

Report of: Head of Regenerative Tourism

Subject: Well-being Objective Deep Dive/ Self-Assessment: Communities – To create vibrant, sustainable and prosperous communities in the Park that are places people can live, work and enjoy.

Management Team Leads: Head of Regenerative Tourism. Director of Nature Recovery and Tourism. Chief Executive. Head of Engagement and Inclusion. Strategic Policy Manager. Head of Marketing and Communications.

Outcomes for Objective:

- Visitors make a positive contribution to local communities and the Park’s Special Qualities.
- Work more closely with National Park communities to better understand and support local priorities.
- National Park communities are vibrant, sustainable and prosperous.
- Residents and visitors have effective and sustainable options (including using the rights of way network) to travel around the National Park.
- The work of the Authority contributes to Pembrokeshire life supporting delivery of Welsh language, cultural, recreational and community activities.

Outcomes this report is focusing on:

- Visitors make a positive contribution to local communities and the Park’s Special Qualities
- The work of the Authority contributes to Pembrokeshire life supporting delivery of Welsh language, cultural, recreational and community activities.
- National Park communities are vibrant, sustainable and prosperous.

1. Progress Assessment

Delivery Plan	Inputs [The resources (staff, time, money) being put into an intervention]	Activities [The things that are being done with these resources]	Outputs [A count of what has happened as a result of these activities]	Outcomes [The immediate consequences and change.]	Impact [The higher level and longer-term results.]
<p>Regenerative Tourism Delivery Plan: Create key statement and set of principles on Regenerative Tourism to guide PCNPA's initial work in this area.</p>	<p>Within current budget/ staff resource.</p>	<p>Creation of a vision and set of principles.</p>	<p>Regenerative tourism vision and principles have been developed in consultation with staff.</p>	<p>The principles offer guidance to officers on the Authority's approach to tourism.</p>	<p>A refocus on the authority's internal work and approach to tourism in line with organisational restructure.</p>
<p>Regenerative Tourism Delivery Plan: Creation of an internal Activities and Events group with terms of reference. Meeting quarterly. Review PCNPA Activities and</p>	<p>Within current budget/staff resource. 1 x full time staff member FTC until November 2025.</p>	<p>A full review of existing park wide activities and events programme. Including resources required and income generation opportunities alongside educational and 'Connection' opportunities. The review also includes attendance at</p>	<p>An events strategy is being drafted in consultation with the regenerative tourism team, communications team, and fundraising team. An event group has been established amongst officers and meets twice per year</p>	<p>Cross team working and agreed approach.</p>	<p>A higher return on investment for events. Consistency in approach across teams. Agreement across teams of aims for events – e.g. balancing</p>

Events programmes, creating an agreed approach to events programming following PCNPA Regenerative Tourism principles.		external events such as shows and festivals.	(before and after the main season)		education, connection, access and income.
Regenerative Tourism Delivery Plan: Review role of Seasonal Rangers.	Within current budgets/ staff resource. 1 x full time staff member. May-October	Review of seasonal ranger role in light of the organisational restructure.	Reduced seasonal ranger provision in line with budget restraints. Review of seasonal ranger activities and inclusion of income generation opportunities. 1,107 people engaged with by Seasonal Ranger across 2024 season.	Summer 2024 Seasonal Ranger provision.	Implementation of income generation opportunity raises a small income. Further review of this post is required due to continuing budgetary pressures.
Engagement, Involvement and Learning about the Park Delivery Plan: Develop and deliver a programme of	Within current budgets/ staff resource. Delivered across a range of teams – Regenerative Tourism,	Delivery of range of talks, walks, events and training opportunities to provide a range of opportunities for people of all ages to learn about or take action in	3,204 participants up to Q3 ytd taking part in community/ visitor learning programme. Above includes:	A new Dark Sky planetarium event was a success and was organised in collaboration with the Giraldu Centre in Manorbier.	Engage wider audiences with Special Qualities of the Park and in some areas support behaviour change.

