	82.4

2007 TARGETS

© **No increase of current estimate of 9.8% at risk; reduction target: no more than 150 buildings at risk (current 173)**

3. Number of Conservation Areas

Listed Building legislation emphasises the importance of individual buildings; Conservation Area designations concern groups of buildings and their settings, and so reflect areas of special architectural or historic interest.

St Davids



Designation of Conservation Areas is a statutory responsibility of the NPA, and there are currently 14 within the National Park. These are Angle, Caerfarchell, Caldey Island, Little Haven, Manorbier, Portclew, Porthgain, Saundersfoot, Solva, St. David's, Tenby, Trevine, Newport and Newport Parrog. One - Nevern - is currently under consideration. Other areas may be considered for designation during the Plan period.

2007 TARGETS

- © 15 designated Conservation Areas (current number 14).

4. Condition of Conservation Areas

Conservation Area statements assess the condition or degree of risk to the character of Conservation Areas.

Following Conservation Area designation, production of Conservation Area Statements, and then Proposals Documents, with full public consultation, is also a statutory NPA duty. Statements are as a matter of priority being developed for Conservation Areas, and the assessments should be extended to non-designated areas. 14 Character Statements have now been agreed. Strategic policies for Conservation Area will be contained in Proposals Documents.

TARGETS

- © issues specific to Conservation Areas are contained in Conservation Area Proposals Documents

5. Local Distinctiveness

In addition to Listed Buildings and Conservation Areas there are numerous features and structures that contribute individually and cumulatively to the quality and Local Distinctiveness of the local built environment.

TARGETS

There's currently no established way of assessing the state of Local Distinctiveness in the built environment: measures need to be developed if we are to conserve these effectively.

6. Number of Parks and Gardens of Special Historic Interest

Cadw, the International Council on Monuments and Sites (ICOMOS) and CCW have compiled a Register of Parks and Gardens of Special Historic Interest in Wales. This identifies their history and importance.

A list of 19 Historic Parks and Gardens includes criteria-based grading of one Grade I, three Grade II* and fifteen Grade II sites in Pembrokeshire.

There is currently no condition or 'At Risk' type survey for Historic Parks and Gardens.

2007 TARGETS

- © No loss of current number of Parks and Gardens of Special Historic Interest (19)

ISSUES, OPPORTUNITIES AND ACTION

The Environment Act 1995 redefined the purposes of UK National Parks and emphasises the conservation and enhancement of their cultural heritage. In addition, the National Assembly for Wales urges local authorities to maintain and strengthen their role in securing the future of the built environment.

Awareness

Awareness brings understanding and care. The NPA will continue to promote awareness and understanding of the historic built resource, in particular amongst owners and residents of historic buildings, builders, and other decision-makers.

Tenby





Angle Tower

Cost of building maintenance

Care and maintenance of historic buildings can be costly, and we have a role to play in reducing the financial burden on owners and residents of historic buildings. The NPA's Historic Town Scheme partnerships are a proven and effective way to allocate financial resources, with limited grant aid available from Cadw for buildings judged to be of outstanding architectural merit. The Historic Town Scheme only currently operates in certain Conservation Areas.

HISTORIC TOWN SCHEME PARTNERSHIPS

- The Historic Town Scheme is a practical way of helping residents to care for their properties and grants of up to 40 per cent can be given towards restoration and repair. Demand for grants continues at a steady pace and in Tenby, where the scheme is in its 12th year, total investment has reached £2.70 million. Funding is provided by the NPA, Cadw, PCC, the WDA and the WTB.

The NPA will always try to ensure that the built heritage is conserved, initially through advice and guidance, and then through grant aid. Subsequently, statutory action (such as repair notices) may be necessary. Where these measures prove ineffective (particularly where buildings are under threat or have no viable use) it may be necessary for the NPA to become actively involved in the management of the property (e.g. through management agreements, leasehold or freehold acquisitions). This will only be as a last resort, and if on review of our portfolio we find that acceptable management can be achieved through other means, we'll dispose of the property.

ANGLE TOWER

- Funded by the NPA, Cadw and the Heritage Lottery Fund, the Angle Tower project saw the restoration of a unique medieval 'tower house'. The nearby Dovecote was restored at the same time in a project co-ordinated by the South Pembrokeshire Rural Initiative, SPARC/PLANED.

Legislative, planning and management context

There are anomalies in the legislation relating to the built environment. For example, VAT is levied on repairs to Listed Buildings, but alteration work is VAT exempt. We'll seek rationalisation and strengthening of legislation relating to the built resource.

We recognise that historic buildings don't exist in isolation, and that their future is dependent upon integration with planning and management of the whole area. We'll continue, through our development planning and control function to give special consideration to proposals affecting the historic built resource.

Natural processes

Natural processes, such as weathering, can lead to degradation of the resource. Traditional practices can counter the effects of natural processes - for example lime-washing and grouted roofing. With partners, we'll continue to promote traditional skills and seize appropriate opportunities to reduce the effects of natural processes on the historic built resource.

Enjoying the Park

National Parks were designated in part for the outdoor recreational opportunities they offer. Around 4.7 million visitor days are spent in Pembrokeshire Coast National Park each year. Enjoyment of the National Park's special qualities is obviously an end in itself, and a mainstay of the region's economy. But outdoor recreation also leads to increased regard for the environment and can generate increased support and commitment to National Park purposes and to sustainability principles in general. Promotion of appropriate forms of enjoyment of the National Park is therefore an essential and integral part of both National Park purposes and duty. The sister designation of the National Trail within the Pembrokeshire Coast National Park strengthens the role of the National Park in promoting appropriate recreation and enjoyment, and provides the means for the public to access nearly all the coastal recreational activities.

'...the unrestricted access to the beaches...'

'Well kept walks...Well signposted.'

'St Govan's...St David's...Cwm-yr-Eglwys to Pwllgwaelod...I am confined to a wheelchair and these wonderfully accessible places fill my soul with joy!'

'...the perfect place to unwind.'

OBJECTIVE

PROMOTE SUSTAINABLE PUBLIC ENJOYMENT OF THE SPECIAL QUALITIES OF THE NATIONAL PARK.

Where are we now?

Full enjoyment of the National Park's special qualities is only possible through appropriate access and recreational opportunities. In order to promote 'sustainable public enjoyment' partners need to increase understanding of:

- user demand, in terms of access and recreation, and user satisfaction
- the capacity of the environment, of National Park communities and of user groups themselves to cope with that demand

User demand and satisfaction

Resource limitations mean the NPA has to prioritise what it does, for example, prioritising paths and local networks for improvement taking user demand into account. The NPA has some information on use levels (for example path count data) but this isn't especially revealing about user satisfaction. Informal feedback though suggests a high degree of satisfaction with current access and recreational opportunities in the National Park.

