

RHYBUDD O GYFARFOD / NOTICE OF MEETING



Awdurdod Parc Cenedlaethol Eryri

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Snowdonia National Park Authority

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Cyfarfod Cyffredinol Blynyddol: Awdurdod Parc Cenedlaethol Eryri

Dyddiad: Dydd Mercher 9 Mehefin 2021

Amser: 10.00 y.b.

Anfonir cyfarwyddiadau ymuno at yr Aelodau ar wahân

Annual General Meeting: Snowdonia National Park Authority

Date: Wednesday 9 June 2021

Time: 10.00 a.m.

Joining instructions will be sent to Members separately

Aelodau wedi'u penodi gan Gyngor Gwynedd

Members appointed by Gwynedd Council

Y Cyngorydd / Councillor :

Elwyn Edwards, Alwyn Gruffydd,

*Annwen Hughes, Judith Mary Humphreys, Edgar Wyn Owen,
Elfed Powell Roberts, John Pughe Roberts, Gethin Glyn Williams;*

Aelodau wedi'u penodi gan Gyngor Bwrdeistref Sirol Conwy

Members appointed by Conwy County Borough Council

Y Cyngorydd / Councillor :

Philip Capper, Wyn Ellis-Jones, Ifor Glyn Lloyd;

Aelodau wedi'u penodi gan Llywodraeth Cymru

Members appointed by The Welsh Government

*Mr. Brian Angell, Ms. Tracey Evans, Mrs. Sarah Hattle,
Mr. Tim Jones, Mr. Owain Wyn.*

A G E N D A

1. **Chairman**
To elect a Chairman of the Authority until the next annual meeting.
2. **Vice-Chairman**
To elect a Vice-Chairman of the Authority until the next annual meeting.
3. **Apologies for absence and Chairman's Announcements**
4. **Corporate Update**
To receive an oral update from the Chief Executive.
5. **Public Question Time**
The Authority has allocated up to 20 minutes at the start of its meeting to allow members of the public the opportunity to ask specific questions that relate to the work of the Authority (apart from planning applications) that is relevant to the Park's duties and purposes.

Questions must be submitted in writing (by post or e-mail) to the Director of Corporate Services at least 7 days prior to the meeting.
6. **Declaration of Interest**
To receive any disclosure of interest by members or officers in respect of any item of business.
7. **Membership of the Authority**
To record formally the membership of the Authority. (Copy herewith)
8. **Minutes of the Authority**
The Chairman shall propose that the minutes of the meeting of this Authority held on the 28th April 2021, be signed as a true record (copy herewith) and to receive matters arising, for information.
9. **Action Log**
To submit the Action Log for information and decision. (Copy herewith)
10. **Appointment of Members to serve on Committees, Panels, Working Groups and External Representation**
To submit a report by the Chief Executive. (Copy herewith)
11. **Membership of Standards Committee**
To submit a report by the Director of Corporate Services. (Copy herewith)
12. **Annual Governance Statement 2020/21**
To submit a report by the Head of Administration and Customer Care. (Copy herewith)
13. **Treasury Management - Annual Report 2020/21**
To submit a report by the Chief Finance Officer. (Copy herewith)
14. **Arrangements for Authority and Committee Meetings**
To submit a report by the Director of Corporate Services. (Copy herewith)

15. **Annual Report of the Monitoring Officer**
To submit a report by the Director of Corporate Services. (Copy herewith)
16. **Members' Attendance**
To submit a report by the Director of Corporate Services. (Copy herewith)
17. **Communications and Engagement Strategy**
To submit a report by the Head of Engagement. (Copy herewith)
18. **The Volunteer Strategy 2021-2026**
To submit a report by the Volunteer and Well Being Officer. (Copy herewith)
19. **Welsh Language Standards**
To submit a report by the Head of Administration and Customer Care. (Copy herewith)
20. **Working Group Report**
To submit the report of the Members Working Group held on 14th April 2021. (Copy herewith)
21. **Meetings of other Organisations**
To receive oral and written reports from Members on any recent meetings which they have attended as representatives of the Authority.
22. **To submit the following minutes for information**
 - (1) Minutes of National Parks Wales Executive Meeting held on 20th November 2020. (Copy herewith)
 - (2) Minutes of the Performance & Resources Committee held on the 24th March 2021. (Copy herewith)

MEETING	Snowdonia National Park Authority
DATE	9 June 2021
TITLE	MEMBERSHIP OF THE AUTHORITY
REPORT BY	Chief Executive
PURPOSE	For information

The Authority consists of 18 Members, 9 of whom are appointed by Gwynedd Council, 3 by Conwy County Borough Council and 6 by the Welsh Government.

The Membership is as follows:-

9 Members appointed by Gwynedd Council

1. Councillor Elwyn Edwards, Bod Aeron, Heol Pensarn, Bala, Gwynedd. LL23 7SR (01678 520378) Cynghorydd.ElwynEdwards@eryri.llyw.cymru
2. Councillor Alwyn Gruffydd, Llidiart Ysbyty, Tremadog, Porthmadog, Gwynedd. LL49 9RN (01766 513025) Cynghorydd.AlwynGruffydd@eryri.llyw.cymru
3. Councillor Annwen Hughes, Crafnant, Llanbedr, Gwynedd. LL45 2PH (01341 241613) Cynghorydd.AnnwenHughes@eryri.llyw.cymru
4. Councillor Judith Humphreys, Tyddyn Bach, Penygroes, Caernarfon, Gwynedd. LL54 6PS (07521 964495) Cynghorydd.JudithHumphreys@eryri.llyw.cymru
5. Councillor Edgar Wyn Owen, Glyn Awel, Waunfawr, Caernarfon, Gwynedd. LL55 4YY (01286 650594) Cynghorydd.EdgarOwen@eryri.llyw.cymru
6. Councillor Elfed Powell Roberts, Hafod Ddwryd, Maentwrog, Gwynedd. LL41 4HN (07768 667508) Cynghorydd.ElfedRoberts@eryri.llyw.cymru
7. Councillor John Pughe Roberts, Cerddin, Llanymawddwy, Machynlleth, Powys. SY20 9AJ (01650 531234) Cynghorydd.JohnPugheRoberts@eryri.llyw.cymru
8. Councillor Gethin Glyn Williams, Richmond House, Barmouth, Dolgellau, Gwynedd. LL42 1DW (07890 705180) Cynghorydd.GethinGlynWilliams@eryri.llyw.cymru
9. **Vacancy**

3 Members appointed by Conwy County Borough Council

10. Councillor Philip Henry Capper, 2 Mount Pleasant, Llysfaen, Colwyn Bay. LL29 8SN (07701376696) Cynghorydd.PhilCapper@eryri.llyw.cymru
11. Councillor Wyn Ellis Jones, Hafod Geunan, Nebo, Llanrwst. LL26 0TD (01690 710326) Cynghorydd.WynJones@eryri.llyw.cymru
12. Councillor Ifor Glyn Lloyd, Cynant Ganol Farm, Betws-yn-Rhos, Abergele, Conwy. LL22 8YN (07967 042586) Cynghorydd.IforGlynLloyd@eryri.llyw.cymru

6 Members appointed by The Welsh Government

13. Mr. Brian Angell, Lake House, 21 Ford Street, Clun, Craven Arms, Shropshire. SY7 8LD (01588 640029) Brian.Angell@eryri.llyw.cymru
14. Ms. Tracey Evans, Gallt y Ffrwd, Llanfrothen, Gwynedd. LL48 6DZ (01766 771479) Tracey.Evans@eryri.llyw.cymru
15. Mrs. Sarah Hattle, Cwmheisian Ganol, Hermon, Llanfachreth, Dolgellau, Gwynedd. LL40 2LF (07894915966) Sarah.Hattle@eryri.llyw.cymru
16. Mr. Tim Jones, Isgaer Wen, Lon y Mynydd, Llanbedr Dyffryn Clwyd, Rhuthun, Denbigh. LL15 1UZ (07780 646900) Tim.Jones@eryri.llyw.cymru
17. Mr. Owain Wyn, Dolawen, Penygarth, Caernarfon, Gwynedd. LL55 1EY (07971 288021) Owain.Wyn@eryri.llyw.cymru
18. **Vacancy**

**SNOWDONIA NATIONAL PARK AUTHORITY
WEDNESDAY 28th APRIL 2021**

Cynghorydd Wyn Ellis Jones (Chairman) (Conwy)

PRESENT:

Members appointed by Gwynedd Council

Councillors Elwyn Edwards, Alwyn Gruffydd, Annwen Hughes, Judith Humphreys, Edgar Wyn Owen, Elfed Powell Roberts, John Pughe Roberts;

Members appointed by Conwy County Borough Council

Councillors Philip Capper, Ifor Glyn Lloyd;

Members appointed by the Welsh Government

Mr. Brian Angell, Ms. Tracey Evans, Mr. Tim Jones, Owain Wyn;

Officers

Emyr Williams, G.Iwan Jones, Jonathan Cawley, Dafydd Edwards, Emyr Roberts, Helen Pye, Anwen Gaffey.

In attendance

Matthew Edwards, Nick Selwyn, Euros Lake, Sioned Owen – Audit Wales.

Apologies

Councillor Freya Bentham, Gethin Glyn Williams; Mrs. Sarah Hattle.

1. Chairman's Announcements

- (1) the Chairman advised that the meeting was subject to the new Covid-19 Regulations on how the Authority conducts its business, and that:-
 - a Notice of the Meeting had been published and the Agenda and reports were available on the Authority's website.
 - the meeting was not open to the public.
 - the meeting was being recorded to assist in verifying the minutes, but may be made available online at a later date.
- (2) the Chairman confirmed that Mr. Neil Martinson had formally resigned as a Welsh Government Member of the Authority and that a successor would be appointed later in the year.
- (3) the Chairman congratulated Catherine Mealing-Jones on her appointment as the new Chief Executive of Brecon Beacons National Park Authority, and also conveyed best wishes to Dafydd Gibbard following his appointment as Gwynedd Council's new Chief Executive.
- (4) the Chairman reported that Jo Worrall, the Authority's Head of Personnel, would soon be retiring from the Authority after 17 years of service. The Chairman, on behalf of Members, expressed his appreciation and thanks to Jo for her valuable service over many years.
- (5) the Chairman welcomed officers from Audit Wales to the meeting.

Corporate Update

The Chief Executive provided an oral update on operational issues:-

- (1) Afon Eden and Uwch Gwyrfaï SMS Projects had now been completed, on time and within budget. It was also noted that Members had recently received training on both of these projects.

- (2) New SMS Project - "Mawddwy Farmers Sustainable Habitats" - the former Uwch Gwyrfa Project Officer has been appointed to the post of Project Manager.
- (3) Members were updated on developments at Pen y Pass and were advised that it would not be possible to provide 6 monthly parking permits this year.
- (4) The Authority will be working with Gwynedd and Conwy County Borough Councils on the "Levelling up fund" for traffic management schemes – applications are to be submitted by the end of June.
- (5) Hardship Fund – the National Park Authorities had been included as part of the scheme and were now eligible for funding. The Chief Executive thanked Mr. Dafydd Edwards, Section 151 Officer, for his hard work on behalf of the three Welsh National Parks.
- (6) Seasonal Staff have been appointed as follows:-
 - Digital Communications Officer
 - Seasonal Car Park Attendant (Pen y Pass)
 - Seasonal Wardens: Y Bala, Dolgellau, Betws y Coed & Pen y Pass
- (7) Solar Panel work was now complete: the Authority was generating 40kw of electricity for use at HQ with the remainder being battery stored and any surplus then being transferred to the grid.
- (8) Sustainable Landscapes Sustainable Places 2020/21 Funding: Grant funding of £1,771,454 claimed, work to be completed by the end of May.
- (9) 2021/22 funding: bids of £900,000 had now been approved. This had been reported to Members at a recent meeting of the Members Working Group.
- (10) It was anticipated that Plas Tan y Bwlch would re-open mid-May, with Yr Ysgwrn re-opening in mid-June.

RESOLVED to note the reports.

2. Public Question Time

Members were informed that no public questions had been received.

3. Declaration of Interest

No declarations of Personal Interests were made in respect of any item.

4. Minutes

The minutes of the Authority meeting held on 3rd February 2021 were accepted and the Chairman signed them as a true record.

5. Matters for information arising from the minutes

Item 1 (3) – Chairman’s Announcements

In response to a question, the Chief Executive stated that Members had received a copy of the Minister’s response to the letter requesting the amendment of National Park purposes and the matter was being considered at the next meeting of the Members’ Working Group on 19th May 2021.

Item 2 – Corporate Update

The Chief Executive confirmed that the ‘Corporate Update’ will be included as a standard item on the Authority’s Agenda in future.

6. Notice of Motion

Submitted – A Notice of Motion by Councillor John Pughe Roberts

“That the Authority hereafter uses only the Authority’s Welsh name for the Authority and that this becomes relevant in any language i.e. ‘Parc Cenedlaethol Eryri’ and

never uses 'Snowdonia National Park' again. The same should apply to Yr Wyddfa – never to use the name 'Snowdon' for it again”.

Arising thereon, a Member proposed a motion to proceed to the next item of business on the grounds that the matter was being addressed on page 76 (CC 4.5), page 106 (paragraphs 19 & 20) and page 113 (Performance and Resources Committee Minutes, dated 18th November 2020) where it was resolved to establish a Welsh Place Names Task and Finish Group, made up of three Members of the Authority. The Scrutiny Group has been tasked with progressing a pilot in partnership with the Welsh Language Commissioner and reporting back to the Authority. The motion was seconded.

The Director of Corporate Services advised that the proposer of the Notice of Motion had a right to respond to the motion to proceed before a vote was taken on the matter.

Councillor John Pughe Roberts advised that he was presenting the motion as instructed at a previous meeting. He provided examples of many inappropriate English translations of Welsh place names and felt it was time that the Authority took the lead on this matter rather than transferring the problem from one committee to another. He felt the status and future of the historic Welsh language should be protected because once lost, it would be lost forever. Cllr. Roberts stated that 'Uluru' had been accepted for Ayres Rock without any difficulties and asked Members to support his motion.

Members voted on the motion to proceed to the next business, and the motion was carried.

7. **Action Log**

Submitted – A log of strategic actions arising from decisions taken during meetings of the Authority, for information and action.

Authority Meeting 04.07.18

Action Item 3 – Life+ Celtic Rainforest Project

This action was now complete and could be removed from the Action Log.

Authority Meeting 10.04.19

Action Item 12 – Europarc Youth Manifesto

and

Authority Meeting 09.12.20

Action Item 7 – Action Log

The Director of Corporate Services confirmed that the Youth Officer job description had very recently been considered by the Management Team and was awaiting minor amendments before being presented for evaluation.

RESOLVED to note the Action Log and remove the action as outlined.

8. **Annual Audit Summary**

Submitted – The Audit Wales Annual Audit Summary.

Reported – Mr. Nick Selwyn, Audit Wales, thanked Members for the invitation to attend. He presented the Annual Audit Summary and provided Members with background to the document, which was being published for the first time, and

which would replace the Annual Improvement Report. The report provides Members with a summary of the key issues, which were now brought together in one document, providing a sense of what was being reported, both nationally and locally, and which were of relevance to the National Parks.

The document highlights 3 main areas of the Authority's work, the audit of the Authority's financial statements for 2019-20, the discharge of responsibilities under the Local Government Measure 2009, and the Well-being of Future Generations Examination. There were also two national studies of relevance to the Authority, the 'Effectiveness of Local Planning Authorities' and 'Commercialisation in Local Government'. The Annual Audit Summary also identifies the work Audit Wales will undertake in 2020-21.

A Member referred to the report on 'Rough Sleeping in Wales – Everyone's Problem; No one's responsibility', which could have proved useful at a recent Planning Committee and should be noted.

Arising thereon, the Director of Planning and Land Management agreed to forward statistics to Mr. Tim Jones on decisions taken by Members contrary to officer recommendation.

RESOLVED to note the report.

9. **2020-21 Report on Resilience and Sustainable Services**

Submitted – Audit Wales 2020-21 Report on Resilience and Sustainable Services.

Reported – Nick Selwyn and Euros Lake gave a short presentation on the 2020-21 Report on Resilience and Sustainable Services and provided the background and key findings. The report outlined 3 proposals for improvement:-

- Review new ways of working in relation to governance, business continuity and remote working.
- Maximise the impact of grant funded projects towards progressing Cynllun Eryri.
- Building skills, knowledge and capacity by exposing officers to wider experiences.

Arising thereon, Nick Selwyn took the opportunity to thank the Chief Executive for his contribution to the Audit Wales Covid-19 learning project video which was now available on the Audit Wales website.

The Chairman thanked Audit Wales for their positive report and presentation and Members and officers discussed the following in detail:-

- paragraph 20 – it was agreed that the report would be improved by also acknowledging the Chairman's delegated powers.
- the challenge of retaining the Authority's workforce was recognised and would be addressed as part of future resilience work.
- Audit Wales noted that the Authority had recently revised its disposal and acquisition policy and confirmed it would form part of any future considerations.
- Members welcomed the Matrix in Appendix 2 of the report.
- a Member asked, in the light of past discussions on the need to better align the Authority's work with the Management Plan and other documents, whether the Audit Team had any views on this.

- Audit Wales officers noted that the Authority's success in securing grant funding and the use of the Project Toolkit meant it was well placed to allow officers to embed the legacy of grant work for the future. The Toolkit could also be used to reflect on the potential impact on others before any bids were made.
- in response to a question, Audit Wales reported that the review had been exactly the same for the three Welsh National Park Authorities. However, as one Authority was in the middle of a programme of change, Audit Wales had focused on this. The report was available on the Audit Wales website, and as it was already in the public domain, Audit Wales thought it inappropriate to discuss this further at today's meeting.
- in the light of the future governance review, Audit Wales advised that whilst there were opportunities to work with officers through the Members' Working Groups etc., the role of Members was to concentrate on strategic matters.

RESOLVED to note the report.

10. 2021 Audit Plan

Submitted – The Audit Wales 2021 Audit Plan.

Reported – Matthew Edwards of Audit Wales presented the report outlining the work to be undertaken by Audit Wales over the coming year, including the audit of financial statements and performance audit work. The report also sets out the proposed timetable for the work and the estimated fees.

Nick Selwyn advised that as the Local Government Measure had now been repealed, the Authority would no longer be subject to the same level of audit of performance work. Audit Wales intends to undertake value for money and Well-being of Future Generations Act (Wales) 2015 examinations, and a proposed programme of work, with terms of reference, would be agreed with officers and presented to members in due course.

The Chairman, on behalf of the Authority, thanked Nick Selwyn, Euros Lake, Matthew Edwards and Sioned Owen for attending to present the reports.

RESOLVED to note the contents of the 2021 Audit Plan.

11. Snowdonia National Park Authority Remit for 2021-22

Submitted – The strategic remit letter from the Minister for Environment, Energy and Rural Affairs, for information.

Reported – The Chief Executive presented the remit letter and asked Members to note one amendment (4th paragraph on page 59) which should read, "... up to £2.7 million for the National Parks" and not £3 million as was mentioned in the original letter. He advised that it was not a reduction in real terms and that the 10% had been allocated to cover joint working by the Sustainable Landscapes programme. The letter also reflects the change in directorate for the National Park Authorities within Welsh Government.

Members considered the letter in detail and made the following observations:-

- reference in the letter to creating hectares of new woodland each year, highlights the need for the Authority to establish a woodland strategy once the outcome of the Carbon Scrutiny Group is available. The Chief Executive stated

that some of this work was included in the Corporate Work Programme and that a Seminar was being held to look at establishing more trees throughout Wales. There was also funding to survey old woodlands and the National Parks in Wales were currently working together to establish carbon targets.

- the letter was helpful in that it provided a steer for the Authority to reflect on how to adjust in the coming few years.
- a Member felt that the penultimate paragraph which states “to develop policies that ensure that people are able to live and work in their communities and that the Welsh language is able to thrive” was within the Welsh Government’s own control and future planning policies should support this. The Chief Executive agreed to forward Members’ views and discuss this with officers from the Welsh Government.
- the Chief Executive confirmed that all public bodies have agreed that the new Socio-economic Duty will be assessed in conjunction with the Equality Assessments, as one document.
- it was important to note that the Minister’s letter recognises that capacity issues hold the National Park Authorities back from achieving their full potential.
- whilst reference to the continued involvement of the National Parks in shaping the future direction of agriculture was to be welcomed, a Member asked whether there was an opportunity for the Welsh National Parks to deliver these schemes in the future. The Chief Executive confirmed that the National Parks had offered to help the Government plan in the first instance and to consider whether the National Parks were the appropriate bodies to undertake this work. Welsh Government and Natural Resources Wales were working with the Eryri Management Plan and this will be reflected in the area statements, although there was some concern there will be less money available.
- with regard to tree planting, a Member noted that most of the land within the Snowdonia National Park was in private ownership, any return on investment would involve commercial tree planting.

RESOLVED to note the letter, for information.

12. **(Draft) Corporate Work Programme 2021/22**

Submitted – A report by the Director of Corporate Services for Members to receive, discuss and adopt the (Draft) Corporate Work Programme as a working document for 2021-22.

Reported – The Director of Corporate Services presented the report and (Draft) Corporate Work Programme 2021/22 together with a copy of the Well-being Statement 2021-2026 and Well-being Objectives.

Members considered the Corporate Work Programme 2021/22 in detail and made the following observations:-

- Members felt the document was much improved and easier to understand than previously.
- in response to a question, the Director of Planning and Land Management stated that it was not possible to integrate the review of the LDP with the Corporate Work Programme as the timings did not correspond, although creating new SPG’s could filter into this work. The Director of Planning and Land Management confirmed that the LDP review programme will be presented to the Planning and Access Committee in July 2021.
- the Chief Executive confirmed that the Communications and Engagement Strategy was being presented to the next meeting of the Members’ Working Group.

- Members and officers agreed to include the following within the Corporate Work Programme:-
 - 1) Responding to the Challenges of Climate Change – AC 2.5
to make specific reference to the Authority’s land management and peatland management work/policies and to emphasise that the Authority’s work was more far reaching than just within its own property.
 - 2) Resilient Ways of Working Section – CW1
to further develop our workforce and provide staff with every opportunity to develop to meet future challenges.

RESOLVED subject to including the two amendments outlined above, to formally adopt the Corporate Work Programme as a working document for 2021-22.

13. **Annual Report of the Independent Remuneration Panel for Wales**
Submitted – A report by the Director of Corporate Services to discuss the Annual Report of the Independent Remuneration Panel for Wales.

Reported – The Director of Corporate Services presented his report and apologised that the link in the pdf document did not work, but stated that the Annual Report was available for Members on the website.

RESOLVED to note the report.

14. **Members’ Working Group Reports**
Submitted – Reports of the Members’ Working Group meetings held on 20th January and 3rd March 2021.

RESOLVED to note the reports.

15. **Calendar of Meetings**
Submitted – A timetable of meetings for the period 2021/2022.

RESOLVED to approve the timetable for 2021/22, as submitted.

16. **Meetings of other Organisations**
Submitted - Oral reports on recent meetings of organisations that Members had attended as representatives of the Authority.

Mr. Owain Wyn - Dyfi Biosphere Partnership

- as an action group member over the last few months and following on from the 10-year review of the Biosphere, the challenge now was to ascertain whether the Biosphere was still a national priority in the light of the Well-being of Future Generations Act. There had been discussions with the First Minister in 2020, prior to the Covid pandemic, and a successful HLF bid will allow the partnership to decide how to move forward. The options were to bring the partnership to a close, to continue as at present or to amend the partnership so that a 3rd sector organisation could take over the work. A report on the decision was awaited in June or July 2021.
- Ecodyfi have withdrawn the Summit to Sea rewilding project following strong opposition. Further discussions were now underway on how to proceed in the future.

- the secretariat of the Dyfi Biosphere Partnership had now transferred to the Authority and Ecodyfi have agreed to continue to support the partnership and provide the secretariat service on our behalf.
- Mr. Tim Jones, who attended as the Authority's representative in Mr. Owain Wyn's absence, reported on a very interesting presentation from Cwmni Bro.

Mr. Tim Jones

Website Focus Group Meeting

- Creo Company have been appointed and are currently working on the area around Snowdon with the aim of extending this work to other areas of the National Park in future.

Councillor Alwyn Gruffydd – Energy Island Programme Strategic Forum

- recently attended the first meeting convened since the White Paper was published before Christmas.
- Christopher Bowbrick, Department for Business Energy and Industrial Strategy advised upon the 10 key points.
- it was confirmed that Hinckley Point C was the only nuclear power station that was certain to be built due to financial difficulties with other projects.
- Wyn Roberts, Welsh Government, advised that companies from Australia and Canada were interested in developing radioactive isotopes, a nuclear medicine to treat cancer. No timetable or reasons why these companies were interested in establishing themselves in Trawsfynydd were given.

Councillor John Pughe Roberts – Southern Area Access Forum

Attended a recent meeting where discussions focussed on:-

- work on Barmouth bridge.
- presentation on the coastal path
- problems with 4 x 4 vehicles
- volunteer programme
- update on extending the railway into Bala Town from Julian Burley of Llanuwchllyn Railway

Mr. Wyn Elis Jones

- The Chairman and Chief Executive attended a recent meeting arranged by Gwynedd Council with colleagues from Slovenia, Park City and Jackson Hole, Utah to discuss sustainable tourism. They had dealt with similar increases in visitor numbers and also have low wages, expensive housing and seasonal jobs. Whilst there was no easy answer, it was agreed there was a need to develop a strategy and to consult with people.