<p>lifelong and community learning. Developing specific projects where needed and using a range of approaches. opportunities.</p>	<p>Engagement and Inclusion and Nature Recovery.</p> <p>Supplemented by project funding in some areas.</p>	<p>support of the Park and its Special Qualities.</p>	<ul style="list-style-type: none"> • 222 participants across 4 Dark Sky planetarium events • 24 participants from general public attended guided seal watching/ walks in Sept/ Oct, a session was also held for Roots to Recovery project attendees with 13 participants. • Participants in Training opportunities for volunteers, particularly for wildlife monitoring. <p>In addition, planning team hosted an annual training session for all Community Councils in early Nov focusing on planning legislation, enforcement and policy - this training is delivered via on-line sessions in the evening to allow for best attendance.</p>	<p>This event attracted a diverse audience participation who had not previously booked on PCNPA events.</p> <p>Guided Seal watching/ walk trips during the pupping season – provide opportunities for people to see seals but follow best practice to prevent seals being disturbed.</p>	<p>Volunteer training provides volunteers with skills that enables them to support Authority activities but can also add value to wider community.</p>
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<p>Pembrokeshire Life Delivery Plan:</p> <p>Delivery of Annual Archaeology Day.</p> <p>Collaborating with others on Community Archaeology excavations and projects in the Park.</p> <p>Safeguarding Monuments Scheme – working with volunteers to monitor and develop a work programme focused on the Park’s publicly accessible monuments</p>	<p>Archaeology Day: Tickets sold support costs of hosting the event – in 2024 the price of the event was increased, and this meant the cost of delivering the event was covered in full.</p> <p>Within current budgets/ staff resource.</p> <p>Supplemented by project funding in some areas. More complex interventions for safeguarding monument scheme would require additional funding.</p>	<p>Holding annual archaeology day and providing set of videos from the day that are on you tube.</p> <p>Collaborating with others, including Heneb on developing or delivering a range of community archaeology projects, providing support to excavations happening in the Park and wider talks, guided tours/ walks and engagement activities.</p> <p>Heritage volunteers continuing to visit and submit survey conditions of sites, which are reviewed by community archaeologist to develop work programmes for sites.</p>	<p>See case study later on in the report on Archaeology Day.</p> <p>Supported a University College London excavation at Crosswell, Eglwysrw including providing tools and equipment. The community archaeologist also delivered public tours to the site. The excavation revealed Mesolithic, Neolithic and Bronze Age archaeology.</p> <p>Development of LIDAR portal.</p> <p>Heritage at Risk Project for young people developed in partnership with Futureworks and Museum of London Archaeology.</p> <p>Volunteers carried out 135 visits to scheduled</p>	<p>People engaged in heritage in the Park, including activities to take action in support of maintaining heritage assets or increasing understanding about them.</p> <p>Successful Ticket sales enabled the Authority to offer a limited number of free places for young people. This is a demographic age group that is generally underrepresented within heritage. Those who attended from this age group commented that they had really enjoyed attending the event.</p>	<p>Education of communities about heritage.</p> <p>Providing opportunities for a broader range of people to engage with heritage opportunities, in particular young people.</p> <p>Contribute to national indicator on Percentage of people attending or participating in arts, culture or heritage activities at least three times a year / percentage of designated historic environment assets that are in stable or improved conditions/ Percentage of people who volunteer</p>
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			ancient monuments in 2023/24. Improvement and maintenance work took place at 15 scheduled monuments in 2023/24.		
<p>Engagement, Involvement and Learning about the Park Delivery Plan:</p> <p>Provide a variety of ways to get involved, with particular focus on providing a range of volunteering and social action opportunities.</p>	<p>Within current budgets/ staff resource.</p> <p>Supplemented by project funding in some areas.</p> <p>Volunteers provide an important resource in terms of enabling Authority to deliver its events programme around the Park.</p> <p>See Carew Castle Case study for overview of some of the costs/ resource implications when managing volunteers.</p>	<p>Range of community focused volunteer/ social action activities provided.</p> <p>Range of Volunteer leader opportunities provided which supports delivery of events programme.</p>	<p>Example provided below of community focused volunteering opportunity developed at Carew.</p> <p>240.3 hrs ytd (2024/25) contributed by volunteers to supporting activities/events around the Park including Castlemartin range public walks, Brilliant Bats events, Porthgain one village three industries, Nevern walk Pilgrims and Castles.</p> <p>Visitor Welcome and large event support at Carew Castle. Art and craft support at OYP alongside gallery invigilation.</p>	<p>Providing rewarding and enriching experience for both the volunteers and the organisation.</p> <p>Visitors benefit from volunteers sharing their knowledge about the Park and its special qualities.</p> <p>See positive impact of volunteer leaders in Castlemartin case study.</p> <p>Training provided to volunteers can support them in wider activities that</p>	<p>Contribute to National Indicators for Wales on:</p> <p>Percentage of people who volunteer. Mean mental well-being score for people.</p> <p>Percentage of people who are lonely – regular group volunteering as provided at Carew is a good example of this.</p> <p>Volunteers are supporting provision of opportunities that support</p> <p>Percentage of people attending or participating in arts, culture or heritage activities</p>

				benefit their communities.	at least three times a year.
<p>Regenerative Tourism Delivery Plan:</p> <p>Explore with partners including Visit Pembrokeshire potential to develop Pembrokeshire Visitor Pledge</p>	<p>Within current budgets/ staff resource.</p>	<p>Initial work has taken place in this area.</p> <p>Meetings have been held with Visit Pembrokeshire and industry representatives from National Trust and PCF to begin initial discussions.</p> <p>Research has been undertaken regarding the use of visitor pledges in other destinations.</p>	<p>This project is ongoing.</p>	<p>This project is ongoing.</p>	<p>This project is ongoing.</p>