Environmental and community capacity

Most recreational activities are easily accommodated, but a few inappropriately located or unfortunately timed activities can spoil others' enjoyment and potentially damage the fabric of the Park itself. More often it's the associated facilities, car use, and location and/or timing of activities, rather than the recreational activities per se, that cause problems. An example is the inappropriate use of powered marine craft in proximity to sensitive marine life.



South Beach, Tenby

Direct impacts of recreation are in general not believed to pose a significant threat to the resources of the National Park. However, the NPA will continue to apply the precautionary principle when considering recreational promotion or provision.

EVIDENCE

Catering for the customer

We measure the demand for access and recreational opportunities through:

- extensive on-the-ground networks developed by Area Teams
- user survey results
- partner and liaison group meetings
- compliments/complaints procedures

However, limited formal satisfaction survey data exists. We will commission regular surveys of all NPA services, including recreation management.

Safeguarding the Park

We measure environmental capacity through reference to the condition of the natural and cultural resources of the National Park - that is, all the resource indicators in this Plan. This helps us to gauge the significance of some recreational impacts.

ISSUES, OPPORTUNITIES AND SERVICE DELIVERY

Enjoyment of the National Park, an end in itself, is also a means to securing increased regard for the environment and to more sympathetic and sustainable treatment of it. Obviously, the type and quality of recreational opportunities, and their accessibility, affect people's ability to enjoy the special qualities of the National Park. Recreation management is a major area of our work, and critical to achievement of both National Park purposes.

While there's little systematic monitoring of recreation and tourism trends in the National Park, it's known that the National Park receives an estimated 4.7 million visitor days per year (1994 figures). However, for much of the year it is Pembrokeshire's resident population that accounts for most recreational activity in the National Park.

The current seasonality of tourism can mean under-use of some opportunities off-season, and over-use at other times. But while an expanding range of activities and a lengthening season may bring financial gain, it may also lead to new impacts in new areas at new times - new potential management challenges for the NPA and its partners. 'Competition' for limited recreational resources may bring users themselves into conflict.

The impact of Foot and Mouth Disease restrictions on tourist and related businesses has served to emphasise the massive returns which access and recreation opportunities already make to the local economy, for relatively low levels of investment. The challenge for the NPA is to maximise business involvement and contribution to promotion of Pembrokeshire's recreational resource.

A wide range of organisations and individuals, including landowners, has an interest in access and recreation management. Recreation management, a key area of the

NPA's work, is essential to maximise the potential for enjoyment of the National Park, as well as for reducing any negative impacts of recreational activities.

We seek involvement, with partners, in active management of recreational activity when any of the following apply:

- there is an actual or potential threat to the special qualities
- an activity causes significant problems for local communities
- an activity causes significant problems/annoyance to other users
- NPA-managed land and/or facilities are affected

The NPA's most significant areas of involvement in recreation management, with its many partners, are featured below.

Note: this section currently emphasises NPA work targets. It will be a priority to develop outcome targets and, where necessary, expand on the broader context of our involvement.

BEACH ACCESS, CONDITION AND WATER QUALITY

The coastal scenery and beaches are the National Park's most important attraction and are a key reason for the high frequency of repeat visits from those living outside the area. Beach and inshore water recreation are the basis of the tourism product of Pembrokeshire, especially in the south.

Commercial pressures to use beaches, foreshores and inshore waters are increasing. Management problems which cause public complaint include high speed craft close inshore on bathing beaches, or otherwise causing disturbance, dogs and dog fouling, vehicles on beaches, unlicensed trading, and horses on beaches.

The NPA's influence on the management of the beaches and inshore waters is limited, because much of the funding, power and traditional responsibility for managing beaches lies with PCC, EAW and other partners.

However, the NPA now leases around 200 miles of foreshore from the Crown Estate, excluding MOD land, and new bylaws currently being progressed will apply to the small areas of land owned by the NPA and to the foreshore within the lease. The lease and bylaws will enable the NPA to address, with partners, foreshore management issues, through Beach Plans. In the interim, licensing of commercial operations will be considered on a case by case basis, but there will be a presumption against intrusive activities.

The Green Seas Initiative, which aims to deliver 50 Blue Flag quality beaches in Wales (see feature below), has given impetus to the water quality improvement programme and has also led to increased provision of facilities, partial dog restrictions, and disabled access provision. Concerns that the Blue Flag approach would lead to over-development of beaches have been addressed by close working relationships between the PCC and NPA and other partners in developing and implementing Blue Flag beach plans.

The Green Coast Award scheme is aimed at emphasising the high environmental quality on remoter, less developed

beaches, and is linked to an agreed management plan. However, the Green Coast Award is not appropriate for beaches that may be of high water quality but, by their nature, less well-serviced (e.g. with no car parking). So while the NPA welcomes the Green Coast Award, we believe that no current beach award scheme addresses all issues in an integrated way and that there's a case for a 'Whole Coast' award. This would be based solely on all beaches, whatever their nature, reaching guideline water quality within a defined stretch of coast.

THE BLUE FLAG AWARD

■ The EC Mandatory Standard is the legally prescribed standard test for water cleanliness; Blue Flag and Green Coast Awarded beaches satisfy the EC Guideline Standard - 20 times more stringent. To be awarded the Blue Flag, beaches must also satisfy a range of other criteria, including access, health and safety and cleanliness.

THE GREEN COAST AWARD

■ The Green Sea partnership consists of over 40 public, private and voluntary organisations. In addition to achieving an increased number of Blue Flag awards in Wales, the partnership has also launched the Green Coast Award. This recognises beaches of Guideline Standard which don't have the levels of development and management associated with 'traditional' beaches which are more obviously Blue Flag candidates. The Green Coast Award is soon to become the Rural Blue Flag award scheme.

THE SEASIDE AWARD

■ Seaside Awards identify well-managed beaches of excellent standards of cleanliness and safety, and water quality of at least Mandatory Standards, although many will fulfil the Guideline Standard. Awards are made in two categories, Resort and Rural.

SOURCE: WTB

Local children taking part in a beach clean



GREEN SEA PARTNERSHIP

■ The Green Sea Partnership is an informal partnership of over 40 bodies committed to safeguarding and enhancing the coastal environment of Wales. Since its launch in May 1996 it has increased the number of Blue Flag award beaches from 2 in 1995, to 12 in 1999 and, in 2002, 20 out of 20. The Green Coast Award has been introduced to recognise and protect naturally unspoilt rural beaches that meet guideline water quality, and a Beach Management Guide launched to improve the quality of beach management.