RESOLVED to thank the Members and note the reports.

17. **Minutes**

Submitted - The minutes of the Performance and Resources Committee held on 18th November 2020, for information.

RESOLVED to note the minutes.

The meeting ended at 12.05



TAFLEN WEITHREDU – ACTION SHEET

AUTHORITY MEETING – 10.04.2019

ITEM NO. AND TITLE	DECISIONS / OBSERVATIONS	ACTIONS	RESPONSIBLE OFFICER	UPDATE or COMPLETION DATE	REMOVE FROM ACTION LOG
12. Europarc Youth Manifesto	RESOLVED to establish a Task and Finish Group to further the work and report to Authority in December 2019.	Officers to convene a meeting of the Youth Manifesto Task and Finish Group.	HP/AD	Initial Task and Finish Group has been convened, further Task and Finish Group to be held in March 2020. Job description for Youth Officer being prepared as joint role between Head of Wardens and Head of Engagement. Officer will lead on developing local Youth Manifesto. Youth Officer Job description finalised and awaiting evaluation.	NO



TAFLEN WEITHREDU – ACTION SHEET

AUTHORITY MEETING – 25.09.2019

ITEM NO. AND TITLE	DECISIONS / OBSERVATIONS	ACTIONS	RESPONSIBLE OFFICER	UPDATE or COMPLETION DATE	REMOVE FROM ACTION LOG
8. Budget Update	<p>- a report on the budgetary pressures faced by the Property Section to be presented to a future Working Group.</p> <p>- a report by Yr Ysgwrn Project Group to be presented to Members in the New Year.</p> <p>- to provide Members with a copy of the Aberdyfi judgement once it becomes available.</p>	<p>To present the reports.</p> <p>To email Members with the judgement.</p>	<p>EJ</p> <p>NJ</p> <p>GIJ</p>	<p>Update - The Assets Sub Group met on 4 March 2020 and considered a report, which outlined budget pressures and recommendations to reinvest income from income generating sites in future maintenance budgets from 2021/22 onwards. A subsequent report to be prepared for Autumn Performance & Resources committee. Covid 19 was identified as a potential risk and has resulted in the report being postponed owing to wider financial pressures arising from the pandemic. The Assets Sub-Group was convened on 15th January 2021.</p> <p>Update – at the end of the 2021 season a report will be presented to Yr Ysgwrn Board before being presented to the Authority meeting by the Head of Cultural Heritage in late 2021 / early 2022.</p> <p>Members were provided with a copy of the judgement on 28.11.19</p> <p style="text-align: right;">COMPLETED</p>	<p>NO</p>



TAFLEN WEITHREDU – ACTION SHEET

AUTHORITY MEETING – 09.12.2020

ITEM NO. AND TITLE	DECISIONS / OBSERVATIONS	ACTIONS	RESPONSIBLE OFFICER	UPDATE or COMPLETION DATE	REMOVE FROM ACTION LOG
7 Action Log	Authority Meeting 10.04.19 Action Item 12 – Europarc Youth Manifesto	To progress this action as a matter of urgency.	HP/AD	(See update above Authority 10.04.19 – Item No. 12) Youth Officer Job description finalised and awaiting evaluation.	NO
10. Base Revenue Budget 2021/22	The Director of Land Management agreed to provide Members with an update on Affordable Housing Commuted Sums Expenditure.	To present the update report.	JC	To be reported to Members during Planning and Access Committee meeting in March or April 2021.	NO



TAFLEN WEITHREDU – ACTION SHEET

AUTHORITY MEETING – 03.02.2021

ITEM NO. AND TITLE	DECISIONS / OBSERVATIONS	ACTIONS	RESPONSIBLE OFFICER	UPDATE or COMPLETION DATE	REMOVE FROM ACTION LOG
2. Corporate Update	RESOLVED to present a further report for Members to consider whether to establish the day's leave on St. David's Day on a permanent basis in future.	To present a further report.	CX / Chair	To be discussed.	NO

MEETING	Snowdonia National Park Authority
DATE	9 th June 2021
TITLE	APPOINTMENT OF MEMBERS TO SERVE ON COMMITTEES, PANELS, WORKING GROUPS AND EXTERNAL REPRESENTATION
REPORT BY	Chief Executive
PURPOSE	To appoint Members for the forthcoming year

1. SUMMARY

- 1.1 The Authority is invited to nominate Members to serve on its Committees, Panels, Working Groups, and to represent the Authority at meetings of other organisations for the forthcoming year. (Background information enclosed for Members).
- 1.2 All Committees, Panels and Working Groups are fully vacant with the exception of the Standards Committee whose Members are appointed for a 4 year term. Names of previous membership are included, for information only, to assist members.
- 1.3 Members are reminded that the constitution of Committees and Sub-Committees has been arranged so that the proportion of Local Authority to Welsh Government appointees is in the same proportion as on the Authority itself (2:1) so far as is practical having regard to whole numbers.

2. RECOMMENDATION

To appoint Members to serve on the following Committees, Panels, Working Groups and external organisations.

3. COMMITTEES

- i) **Planning and Access Committee** - All Authority Members
(8 meetings a year)
- ii) **Performance and Resources Committee** – All Authority Members
(3 meetings a year)

iii) **Standards Committee** (3 Authority Members – 4 year term of office)
(1 meeting a year)

Local Authority Appointees	(2)	1) Cllr. Alwyn Gruffydd 2) Mr. Philip Capper
Welsh Government Appointee	(1)	1) Mrs. Sarah Hattle
Independent Members	(3)	1) Mrs. Sharon Warnes 2) Mrs. Rachael Leah Jane Davies 3) Mr. Martin James Hughes

4. **PANEL**

i) **Single Status Grading Appeals Panel** (3 Members + 2 substitute Members)
(no scheduled meetings - to meet as required)

* (All Members should be drawn from the Standards Committee by the Standards Committee)

5. **WORKING GROUPS**

i) **Members Working Group** - All Authority Members
(8 meetings a year)

ii) **Local Joint Working Group** (4 Members)
(2 meetings a year)

Local Authority Appointees	(3)	1) Cllr. Ifor Glyn Lloyd 2) Cllr. Elwyn Edwards 3) Cllr. Judith Humphreys
Welsh Government Appointee	(1)	1) Mrs. Sarah Hattle
Trade Union Representatives	(4)	Apportioned in accordance with the Constitution of the Working Group

iii) **Yr Ysgwrn Management Board** (3 Authority Members)
(to meet as required)

Local Authority Appointees	(2)	1) Cllr. Elfed Powell Roberts 2) Cllr. Elwyn Edwards
Welsh Government Appointees	(1)	1) Mr. Owain Wyn

iv) **Plas Tan y Bwlch Management Board** (3 Members)
(to meet as required)

Cllr. Judith Humphreys; Ms. Tracey Evans, Mr. Tim Jones.

6. **AUTHORITY ADVISORY COMMITTEES**

i) **Celyn, Tegid and Tryweryn Advisory Conference** (4 Members)

Local Authority Appointees (3) 1) Cllr. Elwyn Edwards
2) Cllr. Ifor Glyn Lloyd
3) Cllr. Gethin Glyn Williams

Welsh Government Appointee (1) 1) Mr. Brian Angell

ii) **Forum Eryri** (5 Members) (4 meetings a year – every quarter)

Chairman Cllr. Wyn Elis Jones

Vice-Chairman Cllr. Annwen Hughes

Local Authority Appointees (2) 1) Cllr. Alwyn Gruffydd
2) Cllr. Ifor Glyn Lloyd

Welsh Government Appointee (1) 1) Mr. Brian Angell

iii) **Local Access Forums** (2 Members) (4 meetings a year – every quarter)

Southern Area Access Forum (1) 1) Cllr. John Pughe Roberts

Northern Area Access Forum (1) 1) Mr. Tim Jones

iv) **Eryri Equality Forum** (1 Member) Councillor Ifor Glyn Lloyd

7. **TASK & FINISH GROUPS**

(i) **Centres** (5 Members)

Councillors Philip Capper, Alwyn Gruffydd, Wyn Ellis Jones, John Pughe Roberts, Gethin Glyn Williams;

(ii) **Assets Sub-Group** (6 Members)

Councillors Philip Henry Capper, Ifor Glyn Lloyd, Gethin Glyn Williams;
Mr. Brian Angell, Ms. Tracey Evans, Mr. Owain Wyn.
(In Reserve: Mr. Tim Jones)

(iii) **Learning Strategy** (5 Members)

Councillors Alwyn Gruffydd, Judith Humphreys;
Ms. Tracey Evans, Mrs. Sarah Hattle, **Vacancy**.

- (iv) **Communication (4 Members)**
Councillor Ifor Glyn Lloyd;
Ms. Tracey Evans, Mr. Tim Jones, **Vacancy**.
- (v) **Europarc Youth Manifesto Group (3 Members)**
Councillors Judith Humphreys, John Pughe Roberts; Ms. Tracey Evans.
- (vi) **Website Focus Group (4 Members)**
Councillor Ifor Glyn Lloyd; Ms. Tracey Evans, Mr. Tim Jones, **Vacancy**.
- (vii) **Traffic Management Task and Finish Group (3 Members)**
Councillors John Pughe Roberts, Edgar Owen; Ms Tracey Evans.
- (viii) **Carbon Account Task and Finish Group (3 Members)**
Councillor John Pughe Roberts; Mr. Brian Angell, Mr. Owain Wyn.
- (ix) **Place Names Task & Finish Group (3 Members)**
Councillors Elwyn Edwards, Alwyn Gruffydd, Judith Humphreys.
- (x) **Governance Task & Finish Group (3 Members)**
Councillor Ifor Glyn Lloyd; Mr. Tim Jones, Mr. Owain Wyn.

8. OTHER BODIES

- i) **Trawsfynydd Site Stakeholder Group (1 Member)**
1) Cllr. Elfed Powell Roberts
- ii) **Joint Council for Wales (1 Member)**
1) Mr. Owain Wyn
- iii) **National Trust, Beddgelert Local Liaison Committee (1 Member)**
1) Cllr. Alwyn Gruffydd
- iv) **Campaign for National Parks**
(It is agreed that the 3 Welsh National Park Authorities are represented by a Member of the Authority that holds the National Parks Wales Secretariat)
- v) **Alliance for Welsh Designated Landscapes (1 Member)**
1) Cllr. Wyn Ellis Jones
- vi) **Welsh Local Government Association Council (1 Member)**
1) Cllr. Alwyn Gruffydd
- vii) **Pen Llyn a'r Sarnau SAC (1 Member)**
1) **Vacancy**
2) In Reserve: Cllr. Annwen Hughes
- viii) **Snowdonia Green Key Executive Group (1 Member)**
1) Cllr. Alwyn Gruffydd

- ix) **Energy Island Programme Strategic Forum** (1 Member)
 - 1) Cllr. Alwyn Gruffydd

- x) **Dyfi Biosphere Partnership** (1 Member)
 - 1) Mr. Owain Wyn
 - 2) In Reserve: Mr. Tim Jones

- xi) **Cambrian Coast Railway Liaison Conference** (1 Member)
 - 1) **Vacancy**
 - 3) In Reserve: Cllr. Annwen Hughes

ITEM NO. 11

MEETING	Snowdonia National Park Authority
DATE	09 June 2021
TITLE	MEMBERSHIP OF STANDARDS COMMITTEE
REPORT BY	Director of Corporate Services
PURPOSE	To report on the membership of the Standards Committee

BACKGROUND

The terms of reference of the Standards Committee contains two general functions namely to promote and maintain high standards of conduct by the members and co-opted members of the Authority and to assist members and co-opted members of the Authority to observe the Authority's code of conduct.

The Standards Committee also has responsibility for a number of specific functions namely to advise the Authority on the adoption of or revision of the Authority's codes of conduct, to monitor the operation of the Authority's codes of conduct, to advise on training of members and co-opted members of the Authority on matters relating to the Authority's codes of conduct and considering and where appropriate determining matters referred to it by the Public Services Ombudsman for Wales.

The Standards Committee is also responsible for considering Complaints against Members and co-opted Members, granting dispensations to members or co-opted members who have a personal interest in any business of the Authority, authorising payments by the Monitoring Officer of allowances and expenses to persons who have assisted in an investigation by the Monitoring Officer and to establish the procedure for determining complaints referred to it for consideration.

Finally, the Standards Committee also has some staff functions namely as a final internal appeal on disciplinary matters and as a final appeal on grievances or on conditions of service.

The present membership of the Standards Committee consists of two Local Authority Members, one Welsh Government appointed Member and three Independent Members namely Mrs Sharon Warnes (Chair), Mrs Rachael Leah Jane Davies (Vice Chair) and Mr Martin James Hughes. In accordance with the regulations governing Standards Committees both the Chair and Vice Chair have been appointed from amongst the Independent Members.

Under the relevant regulations an independent member of the standards committee of a relevant authority may be reappointed by the authority for one further consecutive term which shall not exceed four years. In reappointing there is no obligation to comply with the requirements that would usually have to be followed namely to advertise in a minimum of two newspapers and to establish an interview panel of five containing at least one lay panel member. The role of the panel would be to interview and to make a recommendation to the Authority with the Authority making the final decision on who to appoint.

The terms of Mrs Rachael Leah Jane Davies and Mr Martin James Hughes are both due to end on 5th July 2021 and can be renewed for one further term as set out above. I have enquired of Mrs Davies and Mr Hughes to see whether they have an interest in serving a second term and both have confirmed that they would be happy to serve a second term on the Standards Committee if the Authority so wishes.

RESOURCE IMPLICATIONS

None.

RECOMMENDATION

That the Authority re-appoints Mrs Rachael Leah Jane Davies and Mr Martin James Hughes as independent members of the Standards Committee for a further term until 5th July 2025.

BACKGROUND PAPERS

ITEM NO. 12

MEETING	Snowdonia National Park Authority
DATE	9 June 2021
TITLE	ANNUAL GOVERNANCE STATEMENT 2020/21
REPORT BY	Head of Administration and Customer Care
PURPOSE	To approve the Statement and allow it to be signed by the Chair and the Chief Executive.

1. INTRODUCTION

- 1.1 Amongst the requirements placed on local authorities in Wales by the Accounts and Audit Regulations (Wales) 2005 (as amended in 2010) is the need to produce an annual Statement on Internal Control.
- 1.2 In preparing the statement, the Authority must ensure that it incorporates the statutory requirements as outlined in the Regulations. To ensure that this happens, the guidelines published by professional bodies such as CIPFA and SOLACE were followed.
- 1.3 When preparing the Annual Governance Statement, it is essential that evidence is in place in order to support the contents before the document is published. In preparing this statement, a review was undertaken of all the Authority's main Strategies, Plans, Policies, Procedures, Codes of Practice and Guidelines, as detailed in the Statement.

2. RECOMMENDATION

- 2.1 The Authority is requested to approve the Annual Governance Statement for the 2020/21 financial year.

Snowdonia National Park Authority Annual Governance Statement 2020-21



This statement meets the requirement to produce a Statement of Internal Control pursuant to Regulation 4 of the Accounts and Audit (Wales) Regulations 2005 (as amended in 2010)

1. Introduction

Snowdonia National Park Authority is responsible for ensuring that its business is conducted in accordance with the law and proper standards, and that public money is safeguarded and properly accounted for, and used economically, efficiently and effectively.

Snowdonia National Park Authority is subject to the Well-being of Future Generations (Wales) Act 2015. The Act places a duty on the Authority to set Well-being Objectives that directly contribute to achieving the 7 Well-being Goals as set out in the Act, namely:

- A prosperous Wales
- A resilient Wales
- A healthier Wales
- A more equal Wales
- A Wales of cohesive communities
- A Wales of vibrant culture and thriving Welsh language
- A globally responsible Wales

Furthermore, Snowdonia National Park Authority must meet its duties in accordance with a 'statutory sustainability principle', which means that the Authority must act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs.

In discharging this overall responsibility, Snowdonia National Park Authority is also responsible for putting in place proper arrangements for the governance of its affairs, facilitating the effective exercise of its functions, which includes arrangements for the management of risk and adequate and effective financial management.

Snowdonia National Park Authority has approved and adopted a code of corporate governance, which is consistent with the principles of the CIPFA/Solace Framework Delivering Good Governance in Local Government. This statement explains how the Authority has complied with the code and also meets the requirements of regulation 4(2) of the Accounts and Audit (Wales) Regulations 2005 in relation to the publication of a statement on internal control.

2. The Purpose of the Governance Framework

The governance framework comprises the systems and processes, and culture and values, by which the authority is directed and controlled and its activities through which it accounts to, engages with and leads the community. It enables the authority to monitor the achievement of its strategic objectives and to consider whether those objectives have led to the delivery of appropriate, cost effective services.

The system of internal control is a significant part of that framework and is designed to manage risk to a reasonable level rather than to eliminate all risk of failure to achieve policies, aims and objectives; it can therefore only provide reasonable and not absolute assurance of effectiveness. The system of internal control is based on an ongoing process designed to identify and prioritise the risks to the achievement of Snowdonia National Park Authority's policies, aims and objectives, to evaluate the likelihood of those risks being realised and the impact should they be realised, and to manage them efficiently, effectively and economically.

3. The Governance Framework

The Governance Framework comprises the seven principles of good governance:

- **Principle 1:** Behaving with integrity, demonstrating strong commitment to ethical values, and respecting the rule of law
- **Principle 2:** Ensuring openness and comprehensive stakeholder engagement
- **Principle 3:** Defining outcomes in terms of sustainable economic, social and environmental benefits
- **Principle 4:** Determining the interventions necessary to optimise the achievement of the intended outcomes
- **Principle 5:** Developing the entity's capacity, including the capability of its leadership and the individuals within it
- **Principle 6:** Managing risks and performance through robust internal control and strong public financial management
- **Principle 7:** Implementing good practices in transparency, reporting, and audit to deliver effective accountability

Snowdonia National Park Authority develops and implements its strategic corporate planning through the adoption of the:

- Snowdonia National Park Management Plan (Cynllun Eryri);
- Eryri Local Development Plan;
- Corporate Plan; and
- Corporate Work Programme.

These 4 documents represent the cornerstone for the Authority's work in fulfilling its primary purposes as defined in the Environment Act 1995 and in implementing its vision.

Governance Structure

The Authority's governance structure comprises of 4 main committees:

- Snowdonia National Park Authority has 18 appointed Members and during 2020/21 had 8 scheduled meetings.

- The Performance and Resources Committee was held 3 times during 2020/21. As part of its remit it undertakes audit committee functions in accordance with CIPFA requirements.
- The Planning and Access Committee was held 7 times during 2020/21. This committee is responsible for carrying out the Authority's statutory planning functions.
- The Authority's Standards Committee was held once during 2020/21. Membership of the committee, whose remit it is to promote and maintain high standards of conduct by Members, comprises of 3 Authority Members and 3 independent members.

The Authority's Standing Orders (published on the website) gives a detailed account of the arrangements for each committee. For every committee, the agenda, minutes and associated reports and background papers are all published on the Authority's website.

Management Team

The Authority's management structure includes the Chief Executive (who is also the 'National Park Officer' and the Head of Paid Service) and two Directors. The Authority's Management Team meet fortnightly, with the Head of Finance and the Head of Personnel in attendance.

Standards

The Authority has an established Code of Conduct for Members, which includes a section that specifically refers to interests and a Members' Register of Interest. The Code of Conduct for staff is the national standard code of conduct for public authority employees.

The Authority has adopted the following policies and procedures for maintaining high standards of conduct for both staff and Members, and to ensure accountability to the public:

- Complaints Procedure – based on the best practice model complaints procedure produced by the Public Service Ombudsman;
- Whistle Blowing Policy – to enable staff to raise serious concerns with the confidence in knowing that they will be thoroughly and fairly investigated, without fear of reprisals;
- Anti-Fraud and Corruption Strategy – contains measures designed to frustrate any attempted fraudulent or corrupt act, and the steps to be taken if such an act occurs; and a
- Scheme of Delegation – outlines how the full Authority's functions are carried out through delegation to its committees and sub-committees.

Risk Management

A Risk Management Policy and Strategy is in place. The risk identification process is co-ordinated by the Head of Administration and Customer Care, with input from the Management Team and Heads of Service. The Risk Register and mitigation measures is reviewed and updated quarterly.

Internal Audit

The review of the effectiveness of the system of internal control and governance arrangements is informed by the work of the Internal Auditors, undertaken by Gwynedd Council. The Internal Audit service is provided in accordance with CIPFA's Code of Practice for Internal Audit in Local Government in the UK. The Internal Audit Manager prepares an annual report that summarises the results of internal audit work during the year.

External Audit

Wales Audit Office act as the Authority's external auditor, and accordingly report on the Authority's financial management and performance. In addition, Wales Audit Office gives an opinion on the adequacy of internal audit work.

Monitoring Officer

The Director of Corporate Services has been nominated as the Monitoring Officer. The Monitoring Officer has the specific duty to ensure that the Authority's Officers and appointed Members maintain the highest standard of conduct in all they do. The Monitoring Officer advises on constitutional procedure and the legality of the Authority's actions.

Financial Management

The Authority's financial management arrangements conform to the governance requirement of the CIPFA Statement on the Role of the Chief Financial Officer in Local Government (2010). The Chief Finance Officer (Gwynedd Council's Head of Finance) is the officer responsible for the administration of financial affairs as required under Section 151 of the Local Government Act 1972.

4. Significant Governance Issues and Actions Undertaken During the Year

The Well-being of Future Generations (Wales) Act 2015 sets a core duty on the Authority to set well-being objectives that maximise its contribution to achieving the 7 well-being goals set out in the Act. The Authority's well-being objectives should be objectives for change over the long term.

The Authority was also required under the Local Government (Wales) Measure to publish an improvement plan, which sets out its arrangements to secure continuous improvement in the exercise of its functions through improvement objectives. However, at the end of the 2020/21 financial year, the Measure was dis-applied to National Park Authorities, Unitary Local Authorities and Fire and Rescue Authorities in Wales.

Therefore, the Authority's agreed well-being objectives were also (for the last time), the improvement objectives for 2020/21.

Due to the exact date of the dis-application of the Local Government (Wales) Measure not being known at the time, the Authority's well-being objectives (and corresponding improvement objectives) were extended for 2020/21 by the Authority without change in its meeting on the 11th of December 2019, which were:

1. [Our Communities](#)

Working with our communities to develop the economic, cultural and social well-being of Snowdonia.

2. [Plans and Policies](#)

Review and implement both the Local Development Plan and the National Park Management Plan (Cynllun Eryri) and ensure that the principles of the Well-being of Future Generations (Wales) Act 2015 and the Environment (Wales) Act 2016 are fully integrated into the work of the Authority.

3. [Health and Well-being](#)

Snowdonia National Park is recognised as an area which contributes to the nation's physical and mental well-being.

4. [People, Places and Partners](#)

Over the next five years we aim to further the opportunities to work with people, volunteers and partners in a collaborative manner. This will enable us to continue to contribute to the appreciation and management of what makes Snowdonia valued and special.

5. [Balancing our Resources and Efforts](#)

The Authority targets its resources to deliver its priorities within the reduced resources available.

Any actions that the Authority takes in achieving the well-being objectives will need to be made in a sustainable way. Sustainable development involves five key requirements namely:

1. Long Term – the importance of balancing short term needs with the need to safeguard the ability to meet long term needs, especially where things done to meet short term needs may have detrimental long term effects.
2. Integration – how our well-being objectives may impact upon each of the well-being goals, how the well-being objectives may impact upon each other or upon other public bodies' well-being objectives, in particular where steps taken by us may contribute to meeting one objective but may be detrimental to meeting another.
3. Involvement – the importance of involving other persons with an interest in achieving the well-being goals and of ensuring those persons reflect the diversity of the population of Wales or the geographical area of the Authority.

4. Collaboration – acting in collaboration with any person (or how different parts of the Authority acting together) could assist the Authority to meet its well-being objectives, or assist another body to meet its objectives.
5. Prevention – to take account of how deploying resources to prevent problems occurring, or getting worse may contribute to meeting the Authority’s well-being objectives, or another body’s objectives.

Due to the Covid-19 pandemic and the resulting national lockdown at the end of March 2020, committee meetings were temporarily suspended whilst an appropriate and effective virtual platform was established. Due to this, the Corporate Plan for 2020/21 was not adopted by the Authority until the 3rd of June 2020.

Although the Authority’s core well-being objectives (as outlined above) remained unchanged; changes were made to some service priorities and corresponding activities to reflect new priorities and mitigating actions resulting from the pandemic.

At the same meeting, the Corporate Work Programme for 2020/21 was presented for approval by the Members. The Programme sets out the projects, initiatives and specific actions that will be undertaken in order to fulfil the Authority’s improvement and well-being objectives, which again included changes to some work activities to reflect requirements emerging from the pandemic.

Progress against the Programme has been reported to the Performance and Resources Committee on the 18th of November 2020 and on the 24th of March 2021. The full annual report on the Corporate Work Programme is due to be reported to the Performance and Resources Committee in July 2021.