2. Case Studies

2.1 Activities and Events: Castlemartin Communities



The Castlemartin Ministry of Defence Range was requisitioned at the beginning of the second world war in 1939 from the privately owned Cawdor Estate. For centuries prior to that, the land was primarily used for agriculture and tenanted by farmers. This military and agricultural history along with interesting archaeology, geology and rare wildlife, make it a unique part of the Pembrokeshire Coast National Park.

PCNPA and the Ministry of Defence have worked closely together for over 30 years and part of this is providing access to the Range area exclusively to Authority led guided walks. This has only been possible due to the support from local PCNPA volunteers who have taken ownership of the role of Castlemartin Walk Leader and developed a wealth of knowledge and experience of this fascinating place. Some of the volunteers have over 20 years of experience of leading these walks and there is a drive amongst the experienced members to encourage other volunteers to learn and develop new skills and join the 'Castlemartin Community'.

The popularity of these walks remains strong, with feedback consistently highlighting how the quality of the experience is enhanced by the knowledge of the volunteer walk leaders.

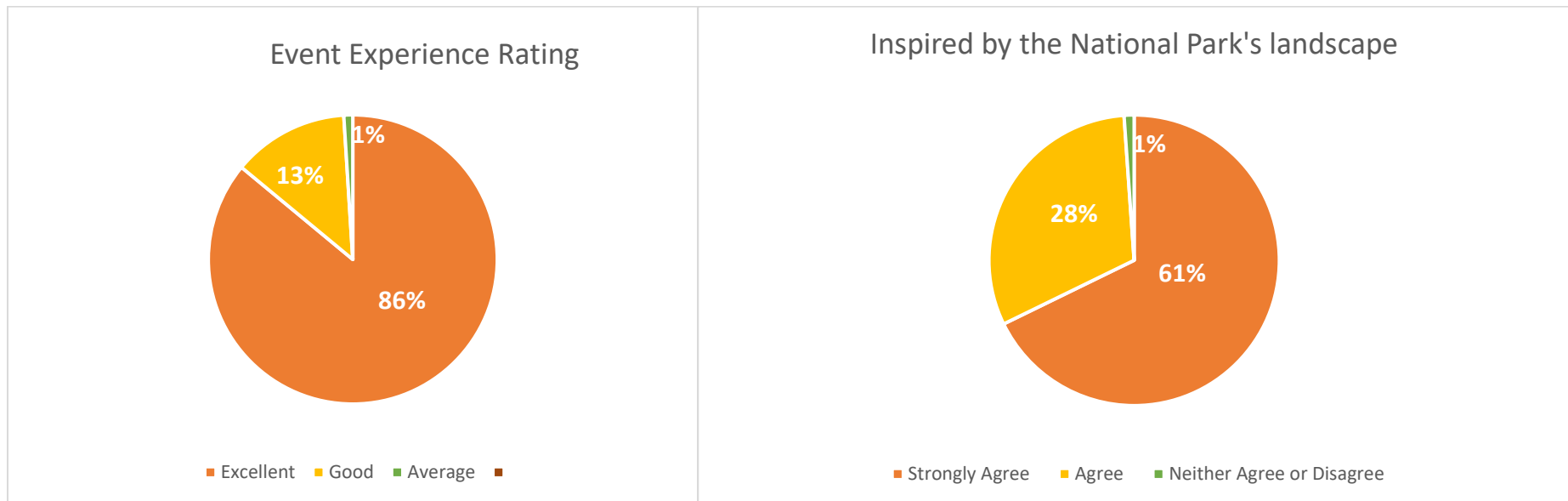
Visitor Feedback:

“The whole walk was amazing. Dramatic coastline. The knowledge of the walk leaders of the history made this the most special day out”

“Our three guides were all fantastic. They really knew their stuff and were well organised, friendly, and helpful. My partner and I had a really brilliant day. We saw so many aspects of this very special area, and there really was something for everyone during this full day's walk. Geology to ancient promontory forts, military history to model farms, and close looks at today's flora and fauna to fossils.”

“Our guide was highly knowledgeable and it was a joy to walk along the coast and see all the interesting buildings on the range”

“We had a super guide, knowledgeable, informative, aware of all members of the group making sure everyone was happy and safe. He was full of charisma which always brings history to life. A fabulous guide. Thank you”



2.2 Carew Castle and Tidal Mill Volunteer Programme

Introduction/Background

The volunteer programme at Carew Castle and Tidal Mill has developed over several years. Initially started when the Carew team sought volunteer gardeners to maintain the Walled Garden, following significant investment into landscaping and planting in 2017/2018.