SOURCE: GREEN SEA DEVELOPMENT STRATEGY 2000-2005

TARGETS 2007

- Number of beaches meeting mandatory water quality standards: 44/44 (2001:42/44)
- Number of beaches meeting guideline water quality standards: 30/44 (2001:23/44)
- Number of beaches with Blue Flag Award: 2001: 13 (number in 2000:6)
- Number of beaches with Green Coast Award and agreed management plan: 2001: 8 (number in 2000:8)

THE PEMBROKESHIRE COAST PATH - A NATIONAL TRAIL

The recreational rights of way network within the National Park plays a key role in fulfilling our 'enjoyment' purpose. The Pembrokeshire Coast Path, a National Trail, is an integral part of the recreational resource of the National Park. Designated in 1953, but not formally opened until 1970, it provides continuous access to the coastline and is complemented by a dense inland network of public rights of way. A range of visitor surveys confirms that leisure walking is by far the major recreational activity for people visiting the National Park. The 1997 National Trail User Survey revealed that the National Trail generates a return of £57 for every £1 spent on its maintenance.

The 1997 Survey also revealed very high levels of user satisfaction, which we will seek to maintain and improve, by continuing to manage the Pembrokeshire Coast Path to a high standard, in accordance with our Pembrokeshire Coast Path Management Strategy. The Strategy seeks to strike a balance between safety and the quality of the coastal experience. Each section of the route will be managed in this policy context. We will also seek to further opportunities for less able people and publicise those opportunities.

ACHIEVED

- Length of National Trail open and accessible 2000: 300km (100%)
- Length of National Trail surveyed and risk assessed 2000: 300km (100%)
- Length of National Trail on road (includes e.g. high tide diversions, range alternatives) 2000: 55.07km (1995: 56.8km)
- Length of National Trail where walkers always have to use the road 2000: 16.65km (1995: 18.38km)

- Number of stiles 2000: 422 (1995: 515)
- Length of National Trail surfaced for pavement wheelchairs 2000: 10.96km (1995: 8.45km)
- Length of National Trail with no obstruction to wheelchairs (suit adventure chairs) 2000: 9.7km (1995: 1.6km)
- Length of National Trail suitable for gentle walks (stile free, direct access from road and preferably some parking, no long steep gradients) 2000: 57.34km (1995: 32.46km)
- Length of National Trail suitable for not-so-gentle walks (stile free, direct access to road and preferably some parking, but have at least one long steep gradient) 2000: 24km (1995: 10.47km)
- % National Trail corridor link paths open 2000: 88% (1995: 78%)
- specified Path access nodes (total: 18) within 2km of a point served by public transport at least twice daily in summer 2007: 89% - 16/18 (2000: 67% - 12/18)
- Annual Public Transport Guide to the Pembrokeshire Coast Path National Trail published

TARGETS 2007

- ⊙ Length of National Trail open and accessible: 300km (100%)
- ⊙ Length of National Trail surveyed and risk assessed: 300km (100%)
- ⊙ Reduce length of National Trail on road by 2km
- ⊙ Increase % of specified Path access nodes within 2km of a point served by public transport at least twice daily in summer to 100% (current level 70%)

For more detail and additional standards and targets see also Pembrokeshire Coast Path Management Strategy.

INLAND RIGHTS OF WAY

The network of rights of way is the best way for the public to gain access to and enjoy the National Park countryside. Our work complements a range of other initiatives, such as Tir Gofal, sustainable transport, social inclusion, healthy living initiatives and green tourism. We're improving and adapting the recreational network of public rights of way (PROW) for walkers, horseriders, cyclists and people of all abilities.

Having taken over responsibility for of a rights of way network that is not passable in its entirety, we must take community demand into consideration when deciding where to commit our limited resources. Resource limitations require us to prioritise paths and local networks for improvement, according to their particular quality and

merit, strategic relationship to the rest of the network and public demand. We will pursue the creation of additional rights of way to complement the existing network, but resources must be available to maintain them. With PCC, we expect to contribute to a PROW Improvement Plan by 2007.

ACHIEVED

- Length PROW open and accessible 2002: 74.4% (580km out of 780km total)
- % National Trail corridor link paths open 2000: 88% (1995: 78%)

TARGETS 2007

- ⊙ Length open and accessible: 76.3% (595km out of 780km total)
- ⊙ Length signposted, clearly marked and safe to use: 425km (current estimate: 350km)
- ⊙ % National Trail corridor link paths open and accessible: 98%

NEW ACCESS OPPORTUNITIES

Permissive paths enable people to gain access to many parts of the National Park that aren't served by registered public rights of way, and can form the missing links where the registered network is fragmented. The strategic significance of permissive paths is reflected in their inclusion in many circular walks, guides and publicised routes.

While permissive paths are a valuable addition to the network of public rights of way, they lack permanency and risk being terminated at any time by the landowner. This can be a source of frustration and disruption. Except where there will be significant negative impact, it's desirable to have as many existing permissive paths as possible dedicated as public rights of way by landowners. The NPA will not usually seek to create a new permissive path unless it will result in a critical link in a strategic network.

MULTI-USER ROUTES

For a whole range of reasons, cycling is an ideal way to access and experience much of the National Park. There are 188.5 km of bridleways in the National Park, of which 85% are passable for walkers, horseriders and cyclists. The recreational potential of bridleways is however limited by the highly fragmented nature of the network.

The improvement and on-going maintenance of multi-user routes for increased use by cyclists and horseriders requires significant investment. The NPA will support

**Guided walk,
St Davids Head**





Horse riding

improvements where they can be maintained in the long term and don't adversely affect the character - and thus the public's enjoyment - of existing routes.

The NPA will continue to work with partners to complement local and national cycling initiatives, such as the National Cycle Network, and will continue to consider the recreational needs of horse-riders in the development of access opportunities. Progress on bridleway opening and improvement will be dependent on PCC's Roads Used as Public Paths (RUPP) reclassification process.

With partners we'll improve linkages into National Park from towns, exploring potential on numerous links, including multi-user routes.

ACHIEVED

- Length of National Cycle Network in Pembrokeshire: 224km
- % bridleways open and maintained: 114km (85% of current total of 134km)

TARGETS 2007

- © % bridleways open and maintained: 116.6km (87%)

LESS ABLED ACCESS

We seek to maximise the potential for access for less abled people as opportunities arise, primarily through the removal of introduced impediments to access. We will also seek to make information available to users of the nature of introduced and natural impediments, to enable the user to decide if a walk suits their abilities. We seek to be an exemplar of good practice in this respect.