5. Effectiveness of the Governance Framework

Snowdonia National Park Authority has responsibility for conducting, at least annually, a review of the effectiveness of its governance framework including the system of internal control. The review of the effectiveness of the system of internal control is informed by the work of the internal auditors and the senior managers within the Authority, who have responsibility for the development and maintenance of the governance environment, and also by comments made by the external auditors and other review agencies and inspectorates. The review is based on the seven principles from the Code of Corporate Governance.

Principle 1: Behaving with integrity, demonstrating strong commitment to ethical values, and respecting the rule of law

<p>Code of Corporate Governance</p>	<p>The Code was last reviewed in February 2018 by the Director of Corporate Services, and presented to the Authority for approval.</p> <p>The Code received minor modification mainly by way of updating terminology, but also included one major change to ensure that the revised Code now fully incorporates the Sustainable Development Principle and the Wellbeing Goals as set out in the Wellbeing of Future Generations Act 2015.</p> <p>The Code of Corporate Governance has not been subject to further review since this time, and no specific issues have arisen with regards to the Code itself during 2020/21.</p>
<p>Standards Committee</p>	<p>One meeting of the Standards Committee took place during the year on the 16th of October 2020.</p> <p>During this meeting, it considered a number of matters including a Grant of Dispensation to Members of both Gwynedd Council and Conwy County Borough Council.</p> <p>Members also reviewed the Ombudsman’s Annual Report for 2019/20, and were advised of the developments applicable to this Authority.</p> <p>The Annual Complaints Monitoring Report was also submitted to the Standards Committee, for information.</p>
<p>Whistle Blowing Policy</p>	<p>The last detailed review of the Policy was undertaken by the Standards Committee in September 2016, with subsequent changes approved at the Authority meeting in December 2016.</p> <p>During 2020/21, no reports or concerns were raised in relation to any Member or Officer of the Authority under the Whistle Blowing Policy.</p>
<p>Anti-Fraud and Corruption Strategy</p>	<p>During 2020/21, no complaints of alleged fraud or corruption were made regarding any Member or Officer of the Authority, and Internal Auditors did not identify any areas of concern through their auditing work.</p>

Model Code of Conduct	During 2020/21, no amendments or revisions were made to the Model Code of Conduct.
Complaints – Officers	<p>During 2020/21, the Authority received a total of 7 formal complaints.</p> <p>The Authority was not subject to a formal investigation of alleged maladministration by the Public Service Ombudsman for Wales during 2020/21.</p>
Complaints - Members	During 2020/21, the Authority’s Monitoring Officer did not receive any formal complaints relating to the Members, and no complaints were submitted directly by the Public Service Ombudsman for Wales.
Standing Orders	<p>The Standing Orders were last reviewed and amended by the Authority on the 26th of April 2017, following receipt of the Local Authorities (Standing Orders) (Wales) (Amendment) Regulations 2017.</p> <p>No complaints were received during 2020/21 in relation to the Authority’s compliance with its Standing Orders.</p>
Scheme of Delegation	<p>The Scheme of Delegation was last revised and amended by the Authority in its meeting on the 13th of December 2017.</p> <p>During 2020/21 no issues arose relating to the implementation of the Scheme.</p>
Members’ Register of Interests	<p>The Local Government (Democracy) (Wales) Act 2013 places a requirement on the Authority to publish the current Members’ Register of Interests on the Authority’s website.</p> <p>It is the responsibility of each Authority Member to keep their record of personal interests up to date and to report on any changes in a timely manner. Nonetheless, the Member Services Officer sends each Member a copy of their current record after each AGM of the Authority, and requests that they be reviewed and updated if required.</p>

	During 2020/21, no issues or complaints arose regarding the Members' Register of Interests.
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Principle 2: Ensuring openness and comprehensive stakeholder engagement

<p>Strategic Equality Plan</p>	<p>The Annual Report on the Strategic Equality Plan was presented to the Performance and Resources Committee on the 18th of November 2020.</p> <p>The Authority's progress on its action plan for reaching its Equality Objectives was reported, along with the Equality Impact Assessments undertaken during the year, equal pay monitoring data and staff equality data.</p> <p>The Equality Act 2010 (Statutory Duties) (Wales) Regulations 2011 requires that the Authority publishes a new Strategic Equality Plan every 4 years.</p> <p>The Authority's new Strategic Equality Plan for the period 2020-24 was due to be presented to the 25th of March 2020 Performance and Resources Committee, which had to be cancelled due to the Covid-19 lockdown. The Plan was subsequently adopted on the 15th of July 2020 by the Performance and Resources Committee.</p>
<p>Direct Consultation</p>	<p>During what has been an unprecedented year, the Authority has had to find new and innovative solutions to enable it to continue with some aspects of its work effectively. Developing appropriate and effective online solutions to enable direct communication, consultation and engagement has been one of these areas.</p> <p>During 2020/21 the Authority has sought to continue to engage with local communities and stakeholders through a range of means, from traditional written consultations and online questionnaires to webinars and online meetings and workshops. Whilst Fforwm Eryri, the Annual Agriculture Liaison Group and the Annual Planning Agents meetings to name but a few, have taken place virtually, some have not taken place (the Town and Community Council Open Evenings) or have had a reduced number of meetings during the year (North and South Access Forums).</p>

	<p>However, outside of the normal direct consultations on the Authority’s business that has taken place i.e. new Supplementary Planning Guidance, Draft Well-being Objectives etc., engagement has also taken place with local communities to enable information to be shared and to give people an opportunity to give their views over numerous challenges the National Park Authority and its communities have faced due to Covid-19.</p> <p>As the first lockdown was eased last summer, engagement took place with local communities on the reopening and the inevitable problems that could be foreseen by a mass influx of visitors into the area. The Snowdon Partnership have since stepped up their work on developing a Sustainable Parking and Transport Strategy, building on the experience and lessons learnt from implementing measures in partnership with other agencies over the Summer of 2020. Online community workshops were held at the start of 2021 to develop solutions for the coming season, and further engagement work was then undertaken with some communities who had raised concerns. The engagement work will continue at pace during the present financial year.</p>
<p>Engagement Strategy</p>	<p>Communication and engagement is an essential element in everything the Authority does. It is also something that can always be improved upon, and the Authority’s Strategy reflects this.</p> <p>Fast paced technological advancements and the continuing growth in social media platforms and participation levels, means that the Authority needs to be fully focused on engaging effectively through the correct channels at the correct time with a wide range of audiences. This has been very evident over the past year, when clear unambiguous communication and engagement has been essential.</p> <p>The work on developing the new Strategy has not progressed as to the original timetable due to the pressure of reactive work on the service since the start of the pandemic. However, the Strategy is now in its final draft following a thorough consultation process and subsequent changes, and will be presented to Members for final approval and adoption at the next available opportunity.</p>

	<p>The development of a new website for the Authority is ongoing. A Content and Brand Manager was appointed in July 2020. Work continued on the development and completion of a comprehensive tender document and specification for the new website, and the tender was announced in November 2020.</p> <p>31 tenders were received with a high percentage being of very high quality that confidently and creatively addressed the Authority's needs. The contract was awarded to the Cardiff based company Creo who will develop the website.</p> <p>Production of the website began in March 2020 starting with an audit phase. A series of workshops were held with Authority staff on issues of importance to the Authority in the context of the website - issues such as visitor management, waymarked routes and digital mapping.</p> <p>The exploration phase is now nearing completion and Creo will move on to the next phase which is the design.</p>
<p>Wellbeing Statement</p>	<p>The Well-being of Future Generations (Wales) Act 2015 sets out a duty on the Authority to publish a Well-being Statement setting out how its well-being objectives contribute to the Welsh Government's Well-being Goals and how it will incorporate the sustainable development principle in all that it does.</p> <p>The Authority's Corporate Plan for 2020/21 includes the Authority's Well-being Statement and Service Priorities.</p> <p>During the year, work has progressed on developing new Well-being Objectives as part of the work for developing the Authority's Well-being Statement for the period 2021-26.</p> <p>A Task and Finish Group was established to develop three main outcome areas, which were then approved by Members for informal consultation over the summer. Consultation responses were considered at a Members Working Group meeting and draft Well-being Objectives were developed, which were approved by Members at the Performance and Resources Committee meeting on the 11th of November 2020.</p>

	<p>Following a formal consultation period, the Well-being Statement and Well-being Objectives for 2021-26 were formally approved and adopted by the Members at the Performance and Resources Committee meeting on the 24th of March 2021.</p>
<p>Freedom of Information</p>	<p>The Authority has adopted the Information Commissioner’s Model Publication Scheme and has published a guide to information, both of which are available on the website.</p> <p>During 2020, 33 requests were received of which 24 received all the information requested (73%).</p> <p>The Information Commissioner issued a Decision Notice on the 30th of September 2020 relating to a request submitted in October 2019 regarding access to pre-planning advice on a proposed housing development.</p> <p>At the time the request had been made, no formal planning application had been submitted by the developer. The request was refused on the grounds that anyone should be able to seek advice from this Authority on a confidential basis for their draft proposals. The developer had paid a significant amount of money for the advice, and at that stage the information was commercially sensitive.</p> <p>The requestor was informed that if the pre-application advice resulted in a formal planning application being submitted, the information would then be made public. The Information Commissioner upheld the Authority’s decision to refuse access to the information.</p> <p>The Information Commissioner issued a second Decision on the 28th of October 2020, which again upheld the Authority’s decision to refuse access to information.</p> <p>The complaint related to a request for access to the legal advice received by the Authority on the planning application NP2/62/399 Llanbedr Access Road. The Authority refused access to this advice, as it was classed as legal professional privilege under Regulation 12(5)(b) of The Environmental Information Regulations 2004.</p>

	<p>The Authority acknowledged that there is a public interest in a disclosure that would promote public debate in respect of proposals affecting the community. Releasing the advice would go some way towards furthering the understanding and insight of the public into the approach the Authority took with this planning application.</p> <p>For the Authority itself, it is vital that it is able to obtain full and frank legal advice in a safe space, to aid Officers in complying with legal obligations. It was the Authority's opinion that there was not sufficient public interest arguments in favour of releasing this information which would outweigh the strength of argument in maintaining LPP, which remains a fundamental cornerstone of the administration of justice in the UK.</p> <p>The Commissioner agreed and concluded that the public interest in maintaining the exception outweighed the public interest in disclosure of the information.</p>
<p>Committee Agendas and Associated Reports</p>	<p>The Authority's Committee agendas and associated reports are published on the website at least 3 clear working days before each meeting.</p> <p>An archive of past Committee meetings agendas and associated papers is also available on the website.</p>

Principle 3: Defining outcomes in terms of sustainable economic, social and environmental benefits

<p>Cynllun Yr Wyddfa Partnership Plan</p>	<p>The Partneriaeth Yr Wyddfa Partnerships Officer presented an update report on the projects within Cynllun Yr Wyddfa to the Performance and Resources Committee on the 18th of November 2020.</p> <p>The report included an update on the pilot parking pre-booking system at Pen y Pass in August 2020, the launch in July 2020 of the new GPS enabled App covering the 6 main routes up Yr Wyddfa, the Eryri Ambassadors Scheme, the development of a litter campaign with the Snowdonia Society, and the development of a Communication Plan for the Partnership.</p> <p>The easing of lockdown and the restrictions on international travel last summer has meant that visitor numbers to Eryri and in particular Yr Wyddfa (Snowdon) area have been unprecedented. The pandemic has served to intensify the chronic problems that already existed, and has placed additional pressure on Partneriaeth Yr Wyddfa to step up the development of sustainable and innovative solutions to the current problems.</p> <p>Details already outlined under the Direct Consultation heading earlier in this report, summarises the engagement work undertaken over the winter on sustainable parking and transport solutions. Building on the pilot scheme, a new pre booking parking system has also been launched at Pen y Pass for April 2021.</p>
<p>Cynllun Eryri (Snowdonia National Park Partnership Plan)</p>	<p>Cynllun Eryri – the new National Park Partnership Plan for 2020 – 25, was formally adopted by the Authority at its Annual General Meeting on the 23rd of September 2020.</p> <p>The Plan was officially launched by Lesley Griffiths, the Minister for Environment, Energy and Rural Affairs at Welsh Government, in an online event on the 26th of November 2020.</p> <p>At the same event, one of the important projects within the Plan was also launched - The Eryri Ambassador Scheme. The scheme celebrates the National Park Special Qualities and informs and educates through a</p>

	<p>series of modules. Upon completion of the modules, participants become ambassadors for the National Park. The scheme has been incredibly successful, with hundreds of people completing the modules in the first few months. Numbers of ambassadors are growing daily.</p> <p>Fforwm Eryri will now be responsible for ensuring that the Plan is implemented and to monitor progress going forward. During 2020-21 the forum met 4 times.</p>
<p>Eryri Local Development Plan 2016-2031</p>	<p>Due to the Covid-19 pandemic the Welsh Government did not require Local Planning Authorities to submit an Annual Monitoring Report during 2020-21, and expect the next AMR to be submitted in October 2021.</p> <p>However, officers felt that it was important to continue with data collection to monitor the Eryri LDP performance and prepared an Interim Annual Monitoring Report. This was presented to Members at the Planning and Access Committee on the 20th of January 2021.</p>
<p>Corporate Plan 2020/21</p>	<p>The Authority will be provided with the final results of the Corporate Plan for 2020/21 through the Annual Report and Improvement Plan 2020/21, which will be presented to Members in September 2021.</p> <p>Members were however given updates on progress made on implementing the actions to fulfil the Well-being Objectives (which are outlined in the Corporate Work Programme for 2020/21) and the corresponding performance indicators.</p> <p>Progress made up until the end of the third quarter of the financial year (31/12/20) was as follows:</p> <p>Of the 56 actions / initiatives / projects outlined in the Corporate Work Programme, 39 were rated green (progressed and within timetable), 9 were rated amber (to be progressed next quarter and / or to be completed by March 2021) and 8 were rated red (not progressed and / or not on target).</p>

Principle 4: Determining the interventions necessary to optimise the achievement of the intended outcomes

<p>Budget Strategy 2020/21</p>	<p>The Authority’s revenue budget for 2020/21 was confirmed in the Chief Finance Officer’s report to the Authority on the 5th of February 2020. The report also confirmed the levy on constituent authorities.</p> <p>An update on the Budget was presented to the Authority on the 23rd of September 2020. The report outlined the financial assistance received to mitigate some of the effects due to Covid-19, which have included Welsh Government grants, business support grants from Gwynedd and Conwy Councils, rate rebates and rebates from staff salaries through the furlough scheme.</p>
<p>Mid Term Financial Plan 2020/21 – 2023/24</p>	<p>In its meeting on the 3rd of February 2021, the Chief Executive presented the revised Medium Term Financial Plan for 2020/21 – 2023/24 to the Authority, which outlines a range of financial situations that could face the Authority over the next four years. The Plan outlines a model of the financial resources required by the Authority for the service levels it hopes to provide in the mid term.</p> <p>The Plan reported that the current projection for 2020/21 showed an overspend against budget due to Plas Tan y Bwlch redundancy costs and the financial implications of the pandemic. The Plans also notes that the National Park Grant settlement figure is expected to show an increase of 10% for 2021/22, although this was not confirmed.</p> <p>A wide range of possibilities were set out in the report – these were set in the context of Westminster Government’s ‘Comprehensive Spending Review’ due to take place before 2022/23; with the expectation that the outcome would most probably be towards the centre path.</p>
<p>Performance Management</p>	<p>The Authority’s Performance Indicators outturn for 2019/20 along with progress made on the actions within the Corporate Work Programme for the year was reported to the Performance and Resources Committee on the 15th of July 2020.</p> <p>The first half year of results for the Performance Indicators and Corporate Work Programme for 2020/21</p>

	was reported to the Performance and Resources Committee on the 18 th of November 2020.
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Principle 5: Developing the entity’s capacity, including the capability of its leadership and the individuals within it

Members’ Attendance	<p>Covid-19 made it necessary to conduct all meetings virtually during the year.</p> <p>No official committees took place during April 2020, whilst a viable and secure online platform which could accommodate translation services was established. Official committees were recommenced in May.</p> <p>Members’ attendance at meetings during 2020/21 was 90%, compared to 81% in 2019/20 and 83% in 2018/19.</p>
Member Training	<p>At the start of 2020/21, The Health Protection (Coronavirus Restrictions) (Wales) Regulations 2020 came into force, which amongst other things allows for remote committee meetings to be conducted by public authorities in Wales.</p> <p>The training needs focus for Members at the start of the year therefore turned to IT use and support, with particular emphasis on using technology to conduct remote meetings.</p> <p>In 2020/21, member attendance at training events was 69% (52.5% in 2019/20). As personal development opportunities for Members had been effected by the pandemic, officers were asked to consider providing other methods/training options such as webinars, in the Performance and Resources Committee held on the 18th of November 2020.</p>
Staff Performance Appraisals and Training	<p>Learning and development needs are identified in annual performance appraisal reviews and a training plan is produced by the Head of Personnel, which outlines training priorities for the year ahead.</p>

	<p>During the year, concern was raised at the Performance and Resources Committee meetings that the percentage of staff appraised in 2019/20 continued to be low (75%), and the annual target is constantly missed. The significant drop to only 32% of staff being appraised in 2020/21, which no doubt is due partly to Covid-19, will compound this concern.</p> <p>In a staff survey undertaken in 2020/21, 81.5% of staff agreed that they have opportunities to develop their skills (89.8% in 2019/20).</p>
Human Resources Strategy	<p>The Annual Updating Report on implementing the Authority's HR Strategy for 2017-20 was presented to the Performance and Resources Committee on the 18th of November 2020.</p> <p>The report gives data on the gender pay gap, staff gender split by services, age profile, staff turnover rates etc. It was noted that sickness absence was up from 8.9 days FTE in 2018/19 to 11.5 days FTE in 2019/20.</p> <p>The Action Plan covers leadership and management development, performance management, recruitment and retention, absence management and equality and diversity.</p>

Principle 6: Managing risks and performance through robust internal control and strong public financial management

Financial Statements	<p>Due to the Covid-19 pandemic, the draft Statement of Accounts were completed within the extended timeline and certified (subject to audit) by the Authority's Chief Finance Officer on the 21st of August 2020.</p> <p>Prior to this, Members had approved the Outturn Report for 2019/20 at the Authority meeting on the 15th of July 2020.</p> <p>The Statement of Accounts was audited by Audit Wales, and the final version (post-audit) of the Statement of Accounts for 2019/20 along with the Final Letter of Representation was presented to Members at the Authority meeting on the 18th of November 2020 for approval in accordance with The Accounts and Audit (Wales) (Amendment) Regulations 2018.</p>
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	<p>At the same meeting, the Wales Audit Office presented its annual ISA260 report to the Authority. The Auditor confirmed that he would be presenting an unqualified opinion on the Authority's financial statements and related notes.</p>
Risk Management	<p>The Risk Register is reviewed and updated quarterly by the Heads of Service and Management Team.</p> <p>Identified risks as noted in the Risk Register are allocated as a responsibility to named officers and target dates are set for mitigation. The Risk Register is reviewed by Members at the Performance and Resources Committee as well as the Authority meeting.</p>
External Audit	<p>At the Authority meeting on the 20th of May 2020, Audit Wales presented its report setting out its findings following its Review of Involvement. Full details of the findings are set out under Section 6 (Significant Governance Issues) below.</p> <p>Audit Wales presented their Audit Plan for 2020 at the 3rd of June 2020 Authority meeting. The Audit Plan had incorporated the possible effects of Covid-19 on the work of the Authority as well as on Audit Wales' ability to carry out its work.</p> <p>The Audit Plan set out revised arrangements for the Audit of Financial Statements, which would be dependent on when the Authority could complete the accounts. It also set out the intention of carrying out a performance audit on corporate resilience and sustainability. This work would build upon the last review around involvement.</p> <p>At the Authority meeting on the 23rd of September 2020, Audit Wales presented a Certificate to confirm that following its audit of the Improvement Plan for 2020/21, the Authority had discharged its duty under section 15(6) to (9) of the Local Government (Wales) Measure 2009.</p>

	<p>Further to this, at the Authority meeting on the 3rd of February 2021, Audit Wales issued a Certificate to confirm that following an audit of the Authority's Assessment of its performance for 2019/20, the Authority had discharged its duty under section 15 (2) (8) and (9) of the Local Government (Wales) Measure 2009.</p> <p>At the Authority meeting on the 28th of April 2021, Audit Wales presented an Annual Audit Summary of the work undertaken during 2020-21. The report noted that the Authority was unable to meet the statutory deadlines for completion of the financial statements and they presented for audit on the 21st of August 2020. An amended timetable was agreed, and the audit was completed in accordance with this revised timescale and within the Welsh Government's amended expected timetable.</p> <p>At the same meeting, Audit Wales presented their Audit Plan for 2021-22 and confirmed (subject to Covid-19 restrictions) that the performance audit examination for the coming year would focus on value for money.</p> <p>Also at that meeting, the outcome report on the audit work surrounding Resilient and Sustainable Services was presented. Full details are outlined under Section 6 (Significant Governance Issues) below.</p>
<p>Internal Audit</p>	<p>The Internal Audit Manager reports on the previous financial year's work to the Performance and Resources Committee in July.</p> <p>There were four internal audits scheduled to be undertaken during 2020/21, namely Yr Ysgwrn, Cyber Security, Returning Equipment and Performance Indicators.</p> <p>Both the Cyber Security and Returning Equipment audits were given a "Restricted" rating - although rules are in place, there is a need to improve compliance with the rules and / or introduce new controls to reduce the risks to which the service is exposed.</p> <p>As a result of the ratings given, specific action points and a timetable for completion were agreed by relevant officers to address the weaknesses identified.</p>

	<p>The audit on Performance Indicators was given a “Satisfactory” rating – there are controls in place to achieve the objectives but there are aspects where the arrangements can be tightened to further mitigate the risks.</p> <p>Due to Covid-19 restrictions it was not practically possible to plan an audit of Yr Ysgwrn. The remaining days will be transferred to audit a Sustainable Management Scheme (SMS) grant project, which was given a “High” rating - Assurance of propriety can be expressed as the internal controls in place can be relied upon to achieve the objectives.</p>
<p>Health and Safety</p>	<p>The Health and Safety Group meets quarterly to monitor health and safety issues within the Authority.</p> <p>The Annual Health and Safety Report presented to the Performance and Resources Committee details the training courses undertaken during the year and the incidents / accidents that were recorded.</p> <p>During 2019/20, 13 incidents were recorded, of which one was reported to the Health and Safety Executive under the ‘Reporting of Injuries, Diseases and Dangerous Occurrences Regulations (RIDDOR)’.</p>
<p>Information Centres</p>	<p>The Authority has 3 Information Centres in Betws y Coed, Beddgelert and Aberdyfi, which are managed by the Centres Commercial Manager, whose main objective is to ensure that the Centres are commercially viable / self-financing.</p> <p>The Visitor Centres Business Plan was presented to the Performance and Resources Committee on the 24th of March 2021.</p> <p>It was reported that the Plan had been revised to take into account the anticipated future changes to the customer base and footfall due to effect of Covid-19 travel restrictions.</p> <p>Savings on expenditure lines during lockdown, the receipt of grants and the furlough scheme have meant that the Centres have come within budget for 2019/20.</p>

	<p>The report demonstrates that the Authority's Information Centres are well run with robust financial management processes in place.</p>
<p>Borrowing and Investment Strategies / Treasury Management</p>	<p>The Annual Report providing the actual Treasury Management (borrowing and investment) of the Authority during 2019/20, was presented to the Authority meeting on the 3rd of June 2020.</p> <p>During 2019/20, the Authority's activity remained within the limits that were originally set. There has been no borrowing.</p> <p>In 2019/20, the total interest received from investments was £48,077. Interest received from car loans of £1,419 increases the total to £49,496 against a revised budget of £29,300.</p> <p>The bank and building society interest sum of £48,077 for 2019/20 is higher than the corresponding amount of £35,980 in 2018/19. The main reason being that HSBC MoneyMarket, Nationwide and Santander UK continued to pay a higher interest rate on term deposits throughout 2019/20.</p> <p>An oral Interim Treasury Management report was given to the Authority on the 9th of December 2020. The Chief Finance Officer advised that the continuing low interest rates meant the Authority would not achieve its target of £23K in 2020/21, the sum would be nearer £13K.</p> <p>To date, the Treasury Management Strategy for 2021/22 had not been presented to the Authority for approval.</p> <p>The Chief Finance Officer presented the Capital Strategy for 2021/22 at the Authority meeting on the 3rd of February 2021.</p> <p>The report gives a high-level overview of how capital expenditure, capital financing and treasury management activity contribute to the provision of National Park services along with an overview of how associated risk is managed and the implications for future financial sustainability.</p> <p>The report confirms that the Authority commences 2021/22 debt free. Members approved no change in the authorised borrowing limit and the operational boundary, and approved both the Capital Borrowing Strategy and</p>