The programme began with just one or two volunteers in 2019 and has since expanded to a dedicated group of eleven active participants. While some initially joined as gardeners, the group have shifted their focus away from horticultural tasks and now engage in a range of other activities.

Volunteer engagement at Carew significantly increased after the Covid-19 pandemic, particularly in 2022, as people sought opportunities to be active outdoors.



Image: Carew Volunteers building a revetment wall on the banks of the Millpond



Image: Volunteers at the Tidal Mill



Image: Tree planting

Volunteer Hours

The main volunteer group at Carew Castle and Tidal Mill meets once a week. In 2024, volunteers contributed a total of 1,550 hours on-site. In addition to their work at Carew, many volunteers also participate in other Authority-run projects, such as Walking for Wellbeing, or as Voluntary Wardens assisting National Park Rangers with a variety of practical and conservation tasks.

Although there are eleven regular volunteers at Carew, attendance varies weekly, with an average of five participants per session. In some weeks, as few as two volunteers may be present.

The contribution of volunteers has been invaluable, particularly as commercial activities at the popular visitor attraction expand and the demands of site maintenance and conservation management increase. However, while volunteers are dedicated to their roles, their attendance is voluntary, meaning they cannot be relied upon in the same way as paid staff.

Volunteer Profile

The volunteers have formed strong friendships, which was one of their key reasons to volunteer initially. They also share these other characteristics:

1. **Nature enthusiasts:** Many are drawn to the Carew site and the work of the National Park Authority due to a personal interest in conservation, and the natural environment.
2. **Active and outdoors:** The majority of our volunteers are people who enjoy working outdoors. They appreciate the physical aspects of the tasks, such as gardening, grounds maintenance, tree planting, and other manual activities. They are eager to engage in hands-on work and prefer outdoor environments to indoor tasks.
3. **Retirees:** All the volunteers at Carew Castle and Tidal Mill are retired. They have time available to dedicate to volunteer work and appreciate the opportunity to stay active, contribute to the community, and engage in meaningful work. Many have retired from professional roles and skilled trades, bringing a wealth of experience and expertise to their volunteer activities.

Volunteer Management and Supervision

The coordination of volunteering at Carew Castle and Tidal Mill is led by Mark Everson, Carew Supervisor. His responsibilities include volunteer induction, training, risk assessments, uniform provision, travel payment monitoring, handling enquiries from potential volunteers, and maintaining records.

Mark collaborates with key colleagues, including the Visitor Services Manager and Carew Site Warden, to identify suitable volunteer activities across the site.

Each Volunteer role has an assigned supervisor:

- Visitor Welcome Volunteers – Mark Everson, Carew Supervisor
- Volunteer Gardeners - Dinah Thompson, Visitor Services and Heritage Assistant
- Grounds and Site Maintenance – Richard Hughes, Carew Site Warden

The success, cohesion, and longevity of the Grounds and Site Maintenance Group can largely be credited to Richard Hughes. Initially a reluctant volunteer supervisor, Richard quickly became the group's strongest advocate, forming strong relationships with volunteers and providing expert knowledge that has enabled the group to thrive.

Maintaining a site with multiple complex designations - including *Scheduled Ancient Monument (SAM)*, *Site of Special Scientific Interest (SSI)*, *Special Area of Conservation (SAC)*, and *Grade II* listed status* - requires extensive expertise. The Site Warden's role demands knowledge of conservation, countryside management, heritage building techniques, historical structures, carpentry, joinery, plumbing, and engineering. Richard's broad skill set allows volunteers to engage in a diverse range of activities.

Volunteer feedback consistently highlights their enjoyment of the variety of tasks, new challenges, and opportunities to develop practical skills.

Volunteer Supervisors work directly with volunteers and oversee:

- Planning sessions and activities
- Delivering 'toolbox talks'
- Providing practical training and skill demonstrations
- Ensuring tools, equipment, and materials are prepared prior to each session
- Monitoring compliance with risk assessments and method statements
- Ensuring volunteer safety on-site
- Providing appropriate clothing and PPE for tasks



Image: Carew Volunteers enjoying a well-earned tea break in the Walled Garden



Image: Filling planters as part of the Local Places for Nature scheme

We want our volunteers to feel effectively supported, engaged, and able to contribute meaningfully to the site's ongoing maintenance, conservation and visitor enjoyment.