ACHIEVED

- Number of stiles on Pembrokeshire Coast Path National Trail 2000: 422 (1995: 525)
- Number of gates on Pembrokeshire Coast Path National Trail 2000: 69
- Number of easy access routes/sites available and published: 18
- Number of easy access beaches available and published: 18
- see also specific targets relating to the Pembrokeshire Coast Path National Trail

TARGETS 2007

- © Number of easy access routes/sites available and published: 22
- © Number of gentle return walks available and published: 40
- © Number of easy access beaches available and published: 20
- © Survey and action programme of our main visitor properties for less-abled access 2007
- © see also specific targets relating to the Pembrokeshire Coast Path National Trail

NEW RIGHT OF ACCESS

The only substantial area of upland in the National Park

consists of the unenclosed tracts of common land and moor and heath on Mynydd Preseli, Dinas and Carningli. With the co-operation of landowners and graziers, an informal access arrangement has prevailed for many years with the public being allowed access on foot to an area of approximately 5,000ha. In practice, people largely confine themselves to the high ground, following defined paths and corridors often alongside public rights of way, where they exist. Current levels of walking, horse riding and cycling on public rights of way and other prescribed routes are considered to be sustainable. Signposting is kept to a minimum to preserve the 'wilderness' quality these areas afford the visitor. Any promotion of these areas as destinations for cycling and horseriding will increase levels of use and will require an environmental impact assessment.

The Countryside and Rights of Way Act 2000 (see box below) will introduce a new right of access to open country (land defined as mountain, moor, heath, down) and registered common land. We anticipate that 5300 ha of common land and 2300 ha of open country will be mapped by CCW, the majority of which is located within the National Park. The National Park Authority will be required to manage the new right of access and, in partnership with Pembrokeshire County Council, has already established a Local Access Forum in accordance with the legislation. As the new right of access will only apply to up to 9% of the land area of the national park, the public rights of way network will continue to provide the majority of access opportunities to our coast and countryside. We will, however, seek to manage the new right of access in accordance with our statutory purposes.

ACHIEVED

- Area of statutory right of access to uplands: 177 ha (will increase to include the area of de facto access land under the CROW Act provisions during the lifetime of this plan)
- Area of de facto Access Land: 5,000ha (this figure excludes the coastal area covered by the foreshore lease)



Disabled access viewpoint, Druidston



Fishing and Coasteering

COUNTRYSIDE AND RIGHTS OF WAY ACT 2000

■ This will extend the public's ability to enjoy the countryside while also providing safeguards for landowners and occupiers.

The Act:

- ☐ gives the public a new right of access to mountain, moor, heath, down and registered common land. It also recognises the needs of landowners and managers
- ☐ improves the rights of way legislation by encouraging the creation of new routes and clarifying uncertainties about what rights already exist
- ☐ provides a statutory basis for biodiversity conservation previously undertaken as a matter of policy
- ☐ improves the procedures associated with the notification, protection and management of SSSIs
- ☐ strengthens legal protection for threatened species and brings up to date Wildlife and Countryside Act 1981
- ☐ will improve the management of Areas of Outstanding Natural Beauty

SOURCE: DETR

ACCESS TO INSHORE WATERS

Although the National Park boundary strictly ends at Mean Low Water Mark, the NPA is committed to the principles of Integrated Coastal Zone Management, which enshrine a sustainable approach to planning, management, economic and social use of the coastal zone. Better information about inshore water use may justify a greater measure of control and influence. It's an area of growing involvement with partners; we also have a lesser but more direct role in providing opportunities for marine recreation.

The NPA's newly negotiated foreshore lease covers most of the foreshore in the National Park west and north of Giltar Point. Where we licence moorings outside the

Sailing, Dale



Haven, a ground rent will be charged to boatowners. This will require an increased involvement of the NPA in mooring management. We'll seek to keep management of moorings under the control of local bodies but will need to work more closely with them to collect ground rent. We have a duty to ensure the highest standards of environmental management.

SPECIALIST RECREATION OPPORTUNITIES

The National Park and its inshore waters offer important sites for specialist activities such as canoeing, cliff climbing, diving and coasteering®. The importance of areas for specialist recreation - such as cliff-climbing sites - is recognised. However, recreation needs to be managed on the basis of the capacity of the site rather than on the demand for activity. We'll continue to liaise with users and develop best practice - such as the voluntary climbing agreement with the British Mountaineering Council and the Outdoor Charter Group. We'll also work with partners to develop the Outdoor Charter approach (see below) to include marine activities.

OUTDOOR CHARTER GROUP

■ The Pembrokeshire Outdoor Charter is a group of outdoor centres and freelance outdoor instructors who, working with the NPA and the National Trust, have given a voluntary commitment to operate safely and within an environmental framework. This is a valuable initiative, which not only promotes good practice, but also provides useful channels of communication between providers and environmental organisations like the NPA. The model has been copied in some other National Parks. In 2002 the Group became formally constituted and, helped by CCW and EDF funding, recruited a member of staff to provide environmental training and promote good practice.

PARKING FACILITIES, PICNIC SITES AND VIEWPOINTS

Properties owned by the NPA - including woodlands, car parks, viewpoints and picnic sites - often serve as gateways for access to the wider countryside and are important sites for informal recreation in their own right. We are the biggest owner of rural car parks (total number 53) in the National Park.

TARGETS 2007

- ⊙ Review property ownership portfolio
- ⊙ Review car park management and pricing policies with partners and look at opportunities to link car park revenue to public transport promotion
- ⊙ Survey and action programme of our main visitor properties for less-abled access 2007

MILFORD HAVEN WATERWAY

The Milford Haven Waterway affords a huge range of opportunities for recreation, with at least 23 slipways available for public use, over 1000 moorings, two marinas (Milford and Neyland) which together provide over 600 berths, and 16 dive sites. It's also of significant conservation value - reflected by its inclusion in the



**Celtic Coaster
bus service**

Pembrokeshire Islands Special Area of Conservation. Milford Haven Port Authority regulates navigation in the Haven and the NPA administer bylaws on much of the foreshore. The Milford Haven Waterway Recreation Plan 2000 sets out area recreation management policies and prescriptions. We will continue to work with the Milford Haven Port Authority (MHPA) and other partners in an integrated approach to management of the Waterway, and look forward to an increased management role for the MHPA. The NPA will review its input to Port Authority Ranger in 2004 and contribute to Milford Haven Waterway Recreation Plan Review 2005.

TRANSPORT INITIATIVES

As a means of transport, the car affords convenience and flexibility when people plan leisure activities. Enabling and persuading people to reduce reliance on the car will not be easy, especially in peripheral areas like Pembrokeshire.

We will continue to work with partners to achieve the shift to more sustainable transport modes - through Local Transport Planning and park and ride schemes for example. A gradual and structured approach is needed, aimed at offering a real and attractive public transport choice for local people and for the visitor. This can be achieved in ways that benefit everyone - enhancing rather than detracting from tourism businesses or from the quality of the visitor experience. While the vast majority of visitors will continue to come to Pembrokeshire by car in the short term, there's considerable scope for offering visitors a real choice of transport when they arrive.