	Investment Strategy for 2021/22, and noted the content with regard to the Prudential Code.
Plas Tan y Bwlch Study Centre	<p>The Authority's Study Centre has been consistently missing targets set out in its Business Plan and running at a loss for a number of years.</p> <p>Attempts to diversify and look for new income streams and markets have not been successful, and the advent of Covid-19 resulted in the total loss of existing business, necessitating difficult decisions over the future of the Centre.</p> <p>Alternative business models were analysed and the case for re-opening the Centre as a bed and breakfast accommodation provider was approved, following consideration of the financial risks, the staff restructuring required and the accuracy of future business projections.</p> <p>At the Special Authority meeting held on the 23rd of October 2020, Members resolved to continue operating Plas Tan y Bwlch as a B&B in the short to medium term; to proceed with staff restructuring; to continue the dialogue with a range of possible future partners; and to report on progress to each meeting of the Performance and Resources Committee.</p> <p>The risks of failing to reach the income generating target and to securing a long term future of the Centre have been mitigated as much as possible, and are currently rated medium. Going forward, it is essential that the Authority employs robust internal control and financial management measures in managing the Centre.</p>

Principle 7: Implementing good practices in transparency, reporting, and audit to deliver effective accountability

Pay Policy Statement	Section 38 (1) of the Localism Act 2011 places a requirement on Local Authorities to prepare pay policy statements. Whilst National Park Authorities are exempt from this requirement, it has been considered good practice to adopt such a statement, and accordingly this is done annually by the Head of Personnel.
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	<p>The Authority's Pay Policy Report for 2020/21 and Pay Policy Statement for 2021/22 was presented to the Performance and Resources Committee on the 24th of March 2021, ensuring transparency in staff remuneration at the Authority.</p> <p>At the time of reporting the Pay Award for April 2021 has not yet been agreed. Early indications are that there will be no increase apart from salaries below £24,000 per year however this is to be confirmed.</p>
<p>Annual Report and Improvement Plan 2019/20</p>	<p>The Annual Report and Improvement Plan for 2019/20 was presented to the Authority meeting on the 23rd of September 2020, before being published on the website and distributed to the Authority's main centres, public libraries etc., within the National Park.</p> <p>It contains the Chairman's Annual Report for the year, which sets out what was achieved, not achieved and any problems that were encountered.</p> <p>It also contains details of the Authority's Service Priorities and the Authority's Objectives set on an annual basis that feed into and show how it is intended to take the National Park forward in order to attain the Authority's vision; a summary evaluation of progress made in attaining the Authority's Objectives, the key work activities for 2019/20, and performance management (including performance indicator results for the year).</p> <p>Out of the 5 improvement areas, the Authority had been successful in the progress that had been made on 2 objectives, has been partially successful in 2 objectives, whilst the remaining 1 objective has made limited progress over the year.</p>
<p>Broadcasting Committees</p>	<p>Although local authorities do not have to broadcast their meetings, the Welsh Government encourages webcasting.</p> <p>During 2019/20, Members agreed not to proceed with broadcasting committees as the cost was prohibitively high.</p> <p>Due to the Covid-19 pandemic, all meetings were conducted virtually using Zoom software during 2020/21. Due to both the security issues with the software and the fact that only 1 language channel live feed can be</p>

	broadcast (meaning that the Welsh and English language could not be treated equally); access to the public as observers to these meetings was not possible during 2020/21, and they were not broadcast live on the Authority's website. Recordings of the Planning and Access Committees only were subsequently broadcast on the Authority's YouTube channel.
Member Scrutiny	<p>At the Performance and Resources Committee on the 18th of November 2020, the Chief Executive presented a Strategic Scrutiny update, which reported on the progress made by Traffic Management Task and Finish Group and Carbon Account Task and Finish Group.</p> <p>Members resolved to agree a further 2 scrutiny areas, namely a Governance Task and Finish Group and a Welsh Place Names Task and Finish Group.</p>

6. Significant Governance Issues and Actions Proposed for 2021/22

At the start of the 2021 financial year the nation was only just beginning to experience the profound impact that Covid-19 was going to have on everyday life for the foreseeable future. Once full lockdown was announced in the UK, the Authority moved very quickly to reprioritise its work to deal with the emergency, to enable staff to work from home where possible, and to put systems in place to enable the remainder of the day to day business of the Authority to continue where possible.

After a year of lockdowns and varying degrees of restrictions to try and control the spread of the infection, the Authority has had to combine reactive work pressures whilst at the same time proactively plan and develop solutions to combat the medium to long term negative impacts of visitor numbers, which Covid-19 has exasperated due to restrictions on international travel.

The impact of Covid-19 on the economy along with the financial resources spent by UK and Welsh Government to deal with the emergency, will have huge implications on the funds available for the public sector for some time to come.

The adoption of Cynllun Eryri (Snowdonia National Park Partnership Plan) during 2020/21 will ensure that going forward the Authority and its partners will have a clear focus on its work priorities over the next few years. The key principle of sustainability flows through the Plan, and the three key areas of the Environment, Health and Well-being and Communities and the Economy will now more than ever be vital to prioritise, whilst moving ahead to re-building after the pandemic.

The Authority's adopted Well-being Objectives for 2021-26 as set out in the Corporate Plan, with the resulting Action Plans and projects will work towards realizing Cynllun Eryri's Vision.

Audit Wales: Review of Involvement

Audit Wales are charged with reviewing how public bodies in Wales give consideration to the long-term impact of their decisions on their communities, as required under the Well-being of Future Generations Act 2015.

Building upon the initial examination and audit work on this area carried out in 2019, Audit Wales then took a more detailed look at how the Authority was involving stakeholders when proposing service and policy changes, with particular emphasis on the development of Cynllun Eryri (National Park Management Plan). A report of the conclusions was presented to the Authority on the 20th of May 2020.

Audit Wales concluded that the Authority had "established an effective partnership-led approach in developing Cynllun Eryri and is well placed to build on this going forward, but needs to address its financial and capacity challenges to ensure its involvement work is sustainable".

The report highlights areas of good practice and exemplary work carried out by the Authority. Audit Wales did not make any proposals for improvement but rather have produced a self-assessment for staff and Members to use to identify strengths and weaknesses of its current approach to involvement.

Audit Wales: Resilient and Sustainable Services

During 2020-21 a review of corporate resilience was commenced remotely, with examination and audit of relevant documents and by issuing a survey to Members and staff to gather their views.

Reporting on the outcome in April 2021, Audit Wales concluded that "the Authority responded well in the pandemic but the challenges it faced have highlighted a need to improve its resilience and sustainability in the longer term".

The conclusions drawn from the findings from the five key areas looked at were:

Finance: "the Authority's sound financial position masks a need to embed the legacy of short-term grant funded projects to maximise their impact".

Governance: "the Authority has sound governance systems but there are opportunities to learn from the dynamic decision-making adopted during the pandemic".

Workforce: "the Authority has a skilled and committed workforce, but capacity and resilience have been stretched".

Assets: “the Authority has a diverse portfolio of assets, but in light of the pandemic it needs to re-evaluate its strategic intent and future role in managing these”.

Business continuity: “the Authority did well to maintain services during the pandemic, but it needs to capture corporate learning to help boost resilience”.

Proposals for Improvement

The table below sets out the proposals for improvement identified by Audit Wales whilst undertaking the review. During 2021-22, the Authority will look at how it can move forward effectively with implementing these improvements.

PF11	To support resilience the Authority should consolidate and appraise its new ways of working in relation to governance, business continuity and remote working.
PF12	To maximise the impact of grant funded projects the Authority should develop a framework to appraise their potential contribution to progressing Cynllun Eryri and to ensure appropriate legacy planning takes place.
PF13	To support greater resilience the Authority should consider how and when to expose officers to new experiences in wider services and teams to build skills, knowledge and capacity.

The Authority’s Risk Profile

The four highest risks to the Authority as updated in March 2021, is as follows:

Risk	Result	Action Identified / Progress to date
Income Generating Target (Car Parks)	Failure to keep within the Authority's budget.	In the wake of the further lockdown in October and November and the national lockdown which has been in place since December 2020, there is a shortfall of £63K against the annual target after taking into account the support received towards the lost income in Quarter 1. 91% of the target income was realised during the year. Reserves can be used to make up the shortfall for this year, however the risk will still remain high for the next financial year due to Covid-19, therefore a close eye will need to be kept on the situation.
Risk (publicity) as a result of the Traffic Scheme /	Mismanagement leading to lack of credibility in the	Development of the Snowdon Plan has established a better relationship between the individual elements

<p>Snowdonia Green Key Policy</p>	<p>Authority and its partners.</p>	<p>relating to management on Snowdon, including the Sherpa service.</p> <p>A sub-group to the Snowdon Plan has been formed to review the Sherpa service and transport / parking issues in the area. A traffic management study for Snowdon and Ogwen has been commissioned and received. The partners are now considering the report's recommendations with Welsh Government, and reflecting on the lessons learned over the busy summer period.</p> <p>A public consultation with the communities is taking place in February / March 2021 on the report. Unprecedented numbers of UK day visitors are expected again this summer as lockdown eases, which will cause problems for local communities. Although a partnership approach is taken, the public perception of responsibility will fall on the Authority.</p>
<p>Aspects of financial risk associated with LIFE Celtic Rainforest project including non-compliance with procurement rules or spending on ineligible costs resulting in the grant not being awarded, or fluctuation in the Euro / pound exchange rate.</p>	<p>SNPA and other partners required to self finance aspects of project expenditure to date.</p>	<p>A Mid-Term Progress Report and accompanying payment request was submitted to the European Commission in December 2020 (delayed from January 2020). Feedback is expected from the Commission in February 2021. The last report to Welsh Government will be presented in April 2021 for the period October 2020 to March 2021 – again, the project is expected to reach the £2m expenditure by the end of the financial year, which will enable a claim to be submitted to the Welsh Government for their full contribution.</p> <p>The project is expected to reach the expenditure target of £2m by the end of the 2020/21 financial year in order that the WG contribution can be claimed in full, however if strict restrictions are operational during winter 2020/21 as a result of the Covid-19 pandemic, this will put some pressure on staff to reach the target.</p>

<p>The effect of the Coronavirus (COVID-19) on the National Park and on the Authority's work.</p>	<p>The Authority fails to operate in terms of accomplishing its daily and statutory duties. Financial losses, failing to pay suppliers, and a general failure to maintain usual systems. The Authority fails to:</p> <ul style="list-style-type: none"> • Undertake its statutory duties, • To deliver against its corporate work programme, • To pay its staff and suppliers, • To generate income against agreed targets, • Support the socio and economic wellbeing of the area, • Support the wellbeing of its staff. 	<p>There is a need to ensure that measures are in place for the Authority's main systems and to enable key staff to accomplish their duties. The Management Team and Heads of Service are discussing specific measures in this respect.</p> <p>Alternative working arrangements have been developed and these will need to be reviewed as the winter period commences.</p> <p>There will be an additional risk for the Authority during 2020/21 in terms of achieving target income.</p>
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7. Opinion

We propose over the coming year to take steps to address the matters referred to in part 6 to further enhance our governance arrangements. We are satisfied that these steps will address the need for improvements that were identified in our review of effectiveness and will monitor their implementation and operation as part of our next annual review.

EMYR WILLIAMS

**SNOWDONIA NATIONAL PARK
AUTHORITY CHIEF EXECUTIVE**

DATE 19/05/2020

WYN ELLIS JONES

**SNOWDONIA NATIONAL PARK
AUTHORITY CHAIR**

DATE 19/05/2020

ITEM NO. 13

MEETING	Snowdonia National Park Authority
DATE	9 June 2021
TITLE	ANNUAL REPORT ON ACTUAL TREASURY MANAGEMENT ACTIVITY 2020/21
REPORT BY	Chief Finance Officer
PURPOSE	Reporting in accordance with statutory requirements. Authority members are requested to note the contents of the report for information only.

1. SUMMARY

- 1.1 Under the CIPFA Code of Practice we are required to report on the results of the Authority's Treasury Management activity. During 2020/21 the Authority's activity remained within the limits that were originally set. There has been no borrowing. No banks that the Authority had used for investment purposes have defaulted.
- 1.2 In 2020/21, the total interest received from investments was £11,113. Interest received from car loans of £1,194 increases the total to £12,307 against a budget of £23,000.
- 1.3 The bank and building society interest sum of £11,113 for 2020/21 is much lower than the corresponding amount of £48,077 in 2019/20. The main reason being that interest rates have generally fallen due to the effects of the pandemic, and we have stopped depositing in 95 day notice accounts on the basis of professional advice. A small sum was maintained in the Santander 95 day deposit account for 303 days in order to keep it open.

2. BACKGROUND

- 2.1 The Authority approved its Treasury Management Strategy 2020/21 at a meeting on 5 February 2020.
- 2.2 The actual activity of the Authority's Treasury Management (lending and investment) during 2020/21 is reported here.

3. BORROWING

3.1 CIPFA and Welsh Government Investment Guidelines require the Authority to invest carefully by considering the security and liquidity of the balances/investment rather than aiming to ensure the best returns.

A. **Borrowing Limits 2020/21**

On 5 February 2020 the Authority approved the following Borrowing Limits for 2020/21 :-

- (i) A Maximum Overall Borrowing Limit of £500,000 for 2020/21, including the Short Term Borrowing Limit of £100,000.
- (ii) That no maximum limit be placed on the proportion of interest payable at a variable rate.

When these limits were set, it was noted that they were 'just in case' and there was no expectation that the Authority would borrow.

B. **Actual Borrowing 2020/21**

The Authority began the financial year with no outstanding debt - and financed capital and revenue expenditure during 2020/21 from grant income and revenue funds. The Authority therefore remains a debt-free Authority for Treasury Management purposes.

4. INVESTMENT

4.1 The Authority has been able to invest and earn interest because of its balances situation and positive cash flow. In accordance with the Treasury Management Strategy the monies have been invested as follows:

- Balances which were foreseen as being held for the short to medium term were deposited in the BOS (Bank of Scotland), HSBC (deposit) Nationwide and Santander UK "instant access" accounts, 32/35 day notice accounts (Bank of Scotland, HSBC and Santander UK) and in 95 day notice accounts (Nationwide and Santander UK) until stopped on the basis of professional advice.
- A balance of £1,250,000 was kept in a non-interest earning account with Barclays (the required sum in accordance with their terms to avoid incurring bank charges).
- Working balances at the end of every day were put in the Authority's Barclays Business Premium bank account.

4.2 With interest rates continuing to be low, together with the need to ensure a relatively even distribution of the Authority's money between the above institutions, the total interest earned during the 2020/21 financial year has been as follows:

Account	Average Balance over the investment period	Interest rate	Interest earned
Bank of Scotland Commercial Call Account (365 days in credit)			
122 days (1 April - 31 July)	£383,250	0.05%	£64
243 days (1 August - 31 March)	£681,634	0.01%	£45
Bank of Scotland 32 day notice Account (355 days in credit) :			
17 days (1 April - 17 April)	£660,006	0.25%	£77
245 days (1 April - 1 December)	£1,362,284	0.10%	£914
88 days (10 November - 5 February)	£945,018	0.05%	£114
45 days (15 February - 31 March)	£1,418,904	0.03%	£52
HSBC Deposit Account (365 days in credit) :			
365 days (1 April - 31 March)	£280	0.20%	£0
Interest compensation received for the period 2009-2021			£169
HSBC MoneyMarket Instant (365 days in credit) :			
61days (1April - 31May)	£893,622	0.20%	£299
304 days (1 June - 31 March)	£1,069,546	0.01%	£89
HSBC MoneyMarket 1 Month (255 days in credit) :			
3 days (1 April - 3 April)	£801,532	0.58%	£38
14 days (1 April - 14 April)	£449,959	0.46%	£79
34 days (3 April - 6 May)	£729,387	0.14%	£95
32 days (4 May - 4 June)	£775,055	0.08%	£54
32 days (2 July - 2 August)	£1,456,958	0.06%	£77
158 days (3 August - 7 January)	£1,417,956	0.01%	£61
Nationwide Instant Saver Account (365 days in credit) :			
365 days (1April - 31 March)	£2,031,140	0.05%	£1,016
Nationwide 95 day notice Account (48 days in credit) :			
16 days (1 April - 16 April)	£825,889	0.90%	£326
5 days (17 April - 21 April)	£1,260,000	0.40%	£69
27 days (22 April - 18 May)	£197,038	0.25%	£36
Santander Business Savings Account (365 days in credit):			
98 days (1 April - 7 July)	£389,763	0.35%	£366
113 days (8 July - 28 October)	£344,650	0.01%	£11
154 days (29 October - 31 March)	£453,169	0.08%	£153
total carried forward			£4,206

Account	Average Balance over the investment period	Interest rate	Interest earned
total brought forward			£4,206
Santander 35 day Term Deposit Account (365 days in credit) :			
55 days (1 April - 25 May)	£355,121	0.70%	£375
171 days (26 May - 12 November)	£1,733,135	0.47%	£3,816
139 days (13 November - 31 March)	£1,670,440	0.30%	£1,908
Santander 95 day Term Deposit Account (337 days in credit)			
34 days (1 April - 4 May)	£960,248	0.90%	£805
303 days (02 June - 31 March)	£82	0.50%	£0
Santander Business Reserve Account :			
Account that's used for banking Information Centres income - very small interest received			£0
Barclays Business Premium Account (365 days in credit) :			
365 days (1April - 31 March)	£1,355	0.20%	£3
Total interest earned			£11,113

4.3 More importantly, **all the Authority's balances were securely kept, as no banks that the Authority used for investment (cash deposits) had failed to repay monies during the 2020/21 financial year.**

5. RECOMMENDATION

The Authority's members are asked to note the content of the report for information.

MEETING	Snowdonia National Park Authority
DATE	09 June 2021
TITLE	ARRANGEMENTS FOR AUTHORITY AND COMMITTEE MEETINGS
REPORT BY	Director of Corporate Services
PURPOSE	To agree arrangements for virtual meetings of the Authority and its committees

1 BACKGROUND

- 1.1 Section 47 of the Local Government and Elections (Wales) Act 2021 makes provision that a local authority must make and publish arrangements for the purpose of ensuring that local authority meetings are able to be held by means of any equipment or other facility which enables persons who are not in the same place to attend the meetings, and to speak to and be heard by each other (whether or not the equipment or facility enables those persons to see and be seen by each other).
- 1.2 The arrangements presently in place at meetings of the Authority and its committees complies with the requirements of the Act.
- 1.3 There has however been demand from members that the Authority investigates methods of involving the public once more in some way at such meetings and officers have been investigating options that would allow for public involvement as well as ensuring that a fully bilingual system is available.
- 1.4 Discussions have also taken place as to what Authority meetings could look like in future once Covid restrictions have been lifted entirely with the realisation that all members of the Authority travelling to Plas Tan y Bwlch to conduct its meetings may not be the way forward in future with the likelihood that some form of a “hybrid” arrangement will need to be looked at.

2 IMMEDIATE OPTIONS

- 2.1 Whilst Covid restrictions continue to be relaxed the intention at present is that the Authority will continue with fully virtual meetings via Zoom. There will not therefore be a physical meeting place such as Plas Tan y Bwlch.

- 2.2 The virtual meetings do in general seem to be working well and are held fully bilingually. One of the difficulties with webcasting such meetings to the public was the Authority's bilingual policy with any webcasting only capable of being transmitted on one audio channel and so losing the capability to have a choice of languages.
- 2.3 Following discussions with the Authority's Head of Information Systems a solution has now been identified. The Authority's licence with Zoom allows a maximum number of up to 100 to participate at any Zoom meetings. Assuming that between 30 and 35 places will need to be kept for members and officers, members of the public who wish to speak on any matter in the Planning and Access committee and of course translation this would still allow between 65 and 70 members of the public to attend the meetings.
- 2.4 If such members of the public were all allowed to the meeting in its current format it would create real difficulties in terms of members being able to see each other as well as voting on resolutions, who can participate and such matters. To circumvent such problems, it is proposed that the public be separated from the actual meeting in much the same way as would have occurred at Plas Tan y Bwlch. This will be done by setting up any meeting by way of a webinar. The public would be able to see the meeting live and can choose whichever language option suits them but would not be able to take an active part in the meeting.
- 2.5 As the numbers will be limited any member of the public who wishes to see the proceedings live would have to register to gain admission. This will ensure that we are able to monitor demand for the service. If it appears that we are nearing our 100 participation limit then this will enable us to inform them of the position but that a recording will be available in any event shortly after the meeting.
- 2.6 If we find that the demand exceeds our licence on a regular basis it will be possible to extend the number who can participate at additional cost to the Authority.
- 2.7 It is proposed that this system in future include all Authority meetings, the Planning and Access Committee and the Performance and Resources Committee with recordings of all subsequently being available for viewing on the Authority's website.
- 2.8 As such meetings will from now on be live to members of the public it is also proposed that members join all meetings 15 minutes before the designated time to ensure that all IT problems have been resolved and that the meeting can commence promptly at the designated time.

3 FUTURE OPTIONS

- 3.1 As we hopefully continue to move away from Covid restrictions physical meetings at Plas Tan y Bwlch will once more be an option.
- 3.2 With the world having changed significantly during the pandemic it is recognised that not all members will wish to revert to actually attending in person and there will almost certainly be a demand for some form of hybrid meeting where some of the members will be in attendance in person whilst others will be attending virtually.

3.3 The Authority's Head of Information Systems is shortly due to meet a representative from a company specialising in Audio Visual that has experience of providing bespoke solutions to National Park Authorities. Any discussion will of course include the Authority's need to ensure that the bilingualism criteria can be met in full.

3.4 It is hoped that a potential solution can be developed by July/August and will be ready to be trialled by the Autumn meetings of the Authority and its committees.

4. RESOURCE IMPLICATIONS

There are no real resource implications for the Immediate Options outlined in this report.

5. RECOMMENDATION

5.1 That the Authority approves the measures outlined in Section 2 of this report.

5.2 That the Authority notes the situation outlined in Section 3 of this report and awaits a further report in due course.

BACKGROUND PAPERS

MEETING	Snowdonia National Park Authority
DATE	09 June 2021
TITLE	ANNUAL REPORT OF THE MONITORING OFFICER
REPORT BY	Director of Corporate Services
PURPOSE	To report on complaints referred to the Ombudsman and the work of the Standards Committee

1. BACKGROUND

1.1 Public Services Ombudsman for Wales

1.2 During the period 2020/21 the Ombudsman received only one complaint relating to the Authority. The Public Service Ombudsman did not make a finding of maladministration in this case and declined to investigate it further. Brief reasons are set out below.

1.2.1 The complaint was out of time as more than 12 months had elapsed since the complainant had become aware of the issue that gave rise to the complaint.

1.2.2 The Ombudsman was not able to investigate a complaint if a right of appeal to a statutory tribunal or to the Welsh Government has been used. In this instance the complaint related to a planning decision that had been considered on appeal by the Planning Inspectorate and had been upheld. The Ombudsman could not therefore investigate this aspect of the complaint.

1.2.3 No complaint had been made to the Authority in relation to the matter.

2. Standards Committee

2.1 The Committee met once during the course of the year. During this meeting it considered a number of matters including nominating members to the Single Status Grading Appeals Panel, an update on complaints to the Public Services Ombudsman for Wales, a Complaints Monitoring Report as well as a Grant of Dispensation to members of both Gwynedd Council and Conwy County Borough Council. The committee also discussed the minutes of a meeting of the North Wales Standards Committee Forum.

RESOURCE IMPLICATIONS

No direct implications

RECOMMENDATION

That the Authority notes the report.

BACKGROUND PAPERS

ITEM NO. 16

MEETING	Snowdonia National Park Authority
DATE	09 June 2021
TITLE	MEMBERS' ATTENDANCE
REPORT BY	Director of Corporate Services
PURPOSE	For information

1.0 BACKGROUND

1.1 The Authority has previously requested that an annual report be prepared detailing Members' attendance at Authority and Committee meetings. There is set out below details of such attendance for the period from 1st April 2020 to 31st March 2021 for consideration by the Authority. The details have been broken down to attendance of individual members at the virtual meetings held of the Authority, Planning and Access, Performance and Resources and the Standards Committee. Where a member has been unable to attend because he or she has been away on Authority business this is noted in the record of attendance.

1.2 MEMBERS' ATTENDANCE 01/04/20 – 31/03/21

Committee	Authority	Planning & Access	Performance & Resources
	8	7	3
Members	Attended		
Cllr. Freya Bentham	4 (maternity leave)	5	1
Cllr. Elwyn Edwards	8	7	3
Cllr. Alwyn Gruffydd	7	7	3
Cllr. Annwen Hughes	8	7	3

Cllr. Edgar W. Owen	8	7	3
Cllr. Elfed P. Roberts	7	4	3
Cllr. John Pughe Roberts	7	7	3
Cllr. Judith M. Humphreys	5	6	1
Cllr. Gethin G. Williams	8	6	3
Cllr. Ifor Glyn Lloyd	6	6	2
Cllr. Philip H. Capper	8	7	3
Cllr. Wyn E. Jones	8	4	3
Mr. Brian Angell	8	7	3
Ms. Tracey Evans	7	7	3
Ms. Elinor Gwynn (resigned from the Authority on 31.07.20)	2 (from a possible 3)	2 (from a possible 2)	0 (from a possible 1)
Mr. Neil Martinson (resigned from the Authority on 28.02.21)	6 (from a possible 8)	4 (from a possible 6)	2 (from a possible 2)
Mr. Tim Jones	7	6	3
Mrs Sarah Hattle (appointed on 01.10.20)	4 (from a possible 4)	2 (from a possible 4)	2 (from a possible 2)
Mr. Owain Wyn	8	7	2

Committee	Standards	Total
Date	16.10.20	1
Cllr. A. Gruffydd	✓	1
Cllr. Philip H. Capper	✓	1

1.3 As part of this report I have also collected information on the overall average attendance in percentage terms at Authority and Committee meetings from 1st April 2020 and this is set out below. I have also included the percentage attendance for previous years for comparative purposes.