Volunteer Activities

Working with volunteers has highlighted the importance of creating a rewarding and enriching experience for both the volunteers and the organisation. Volunteers seek mentorship, opportunities to develop new skills, and the ability to make a meaningful contribution. Leaving each session with a sense of achievement is key to their continued engagement. Volunteers undertake a diverse range of tasks that contribute significantly to the site's upkeep, conservation, and visitor experience. Their work assists the core paid team to ensure that the site remains well maintained, welcoming, and engaging for visitors.

Despite discussions with potential new volunteers, there has been little interest in roles within the gift shops or onsite tearoom. These positions often involve repetitive and high-pressure tasks that may not provide the same level of personal fulfilment as other volunteer activities. Additionally, similar paid opportunities are readily available, making it less appealing for individuals to take on these roles in an unpaid capacity.

Grounds and Site Maintenance Volunteers

Volunteers in this group participate in a variety of hands-on conservation, maintenance, and construction tasks, including:

- Painting and maintenance at the Tidal Mill, including masonry and machinery
- Planting pollinator friendly plants and sowing seeds
- Tree planting and ongoing tree maintenance
- Hedge laying
- Building revetments
- Installation and removal of fencing
- Removal of invasive species
- Litter picking and general groundskeeping
- Gardening
- External painting
- Replacing handrails
- Causeway resurfacing
- Pathway and surface maintenance
- Construction and repair of benches, tables and other external furniture
- Construction and repair of a range of historical props from jousting equipment to trebuchets, including upholstery and joinery
- Supporting activities, events and weddings, including:
 - assisting with installation and removal of equipment and infrastructure
 - maintenance, repair and storage of equipment

Visitor Welcome Volunteers

Visitor Welcome Volunteers enhance the visitor experience by providing information and assistance. While several individuals have taken on this role in the past, only one volunteer has remained consistently engaged, finding it a fulfilling and rewarding experience. Their responsibilities include:

- Meeting and greeting visitors
- Providing site information and handing out leaflets

- Directing visitors during busy events
- Assisting with activities and events, such as supporting staff with craft or historical demonstrations

Through their varied contributions, volunteers play a vital role in both site maintenance and visitor engagement, supporting the team of staff and helping Carew Castle and Tidal Mill thrive as a historic and cultural destination.

Costs of Volunteering

Volunteering at Carew Castle and Tidal Mill has been immensely beneficial to the organisation. The volunteers are hard-working, eager to learn new skills, and provide valuable support, particularly for tasks requiring multiple participants. Over time, they have become an integral part of the team.

However, it is important to recognise that volunteers are not a free resource. Supporting and managing volunteers requires significant staff time and financial investment.

Staff time commitment

Planning and preparation: Before each volunteer session, the Site Warden or relevant Supervisor spends considerable time planning activities and ensuring all necessary materials and equipment are available.

- **On-the-day supervision:** Volunteer sessions require full-day staff involvement to lead the group, provide guidance, and ensure safety.
- **Administrative work:** Time is also dedicated to recording and inputting volunteer data to track participation and contributions.

Financial costs

- **Equipment and tools:** To ensure each volunteer has access to the necessary tools, Carew has purchased multiple sets of spades, trowels, gloves, and other equipment. For some activities, additional tools must be borrowed from other departments, requiring coordination and logistical planning.
- **Travel reimbursement:** Volunteers can claim for travel expenses to and from the site.

- **Uniforms and protective gear:** Volunteers are provided with appropriate uniforms, including waterproof clothing and steel-toe cap boots, essential for the nature of their work.
- **Training:** While some training is delivered informally on the job, other sessions require formal training with associated costs.

Despite these costs, the contribution of volunteers remains invaluable, allowing Carew's small core paid team to effectively maintain and enhance the site while providing meaningful experiences for those who participate.

The Future

Currently, we are unable to accept any more Grounds and Site Maintenance Volunteers. The existing group is well-supported, but due to staffing limitations, there is insufficient time to adequately supervise additional volunteers or prepare for their activities. The supervision of volunteers requires considerable effort, including planning, risk assessments, and ensuring the right materials and equipment are available for each session.

While we immensely value the contributions of our volunteers, the current staff capacity limits our ability to expand the programme without compromising the experience for existing participants. Our priority moving forward will be to maintain the quality of support and engagement for the current group.



Image: 'Diolch' slate plaque presented to Carew volunteers



Image: Construction of the Carew Trebuchet



Image: Volunteer Helen sowing wildflower seeds

2.3 Archaeology Day: Connecting Communities to their Past

Since 2002, the National Park Authority has delivered the Archaeology Day event on an annual basis. The 2024 event was held on the 9th of November at the Pembrokeshire College, Haverfordwest with almost 230 people in attendance. Event planning took place between March and November 2024, this was led by the Community Archaeologist with support from colleagues within Regenerative Tourism, Nature Recovery, Decarbonisation and Corporate Services. The event was delivered on the day with support from National Park Authority staff and volunteers.