GREENWAYS PARTNERSHIP

n Greenways aims to promote travel and access in Pembrokeshire by walking, cycling and public transport, having regard to the needs of the socially excluded, people with disabilities and visitors. Core partners are CCW, the NPA, PCC, PLANED, The National Trust (Wales) and the Pembrokeshire Access Group. The partnership's objectives include:

- ☐ promoting sustainable travel choices for all those wanting to get to places in Pembrokeshire for leisure and recreation
- ☐ improving accessibility for all people irrespective of income or disability, by developing tourism partnerships, improving infrastructure and promoting sustainable transport links
- ☐ adding value to existing and proposed public transport services, increasing visitor spend, and encouraging increases in user numbers through promotion of complementary recreational and leisure activities, including walking, cycling and horse riding
- ☐ promoting awareness of sustainable transport issues and opportunities, including their environmental and social impact

SOURCE: PEMBROKESHIRE GREENWAYS PARTNERSHIP MEMORANDUM OF AGREEMENT

Understanding the Park

Greater understanding and appreciation of the natural and cultural environment, and our relationship with it, can lead us to value it more highly and enable us to act to safeguard it. Communication is a core function of the NPA's work and essential to achieving our purposes.

'The wild, unspoilt coastline, beaches covered with families enjoying what their families did years ago (i.e. my parents brought me and it's wonderful to be able to return the favour and pleasure for my child). Everyone seems to respect the nature of the area...'

'The need everywhere is to learn to live with care and responsibility for nature and the future.'

OBJECTIVE

PROMOTE PUBLIC UNDERSTANDING OF THE SPECIAL QUALITIES OF THE NATIONAL PARK.

Where are we now?

While our existing audiences are appreciative, they represent only a limited segment of the public. In common with most heritage and conservation organisations, we've previously done little systematic work on establishing the outcomes or effectiveness of communications work - that is, in determining our success in increasing people's knowledge and changing attitudes and behaviour.

Overall, the NPA's understanding service is highly rated. Output is high and well-targeted, but the profile and general awareness of National Parks is an issue across the UK. We need to increase our presence in Tenby, enhance the NPA profile in other Pembrokeshire Tourist Information Centres and with other operators.

Service review conducted in 2001 identified key tasks for the service:

- improve performance management
- improve NPA profile
- remove barriers to excluded audiences
- expand sustainability messages especially in education
- increase effective, partnership working
- reinforce National Park purposes through expanded interpretation at Carew Castle and Castell Henllys

EVIDENCE

Our audience is effectively limitless, but can be segmented in various ways (for example visitors/residents, socio-economic group, age group). Different messages, products and services have different target audiences, so we need to track size and/or growth of the total audience and of various audiences, the percentages of different audiences reached, and the success rate in reaching targets and influencing change. Specific targets will be established on an individual product/service basis.



Shore search,
Manorbier

Quality and quantity of products and services

Quantity of output is easy to measure; quality and accessibility are rather harder. We aim to attain or exceed existing best practice and accessibility standards.

Existing evidence takes the form of:

- service enquiry and take-up
- output quality and targeting

Impact of products and services (outcomes)

The ultimate test of communication is its effectiveness, that is its outcomes in terms of public knowledge, attitudes and behaviour. Assessing it means:

- looking at the state of the National Park, to identify the general and specific awareness issues and demands that need to be addressed
- assessing public attitudes and behaviour before and after exposure to our products/services. Key areas we aim to influence are knowledge of, support for, concern about and behaviour toward the National Park and wider environment

Existing evidence takes the form of:

- award schemes
- satisfaction and effectiveness survey
- repeat advertising in publications

ISSUES, OPPORTUNITIES AND SERVICE DELIVERY

Note: this section currently emphasises NPA output. It will be a priority to develop outcome targets and, where necessary, expand on the broader context of our involvement.

Our second statutory purpose includes 'promoting public understanding of the special qualities of the National Park'. This reinforces, and is interrelated with, the first purpose of conservation. Understanding has a role to play in all aspects of our work.

Pembrokeshire Coast is the most densely populated of the UK National Parks and welcomes more than a million visitors each year. As a public body, the NPA is accountable to the taxpayer. As the local planning authority, we sometimes have to make decisions that are unpopular with residents. We have to be proactive in explaining our purposes and values, within and beyond the Park boundary.

All NPA sections have a role to play in promoting understanding, but mainstream delivery is through four interdependent teams:

- communications (corporate public relations and media relations)
- interpretation (public products and services)
- information (practical information)
- education (products and services for schools, colleges, youth organisations and community groups)

Availability

Accurate information and key messages must be widely available to the public. Routes include news releases, publications, events and e-media.

Communication. We will maintain 'Coast to Coast', the free newspaper aimed at visitors, and increase the frequency of the two residents' newsletters (ParkLife and Park Post). We'll maintain the number of news releases targeted at local, regional and national media, and follow up the headway made in Welsh language media.

COAST TO COAST

■ Coast to Coast is an NPA newspaper aimed at visitors. It's established itself as the clear leader in its field, having a larger circulation than other local free publications aimed at the visitor market. Coast to Coast is the main means by which people hear about National Park activities and events, with 65% of respondents citing it as their source of information. The print run in 2000 was 210,000, with an estimated 95% take-up. The high level of paid advertising (much of it from regular repeat advertisers) is an indication of effectiveness. And if it serves as an effective channel for commercial messages the same is probably true of the editorial content.

The interpretation function is currently under review, and the lesson emerging is to do less but increase impact. Saleable publications, for example, need to re-identify the markets with good sales prospects, and complement rather than compete with commercial products. We can also spread National Park messages through the commercial sector. Rationalisation of information/visitor centres means fewer exhibitions but a bigger audience, and a large and increasingly diverse programme of activities and events will be offered each year. Castell Henllys and Carew Castle will continue to act as flagship sites communicating National Park values in accordance with their site management plans.

CASTELL HENLLYS

■ Communicating our cultural heritage can be extremely difficult, especially where little or no trace of that heritage is visible in the landscape. Even when archaeological features do survive, they can often be difficult to interpret. One way in which we've overcome this problem, and deliver many of our corporate objectives, is through Castell Henllys Iron Age Fort. Castell Henllys is a Scheduled Ancient Monument, a prehistoric promontory fort dating in origin to around 600BC. What makes the site particularly important is the combination of long-term archaeological research and the subsequent reconstruction of thatched Iron Age buildings on their original, excavated foundations. The reconstructed area of the fort sits comfortably next to areas still being excavated by archaeologists. Iron Age breeds of livestock graze in fields nearby. As an interpretive resource Castell Henllys is second to none, drawing together cultural and natural heritage to demonstrate the symbiotic relationship between the landscape of the past and the people who lived in it, and how important the past is in our understanding of conservation issues today. Castell Henllys is an important educational resource offering a schools programme aimed at Key Stage 2 of the National Curriculum for up to 7,000 schoolchildren p.a. On-site seminars and an



School group,
Broad Haven



A visit from an ethnic minority women's association to Castell Henllys

archaeological training excavation are offered to students from around the world.