1.4 MAIN MEETINGS ARRANGED/ ADMINISTERED

MEETING	HELD	2020-21	2019-20	2018-19	2017-18
AUTHORITY	8	88%	82%	85%	79%
PERFORMANCE AND RESOURCES	3	87%	74%	81%	76%

PLANNING AND ACCESS	7	87%	81%	82%	89%
STANDARDS COMMITTEE	1	100%	67%	100%	67%
TOTAL	19	88%	80%	83%	83%

1.5 As can be seen attendance varies from 87% for the Planning and Access Committee and the Performance and Resources Committee to 100% for the Standards Committee (although there was only one meeting of the Standards Committees during the year). There is in fact very little variation in attendance with Authority meetings also enjoying an overall attendance of 88% and this is reflected in the overall average attendance of 88% which compares favourably to previous years.

2.0 RESOURCE IMPLICATIONS

None

3.0 RECOMMENDATION

3.1 This report is submitted for information purposes only.

BACKGROUND PAPERS

MEETING	Snowdonia National Park Authority
DATE	9 th June 2021
TITLE	COMMUNICATIONS AND ENGAGEMENT STRATEGY
REPORT BY	Head of Engagement
PURPOSE	To recommend the adoption of the final version of the Authorities new Communications and Engagement Strategy.

1. BACKGROUND

- 1.1 The new Communication and Engagement Strategy sets out how we will build the Authority's relationships and reputation with its stakeholders and customers over the next three years; as well as setting out how we will achieve our core purposes through engagement and communication activities.
- 1.2 The strategy will be reviewed every three year. It also sets out a one-year content and activity calendar which includes the specifics of how we will implement the strategy over the first year. This will be informally reviewed and updated regularly by the Engagement Team.
- 1.3 The draft presented to you today has been co-developed with detailed input via surveys, Authority staff, and from advice and feedback received from Members via the **Communications Task and Finish Group**. The valuable learnings from communications during the Covid Pandemic have also been integrated. Briefly the process of development so far has included:
- Initial Communications Task and Finish Group.
 - Engagement Team Workshop.
 - All staff communications survey.
 - Touch Point Review and summary of survey presented to Management Team.
 - First draft of Strategy developed.
 - Input on first draft received from:
 - Engagement team
 - Heads of service
 - Project teams
 - Management Team
 - Communications Task and Finish Group

- 1.4 Following feedback from members at the Working Group on the 19th of May, the Strategy has been amended, and the final draft is presented in Appendix 1. The main amendments include:
- Emphasising the need to engage and improve relationships with MP's as well as MS's under the 'Target Audiences section.
 - Integrating actions in relation to the work on Welsh Place names (under the 'Content and Activity Calendar' section).
 - Build on the association of Snowdonia with a sustainable tourism mindset (key messages and activities/content plan).
 - Develop virtual module on the Park for schools (on the education zone section of the website)
 - Added measure to metrics re increasing awareness of the National Park amongst hard-to-reach groups.
 - Increased understanding on what National Parks are and why they were created – in 'Key Messages' section.
 - Measure awareness of the Welsh language – in the 'Metrics' section.
 - Elaborate on why communication work is important and giving thought to 'why' we are engaging in addition to 'how' we engage – in introduction.
 - Amend and update the Power/Interest matrix assessment (available on request).
 - Emphasis on the Welsh Language – through the promotion of the Special Qualities.
- 1.5 The final stage will be to produce an **Easy Read Version** for day-to-day reference and implementation.

2. STRATEGIC CONTEXT

- 2.1 The plan will be delivered in the context of a number of organisational strategies including:

- Cynllun Eryri
- The Local Development Plan
- The Authorities Well-being Objectives and Corporate Work Program

3. CORE AIMS OF THE STRATEGY

- 3.1 The core aims of the Strategy, as set out on page 12 of the document (see Appendix 1) are:

- To increase people's understanding of what makes Snowdonia special - by using the Special Qualities as a foundation for communications themes and messages.
- To build our relationship with our partners: to seek to understand views and opinions and to build relationships to jointly deliver on the National Park purposes.
- To turn engagement into action: that more people are proactively helping us look after Snowdonia, whether that be in the way that they visit (with respect for the environment and peoples who live and work here); providing more funding; doing things on the ground or donating their time; resources or money; or by influencing others.

- To build on the understanding and reputation of the National Park and its brand amongst our priority stakeholders and funders.
- To deliver on the objectives and outcome of Cynllun Eryri and the Local Development Plan.

3.2 An **Equality and Welsh Language Impact Assessment** has been carried out as part of the development of this Strategy. The Assessment is an ongoing process throughout the development of the Strategy and includes considerations of the new requirements in relation to the **Socio-economic Duty**.

4. **DESIRED OUTCOMES OF THE STRATEGY**

4.1 As set out on page 13 of the draft Strategy, the desired outcomes of the document are as follows:

- Increase awareness of the National Park designation.
- Increased understanding of SNPA's role, responsibilities and areas of work, and positive perceptions of the organisation.
- Increased awareness of Snowdonia's Special Qualities and the benefits of the National Park.
- Increase awareness of the challenges and opportunities facing Eryri (e.g., climate change, the circular economy, Brexit etc.) and how the Authority is working with partners to address these.
- Increased sense of personal and collective responsibility for looking after the Park.
- Respectful and responsible use of the National Park.
- People are eager to engage and participate in our efforts (either virtually or physically).
- People are inspired to give their time, donations or support to protect Snowdonia.
- People associate Snowdonia with sustainable tourism and are inspired to further explore the area (either virtually or physically), especially its 'hidden gems'.
- Our staff, volunteers and members feel well informed.

5. **TARGET AUDIENCES**

5.1 The Authority has a very wide range of stakeholders, and often the biggest challenge we face in our communications is communicating with and appealing to all their different needs.

5.2 The Strategy (Appendix 1) sets out in detail the audiences and then goes into detail on the various segments for the overarching broad groups.

5.3 The groupings have been developed based largely on the information that would be of interest to those audiences.

5.4 The following is a broad grouping and summary, however the Target Audiences section from page 14 of Appendix 1 should be read to get a detailed understanding of all of the audiences we are aiming to engage with:

Group 1: Communities and Consumers

Those who (potentially) use the Park's amenities and/or the Authority's services:

- Residents: local communities; landowners; farmers; business owners; outdoor sector
- Recreational: residents; non-residents; visitors and outdoor providers
- Active learners
- Planning customers
- Interest Groups
- Socially excluded, hard to reach groups and groups with protected characteristics

Group 2: Corporate

Those who are interested in the Park Authority as an organisation:

- Employees and volunteers (inc. potential employees)
- Members
- Funders (Welsh Government)
- MP's and MS's
- Partner organisations (private, 3rd and public sectors)
- Community Councils
- Media

6. KEY MESSAGE

- 6.1 The key messages set out on Page 21 of the Strategy will form the foundation of all our communications. In addition, sub-messages have been developed that aim to achieve on the objective and outcomes of the Strategy.

7. CHANNEL CHOICES

- 7.1 The channel choices have developed as a result of detailed analysis of our audiences and the channels (news outlets/information sources) from which they are most likely to seek and receive information.
- 7.2 The proposal is that in future we are far more focused and targeted in the way we communicate rather than a broad scatter gun approach.
- 7.3 By utilising the channels favoured by our target audiences we are far more likely to engage effectively and achieve our outcomes.
- 7.4 This will mean a shift towards digital (that has been naturally happening already), whilst retaining and strengthening a localised focus on traditional mediums (such as Papurau Bro).

8. TRAINING

- 8.1 Regular training will be essential in ensuring that we achieve the outcomes of the Strategy. This will need to include regular customer service training; communication training; media/interview training and a standardisation of the induction process.

9. BUDGET

- 9.1 The section on Budget within the Strategy (page 40 onwards) sets out the current resource and spend on communications – including staff resources as well as annual budget.
- 9.2 There are a number of pressure points in terms of staff capacity and some minor adjustments have proposed to address this.
- 9.3 The spend profile for the annual budget for communications has been adjusted in order to reflect the shifting priorities set out in the document.

10. PERFORMANCE INDICATORS

- 10.1 A series of PI's have been chosen in order to measure progress in achieving the Strategies outcomes. These will be reported on annually.

11. CONTENT AND ACTIVITY CALENDAR

- 11.1 Finally, the content and activity calendar (already being implemented for 2021) sets out how we aim to achieve the strategy on an annual basis and gives a flavour of the types of activities and project that will be undertaken.

RECOMMENDATION

- That the Authority adopt the Strategy and approve its implementation.

Snowdonia National Park Authority

COMMUNICATION & ENGAGEMENT STRATEGY

A plan for how we will engage effectively with our stakeholders

FINAL DRAFT

Input and Review

Name	Date complete/planned
Communications Task and Finish Group	25/11/19
Engagement team Workshop	15/9/20
Staff Comms Survey	21/9/20
Summary of survey (Touch Point Review) to Management Team	16/11/20
<i>Feedback on Communication Strategy</i>	
Ioan	1/12/20
Gwen	7/12/20
Dafydd	7/12/20
Wider Engagement Team	Emailed on 10/12/20. Feedback via email and in Huddle.
Bethan Hughes	Feedback received 8/12/20 (emailed on 3/12)
Adam Daniel	Emailed on 3/12
Nia Roberts	Emailed on 3/12
Culture Heritage team including HoS, Carneddau and THI Dolgellau projects	Emailed on 21.12 for feedback by 11th Jan
Wider Heads of Service	Via email (7/12/20)/One 2 one, Management team papers and HoS/directorate

	meeting
Management Team	14th Dec - <i>feedback received and integrated.</i>
Bethan Hughes - Equality Impact Assessment	Dec-Jan
Naomi Jones	22nd Dec - discuss connections with cultural heritage strategy
Comms task & finish group	10th February
Management team	29th March <i>Including Press & Media Procedures Doc</i>
Members working group	19th May
Bethan Hughes - Equality Impact Assessment Screening	4th March onwards
Authority	9 th June
Develop Summary Sheet	Circulate to all staff



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The major plans in our 2021 strategy

1. Shift from mass coverage (broad and shallow) to targeted at specific groups (narrow and deep)
2. Think about how we deploy our resources in the most effective way and match our aims to the resource available
3. Utilize the channels that deliver our core aims, rather than all channels.
4. Consistency across all channels - use of same imagery, copy, brand etc.
5. Bring people into the story - focus on the connection between people and place

Introduction

This document sets out the intended strategy for how we will build, maintain and protect the Authority's relationships and reputation with its stakeholders and customers over the next three years.

It sets out our aims – 'why' we wish to engage; as well as well 'how we will engage – through our channel choices and priority target audiences.

The strategy will be reviewed every three year. It also sets out a one-year content and activity calendar which includes the specifics of how we will implement the strategy over the first year. This will be informally reviewed and updated regularly by the Engagement team.

Strategic Context

This plan will be delivered in the context of a number of organisational strategies:

National Park Purposes, Cynllun Eryri: The National Park Plan and the Local Development Plan (LDP)

Cynllun Eryri reflects a change in the approach taken by the National Park Authority in creating a plan for managing Snowdonia and delivering on the core National Park purposes.

The plan has been developed in the true spirit of partnership. We've worked closely not only with those organisations with statutory responsibilities, but with all organisations involved in some way in looking after Snowdonia for future generations.

This communication plan will incorporate the relevant elements of Cynllun Eryri in the [Aims](#) and [Action Plan](#)

In particular the objective of making the Special Qualities a core base for the '[Key Messages](#)'.

This strategy will also aim to deliver on the engagement related objectives of the LDP.

Well-being Objectives and the Corporate Work Program

- This strategy will support the delivery of the Authority's Well-being Objectives.
- When the Improvement and Well-being Objective are reviewed, the [Aims](#) contained in this strategy will help inform any changes.
- The relevant elements of the [Action Plan](#) contained in this strategy will be integrated into the project and initiatives in the Authority's Corporate Work Program.
- The Authority's Performance Indicators will be adjusted to reflect the [new measures](#) set out in this strategy.

Engagement Department Strategy

A new strategy was adopted by the Engagement team in late 2019. The strategy sets out a vision, strategy and structure for the department. It was designed with capacity and skills and available resources in mind. The Engagement Department Strategy assists in the delivery of this overarching Authority strategy and will be revised/reviewed on adoption of this strategy if necessary.

Press and Media Procedures

The Authorities press and media procedures can be found in [Appendix 1](#). The main points covered in the procedures include:

- Key principles for public communications by the Authority.
- The processes for dealing with the press.
- Protocols for issuing statements and press releases.
- Guidelines for communications issues in partnership with other organisations.

Core Aims of this Strategy

What do our communications need to do, to enable the Authority to effectively deliver on its Purposes?

We are here as an organisation to look after Snowdonia. Without effectively engaging people in why this is important to do, we will not succeed. The success of our mission lies in our ability to connect with our target audiences. To engage in such a way that they are moved to action - to help us look after the National Park.

Our core aims through this strategy therefore are:

- To increase people's understanding of what makes Snowdonia special - by using the Special Qualities as a foundation for communications themes and messages.
- To build our relationship with our partners: to seek to understand views and opinions and to build relationships to jointly deliver on the National Park purposes.
- To turn engagement into action: that more people are proactively helping us look after Snowdonia, whether that be in the way that they visit (with respect for the environment and peoples who live and work here); providing more funding; doing things on the ground or donating their time; resources or money; or by influencing others.
- To build on the understanding and reputation of the National Park and its brand amongst our priority stakeholders and funders.
- To deliver on the objectives and outcome of Cynllun Eryri and the Local Development Plan.

Desired Communication Outcomes

We will know that we have been successful in our efforts if we achieve the following with our stakeholders:

1. Increase awareness of the National Park designation.
2. Increased understanding of SNPA's role, responsibilities and areas of work, and positive perceptions of the organisation.
3. Increased awareness of Snowdonia's Special Qualities and the benefits of the National Park.
4. Increase awareness of the challenges and opportunities facing Eryri (e.g., climate change, the circular economy, Brexit etc.) and how the Authority is working with partners to address these, including having a louder voice on relevant high-interest topics.
5. Increased sense of personal and collective responsibility for looking after the Park.
6. Respectful and responsible use of the National Park.
7. People are eager to engage and participate in our efforts (either virtually or physically).
8. People are inspired to give their time, donations or support to protect Snowdonia.
9. People associate Snowdonia with sustainable tourism and are inspired to further explore the area (either virtually or physically), especially its 'hidden gems'.
10. Our staff, volunteers and members feel well informed.

Target Audiences

Who are our target audiences and how do we best engage with them?

Our stakeholders are those individuals or organisations who have interest in or influence over the Authority. The following is a broad grouping of the Authorities key stakeholders.

Communities & Consumers <i>Those who (potentially) use the Park's amenities and/or the Authority's services</i>	Corporate <i>Those who are interested in the Park Authority as an organisation</i>
<p>Residents: local communities; landowners; farmers; business owners; outdoor sector</p> <p>Recreational: residents; non-residents; visitors and outdoor providers</p> <p>Active learners</p> <p>Planning customers</p> <p>Interest Groups</p> <p>Socially excluded, hard to reach groups and groups with protected characteristics</p>	<p>Employees and volunteers (inc. potential employees)</p> <p>Members</p> <p>Funders (Welsh Government)</p> <p>Members of the Senedd and Members of Parliament</p> <p>Partner organisations (private, 3rd and public sectors)</p> <p>Community Councils</p> <p>Media, including The Press Association</p>

Communities & Consumers will probably have an understanding of, and an interest in Snowdonia, but their perceptions and attitudes can more readily be influenced than those of corporate audiences. They are therefore considered the primary audience.

The priority segments within the Communities & Consumer audience are summarised in the table below.

Corporate audiences are likely to have an established knowledge/understanding of SNPA and will therefore have specific information requirements. Corporate audiences are also likely to take a more active interest and be directly engaged in the Park/Authority through various communication channels.

Audience segments (Communities & Consumers)

Segment	Description	Main area(s) of interest
<p>Residents</p> <p>Local residents</p> <p>Landowners</p> <p>Farmers</p> <p>Business owners</p> <p>Outdoor sector</p>	<p>People who live and/or work in Snowdonia, and as such are regular users of the landscape. Whilst they may not be actively aware or engaged, they are directly/indirectly impacted by many of SNPA's core activities. They are likely to have a degree of emotional affinity towards the Park, and appreciate its Special Qualities, be that consciously or subconsciously.</p>	<ul style="list-style-type: none"> · Conservation and improvement works · Agriculture and land management · Access and recreation issues · Environmental initiatives · The Welsh language, heritage and culture · Events · Volunteering/supporting the Park · Planning applications and decisions

		<ul style="list-style-type: none"> · Providing comments, feedback or complaints
<p>Recreational</p> <p>Residents</p> <p>Non-residents</p> <p>Visitors</p> <p>Outdoor sector</p>	<p>People who use (or are interested in using) Snowdonia for leisure and enjoyment purposes. They may live within the Park, or be visitors from other parts of Wales, the UK or abroad. They are likely to have some level of understanding of what makes the Park special and are open to be inspired to explore – both virtually and physically.</p>	<ul style="list-style-type: none"> · Things to do/see · Unique experiences – ‘hidden gems’ · Access and safety information · Visitor facilities and services (TICs, parking, Sherpa etc.) · Events · Online shop

<p>Active learners</p> <p>Students</p> <p>Teachers/lecturers</p> <p>Researchers</p> <p>The art sector</p>	<p>People who proactively want to learn about Snowdonia National Park, either for formal education purposes (i.e., school, college) or because of general interest. They are likely to visit the website for online information and resources, as well as details of courses, educational trips and so on.</p>	<ul style="list-style-type: none"> · Educational resources · Courses · Conservation · The environment · Wildlife & ecology · Heritage & history · Language & culture · Art and photography

		<ul style="list-style-type: none"> · Volunteering opportunities
<p>Planning 'customers'</p> <p>Applicants</p> <p>Consultants/agents</p> <p>Local residents</p>	<p>People who are considering, or are in the process of, preparing planning applications to submit to the Park as well as those wishing to inspect live planning applications. Whilst they may be converted into more general site browsers, they will in the first instance have very specific requirements and expect an easy and rapid pathway to planning related information. They are likely to contact Planning Officers (e.g., by phone or email) if they encounter early barriers to information.</p>	<ul style="list-style-type: none"> · Planning policies and guidance · Planning applications · Planning decision notices · Technical information · Contact details

<p>Socially excluded, hard to reach groups and groups with protected characteristics*</p>	<p>People who are disadvantaged or excluded because of their education level, age, gender, income level or location.</p>	<ul style="list-style-type: none"> · Potentially all of the above, however a greater understanding of needs is required, which should be built-upon during the life of this Strategy.
<p>Youth</p>	<p>People who are typically under-represented in public life.</p>	
<p>Elderly</p>	<p>Working with charities, NGO's, youth groups and community interest groups can aid in communicating with these groups.</p>	
<p>Disabled</p>		
<p>BAME</p>		
<p>Isolated/rural communities</p>		
<p>Faith groups</p>		
<p>Gypsies and travelers</p>		
<p>Low-income/disadvantaged communities</p>		
<p>Gender</p>		
<p>LGBT</p>		
<p><i>*An Equality Impact Assessment will be carried out and the Strategy adapted to ensure that we meet the needs of this audience segment.</i></p>		

Key Messages

Key messages are the main points we want our target audiences to hear and remember. They create meaning and headline the issues we want to discuss.

They allow us to control communications, enhance relationships with our target audiences and will form an important feature of any campaigns and project communication plans.

The guiding Idea (core proposition)

Snowdonia is a National Park with Special Qualities. This will be at the heart of what we want to engage people in.

By starting with the basic fact that Snowdonia is a special protected landscape - a National Park, and by placing the Special Qualities front and center.

By engaging people in the protection of the area through the 2nd purpose we will be delivering on the first purpose: To conserve and enhance the natural beauty, wildlife and cultural heritage of the area, as well as the Authorities duty: To seek to foster the social and economic wellbeing of the local communities within the National Park in pursuit of these purposes.

Key Messages

1. We are here as an organisation to look after the National Park - its communities, heritage, landscape and wildlife,
2. The people who live here, their culture, their language, and their connection to the land are an intrinsic part of what makes Snowdonia special.
3. Snowdonia is one of the greatest locations in the UK to enjoy the benefits of the outdoors for mental and physical health, but it is a fragile and protected landscape - tread lightly when you visit.

These messages are supplemented by a number of sub-messages, as set out in the table below.

Key message	Sub-messages
<p>We are here as an organisation to look after the National Park - its landscapes, habitats and the people who live here.</p>	<ul style="list-style-type: none"> ● SNPA protects and enhances the natural beauty, wildlife and cultural heritage of Snowdonia, and is tackling climate change, through the Management Plan and various projects and activities. ● Snowdonia has business and economic opportunities, particularly in the circular and foundational economies, and the National Park brand is a powerful resource for businesses. ● SNPA works with partners, communities, businesses and landowners to foster sustainable entrepreneurship and economic activity, wherever possible. ● SNPA promotes the enjoyment and wellbeing of local communities and visitors. ● High quality developments enhance Snowdonia for all.

<p>The people who live here, their culture, their language, and their connection to the land are an intrinsic part of what makes Snowdonia special.</p>	<ul style="list-style-type: none"> ● Snowdonia is a living landscape, where people live, work and enjoy. ● These are the reasons that National Park were created. ● The Welsh language and culture play a strong part in the identity of Snowdonia, and in particular place names. ● We all have a role to play in looking after Snowdonia for future generations and promoting its social, economic and environmental sustainability.
<p>Snowdonia is one of the greatest places in the UK to enjoy the benefits of the outdoors for mental and physical health, but it is a fragile and protected landscape - tread lightly when you visit.</p>	<ul style="list-style-type: none"> ● Snowdonia is home to internationally important species and habitats and world-famous geology. ● Snowdonia is all about sustainable tourism. ● Snowdonia is an area of remarkable beauty and environmental quality. ● Snowdonia has an important part to play in tackling climate change. ● Snowdonia is unique because of its landscape, communities, language and culture, history, geology and biodiversity. ● The physical and mental health benefit of the outdoors are huge, and Snowdonia is one of the best places to experience this. ● Snowdonia offers leisure and wellbeing opportunities for everyone – it has mountains, coast, hills, lakes and forests to explore.

- Snowdonia must be used and enjoyed with respect so that its special qualities are safeguarded.
- Money raised through donations and purchases are directly used to support SNPA's work as the statutory body responsible for safeguarding the Park.

Channel Choices

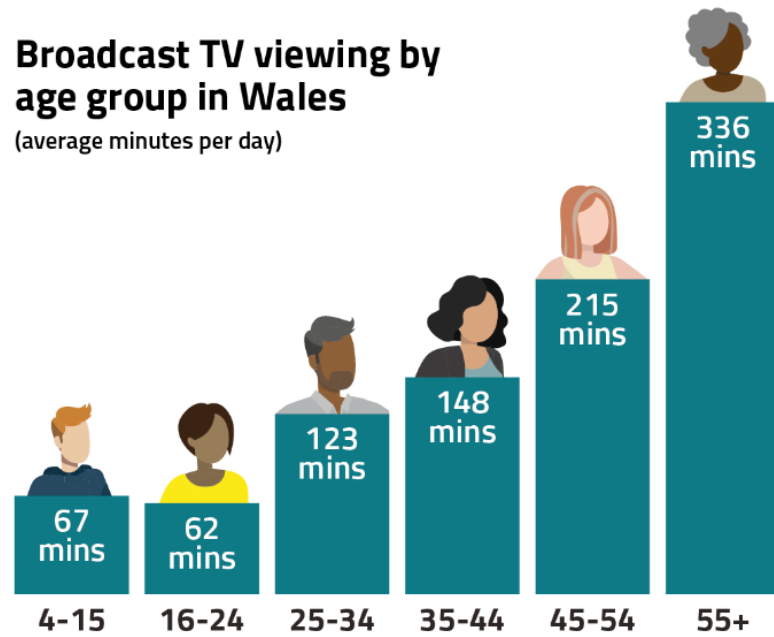
These channel choices have been developed by carrying out an audience analysis (of our [target audiences](#)) and prioritisation process (see [Touch-point Review 2020](#)).

Below we set out the channel choices for our consumer and corporate audiences. The way we communicate and share information internally is fundamental to how we communicate externally.

Our main communication channels will become more focused on digital but with complementary traditional methods.