The event was chaired by the Community Archaeologist and included the following talks:

- Pembrokeshire Coast: Safeguarding Scheduled Monuments by Tomos Jones.
- Fifty Years (Almost) of Dyfed Archaeological Trust by Ken Murphy.
- The latest news from Wogan Cavern by Dr Rob Dinnis.
- Prehistoric Discoveries: An update on the excavations ahead of A40 Llandewi Velfry to Redstone Cross Improvements by Luke Jenkins.
- Trelyffaint: More than just a megalith by Professor George Nash.
- Sourcing the Stonehenge bluestones: a ceremonial centre in west Wales by Professor Mike Parker Pearson.

A total of fourteen organisations, societies and communities held a stall in the main exhibition space and the Council for British Archaeology Wales held their Annual General Meeting at the event. They also provided a financial contribution to help support the cost of delivering the event.

Tickets for the 2024 event were sold earlier than in previous years and this resulted in tickets being sold out by October. This helped with the organisation of catering for the event. The ticket price for the 2024 event was increased to reflect inflationary pressures and this meant the cost of delivering the event was covered in full. This also enabled the Authority to offer a limited

number of free places for young people. This is a demographic age group that is generally underrepresented within heritage. Those who attended from this age group commented that they had really enjoyed attending the event.

Thanks to funding from the 'Open to All' project, a selection of talks from the 2024 event were filmed by JWJT Media. These were recently posted on to the Archaeology Day YouTube channel - <https://www.youtube.com/c/DiwrnodArchaeolegArchaeologyDay> and include the option to view these with British Sign Language. This enables wider access to the event, including to underrepresented groups.



Image: Archaeology Day YouTube Channel with BSL

2.4 Castell Henllys – Welsh Language, Culture and Community.

Our commitment to promoting and preserving the Welsh language and culture is central to Castell Henllys, along with broader community activities. By integrating the language into our visitor experience, educational offerings, and cultural programs, we ensure that it remains vibrant, relevant, and accessible to both locals and visitors.

One of our most popular events is the winter solstice and has been for years. In 2024 the event was especially successful, we had a brilliant turn out from local and visiting people for the event on the 21 December. Referencing historic tales about the gods of darkness and light who 'fight it out' during this period, to see if the warmer months are on their way. The event is a bilingual display of music and storytelling, the perfect way of exposing non-Welsh speaking visitors to the use of the language in an engaging and interesting way.

The event hosted 80 visitors in total, some of whom were return visitors who wanted to bring family members to experience the celebration of the shortest day. The event always includes the Mari Lwyd, an old Welsh tradition that has seen a resurgence in recent years, even though we have been including the Mari Lwyd in our winter solstice celebrations for many years.

This event is just part of a series of cultural initiatives hosted at Castell Henllys, the site often sees Welsh language musicians contributing to the events programme and the café has a strong history of hosting Welsh language learners' groups. The site staff are keen to share learning opportunities with visitors and create activities aimed at engaging people with nature through the medium of Welsh, as well as sharing everyday phrases throughout the visitor journey. The site is seen locally as a Welsh language hub and attracts Welsh learners' groups from 'Learn Welsh Pembrokeshire', who have enjoyed guided walks of the site with the North Area Rangers, a Welsh language singing group for toddlers and a local chapel congregation are also amongst those who often use the site to meet and practice their Welsh skills.

The reputation of Castell Henllys as an attraction which provides authentic experiences, connecting visitors and locals to the unique history and culture of the area is proving to be a growing niche area for the team, trends show that people are looking much more for experience-led activities. Events are often fully booked well in advance and often by repeat visitors. Developing upon this success, will be a priority for Castell Henllys into the future. One of the many strengths of Castell Henllys is the high percentage of fluent Welsh speakers within the team who contribute to the success of the site as a Welsh language destination.



2.5 Dragon Parade, St David's Day celebrations at Oriol y Parc

Our annual Dragon Parade is a highlight of the St David's Day celebrations in the city. In the lead-up to the event, we collaborate with a local artist to deliver hands-on workshops, where participants – ranging from school children to community groups – design and build a themed structure for the parade. The sessions not only inspire creativity but also teach crafts such as printmaking or willow weaving, while celebrating Welsh culture. In total, the workshops engage around 150 participants from around five school classes and community groups.

In the past two years, we've extended our St David's Day programming by introducing a city-wide artistic trail/tour. This initiative invites businesses and organisations to display an object created for the Dragon Parade – such as the dragon egg (2024) and baby dragon (2025) – creating an engaging visual journey for visitors. Around 21 local businesses and organisations take part in this trail, which is promoted on social media, encouraging exploration of different locations and strengthening community relationships.