Castell Henllys is a haven for wildlife. The site is used by a variety of species including otters, dippers, buzzards and dormice and houses the largest pipistrelle bat colony in Pembrokeshire. Active conservation objectives are undertaken to protect the wildlife interest of the site. Castell Henllys forms an important part of a corridor leading from Pengelli Forest NNR to the River Nevern.

At Castell Henllys important messages about the National Park can be passed to an audience of around 30,000 visitors p.a. many of whom are children or those not familiar with the objectives of National Parks. We measure our success in delivering those messages through on-site survey and awards presented to the site.

We will also seek other audiences, and will provide remote access to potential visitors who may currently be excluded. The site's won two prestigious British Archaeology Awards, a full

National Park Visitor Centre, St Davids



Sandford Award from the Heritage Education Trust, and the 1995 Community and Environment Award from the WTB, who also awarded the site Star Attraction status last year. The BBC series 'Surviving the Iron Age' was filmed on site. Regular surveys confirm a very high level of satisfaction and appreciation of the Castell Henllys experience, with most confirming that they would recommend a visit to others.

The information service provides information about, for example, National Park facilities, attractions and transport. Recent rationalisation of National Park information centres has reduced the number of information outlets. This will be counteracted by our making greater use of partners' Tourist Information Centres and other public buildings. New emphasis will be placed on e-media.

NPA INFORMATION CENTRE NETWORK

■ At the beginning of the 1990s the then National Park Committee managed seven information centres. On review, we decided to do less, but do it better, concentrating on key visitor destinations in the Park, improving interpretation, and developing agencies in non-Park centres and information points. Further review confirmed commitment to:

- ☐ a new National Park Visitor Centre in St David's (with extra focus on the natural environment)
- ☐ a separate National Park interpretive presence in Tenby (with extra focus on the built environment)
- ☐ a centre in Newport serving the Preseli Hills and the north eastern corner of the Park.

The St David's Visitor Centre is now in its fourth successful year of operation, and has already won several awards. We have an agency presence in Tenby, and establishment of a dedicated National Park interpretation centre there remains a priority. We are also committed to developing the existing facility in the Newport area. St David's and Newport, complemented by the cultural interpretation focus provided at Carew Castle and Mill and Castell Henllys, with the agency network, ensure that visitors continue to secure help, guidance and information on a face to face basis during this transitional period.

The education service provides educational resource materials (including factsheets and web-based items, some interactive), safety advice, local study ideas, practical conservation projects and customised walks and talks. It targets, in particular, young people and adults in formal and informal learning contexts. We'll maintain these, and again increase use of e-media. We'll continue to offer the highly successful site-specific schools programmes at Castell Henllys, Carew Castle and those provided by the Education and Ranger Services. Because we provide much of our educational material in response to requests, the service needs to be well-publicised.

CAREW CASTLE AND MILL

■ Carew Castle and Tidal Mill are both unique historic sites. They sit within the wider context of a wider historic landscape identified in the Register of Landscapes of Outstanding Historic Interest in Wales, and there's evidence of the habitation of the site for some 2000 years. Carew Castle's particular historic significance is in showing the development from early Norman fortification through to Elizabethan country house. Archaeological excavation lasting some 12 years also indicated that the site had been a major Celtic settlement.

The Mill is the only remaining restored tidal mill in Wales and as such is one of the most important industrial archaeology buildings in the country.

Carew Castle, the grounds, the mill pond and the lane are an SSSI, and the Castle, grounds and lane are also included in the Pembrokeshire Bat Sites candidate Special Area of Conservation.

The wealth of evidence for such a variety of periods makes interpretation of the site a vital element in understanding the past. Carew is an important visitor attraction with a substantial input to the local economy - and we aim to ensure that a diverse range of audiences enjoy new experiences and gain new ideas from this ancient site, helping to support National Park purposes and sustainability in general.

The range of events offered is a major marketing feature of the site and 30,000 people visit every year. The events programme in particular is more extensive than at any other comparative site in Wales. Events include theatre, battle re-enactments, 'living history', concerts, holiday activities, herb festivals and archery musters. The educational service offers a particularly innovative schools programme based on drama and activities relating to life in the castle. The service is extremely flexible and can cover a range of periods and interests. The site has won a number of awards, including the Carnegie Interpret Britain award for theatre interpretation and the Prince of Wales award for restoration and management. It also received one of the very highest grades in the Star Attractions Scheme instituted in 1999 by the Wales Tourist Board and the Welsh Association of Visitor Attractions. Most recently Carew received the Sandford Award for Heritage Education.

Accessibility

Products and services must be attractive, user-friendly and appropriately pitched for target audiences. A new generation has grown up with an interactive approach to learning, exposure to easily digested information and high expectations in terms of quality. Whatever other formats we use, our products will be web-published in most cases.

Corporate communication and interpretation will aim for the highest standards of content, presentation, and user-friendliness. Activities and events will continue to move

towards an increasingly diversified programme of family events. The 'less but better' approach to information/visitor centres will allow investment in state-of-the-art facilities such as the proposed exhibition at St David's. At Castell Henllys and Carew Castle we aspire to bring the National Park's natural and cultural heritage to life. We'll continue to use a broad range of media and events to address a large and diverse audience and increase accessibility.

Where charges apply, products and services must be affordable, and concessionary charges reflect income as well as age.

We need to improve access to products and services for people with varying levels of ability; surveys will be undertaken to establish what is required. We'll continue to strive for high standards of physical accessibility in our information centres. This issue may need particular attention as more use is made of non-NPA managed outlets.

Our education service to schools needs to be targeted at specific levels and subject areas within the National Curriculum, which calls for regular review of content and approach, and fine-tuning. Output must be exciting, lively and interactive.

Take-up

We aim to reach as inclusive a public as possible. We'll sustain the existing high circulation of free corporate communications products such as Coast to Coast, ParkLife and Park Post, which demonstrably reach their target audiences. We'll improve targeting of other products - such as codes of conduct for various outdoor activities. We will continue to reach a large local audience through local media, and take a more proactive line on raising awareness of National Park issues at a national level.

The NPA's interpretation service needs to secure a broader take-up. The 'less but better' approach to information/visitor centres will bring a much bigger audience into contact with interpretive facilities. In the case of Castell Henllys and Carew Castle, throughput figures (around 30,000 at each site) provide reliable take-up data, unique to the NPA. However significant increases at these sites would be difficult to achieve without expanded facilities for visitors.