Broadcast TV viewing by age group in Wales

(average minutes per day)



Source: https://www.ofcom.org.uk/_data/assets/pdf_file/0011/200504/media-nations-2020-wales-report.pdf

Community & Consumer Audiences

Main channel: Digital Communications	Community & Consumer <i>Those who (potentially) use the Park's amenities and/or the Authority's services</i>					
	Recreational: residents; non-resident; visitors; interest groups	Resident: local communities; landowners; farmers; business owners; outdoor providers	Active learners	Planning customers	Interest Groups	Socially excluded groups
SNPA Website New website (smartphone enabled) Online chat/live chat Enhanced Search Engine Optimization (SEO)	<input checked="" type="checkbox"/> Enhanced SEO for driving relevant traffic. Live chat delivered by Visitor center staff and reception? Well-being walks on website for residents. Develop "How to's" e.g. How to visit	<input checked="" type="checkbox"/> Targeted sections and guides on website	<input checked="" type="checkbox"/> Learning zone on website (all levels of education) include video modules on the work of the park for schools.	<input checked="" type="checkbox"/> Enhanced section and forms on the website, including user guides and easy navigation.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Website has been enhanced to meet the new Accessibility Requirements. Maintain levels achieved.
Social Media Facebook (<i>including Facebook live events and utilize event advertising</i>) Twitter Instagram (<i>expanded</i>)	<input checked="" type="checkbox"/> Targeted posts and videos for summer visitor campaigns. Drive traffic to website.	<input checked="" type="checkbox"/> Targeted posts for resident related topics	<input checked="" type="checkbox"/> Expanded presence on Linked-in	<input checked="" type="checkbox"/> Promotion of user guides (targeted to residents)	<input checked="" type="checkbox"/> Target specific groups	<input checked="" type="checkbox"/> Targeted posts and promote digital newsletter to these groups

<p><i>Linked-in (new)</i> <i>YouTube channel (expanded and regular video content)</i> <i>Spotify - podcasts</i></p>						
<p>E-newsletters (utilizing MailChimp) Monthly newsletter Yr Wyddfa Partnership newsletter</p>	<p><input checked="" type="checkbox"/> Monthly e-newsletter. Work on enhancing audiences from hard-to-reach groups.</p>	<p><input checked="" type="checkbox"/> Targeted sections and guides on website. Partneriaeth Yr Wyddfa newsletter.</p>	<p><input type="checkbox"/></p>	<p><input type="checkbox"/></p>	<p><input checked="" type="checkbox"/> Target groups for receipt of newsletter</p>	<p><input checked="" type="checkbox"/> Target groups for receipt of newsletter - include groups which represent protected characteristics, be that disabled people, young or older people, women's groups, religious groups, LGBT, BAME groups etc., as well as community councils.</p>

Secondary channels: News, Media & Face to Face	Community & Consumer <i>Those who (potentially) use the Park's amenities and/or the Authority's services</i>					
	Recreational: residents; non-resident; visitors tourists; interest groups	Resident: local communities; landowners; farmers; business owners; outdoor providers	Active learners	Planning customers	Interest Groups	Socially excluded groups
News and Media BBC One Wales and ITV Wales Reach group: Mirror, Western Mail, Daily Post, Daily Express, Manchester evening News, Liverpool Echo BBC Online News UK sites: Sun, Times Newsquest: The National Wales Papurau bro, Golwg, Golwg 360 The Press Association Specific interest magazines and regular news features e.g.farming supplement in the Daily Post.	<input checked="" type="checkbox"/> Promotion of key messages e.g., countryside code. Consistently across the regional and national channels.	<input checked="" type="checkbox"/> Good news stories on regional channels	<input type="checkbox"/>	<input checked="" type="checkbox"/> Use of planning news stories to increase awareness of process and regs	<input checked="" type="checkbox"/> Target specific interest magazines	<input checked="" type="checkbox"/>
Face to Face Community and interest group meetings LAFs Wardens Car park staff	<input checked="" type="checkbox"/> LAFs	<input checked="" type="checkbox"/> Cyfarfod Cyswllt Amaeth LAFs	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Equality Forum* *The Equality Forum

<p>Information Centre Staff Project staff Volunteers (<i>expanded</i>) Park Ambassadors Planning officers Reception desk Office based staff Members [use more of Champions and chairs of groups etc., and members to be offered members training]</p>						<p>needs to be reviewed and transformed to be fit for purpose. This could be a great Forum to reach out to socially excluded groups.</p>
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<p>Complementary channels: Magazine, Print and Interpretation</p>	<p>Community & Consumer <i>Those who (potentially) use the Park's amenities and/or the Authority's services</i></p>					
	<p>Recreational: residents; non-resident; visitors' tourists; interest groups</p>	<p>Resident: local communities; landowners; farmers; business owners;</p>	<p>Active learners</p>	<p>Planning customers</p>	<p>Interest Groups</p>	<p>Socially excluded groups</p>

		outdoor providers				
Signs	✓	✗	✗	✗	✓	✓
Posters/notices	✓	✓	✗	✓	✓	✓
Eryri Magazine (postal and on-site)	✓	✓ Enhanced section for residents	✓ Section for schools	✓ Section on planning	✓	✓
Information boards	✓	✗	✓	✗	✓	✓
Wardens notice boards	✓	✗	✓	✗	✓	✓

Corporate Audiences

Main channel: Face to face, virtual and bespoke	Corporate Audiences <i>Those who are interested in the Park Authority as an organisation (established knowledge and understanding of SNPA)</i>						
	Employees and volunteers (inc. potential employees)	Members	Funders (Welsh Government)	Politicians and MS's	Partner organisations	Community Councils	Media
1-to-1 Microsoft Teams In person or via video call Phone calls Reception desk	<input checked="" type="checkbox"/> Widespread use of MS teams	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> For senior civil servants, offer briefings on hot topics, SMS updates on emerging major issues	<input checked="" type="checkbox"/> Regular briefings for incumbent politicians for the region	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Start to build one-2-one relationships with journalists from key outlets
Email Individual targeted updates	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Provide early exclusives

							for key contacts
SharePoint (or similar) Internal only	<input checked="" type="checkbox"/> Sharing of all minutes from meetings and photo library (to replace Intranet). Staff news and achievements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Team, Management Team & HoS meetings Team meetings (every 2 weeks minimum) Management team (every fortnight) HoS meetings (every fortnight) Directorate meetings (every fortnight)	<input checked="" type="checkbox"/> Wider sharing of minutes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
WhatsApp Internal WhatsApp groups	<input checked="" type="checkbox"/> Sharing of photos and info from front line staff. Share SNPA social media updates. Look at establishing group for visitor management - link between Wardens and	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	office/comms staff.						
E-newsletters and Bulletins Fortnightly staff and members e-bulletin including departmental updates (two departments at a time) Monthly SNPA newsletter Snowdon Partnership newsletter CEO update to staff Chairman's report (digitize into short newsletter and enhanced article on website)	<input checked="" type="checkbox"/> Staff and members e-bulletin Monthly SNPA newsletter CEO update to staff	<input checked="" type="checkbox"/> Staff and members e-bulletin Monthly SNPA newsletter	<input checked="" type="checkbox"/> Monthly SNPA newsletter: target relevant civil servants for sign up	<input checked="" type="checkbox"/> Monthly SNPA newsletter: target relevant MP's/AM's for sign up	<input checked="" type="checkbox"/> Monthly SNPA newsletter: target relevant organisations and staff for sign up. Offer partners opportunities to include stories. Snowdon Partnership newsletter	<input checked="" type="checkbox"/> Monthly SNPA newsletter: target community councils for sign up	<input checked="" type="checkbox"/> Monthly SNPA newsletter: target relevant journalists for sign up.
Social Media Facebook (<i>including Facebook live events and utilize event advertising</i>) Twitter Instagram (<i>expanded</i>) Linked-in (<i>new</i>) YouTube channel (<i>expanded and regular video content</i>)	<input checked="" type="checkbox"/> Share social media links on staff WhatsApp.	<input checked="" type="checkbox"/> Encourage members to follow and share. Develop Linked-in following.	<input checked="" type="checkbox"/> Enhanced coverage on Linked-in. Develop Linked-in following.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> More sharing of relevant partner news.	<input checked="" type="checkbox"/> Follow, and share relevant content	<input checked="" type="checkbox"/>

<p>Authority Meetings Consider the way in which we can adapt to make meetings more accessible to the public e.g., virtual/ live streaming Authority and planning committee meetings.</p>	<input checked="" type="checkbox"/> Share video link for open meetings with all staff. Hold some meetings in HQ so improve interaction with staff.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> Invite partner organisations to present as part of Fforwm Eryri/ Cynllun Eryri updates	<input checked="" type="checkbox"/> Public meetings	<input checked="" type="checkbox"/> Public meetings
<p>Webinars, events and meetings Webinars Ambassadors events Partner meetings Events</p>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Increase invitations to events	<input checked="" type="checkbox"/> Fforwm Eryri Partneriaeth Yr Wyddfa Monthly ambassador webinars	<input checked="" type="checkbox"/> Annual community councils meeting	<input checked="" type="checkbox"/>

<p>Secondary channels: Digital and News</p>	<p>Corporate Audiences <i>Those who are interested in the Park Authority as an organisation (established knowledge and understanding of SNPA)</i></p>						
	<p>Employees and volunteers (inc. potential employees)</p>	<p>Members</p>	<p>Funders (Welsh Government)</p>	<p>Politicians and MS's</p>	<p>Partner organisations</p>	<p>Community Councils</p>	<p>Media</p>
<p>SNPA Website New website (smartphone enabled) Enhanced SEO</p>	<input checked="" type="checkbox"/> Education zone will be good source of background info for all staff	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> Create specific media zone

<p>News and Media BBC One Wales and ITV Wales Reach group: Mirror, Western Mail, Daily Post, Daily Express, Manchester evening News, Liverpool Echo BBC Online News UK sites: Sun, Times</p>	✓	✓	✓	✓	✓	✓	✓
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Figure 1.10: Top ten properties accessed by adults online, ranked by reach: September 2017-2019

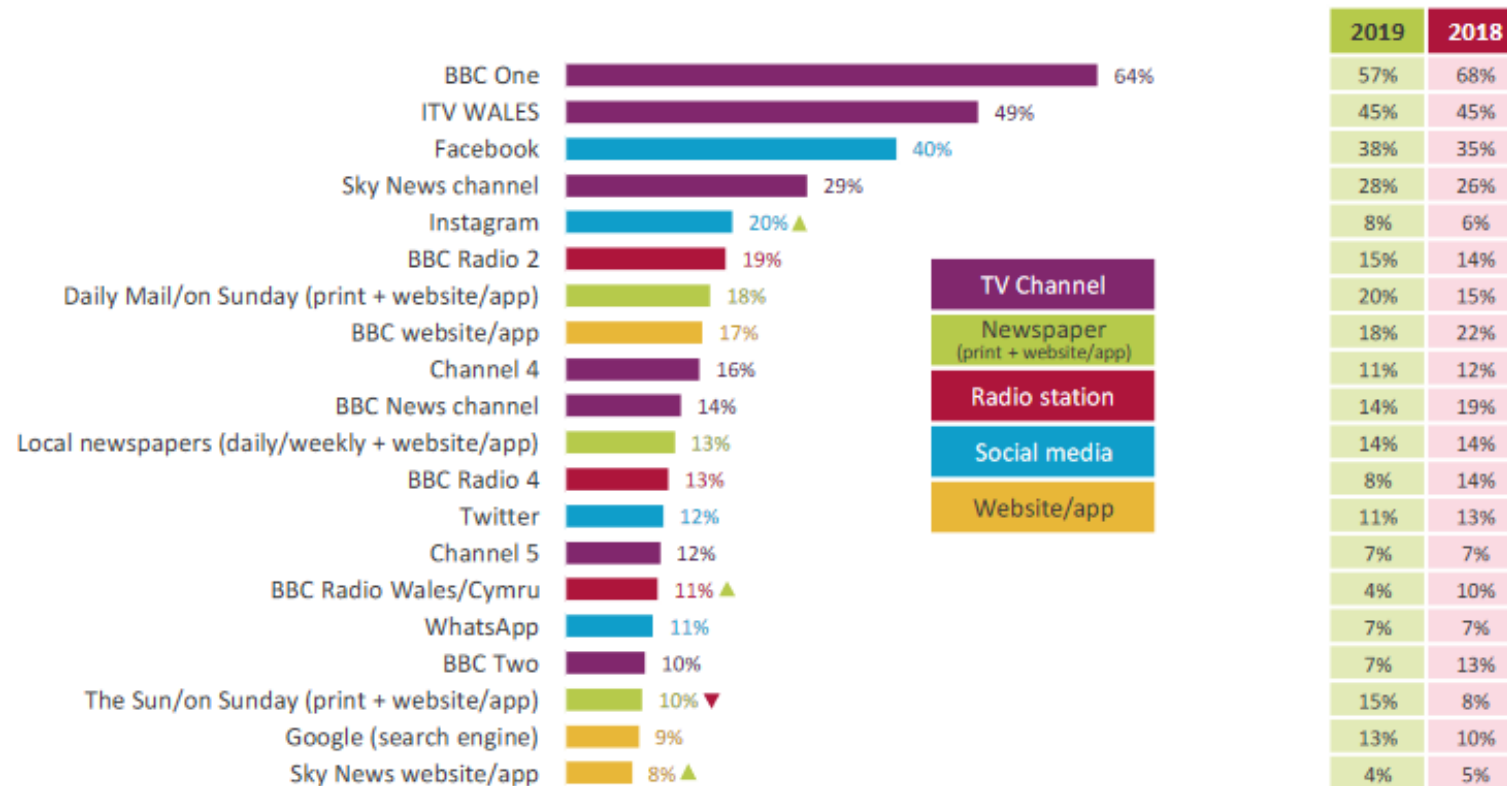
		2017		2018		2019	
Rank	Property	Reach	Property	Reach	Property	Reach	
1	Google Sites	98%	Google Sites	98%	Google Sites	99%	
2	Facebook	95%	Facebook	96%	Facebook	96%	
3	BBC Sites	91%	BBC Sites	93%	Amazon Sites	92%	
4	Amazon Sites	88%	Amazon Sites	91%	Reach Group	88%	
5	Microsoft Sites	87%	Microsoft Sites	86%	Microsoft Sites	87%	
6	eBay	75%	Reach Group	83%	BBC Sites	87%	
7	Reach Group	73%	Verizon Media	72%	News UK Sites	79%	
8	News UK Sites	71%	eBay	72%	eBay	73%	
9	Yahoo Sites	70%	Sky Sites	72%	Sky Sites	70%	
10	Mail Online/ Daily Mail	69%	News UK Sites	68%	Verizon Media	70%	

Reach group: Mirror, Western Mail, Daily Post, North Wales Live, Daily Express, Manchester evening News, Liverpool Echo

News UK sites: Sun, Times

Verizon Media: Huffpost, TechCrunch, Flickr, Yahoo

Figure 10: Top 20 sources of news in general in Wales: 2020



Source: Ofcom News Consumption Survey 2020. Base: All adults 16+ in Wales – 2020=456, 2019=475, 2018=458. Green/red triangles indicate statistically significant differences between 2020 and 2019.

Figure 13: Average weekly reach (000s) of S4C – individuals: 2010-2019



Source: BARB. Individuals (4+). S4C total area and S4C network. Reach criteria: 3+ consecutive minutes, full weeks used.

Figure 12: Sources used to access news about own nation: 2020

England	%	Scotland	%	Wales	%	Northern Ireland	%
BBC One	38%	STV	34% ↓	BBC One	51%	UTV	47%
ITV	24%	BBC One*	24% ↓	ITV WALES	33%	BBC One	46%
Facebook	15%	BBC Scotland*	18%	Facebook	19%	Facebook	21%
BBC website/app	7%	Facebook	17%	BBC Radio Wales/Cymru	8% ↑	BBC Radio Ulster/Foyle	16%
Twitter	4%	BBC website/app	10%	Local daily newspaper	6%	Cool FM	15%
BBC local/regional radio station	4%	Bauer local commercial radio	9%	BBC website/app	5%	BBC website/app	8% ↑
Google (search engine)	4%	Twitter	6%	South Wales Echo	5% ↓	RTE Channels/Virgin Media One	7%
Sky News Channel	4%	The Daily Record	5%	The Western Mail	4%	Twitter	7%
		Google (search engine)	5%	Wales based news site/app	4%	The Belfast Telegraph	6%
		BBC Radio Scotland	4%			Google (search engine)	5%
		BBC One / BBC Scotland NET	39%			Any NI based news site/app	5% ↑
						Local commercial radio station	4%
Don't follow nation's news	5% ↓	Don't follow nation's news	1% ↓	Don't follow nation's news	3% ↓	Don't follow nation's news	2%

Source: Ofcom News Consumption Survey 2020. Base: All adults 16+ using TV/Newspapers/Radio/Internet/Magazine for news – England=3032, Scotland=521, Wales=415, Northern Ireland=346. Only sources with an incidence of 4%+ in each Nation are shown. ↑ and ↓ indicate statistically significant differences between 2020 and 2019. *BBC Scotland new this year. BBC Scotland and BBC One Scotland figures may be affected by respondent confusion about BBC Scotland branding.

Facts and figures about the performance and output of BBC Wales content on S4C

Top Ten Broadcast Series

Series on S4C	
Pobol y Cwm	41,000
Clwb Rygbi (Pro 14 Matches)	30,000
Clwb Rygbi Rhyngwladol: Chwe Gwlad	25,000
Clwb Rygbi Rhyngwladol: Gemau'r Hydref	25,000
Clwb Rygbi (Principality Matches)	20,000
Yr Eisteddfod Genedlaethol: Mwy o'r Maes	19,000
Yr Eisteddfod Genedlaethol: Noson o Gystadlu	18,000
Newyddion 9	15,000
Yr Eisteddfod Genedlaethol: Seremonïau	15,000
Pawb a'i Farn	14,000

Top Five Individual Broadcast Programmes

Programmes on S4C	
Goreuon Campau Cymru 2018	17,000
Bryn Fon a PTSD	15,000
Newyddion y Flwyddyn 2018	15,000
Stand Yp Cymru	13,000
Camp Lawn Cymru 2019	13,000

Average audience across all episodes
 Source: BARB
 Figures include any repeats in the same week

Top Ten Series on BBC iPlayer and Clic

Series on S4C	
Pobol y Cwm	1,170,000
Clwb Rygbi	147,500
Eisteddfod Genedlaethol 2019	72,000
Clwb Rygbi Rhyngwladol: Chwe Gwlad	67,000
Newyddion 9	51,000
Newyddion S4C (bulletins)	16,000
Newyddion a Chwaraeon	11,000
Ffeil	11,500
Clwb Rygbi Rhyngwladol: Gemau'r Hydref	12,000
Pawb a'i Farn	6,000

Number of requests on BBC iPlayer and Clic

Source: Extract from the following report - <https://senedd.assembly.wales/documents/s94295/BBC.pdf>

Facts and figures about the performance and output of BBC Wales' English language television programmes

Top Ten Broadcast Series

English language series	
Rugby Union Autumn Internationals	492,000
Wales Today at 6.30pm	210,000
Pitching In	204,000
Six Nations Sin Bin	180,000
Hidden	167,000
The Crash Detectives	165,000
X-Ray (Oct-Dec)	148,000
Children's Ward	145,000
Scrum V Six Nations Special	138,000
Secret Life of Farm Animals	135,000

Top Ten Series on BBC iPlayer

English language series	
Keeping Faith	12,160,344
Hidden	11,731,271
Rhod Gilbert's Work Experience	1,323,908
The Crash Detectives	1,081,870
Rugby Union Autumn Internationals	1,023,128
BBC Wales Today	916,992
Back in Time For the Factory	771,363
Scrum V	698,476
High Hopes	630,274
BBC Wales Investigates	608,318

Number of requests on BBC iPlayer

Top Five Individual Broadcast Programmes

English language programmes	
Sam Warburton: Full Contact	272,000
The Brecon Beacons with Iolo Williams (rpt)	232,000
Scrum V – How Wales Won the Grand Slam	211,000
Eddie Butler's Six Nations	205,000
Weatherman Walking: Dylan's Walks (rpt)	190,000

Average audience across all episodes
Source: BARB
Figures include any repeats in the same week

Top Ten Programmes on BBC iPlayer

English language programmes	
Dark Son: The Hunt for a Serial Killer	566,118
Critical: Inside Intensive Care	289,812
Sam Warburton: Full Contact	210,132
Mad About Elvis	130,367
Women's World Cup Qualifier: Wales v England	127,964
The Toddlers Who Took on Dementia	113,668
The NHS: To Provide All People	113,204
The Tuckers	86,247
Puppy Love	85,976
Our Lives: Snowdonia Shepherdess	76,708

Number of requests on BBC iPlayer

Source: Extract from the following report - <https://senedd.assembly.wales/documents/s94295/BBC.pdf>

Figure 26: Top three radio stations, by region

	UK		Wales*		Cardiff**		North Wales***	
Rank	Station	Weekly reach (%)	Station	Weekly reach (%)	Station	Weekly reach (%)	Station	Weekly reach (%)
1	BBC Radio 2	26%	BBC Radio 2	34%	BBC Radio 2	34%	BBC Radio 2	37%
2	BBC Radio 4	20%	BBC Radio 1	21%	Heart South Wales	20%	BBC Radio 4	23%
3	BBC Radio 1	16%	BBC Radio 4	17%	BBC Radio 1	18%	BBC Radio 1	22%

Source: RAJAR, All adults 15+, Q1 2020. * BBC Radio Wales TSA ** Capital South Wales TSA ***Heart North Wales TSA.

Other relevant stations:

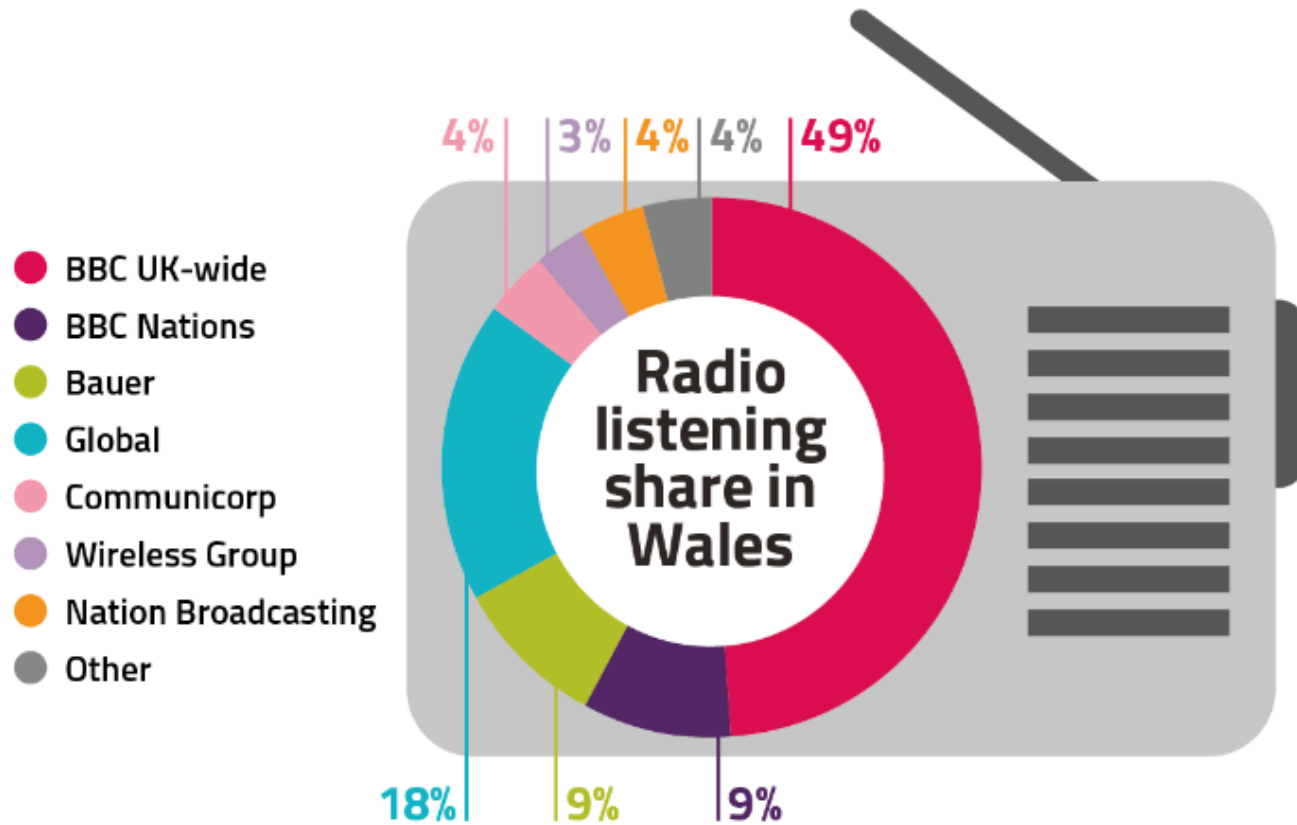
BBC Radio Cymru: Weekly reach 119,000 – 2.5% share (across Wales)

BBC Radio Wales: Weekly reach 327,000 – 12% share (across Wales)

Heart North Wales: Weekly reach 124,000 – 17% (North Wales only)

Capital FM North West and North Wales: Weekly reach 126,000 - 12% (North Wales and West)

Figure 25: Share of listening in Wales, by radio group



Source: RAJAR, All adults (15+), Q1 2020, BBC Radio Wales TSA

(Global and Communicorp, operate the Capital, Heart and Smooth networks in Wales)

Integration

Matching up the comms across the channels - using the same imagery, copy and brand guidelines.