To further enhance the celebrations, additional activities take place in the lead-up to St David's Day, including:

- A themed family trail during the February half-term.
- Creative installations at the visitor centre.
- A drop-in craft area, where people can create dragon-themed accessories to wear at the parade.
- Free bunches of daffodils given to visitors as part of Visit Wales's Random Acts of Welshness campaign.

These activities help establish a culturally rich programme that benefits both residents and visitors while complimenting the city's traditional St David's Day events.

The Dragon Parade itself brings people together in celebration, fosters community spirit, gives young people a platform to showcase their creative talents and unites the whole community in marking a key cultural occasion.



Ysgol Penrhyn Dewi
29 January at 16:22 · 🌐

Dosbarth Porthselau loved helping artist Kate create the head for the dragon for the St David's Day Dragon Parade. We can't wait to see the dragon when it's finished! Diolch Kate and [Oriol y Parc](#) for organising such a wonderful crafty morning!

See translation



11 likes · 4 shares

Like Comment Send Share



Oriol y Parc

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Oriol y Parc
4d · 🌐

🌱 An extra pair of claws are always welcomed on volunteering days! 🌱

Where is the Baby dragon?
Discover her hiding spot – share your guess or a photo with the dragon!

#StDavids #Gallery #Pembrokeshireartsandcrafts #welshnationalpark #ExplorePembrokeshire #HolidayInspiration #visitwales #visitpembrokeshire #hwyl #StDavidsDragon #StDavidsDay #FindTheBabyDragon

Pembrokeshire Coast Pembrokeshire Coast Rangers Visit Pembrokeshire Wales Amgueddfa Cymru



5 likes

Oriol y Parc Tyddewi

Posts About Photos Videos More ▾

Oriol y Parc Tyddewi
1h · 🌐

🔴 Mae bywyd fel bocs o siocled - dydych chi byth yn gwybod beth rydych chi'n mynd i'w doddi! 🍫

Le mae'r ddraig fach?
Darganfyddwch ei man cuddio – rhannwch eich syniadau neu lun sy'n dangos y ddraig!

#StDavids #Gallery #Pembrokeshireartsandcrafts #welshnationalpark #ExplorePembrokeshire #HolidayInspiration #visitwales #visitpembrokeshire #hwyl #StDavidsDragon #StDavidsDay #findthebabydragon

Arfordir Penfro Parcmy'n Arfordir Penfro Visit Pembrokeshire Wales Amgueddfa Cymru

See translation



3.0 Challenges and Opportunities

3.1 Funding: Balancing National Park Priorities, Regenerative Tourism Principles and Income Generation

A consistent challenge through our work is ensuring that the team balances meeting our corporate objectives whilst generating a funding stream for the Authority. We must first and foremost ensure that our work meets the National Park priorities through the delivery of the four C's, and in the examples above, we have clearly identified just a few of the methods in which we achieve the 'Communities' element of this.

The Authority is facing increasing financial pressures, and for many years the work of the centres has importantly contributed to the self-generated income of the Park Authority, the importance of this income has increased in recent years and will no doubt continue to be seen as vital as financial constraints grow. The teams have successfully balanced the priorities of the NPA with the need for commercial activity, however as finances become ever more pressured it will be a challenge to ensure these principles are upheld against the drive for commercial growth.

3.2 Centre Developments

3.2.1 Oriely Parc Masterplan

The team are currently undergoing a masterplan process for Oriely Parc to ensure the National Park Visitor Centre is prepared to meet the evolving challenges and priorities of the National Park Authority into the future. The process so far has provided opportunities for consultation, conversations and debate over the future vision for the centre. The community is at the heart of the centre's work and the masterplan process has provided opportunities for engagement, as well as a review of how we interpret the National Park and the messages we convey to both locals and visitors. This process has provided an opportunity to review our interpretive aims at the centre which will provide learning across the department.

3.2.2 Brilliant Basics Funding

Applications for funding to improve the visitor experience at both Castell Henllys and Carew Castle and Tidal Mill have been submitted, this funding provides an opportunity to create more inclusive experiences for diverse audiences as well as improving the year-round offering at each site.

3.3 Influence and broadening impact across the PCNP

Whilst we have taken strides in developing our Regenerative Tourism Principles within the Authority, and have interpreted these into actions internally, the next challenge will be to influence the wider tourism sector and to make an impact more widely. Opportunities to work with the tourism sector are key, and harnessing our partnership working with Visit Pembrokeshire will be a vital component of this, developing initiatives such as a Visitor Pledge will be part of this work and presents an opportunity to work alongside stakeholders in the sector to make positive change. Showcasing best practice in our centres, providing real life case studies to businesses and working together with the tourism sector will be just some of the steps we take to help us to develop Regenerative Tourism across Pembrokeshire.