The information function has reliable take-up data in terms of throughput figures for National Park and other information/visitor centres. Figures from the new St David's Visitor Centre showed a 50% increase in its first year of operation. A detailed survey at the Centre in 1999 gives us a handle on the profile of our audience there. Email enquiries and NPA website hits provide some baseline data for future audience development.

Take-up of education services is steadily increasing. We'll monitor future demand for these services against current levels and also assess relative take-up by schools and colleges, locally, regionally and nationally. The NPA periodically assesses its educational enquiries by curriculum level and subject area, to give a clear picture of shifting demand. A more proactive approach to raising awareness of products and services could increase take-up still further.

Effectiveness

If our work is achieving its desired purpose, it should have measurable outcomes in terms of knowledge, attitudes and behaviour. Like most of the heritage/conservation sector, we've done little systematic evaluation of outcomes, but the UK National Park Authorities are now as a whole taking a more rigorous approach to assessing effectiveness.

The drive of corporate communication is to secure support for the National Park. Formal public opinion surveys would greatly help us to assess the overall effectiveness of our communications work and provide pointers for future action.

Interpretation products and services have so far been evaluated on a piecemeal basis, applied to activities and events. A formal across-the-board evaluation of interpretation will be undertaken.

Information provision through information/visitor centres is regularly reviewed.

The effectiveness of education products and services is best measured through user survey. We already carry out regular feedback surveys of teachers/leaders who have brought groups to take part in NPA education activities and practical projects. We'll pool experience with all the teams involved in education delivery, including the two historic sites (Carew Castle and Mill, and Castell Henllys).

Schools consistently confirm that the education facilities at Carew Castle and Castell Henllys are highly relevant and effective, and the main schools programme usually has a waiting list.

**Ranger and school
group Pond dipping**



The State of the Park at a glance - Progress on

Resource	Current condition	Evidence (full rationale for these in plan text)
Landscape, visual character and tranquillity	Visual character and peace and quiet in the National Park continue to be eroded (see also resources below)	<ul style="list-style-type: none"> • All natural and cultural resource indicators listed below • Perception survey • Tranquillity mapping criteria (noise and visual intrusion) • Measures of opportunities for access
Biodiversity	Poor – only 20% of identified habitats and species are believed to be in a satisfactory state - 80% are in sub-optimal or unknown condition.	<ul style="list-style-type: none"> • Condition of identified Local Biodiversity Action Plan habitats and species • Number and condition of Scheduled Ancient Monuments
Archaeological resource	Scheduled monuments are on the whole in reasonable condition. Unscheduled sites and monuments are more at risk.	<ul style="list-style-type: none"> • Number and condition of Sites and Monuments Record (SMR) entries • Area of Historic Landscapes • Number and condition of Listed Buildings
Historic buildings	Designated elements of the historic built resource are generally not at risk. Other elements, such as local distinctiveness, are more at risk.	<ul style="list-style-type: none"> • Number and condition of Conservation Areas • Local Distinctiveness • Number of Historic Parks and Gardens
Air quality	Good, but some pollution hotspots exist.	<ul style="list-style-type: none"> • Performance against National Air Quality Strategy objectives
Water resources and quality	Very good throughout most of the Pembrokeshire area. However, diffuse pollution remains an issue and water availability has not been assessed against future demand.	<ul style="list-style-type: none"> • Performance against EC and UK standards
Soil resources and quality (section to be developed)	Unknown – believed degraded.	<ul style="list-style-type: none"> • Performance against soil strategy objectives (to be set). Indicators likely to reflect soil type area/volume, structure and function, and typical species
Geological resource	Good condition.	<ul style="list-style-type: none"> • Number and condition of Geological Conservation Review sites • Number and condition of Second Tier sites
Delivering opportunities for sustainable enjoyment	Fair and improving. Recreational impacts on the National Park and its communities are limited inappropriately located or unfortunately timed activities can cause problems. However, many PROWs remain blocked and facilities for cycling and horse-riding are limited. Access to land and sea is constrained in the south by military ranges.	<ul style="list-style-type: none"> • User satisfaction survey results and informal feedback • Measures of opportunities for access and recreation • Condition of the special qualities of the National Park • Capacity of National Park communities to accommodate demand
Delivering opportunities for public understanding	Very good, but our audiences are limited. We need to broaden our audience base and monitor the effectiveness of the service in terms of changing behaviour and attitudes.	<ul style="list-style-type: none"> • Audiences • Quality and quantity of products/services • Impact of products/services

National Park purposes: Pembrokeshire Coast 2001

Major issues	Key actions	Key responsibilities and partners
<ul style="list-style-type: none"> • Traffic volumes • Agriculture • Inappropriate development 	Transport planning and management, sustainable transport initiatives, promote sustainable land management, development planning and control	<ul style="list-style-type: none"> • Countryside Council for Wales • Farming Union Wales • Forestry Commission • National Farmers Union • Land managers • National Park Authority • National Trust • Pembrokeshire County Council
<ul style="list-style-type: none"> • Intensive agriculture • climate change • legislative protection 	Promote sustainable land management, promote use of appropriate renewables, energy use, efficiency and conservation measures, improve protection framework	<ul style="list-style-type: none"> • Land managers • National Assembly for Wales • Pembrokeshire Biodiversity Partnership • Pembrokeshire Coastal Forum
<ul style="list-style-type: none"> • Land use • legislative protection • natural processes 	Development planning and control, rationalise protective framework, awareness	<ul style="list-style-type: none"> • Archaeoleg Cambria Archaeology • Cadw: Welsh Historic Monuments • Land managers • National Assembly for Wales • National Park Authority • National Trust • Pembrokeshire County Council
<ul style="list-style-type: none"> • Awareness • cost of maintenance • planning and management context 	Awareness-raising, development planning and control, Historic Town Schemes, implement Conservation Area Proposals Documents, rationalise protective framework	<ul style="list-style-type: none"> • Archaeoleg Cambria Archaeology • Cadw: Welsh Historic Monuments • National Park Authority • National Trust • Property managers
<ul style="list-style-type: none"> • Traffic emissions • inborne pollution 	Transport planning and management, pollution prevention and control, sustainable transport initiatives	<ul style="list-style-type: none"> • Environment Agency Wales • Industry • National Park Authority • Pembrokeshire County Council
<ul style="list-style-type: none"> • Climate change • abstraction and de-watering • diffuse pollution from agriculture 	Promote use of appropriate renewables, energy use, efficiency and conservation measures, promote sustainable land management, assess availability against future demand	<ul style="list-style-type: none"> • Countryside Council for Wales • Environment Agency Wales • Land managers • National Assembly for Wales • National Park Authority • Pembrokeshire Coastal Forum • Pembrokeshire County Council
<ul style="list-style-type: none"> • Climate change, • intensive agriculture • development 	Promote use of appropriate renewables, energy use, efficiency and conservation measures, promote sustainable land management	<ul style="list-style-type: none"> • Countryside Council for Wales • Environment Agency Wales • Land managers • National Assembly for Wales • National Park Authority • Pembrokeshire County Council
<ul style="list-style-type: none"> • Climate change • minerals and aggregates extraction 	Promote use of appropriate renewables, energy use, efficiency and conservation measures, minerals planning, development planning and control	<ul style="list-style-type: none"> • Countryside Council for Wales • National Park Authority • Pembrokeshire Coastal Forum • Pembrokeshire County Council
<ul style="list-style-type: none"> • Range and quality of appropriate products/services/facilities • Pressures arising from visitor volumes and associated facilities • Disturbance - e.g. some marine motorised recreational activities 	Assess impacts of recreational provision, structure and promote sustainable tourism/recreation framework, targeted delivery of inclusive recreational opportunities, address specific issues	<ul style="list-style-type: none"> • National Park Authority • Pembrokeshire Coastal Forum • Pembrokeshire County Council • Local businesses • National Assembly for Wales • Pembrokeshire Local Action for Enterprise and Development
<ul style="list-style-type: none"> • Availability, accessibility, take-up and impact of products/services 	Target communication of selected messages and monitor effectiveness	<ul style="list-style-type: none"> • Archaeoleg Cambria Archaeology • Cadw: Welsh Historic Monuments • Countryside Council for Wales • Environment Agency Wales • Farmers Union Wales • Forestry Commission • National Assembly for Wales • National Farming Union • National Park Authority • National Trust • Pembrokeshire Biodiversity Partnership • Pembrokeshire Coastal Forum • Pembrokeshire County Council • Pembrokeshire Local Action for Enterprise and Development • Wildlife Trust South and West Wales