[Click to view the SNPA Brand Book](#)

Training

What training is required to ensure we are able to meet the standards and targets?

- Regular customer service training to be taken by all frontline staff.
- Regular basic communication training to be undertaken by all staff. *Including training on protocols and core messaging. members*
- Welsh & English language practice.
- Media/interview training offered annually.
- Mentoring for projects officers and staff.
- Offer induction training from the relevant elements of the above list for Members.

Budget

What resource is available in order to achieve our Aims?

As well as the strong cross-Authority contribution many officers make to communication and engagement, 4% of the total **salary spend** of the Authority is spent on individuals with direct responsibility for managing communication activities. This includes:

- **The Head of Engagement** - c. 30% of total working hours spent managing communication activities.
- **Two Communications Officers** - one providing services for the Planning and Land management Directorate and one for the Corporate Services Directorate - both dedicate 100% of their time to communication activities.
- **A Graphic Designer** - works 4 days per week and 100% of time dedicated to designing materials for communication activities.
- **A Communication Technician** - working full time, based at the workshop, and 100% of time dedicated to designing and creating materials for communication projects and activities, such as signs, information boards and interpretation projects.
- **An Engagement Assistant** - working four days per week, with 50% of her time dedicated to supporting communication activities.

See [Appendix 3](#) for further details.

A re-profiling of the **annual budget** for spend on communication activities has been carried out in order to meet the new priorities in this strategy (see chart below).

In order to meet the new objectives and outcomes, the following adjustments and considerations will be made:

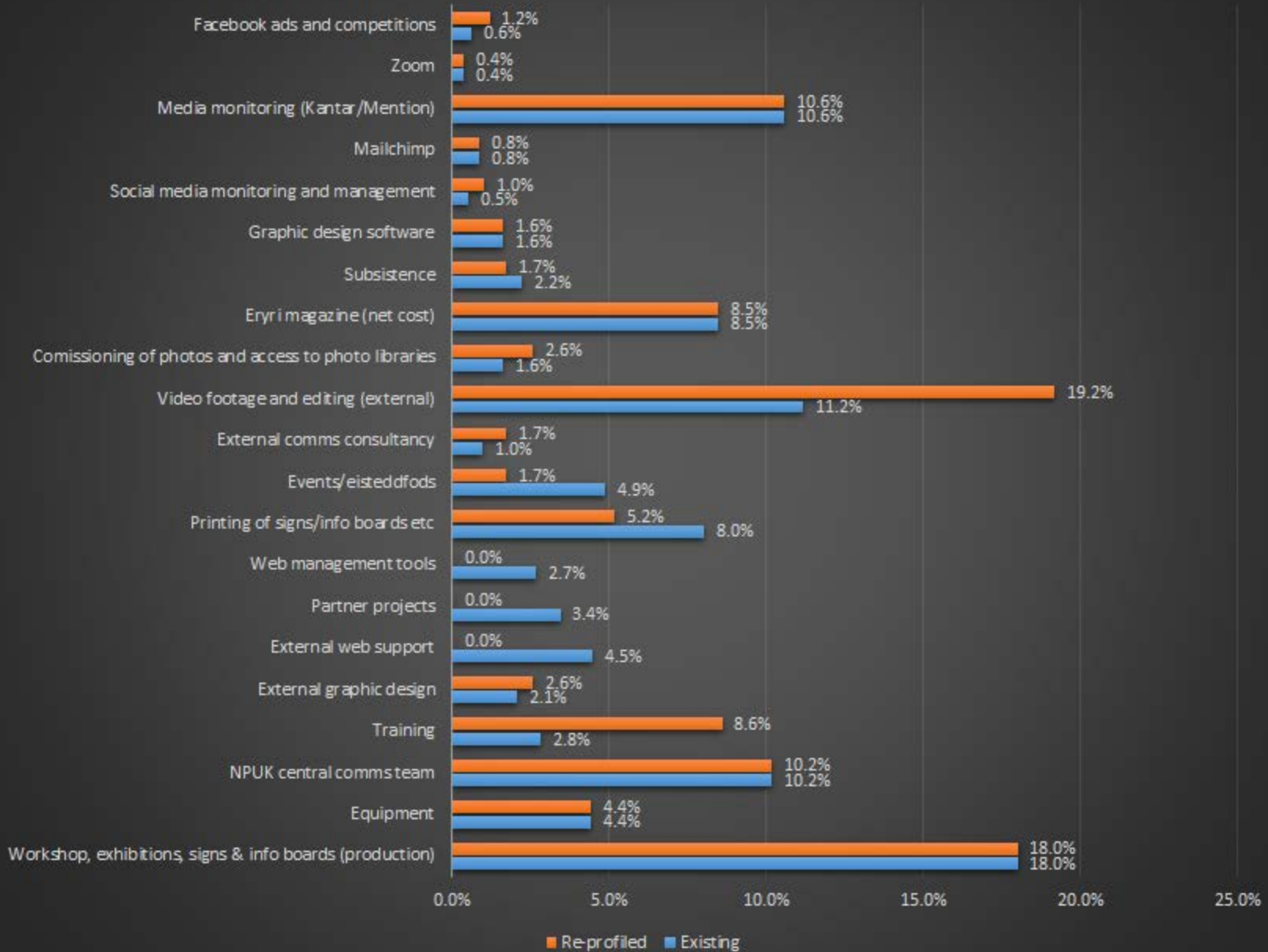
- Discuss the need for spend on website costs to come from the retained budget for website management - to be discussed as part of the process of developing the new website.
- Increase spend on digital content creation (video, photography and graphics)

- Review spend on printing of signs/info boards etc.
- Increase spend on training.
- Increase spend on targeted posts on social media.
- Reduce spend on events.
- Channel enquiries relating to partner projects to the Community and Volunteer Fund and the Commissioning Fund.

In relation to staff capacity, the existing resources are at or above capacity, however:

- The new website and a fit for purpose CMS will free significant time up (estimated 2 day per week) from the Communication Officers time, which is currently spent on fixing website glitches.
- There is also a need to look at future capacity for content creation and management of the website specifically.
- We will look at boosting capacity for delivering projects by bidding for funding to implement one-off campaigns, activities and projects which would then be implemented by external companies/consultants or through revenue bids for non-permanent posts.
- We will seek opportunities for revenue funding to employ digital assistants or apprentices to aid the communications officers in their work.
- We will work with the Head of Administration and Customer Care to promote the principle of bilingual content across the Authority and with our partners. In particular ensuring that when services within the Authority or partners we are working with on projects commission external work, that the costs and capacity for bilingual production of content is factored in at the outset.

Spend breakdown (reprofiled) - Annual budget £58,150



Performance Indicators (PI's)

The following PI's aim to measure metrics that reflect successful achievement of our desired [outcomes](#).

A baseline will be established in 2021 and subsequently targets and timeframes set in November 2021 for 2022 and beyond.

An annual report will be produced on progress against PI's, and the headline PI's integrated into our corporate targets.

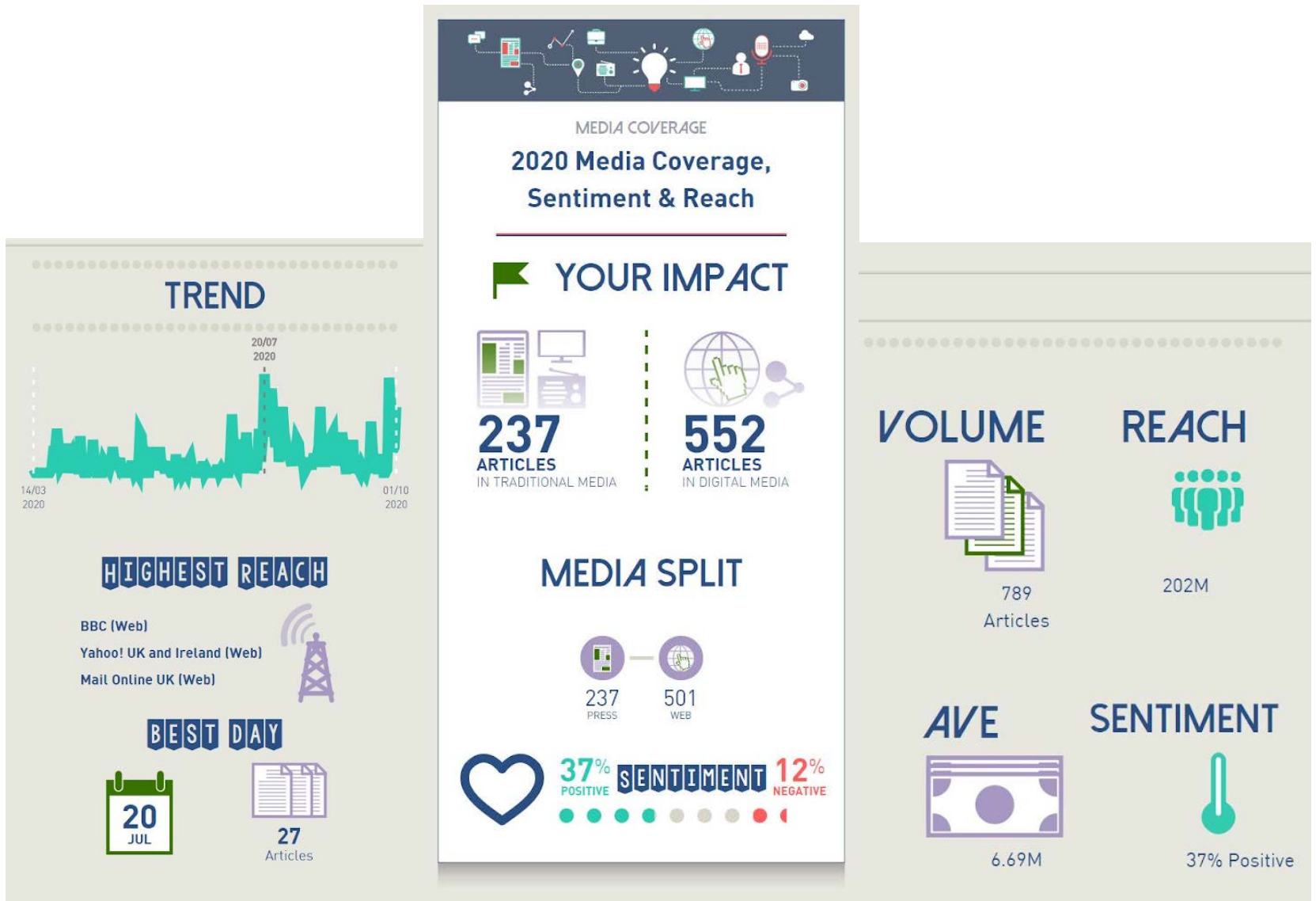
Digital Outcome Metrics

Metric	How will we measure	Who will collect the data?	January 2021 Baseline	How does this metric demonstrate that we are achieving our desired outcomes?
Number of Facebook Page Likes	Facebook	Communication Officer - Corp.	19,749	It will measure how engaged certain audiences are with our work (Outcome 6)
Number of Twitter followers	Twitter	Communication Officer - Corp.	20,500 (@visitsnowdonia) 1,834 (@croesoeryri)	It will measure how engaged certain audiences are with our work (Outcome 6)
Number of Instagram followers	Instagram	Communication Officer - Corp.	2,004	It will measure how engaged certain audiences are with our work (Outcome 6))

Engagement rate on Linked in	Linked In	Communication Officer - Corp.	0	It will measure how engaged certain audiences are with our work (Outcome 6)
Number of streams on Spotify podcast channel	Spotify	Communication Officer - Corp.	0	It will measure how engaged certain audiences are with our work (Outcome 6)
Number of Newsletter subscribers	Mailchimp	Communication Officer - P & LM	4,000	It measures the size of audience that we are reaching in relation to our stories and messages and thus the potential to achieve all 10 outcomes.
% open rate on newsletters	Mailchimp	Communication Officer - P & LM	30%	It measures the success rate in engaging with our stakeholders across all 10 outcomes.
Number of PDF downloads from the website	Google analytics	Content and Brand Manager	<i>Tracking to be setup as part of new website project</i>	People downloading a PDF from our website will be displaying an increased level of interest about our work (Outcomes 4 and 9).
Where we're appearing in search results for key phrases: <ul style="list-style-type: none"> • Snowdonia • Eryri • Snowdon • Yr Wyddfa 	Google analytics/ Keyword Rank checker: https://ahrefs.com/keyword-rank-checker	Content and Brand Manager	Snowdonia: #1 Eryri: #5 Snowdon: #11 Yr Wyddfa: #3 Llanberis path: #1 Llwybr Llanberis: #1 Snowdonia National Park: #1 Parc Cenedlaethol Eryri: #1	It will measure how effective we are at reaching audiences in order to engage with them and to positively influence their behavior in relation to Snowdonia (Outcomes 1, 2, 3, 5, 8, 9).

<ul style="list-style-type: none"> • Llanberis path • Llwybr Llanberis • Snowdonia National Park • Parc Cenedlaethol Eryri • Snowdonia National Park Authority • Awdurdod Parc Cenedlaethol Eryri 			Snowdonia National Park Authority: #1 Awdurdod Parc Cenedlaethol Eryri: #1	
Value of donations received (online)	Google analytics	Content and Brand Manager	0	It will measure the change in how inspired people are to give donations to SNPA (Outcome 7).
Number of page views of promoted routes (inc. specifics for Snowdon and	Google analytics	Content and Brand Manager	Jan-Dec 2020 - Top 10 Llanberis: 49,517 Miners Track: 19,259 PyG Track: 19,174 Rhyd Ddu: 13,438	It will measure how many people are inspired to further explore the area (either virtually or physically), especially its 'hidden gems' (Outcome 8).

Ogwen) compared to the 'hidden gems'.			Llyn Tegid: 11,584 Watkin: 11,555 Minffordd: 10,882 Snowdon Ranger: 10,255 Pony path: 7,533 Panorama walk: 6,294	
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An example of the types of reports and content that can be produced by the Kantar Media Monitoring Software

General Outcome Metrics

Metric	How will we measure	Who will collect the data and how will it be reported?	January 2021 Baseline	How does this metric demonstrate that we are achieving our desired outcomes?
Number of new volunteers recruited	Volunteer management software	Volunteer and Well-being Officer	TBC	It measures the number of new people that have been inspired to give their time to protect Snowdonia (Outcome 7) as well as the increase in a feeling of responsibility for looking after the Park (Outcome 4).
Number of Eryri Ambassadors at levels Bronze, Silver and Gold	Keep Record	Engagement Assistant	0	The more people we have as Ambassadors the more we will be able to spread our key messages and achieve across all of our communication outcomes. But in particular this will help us measure the change in people eager to participate in our efforts (Outcome 6) and how inspired people are to give their time to support and protect Snowdonia (Outcome 7), as well as the increase in understanding and positive perceptions of the work that we do (Outcome 9).
Number of media articles - digital and traditional	Kantar	Head of Engagement	Jan-Dec 2020: 1,210 articles	Through exposure in the media people have an increased awareness of the National Park, it's special qualities and the challenges and opportunities it faces (Outcomes 1,2 & 3); and increased understanding of the SNPA's roles and

				responsibilities (Outcome 9).
Positive and negative sentiment in media stories	Kantar - sentiment	Head of Engagement	Jan-Dec 2020: Positive: 440 (36.5%) Neutral: 319 (26.4%) Balanced: 315 (26.1%) Negative: 106 (8.8%)	Through positive stories in the media, we are increasing people's positive perceptions of the Authority and it's work (Outcome 9).
Number of subscribers to fortnightly staff and members update	Mailchimp	Engagement Assistant	0	It measures the size of audience that we are reaching in our efforts to keep staff, volunteers and members well informed (Outcome 10).
% open rate on fortnightly staff and members newsletter	Mailchimp	Engagement Assistant	n/a	It measures the success rate in keeping out staff, volunteers and members well informed (Outcome 10).

Reputational Survey (every 2 years)

Metric	How will we measure	Who will collect the data and how will it be reported?	How does this metric demonstrate that we are achieving our desired outcomes?
% awareness of the National Park status.	Reputational survey and focus groups: Visitor, Community and Businesses Survey	Partnerships Manager	We will be measuring the level and % change in awareness of the National Park status (Outcome 1) – including for hard to reach groups.
% awareness of Snowdonia’s Special Qualities and the benefits of the National Park.	Reputational survey and focus groups: Visitor, Community and Businesses Survey	Partnerships Manager	We will be measuring the level and % change in awareness of the National Park’s Special Qualities (Outcome 2) – including awareness of the Welsh language.
% rating Authority’s promotion and use of Welsh Language as Excellent	Reputational survey and focus groups: Visitor, Community and Businesses Survey	Partnerships Manager	It will measure people's understanding and perceptions of the Authority as a bilingual organisation (Outcome 9).

Level of feeling of personal and collective responsibility for looking after the Park.	Reputational survey and focus groups: Visitor, Community and Businesses Survey	Partnerships Manager	We will be measuring the change in people's feeling of personal and collective responsibility for looking after the Park (Outcome 4).
Sense of respect and responsible use of the National Park.	Reputational survey and focus groups: Visitor, Community and Businesses Survey	Partnerships Manager	We will be measuring the change in people's sense of respect and responsible use of the Park (Outcome 5).
% Increased understanding of SNPA's role, responsibilities and areas of work, and positive perceptions of the organisation	Reputational survey and focus groups: Visitor, Community and Businesses Survey	Partnerships Manager	It will measure the change in people's understanding of what we do as an Authority (Outcome 9).

Content and activity calendar

2021 Content and Activity Plan

MONTH	ACTIVITIES/PROJECTS	EVENTS AND THEMES	CONTENT	LEAD OFFICER(S)
January	<ul style="list-style-type: none"> → Establish baseline for PI's (aside from reputational survey) → Establish Linked-in account → Start to build relationships with key media contacts → Develop visit with respect campaign plan → Naomi commissioning Yr Ysgwrn's marketing plan for 2021/22 (bridging the Covid era) → Yr Ysgwrn community virtual drama project (coordinated by Siwan Llynor) → Firm up plans for 70th Anniversary 	<ul style="list-style-type: none"> → 70th Anniversary → January 4th: World Braille day → January: Walk Your Dog month → January 6th- February 21st: Big Schools Birdwatch → Jan 13th - Hedd Wyn's birthday → Jan 18th - Jan 24th: Big Energy Saving Week → Jan 21st: Squirrel Appreciation day → Jan 25th: Diwrnod Santes Dwynwen 	<ul style="list-style-type: none"> → First Eryri Podcast on Spotify - 21st & 28th → Social Media program → Monthly e-newsletter - 28th, on social on 29th → Staff & members newsletter 	<ul style="list-style-type: none"> → Communications Officers → Digital Content Officer → Brand and Content Manager → Head of Engagement → Partnerships Manager → Snowdon Partnership Officer → Sustainable Tourism Officer
February	<ul style="list-style-type: none"> → Brand refresh and refining → Develop visit with respect campaign assets 	<ul style="list-style-type: none"> → Monthly Ambassador webinar 	<ul style="list-style-type: none"> → Eryri Podcast on Spotify → Social Media 	<ul style="list-style-type: none"> → Communications Officers → Digital Content

	<ul style="list-style-type: none"> → Annual customer service training → Social media and video creation training for comms staff → Launch SharePoint for staff → Recruit Digital Content Officer → Share mentoring offer with project officers and staff → Begin developing Yr Wyddfa video series → Continue to share government guidelines re Covid → Share stories of how we're looking after the National Park → Parking and Transport community master planning → Develop road-signage plan. 	<ul style="list-style-type: none"> → Jan 30-Feb 6: National Storytelling Week → Feb 2nd: World Wetlands Day → Feb 5th: Welsh Language Music day → Feb 8th-14th: Student Volunteering Week → Feb 11th: International Day of Women and girls in science → Feb 12th: Chinese New Year → Feb 14th: Valentine's Day → Feb 16th: Pancake day → Feb 17th: Random Acts of Kindness Day → Feb 22 - March 7th: Fairtrade Fortnight → 23rd – Zoom talk on Decorative Finishes by Lincoln 	<p>program</p> <ul style="list-style-type: none"> → Monthly e-newsletter → Staff & members newsletter → Update website (Covid content) → Develop content for 2021 #PlanDiscoverProtect campaign infographics. → Update webpages to co-inside. → Fly camping and campervan leaflets/tags 	<p>Officer</p> <ul style="list-style-type: none"> → Brand and Content Manager → Head of Engagement → Partnerships Manager → Snowdon Partnership Officer
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		Conservation (Yr Ysgwrn)		
March	<ul style="list-style-type: none"> → Website re-design begins → Visit with respect campaign: Build story of newfound love of outdoors/popularity of the area as people start to plan future visits - pre-booking is essential. Be a responsible traveler. → Develop Visit with respect campaign assets. → Build audience for newsletter (civil-servants/politicians/journalists/socially excluded/interest groups/community councils etc.) → Establish '2021 Season' group on WhatsApp for Wardens, frontline staff, car park staff, volunteers, etc. (to include clear user guidelines/disclaimer) to share info with office/comms staff → THI Dolgellau - work on refurbishing Victoria buildings, Upper Smithfield Street begins and - work on refurbishing Y Ddarllenfa Rhydd, Wtra'r Felin 	<ul style="list-style-type: none"> → Launch of visitor campaign (countryside code) & Eryri 70th guide → Monthly Ambassador webinar → March 1st: St David's day → Yr Ysgwrn St David's Day fun days with target schools. Writing workshops, Mewn Cymeriad performance and workshop, films. → March 4th: World Book Day → March 8th: International Women's day → March 14th: Mothering Sunday → March 16th: Disabled Access Day → March 18th: Global Recycling 	<ul style="list-style-type: none"> → Launch staff/members fortnightly updates → Eryri Podcast on Spotify → Social Media program → Monthly e-newsletter → Update website (Covid content) → Sharing of Gov/partner content re Covid → Content on work SNPA and partners are doing to prepare for season → Newfound love of outdoors content → Commission infographics for visit with respect campaign. → Requests for real-life content from Wardens and volunteers + search for 	<ul style="list-style-type: none"> → Communications Officers → Digital Content Officer → Brand and Content Manager → Head of Engagement → Partnerships Manager → Snowdon Partnership Officer

	<ul style="list-style-type: none"> → progressing. → Continue to share government guidelines re Covid → Share stories of how we're looking after the National Park → Parking and Transport community master planning → Install road signage. → Gather/commission photography that represent 70 experiences. → Refine litter campaign with Snowdonia Society. → Volunteer recruitment with CESS 	<ul style="list-style-type: none"> Day → March 19th: Comic Relief → March 20th: Spring Equinox → March 21st: international Day of Forests & World Poetry Day → March 22nd: Tick Bite Prevention Week → March 26th: Wear a hat day 	<ul style="list-style-type: none"> content from last year. → Volunteer recruitment 	
April	<ul style="list-style-type: none"> → Develop protocols to manage capacity for production of leaflets and information boards → Responsive based on events on the ground → Desktop study (Volunteer and Well-being Officer) on barriers for socially excluded groups. Feed into communication plan. → THI Dolgellau - work on refurbishing Wilkin Newsagents begins. → Continue to share government guidelines re 	<ul style="list-style-type: none"> → Monthly Ambassador webinar → Visitor Campaign → April 1st: April fools → April 4th - 18th: Discover National Parks Fortnight. → Friday 9th April: Snowdonia Day in National Park fortnight → April 19-25th: International 	<ul style="list-style-type: none"> → Eryri Podcast on Spotify → Social Media program → Monthly e-newsletter → Staff/members fortnightly e-newsletter → Countryside code campaign 'connections' video series launched → Develop and distribute social 	<ul style="list-style-type: none"> → Communications Officers → Digital Content Officer → Brand and Content Manager → Head of Engagement → Partnerships Manager → Snowdon Partnership Officer

	<ul style="list-style-type: none"> → Covid → Share stories of how we're looking after the National Park → Parking and Transport community master planning 	<ul style="list-style-type: none"> Dark-Sky Week & Wales Outdoor Learning Week → April 22nd: International Mother Earth Day → April 24th: National Skipping Day 	<ul style="list-style-type: none"> media packs for partners/ambassadors (visit with respect campaign) 	
May	<ul style="list-style-type: none"> → Launch 2021 #PlanDiscoverProtect campaign → Responsive based on events on the ground 	<ul style="list-style-type: none"> → Monthly Ambassador webinar → Visitor Campaign → May 1st- 30th: National Walking Month → May 3rd: International Dawn Chorus Day → May 18th-23rd: Mental Health Week → May 18th: International Museums Day 	<ul style="list-style-type: none"> → Eryri Podcast on Spotify → Social Media program → Monthly e-newsletter → Staff/members fortnightly e-newsletter 	<ul style="list-style-type: none"> → Communications Officers → Digital Content Officer → Brand and Content Manager → Head of Engagement → Partnerships Manager → Snowdon Partnership Officer
June	<ul style="list-style-type: none"> → Visit with respect campaign → Responsive based on events on the ground → Announcement of inscription 	<ul style="list-style-type: none"> → Monthly Ambassador webinar → Visitor Campaign 	<ul style="list-style-type: none"> → Eryri Podcast on Spotify → Social Media program 	<ul style="list-style-type: none"> → Communications Officers → Digital Content Officer

	of World Heritage Site? (Cyngor Gwynedd)	<ul style="list-style-type: none"> → June 1st-6th: Volunteers Week → June 5th: World Environment Day → June 6th: Butterfly day → June 20th: Father's Day → June 27th: International Sunglasses day → Date TBC – archaeological walk with John Roberts and Keith O'Brien 	<ul style="list-style-type: none"> → Monthly e-newsletter → Staff/members fortnightly e-newsletter 	<ul style="list-style-type: none"> → Brand and Content Manager → Head of Engagement → Partnerships Manager → Snowdon Partnership Officer
July	<ul style="list-style-type: none"> → Visit with respect campaign → Responsive based on events on the ground 	<ul style="list-style-type: none"> → Monthly Ambassador webinar → Visitor Campaign → July 1-30th: Plastics Free July → July 11-18th: Festival of British Archaeology → July 25th-Aug 8th: National Marine Week → 31st – anniversary of Hedd Wyn's death. 	<ul style="list-style-type: none"> → Eryri Podcast on Spotify → Social Media program → Monthly e-newsletter → Staff/members fortnightly e-newsletter 	<ul style="list-style-type: none"> → Communications Officers → Digital Content Officer → Brand and Content Manager → Head of Engagement → Partnerships Manager → Snowdon Partnership Officer
August	→ Visit with respect campaign	→ Monthly	→ Eryri Podcast on	→ Communications