The Regenerative Tourism Team welcome circa 200,000 visitors per year, all of which will engage with a team member at least once on their visit, this includes both tourists and locals. The opportunities for the NPA to engage with the public are therefore vast within this context, offering the opportunity to engage, educate and inform people of all backgrounds on the work of the Authority and how they can make changes in their own lives to support it.

4. Contribution to Cross Cutting Outcomes:

Cross Cutting Outcome	Contribution – Activities and Impact
Sustainable Development Principles – 5 ways of working	Long Term – Exploring regenerative tourism principles at this time is enabling Authority to explore how centres and wider visitor economy can deliver against these principles longer term against wider challenges related to income generation.

	<p>Prevention – Setting our work in the context of regenerative tourism helps ensure that the work we do in this area has a positive rather than detrimental impact on Special Qualities of the Park and its communities.</p> <p>Integration/ Collaboration/ Involvement – Significant engagement work has been done by the Head of Regenerative Tourism with the Regenerative Tourism team to engage them with development of regenerative tourism principles and further engagement with wider staff. This helps ensure that we develop consistent approach in this area, and have buy in from front end staff involved in its delivery including alignment across teams when looking at things such as the aims for events. One of the strategic priorities of the Pembrokeshire Destination Plan is: Regenerative - ensure our visitor economy takes account of its current, and future economic social and environmental impacts, whilst addressing the needs of all visitors, the environment, the industry, and local communities, delivering a net benefit. Authority is a key partner with role in supporting delivery of the plan. Many of our events and engagement activities involve collaboration with other local community groups or events. Volunteers play an important role in supporting our events and activities programmes. Article 4 related consultation and initial workshop activities.</p>
Public Sector Equality Duty/ Socio Economic Duty / Reducing Child Poverty	Our approach to regenerative tourism includes exploring opportunities to create more inclusive experiences for diverse audiences. The Archaeology Day provides a good example of how you can subsidise free places for in this case young people through wider successful ticket sales. This is a demographic age group that is generally underrepresented within heritage.
Promoting Welsh Language	Castell Henllys case study demonstrates the role our centres can play in promoting the Welsh Language and Culture through the events and activities programme. One of the many strengths of Castell Henllys is the high percentage of fluent Welsh speakers within the team who contribute to the success of the site as a Welsh language destination. Wider events and

	<p>activities provide opportunity for use of incidental Welsh and to familiarise people with Welsh in the landscape. Recognition of importance of Welsh Language promotion in context of Park has also been considered when looking at the regenerative tourism principles.</p>
<p>Section 6 Biodiversity Duty / Sustainable Management of Natural Resources</p>	<p>Development and implementation of regenerative tourism principles at our centres will support ongoing implementation of section 6 biodiversity duty in how we run these sites. This builds on existing work at Carew which is Site of Special Scientific Interest (SSI) and is included in the Pembrokeshire bat site Special Area of Conservation (SAC). Monthly bat surveys take place in the spring and summer, managed by the conservation team. The grassland habitat at Carew is managed with the aim of supporting wildlife. Welsh black mountain sheep graze the grassland over winter creating a mosaic of vegetation at different heights, allowing wildflowers to grow, flower and set seed each year. The meadow grass is cut in summer, suiting late summer and autumn fruiting fungi. Waxcaps in particular thrive on short, grazed grass and Carew Castle is one of the best sites for them in West Wales. In the last few years, the Carew team have been undertaking planting projects. Hundreds of pollinator-friendly plants, seeds, and bulbs have been planted in the Walled Garden and locally sourced wildflower seed has been sown into its meadow. Taking a regenerative tourism approach can also help ensure that our centres and events programme take account of the Authority and Parks decarbonisation journey.</p>
<p>Engagement with Communities and Stakeholders</p>	<p>Engaging with wider community events such as Pembrokeshire County Show and other local agricultural shows and festivals and holding community focused events ourselves. As shown by the case studies included in this report. Article 4 related consultations.</p>
<p>Staff Development / Volunteering Opportunities</p>	<p>Volunteers play an important role in supporting our events and activities programmes. There are also opportunities to develop strong community-based volunteering programme based at centres, such as the example</p>

	provided at Carew. Volunteer management opportunities for staff provides opportunity for staff to develop skills in other areas which they may not get from doing their day-to-day job.
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5. Overall Assessment and Next Steps

Teams from across the Authority continue in their work to support and develop vibrant communities across the National Park and the 'communities' priority can be seen as cross-cutting through the Authority's delivery plans in a wide range of areas. Future steps will be to continue with the priorities set out in the delivery plans and to complete these actions wherever possible, as well as to review those which need to be updated or amended after the past year of delivery.