The State of Health and

Deprivation Aspect	Condition
Health and disability	Whilst Dyfed Powys is generally healthier than Wales as a whole, Pembrokeshire is not the healthiest of its four counties. On the positive side premature death rates (under 75 years of age) are well below, and death rates for heart disease are slightly below the Welsh average. On the negative side deaths due to accidents and cancer are slightly above the Welsh average and deaths due to strokes are well above the average
Education, skills and training	Pembrokeshire performs overall substantially better than Wales as a whole, but not as well as other parts of Dyfed-Powys. Pembroke/Pembroke Dock and Milford Haven have lower levels of attainment than the other three wards.
Income	Pembrokeshire has lower levels of general and child poverty than Wales as a whole, with Haverfordwest and Tenby/Narberth having the lowest levels in the county. Earnings are relatively less than the Wales average. Disposable income is relatively smaller again. Average gross weekly full time earnings Pembrokeshire are £356.2 compared to £398.7 for the UK as a whole. Pembroke/Pembroke Dock and Milford Haven have poverty levels greater than the all-Wales average. 21% of the population of Pembrokeshire is in receipt of a key social security benefit (the UK median is 12%).
Employment and economy	Pembrokeshire performs less well than Wales as a whole and substantially less well than other parts of Dyfed-Powys. Employment rate is 61.4% (compared to the all-UK figure of 73.5%). Pembroke/Pembroke Dock and Milford Haven have the highest unemployment levels.
Housing	10.6% privately owned houses ranked unfit in Pembrokeshire. Compares to all-Wales average of 8.5%
Physical environment	Includes aspects as diverse as climate, noise nuisance and communicable diseases. No quantitative assessment available.
Community safety	Dyfed-Powys area crime rate is the second lowest in the UK.
Social capital/civic engagement	This relates to a community's ability to create family and social organisation. The single measure used is election participation, which is around the Wales average in Pembrokeshire, but which reflects only one aspect of civic engagement.
Geographical access to services	Pembrokeshire has much lower access to secondary and primary healthcare services than Wales average, although urban areas are relatively well serviced within Pembrokeshire.

*from Suggested Action Plan in 'Health and Well-Being Pembrokeshire-County Report 2002', Dyfed-Powys Health Authority/NHS Wales

Well-Being at a glance

Evidence	Issues	Key actions*
'Health and Well-Being Pembrokeshire – County Report 2002', Dyfed-Powys Health Authority/NHS Wales	Personal behaviour and lifestyle; the influence of friends, family and community; living and working conditions, food supplies and the ability to access essential goods and services; and the socio-economic, cultural and environmental conditions prevalent in society as a whole.	Review local provision with the aim of securing coordinated, accessible high quality services.
'Health and Well-Being Pembrokeshire – County Report 2002', Dyfed-Powys Health Authority/NHS Wales	Cross-ward variation in educational attainment	Review education, social services and voluntary sector provision for pre-school and school age children, esp. in low-attaining wards
'Health and Well-Being Pembrokeshire – County Report 2002', Dyfed-Powys Health Authority/NHS Wales, Office for National Statistics	High proportion of income has to be spent on e.g. transport, food, clothing and heating, because of physical isolation, poor housing and restricted shopping Stigma attached to benefit uptake	Uptake of welfare benefits, especially in Pembroke/Pembroke Dock and Milford Haven to identify new opportunities for developing welfare rights and advisory services
'Health and Well-Being Pembrokeshire – County Report 2002', Dyfed-Powys Health Authority/NHS Wales. Labour Market Statistics, 1998/9	Need to develop sustainable and fulfilling employment opportunities	Develop additional sustainable and fulfilling employment opportunities
Welsh Housing Condition Survey 1997/8	Poor information on housing stock, lack of effective and efficient heating	Improve information provided by All-Wales Condition survey 1998, use improvements grants schemes and direct investment
'Health and Well-Being Pembrokeshire – County Report 2002', Dyfed-Powys Health Authority/NHS Wales.	Aspects include: air and water quality, food safety noise, dog control, licensing, pest control, contaminated land, climate	Build on existing platform of environmental monitoring and action
Dyfed-Powys area crime rate is 51.5 per 1000 population. It compares to 89.5 per 1000 across the whole of Wales and the UK average of 97.8 per 1000 (Director of Public Health – Annual Report 2001, Dyfed-Powys Health Authority).	General and drug-related crime	Review opportunities for general and drug-related crime reduction
'Health and Well-Being Pembrokeshire – County Report 2002', Dyfed-Powys Health Authority/NHS Wales	Opportunities and uptake of co-ordinated community action and development	Review opportunities and promote uptake of co-ordinated community action and development
'Health and Well-Being Pembrokeshire – County Report 2002', Dyfed-Powys Health Authority/NHS Wales	Public and community transport in rural areas of the county	Use opportunities for increasing availability of public and community transport

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**Parc Cenedlaethol
Arfordir Penfro**
**Pembrokeshire Coast
National Park**