	<ul style="list-style-type: none"> → Responsive based on events on the ground → Task and Finish Group on Welsh place names begin their work. 	<ul style="list-style-type: none"> Ambassador webinar → Visitor Campaign → Aug 19th: World Photo day → 13th and 20th – Y Goeden loga yoga sessions for children (Yr Ysgwrn) 	<ul style="list-style-type: none"> Spotify → Social Media program → Monthly e-newsletter → Staff/members fortnightly e-newsletter 	<ul style="list-style-type: none"> Officers → Digital Content Officer → Brand and Content Manager → Head of Engagement → Partnerships Manager → Snowdon Partnership Officer
September	<ul style="list-style-type: none"> → Visit with respect campaign → Launch of new website (24th) → Chairman’s Report (digital) → Review Equality Forum 	<ul style="list-style-type: none"> → Monthly Ambassador webinar → Yr Ysgwrn Open Doors event? (Cadw campaign – unconfirmed for 2021) → Visitor Campaign → Sept 4th: National Fish and Chip Day → Sept 14th-19th: National Coding Week → Sept 22nd: World Car Free Day → Sept 26th: European day of Languages 	<ul style="list-style-type: none"> → Planning ‘How-to’ guide → Eryri Podcast on Spotify → Social Media program → Monthly e-newsletter → Staff/members fortnightly e-newsletter 	<ul style="list-style-type: none"> → Communications Officers → Digital Content Officer → Brand and Content Manager → Head of Engagement → Partnerships Manager → Snowdon Partnership Officer

<p>October</p>	<ul style="list-style-type: none"> → Annual comms training → Reputational Survey → Implement any outcomes from the work of the Task and Finish group on Welsh Place names. 	<ul style="list-style-type: none"> → 70th Anniversary celebrations → Monthly Ambassador webinar → Oct 1-30th: Black History Month → Oct 4th: No disposable cups day → Oct 5th: International Astronomy day → Oct 7th: World Habitat day → 15th - Yr Ysgwrn - Diwrnod Shwmae Su'mae – to be offered to schools → 18th October - SNPA 70th birthday → Mewn Cymeriad show: "Taith yr laith" → Taith Yr Ysgwrn → Cwis Cymraeg / Cymreig Tudur Phillips? *Live or virtual activity possible* → 15th-31st – Welsh Museums 	<ul style="list-style-type: none"> → Eryri Podcast on Spotify → Social Media program → Monthly e-newsletter → Staff/members fortnightly e-newsletter 	<ul style="list-style-type: none"> → Communications Officers → Digital Content Officer → Brand and Content Manager → Head of Engagement → Partnerships Manager → Snowdon Partnership Officer
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		<p>Festival. Family activities and social media posts (Yr Ysgwrn)</p> <p>→ Oct 31st: Halloween</p>		
November	<p>→ Plan for future website management</p> <p>→ Based on progress from the 2021 baseline, establish targets and timeframes for PI's for 2022 and beyond.</p>	<p>→ Cyfarfod Cyswllt Amaeth</p> <p>→ Monthly Ambassador webinar</p> <p>→ Nov 13th: World Kindness Day</p> <p>→ Nov 14th: Remembrance Day (Yr Ysgwrn)</p> <p>→ Nov 19th: International Men's Day</p>	<p>→ Develop media zone on website (and media pack)</p> <p>→ Eryri Podcast on Spotify</p> <p>→ Social Media program</p> <p>→ Monthly e-newsletter</p> <p>→ Staff/members fortnightly e-newsletter</p>	<p>→ Communications Officers</p> <p>→ Digital Content Officer</p> <p>→ Brand and Content Manager</p> <p>→ Head of Engagement</p> <p>→ Partnerships Manager</p> <p>→ Snowdon Partnership Officer</p>
December	<p>→ Annual report on PIs to Members (January 2022)</p>	<p>→ Monthly Ambassador webinar</p> <p>→ Trawsfynydd Christmas Tree Festival, St Madryn's Church</p> <p>→ 4th – Yr Ysgwrn - workshop to create a Christmas wreath with Einir PG</p> <p>→ 5th – Yr Ysgwrn -</p>	<p>→ Eryri Podcast on Spotify</p> <p>→ Social Media program</p> <p>→ Monthly e-newsletter</p> <p>→ Staff/members fortnightly e-newsletter</p>	<p>→ Communications Officers</p> <p>→ Digital Content Officer</p> <p>→ Brand and Content Manager</p> <p>→ Head of Engagement</p> <p>→ Partnerships Manager</p> <p>→ Snowdon Partnership Officer</p>

		family Christmas activity day and Carol evening → Dec 5th: World Soil Day → Dec 5th: International Volunteer Day		
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THI Dolgellau Activities (dates not set as yet due to Covid):

1. Dolgellau Model railway exhibitions.
2. The app will further be developed to include additional features.
3. The continued sale of the Town heritage trails leaflet and accompanying postcards in local shops, hotels and guesthouses.
4. Roadshows and exhibitions to be held in the Free Library.
5. The Dolgellau Heritage art project / interpretation board.
6. A leaflet regarding swift nest protection specific to nesting in the town's buildings. The Meirionnydd Branch of the NWWT volunteers will lead on the project with Dolgellau TH funding the leaflet publication.
7. House histories project. A research project relating to the history of individual buildings in the town center. Engagement with local schools and groups. Potential to publish a book based on the findings funded by Dolgellau TH.

2022-2026 Annual Content and Activity Plan

YEAR	ACTIVITIES/PROJECTS	EVENTS AND THEMES	CONTENT	LEAD OFFICER
2022	<ul style="list-style-type: none"> → Develop core messages and content around Special Qualities and sustainable tourism. → Renew Snowdon information boards → Pilot Live Chat on website → Annual Comms Training → Annual customer service training → Annual report on PIs to Members → Develop education zone of website including video modules on the Park for schools, as well as Ambassador scheme content. 	<ul style="list-style-type: none"> → Eisteddfod Penllyn 	<ul style="list-style-type: none"> → Well-being walks and maps for website → Chairman's Report (digital) 	<ul style="list-style-type: none"> → Communications Officers → Brand and Content Manager → Head of Engagement → Snowdon Partnership Officer
2023	<ul style="list-style-type: none"> → Reputational Survey → Logo re-design → Annual report on PIs to Members → Chairman's Report (digital) → Review of information 		<ul style="list-style-type: none"> → Chairman's Report (digital) 	<ul style="list-style-type: none"> → Communications Officers → Head of Engagement → Snowdon Partnership Officer

	boards			
2024	<ul style="list-style-type: none"> → Annual report on PIs to Members 		<ul style="list-style-type: none"> → Chairman's Report (digital) 	<ul style="list-style-type: none"> → Communications Officers → Head of Engagement → Snowdon Partnership Officer
2025	<ul style="list-style-type: none"> → Review Comms Strategy → Reputation Survey → Annual report on PIs to Members 		<ul style="list-style-type: none"> → Chairman's Report (digital) 	<ul style="list-style-type: none"> → Communications Officers → Head of Engagement → Snowdon Partnership Officer

Appendices

Appendix 1: Press and Media Procedures

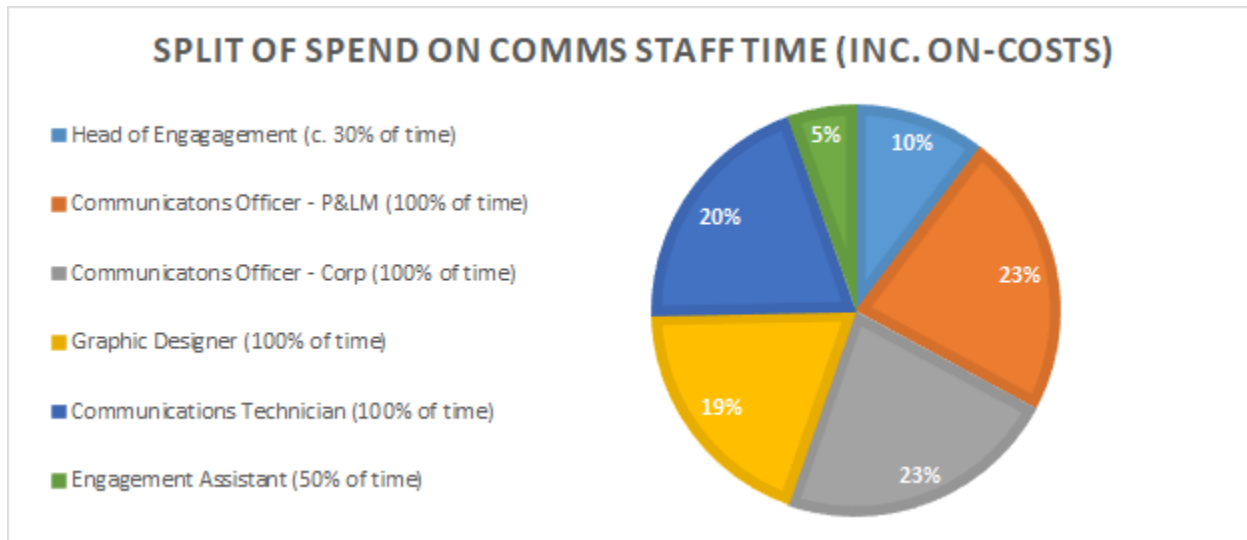
FINAL VERSION IN DEVELOPMENT

Appendix 2: Touch-point review 2020

AVAILABLE ON REQUEST

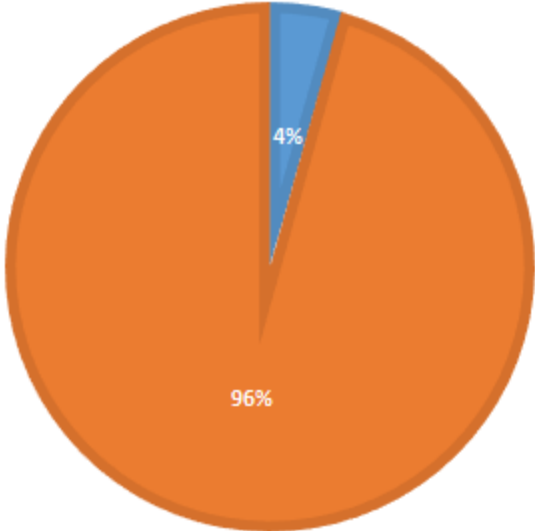
Appendix 3: Budget

The charts below set out the existing spend on staff for pure communication activities, as well as this spend in the wider context of Authority salaries.



COMMUNICATION SALARY COSTS AS TOTAL OF ALL SALARIES (NOT INCLUDING PROJECTS)

■ Communications ■ Other



MEETING	Snowdonia National Park Authority
DATE	9 June 2021
TITLE	THE VOLUNTEER STRATEGY 2021-2026
REPORT BY	Volunteer and Well Being Officer
PURPOSE	To formally adopt as the new National Park Volunteer Strategy 2021-2026

1. BACKGROUND

In November 2019 the National Park Authority approved the corporate work plan of which one recommendation was the creation and development of a volunteer strategy with a renewed focus on well being.

This is aligned to the Welsh Government's desire for people to embrace, and benefit from positive health and well being aspects that National Parks can provide.

As such, officers have produced the Strategy for volunteer development which is attached to this report (appendix A).

The Strategy is also aligned with outcomes A5 and B1 of Cynllun Eryri.

2. PROGRESS REPORT

Work on the attached strategy commenced in March 2020 building upon previous strategies and embracing the new focus on well being as outlined by the Welsh Government Well Being of Future Generations Act (2015). It also has reference to the Authority's remit for Socio-economic duty which comes into place in March 2021.

It is important to note that the development of this strategy has been written during the time of the Covid 19 pandemic which has influenced some aspects of the strategy as the benefits of volunteering in and accessing National Parks has become increasingly important to Welsh communities.

The strategy was presented to members for feedback in April. The suggested amendments were implemented, and the strategy is now being presented the Authority for formal adoption.

RECOMMENDATION

For members to:

1. Approve the volunteer strategy for formal adoption.

VOLUNTEERING STRATEGY

2021-2026



Content

Content	2
Background	3
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Covid 19:

This strategy has been written during the time of the Covid 19 pandemic which has influenced some aspects of the strategy. As the benefits of volunteering within National Parks has become increasingly important to Welsh communities during these times, we will endeavour to be flexible and responsive to emerging needs as appropriate by adhering to Welsh Government policies and guidelines.

It's also realistic to expect that there may be some disruption to progress and activities due to Covid restrictions.

1. Background

The communities of Snowdonia have developed a strong tradition of volunteering which is so deep rooted that many do not realise that they really are volunteers. For example, each year the number of Eisteddfodau held is as high as 17; in the area there are 29 branches of Merched y Wawr and 11 branches of the Women's Institute; 14 Nursery Groups; 10 Aelwyd / Senior Section of Yr Urdd and 14 Young Farmers' Clubs. Twelve Rural Shows are held each year and there are 9 Community Newspapers; 5 Mountain Rescue Teams, 3 Royal National Lifeboat Institution stations (RNLI), 2 branches of Ramblers Cymru and 70 Outdoor Sports Clubs within Snowdonia National Park – every single club or association relying on the work carried out by these volunteers.

In addition, there are a number of national charities operating in Snowdonia - on the conservation and heritage front, the National Trust has a noticeable presence; there are also a number of other conservation and institutions such as the Snowdonia Society, Coed Cadw (Woodland Trust); RSPB; North Wales Wildlife Trust etc. Again, there are other movements and institutions such as Women's Aid, the Red Cross, St Johns Ambulance, Carers' Support, Hafal, Alzheimer's Society, Age Cymru etc, all dependent on significant contributions from volunteers to fulfil their aims and objectives.

Unlike several other National Parks, Snowdonia National Park Authority did not have a strong tradition of working directly with volunteers. Until recent years our main relationship was with Cymdeithas Eryri-Snowdonia Society – and the NPA appreciates and values this strong and co-operative relationship. Currently most of the staff who work with volunteers are associated with the Warden Service, and Yr Ysgwrn where volunteers are relied upon to help run the site. The aim is to involve and extend the use of volunteers to all other departments within the Authority. To this end, discussions will need to be held and resources allocated to enable this.

Developing and promoting volunteering is at the heart of the Well-being of Future Generations (Wales) Act which came into force in 2015. Public Health Wales' (PHW) 5 ways to wellbeing is linked to volunteering as it gives people the opportunity to connect with people in the

community, be active, learn something new, give time to help others and take notice. This shows the importance of the benefits that volunteering can have on mental health.

The Environment Act (2016) also came into force, which reflects the values expressed in the Well-being Act and offers guidance on managing our natural resources in a more sustainable way. This Act also underlines the importance of inter-related working which ensures positive results for the environment, the economy, and our local communities. The Welsh Government have confirmed that the Socio-Economic Duty comes into force March 2021. The aim of the Duty is to encourage fairer decision making, ensuring the strategy has equal outcomes for those who experience inequalities as a result of socio-economic disadvantage.

In implementing the volunteering strategy, we will work in accordance with the above legislation and the purposes of the National Park. Voluntary activity is essential to progressing many elements identified in Cynllun Eryri (the statutory National Park Management Plan 2020-25). The Strategy is aligned with outcomes *A5 and *B1 of Cynllun Eryri.

*Outcome A5: Communities, businesses and visitors play an active role in caring for the National Park's landscape, habitats, wildlife, and cultural heritage.

*Outcome B1: The National Park having a positive impact on health and wellbeing.

2. Benefits of Volunteering

- Volunteering can provide a wide range of benefits including increased employability, improved health and wellbeing and encouraging social interaction.
- Volunteers can be a major asset to any organisation. They contribute time, energy, talents, and they can also generate enthusiasm, provide and bring new skills and improve community engagement, and can be effective ambassadors for the Authority.
- Volunteering can give Welsh language learners more opportunities to learn and use the language. The Snowdon Wardens project already ensures that Welsh learners are paired with Welsh speakers as they carry out their volunteering roles.
- Volunteering for the Authority improves the understanding of the National Park and its purposes and can be a good way of getting better acquainted with Snowdonia and finding new ways of enjoying its Special Qualities.
- Volunteering is an opportunity to develop links with local communities, which allows us to be able to offer support to the local communities where need be.

The Authority's reasons for involving volunteers, in its work are:

- to provide individuals and groups of people with opportunities to make a difference, through their personal skills, interests and enthusiasm, to the long-term conservation and enhancement of the Special Qualities of the National Park and to their understanding and enjoyment by the public.
- to offer a new perspective, a new means of accessing the National Park, so that people who have long cherished this national asset may put something back, while those who have not yet discovered it may find new ways of experiencing its special qualities.
- to enable / encourage volunteers to:
 - ◆ develop skills, knowledge or interests and build confidence to play a more active part in their own community.
 - ◆ develop and pursue initiatives for themselves and their communities, where these would achieve National Park purposes, adding to their own quality of life.
 - ◆ cascade their better environmental understanding to a wider audience.
 - ◆ enjoy safe, accessible, and rewarding activities.
 - ◆ and to encourage and support their citizenship and personal development.

3. Our Principles

The involvement of volunteers is underpinned by the following principles.

A positive and supportive environment for volunteers.

The Authority is committed to treat volunteers fairly and to ensure that appropriate resources are available to facilitate our work, such as paying travelling costs and providing staff time and support etc. The Authority will ensure the safety of volunteers as far as possible by ensuring that adequate measures such as risk assessments are in place and that volunteers and staff follow the Authority's health and safety policies as set out in **Appendix 1**. We will ensure that our volunteers are given suitable support and supervision. Voluntary activity is a positive form of recreation; the Authority will help volunteers to gain satisfaction, enjoyment, and personal development, providing the training and PPE to enable them to work safely and effectively.

Staff and volunteers are comfortable and confident working alongside one another.

Volunteers should complement and support NP staff and should not be used to replace paid staff or to undermine their pay or their service conditions. In order to mainstream volunteering within the work of the Authority, the Authority will add working with volunteers to the job description of all staff where this is appropriate. Volunteers are integrated into the Authority's mainstream organisational structure and mechanisms are put in place for them to contribute to its work. The Authority will publicly recognise its appreciation of the contribution made by volunteers e.g. by sharing volunteer journey stories and arranging an annual event to celebrate their contribution.

Diverse roles for diverse people.

The Authority will be committed to using fair and inclusive methods of attracting volunteers and ensuring that our volunteers reflect the wider community. We will strive to develop a wide variety of volunteering opportunities to enable people from the local communities and from other groups and communities who have not taken part in Authority voluntary work before to do so. Volunteers will be able to contribute to every aspect of our work- there is no limit to the skills and expertise that a volunteer can bring. Encouragement will be given to people from local communities and from groups and communities which have not, previously, been involved in voluntary activity with the Authority.

4. The Strategy for Volunteer Development

4.1 Our Vision

To provide a wide range of stimulating and rewarding volunteering roles and opportunities to a diverse mix of people that can work alongside Authority staff in delivering our purposes.

The Authority's statutory purposes are:

- to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park.
- to promote opportunities for the understanding and enjoyment of the Special Qualities of the area by the public.

In pursuing these two purposes, the Authority must seek to foster the economic and social wellbeing of local communities within the National Park.

4.2 Outcomes

Outcome 1 - To provide a diverse range of volunteering opportunities for people of all abilities

Outcome 2 - Expand partnership working through volunteering both cross-departmentally and externally with partners

Outcome 3 - Foster long term commitment from volunteers that helps achieve our core purposes and corporate objectives

Outcome 4 - Develop appropriate infrastructure for volunteer management

5. Actions

A baseline for Key Performance Indicators (KPI's) will be established in 2021 and targets then set subsequently.

Anticipated Outcome	Actions	Target/KPI's
O1 - A diverse range of stimulating volunteering opportunities for people of all abilities	Create opportunities and support initiatives that enable young, disabled, socially excluded and underrepresented people to volunteer.	Number of volunteers (including specific figures for target groups)
	Appoint volunteers with specific roles and provide with training as well as volunteering events for people unable to commit to regular activities.	Number of one-off and repeat volunteers
	Establish new volunteering roles in other areas within the NP apart from the Snowdon area e.g. Southern area Volunteer Wardens. Recruitment will start in 2021.	Number of volunteer days and volunteers by broad geographic location
	To develop more in-house volunteer groups for: Biodiversity, Dark Skies, Conservation Projects (LIFE, Carneddau) and other future projects	Number of volunteer days by department/project
	Projects such as Yr Ysgwrn will double the number of volunteers from 15 to 30 by hosting volunteer fairs and coffee mornings at the site to spread the word, and also by advertising roles on Volunteering Wales website and in local papers	Number of volunteer days by department/project
	Continue to offer the Young Ranger Scheme to young people ages 14-16 and provide support and advice across the organisation to enable officers to organise and manage volunteering opportunities.	Number of volunteers and volunteer days for specific target groups

	To promote volunteering by staff and members we will schedule two volunteering days for staff and members each year. Each staff will have the right to volunteer up to 15 hours per year for other departments within the Authority.	Number of staff volunteer days
O2 - Expand partnership working through volunteering both cross-departmentally and externally with partners	Develop a structure system and process for cross-departmental use of volunteers and volunteer projects e.g. supporting the Conservation and Agriculture department.	Structure and processes have been established and well promoted internally.
	Develop and encourage working with corporate sponsored groups on mutually beneficial projects. Corporate volunteering is an area with potential for considerable growth for volunteering and for income generation. The funds will allow us to reinvest into volunteering as we'll be in a better position to supply PPE and uniform for volunteers.	No. of volunteers participating in corporate volunteer days
	Continue to work with the Snowdonia Society, the Outdoor Partnership, and others to encourage more volunteering in support of National Park purposes (and other partners as appropriate).	Narrative report on achieving this as part of annual report.
	Ensure at least two volunteer workdays with Snowdonia Society each month.	Number of volunteer days
	Collaborate with the Outdoor Partnership on volunteering events with school groups, young families, Adra groups, the Duke of Edinburgh Awards scheme, community payback schemes, return to work schemes, Gisda youth service, Mind Cymru.	Number of volunteer days
	We will collaborate strategically with other organisations who use conservation volunteers in Snowdonia in order to share good practice, training etc.	Number of volunteer days
	Seek opportunities with partners for accredited training days such as species identification and geology to upskill volunteers.	Number of training events and number trained

O3 - Foster long term commitment from volunteers that helps achieve our core purposes and corporate objectives	We will offer a variety of volunteering opportunities across the National Park area – some for one day only, others requiring commitment over a number of hours each month from volunteers. There will be a diverse range of activities suited for a broad range of volunteers, from active volunteer activities to opportunities suited to those that are less mobile.	Number of volunteers and volunteer days for specific target groups
	Support the Wardens service in their use of volunteers. The Warden Service has been key to volunteering, managing the Snowdon Voluntary Wardens and arranging and managing work tasks. The way in which this service is administered and supported is essential to successfully ensuring continuity for the volunteer service. The recruitment of more members of staff for example within the Wardens service will mean there is likely to be increased capacity for volunteering within SNPA going forward.	Number of volunteer days by department/project and geographic location
	Voluntary Wardens undertaking more than one role, possibly assisting with engagement activities such as leading or back marking NP guided walks when new programmes are in place	Number of volunteers by department
	Assist long service volunteers in their personal development such as to achieve elements for National Standards Qualifications. Offer a range of Core Elms modules on a case by case basis e.g. health and safety, fire safety, first aid, manual handling, National Park induction, and safeguarding	Number of training events and number trained
O4- Develop appropriate infrastructure for volunteer management	Use effective recruitment methods to ensure that we reach a wide range of people. We will continue to work closely with Mantell Gwynedd, Conwy Voluntary Action Council and other special interest groups.	Number of volunteers and volunteer days for specific target groups
	Develop a robust recruitment and induction process. This will cover an introduction pack covering all aspects of volunteering as well as (mandatory) enrolment in the Ambassador Scheme and modules.	Induction pack has been developed.

		All new and existing volunteers have received induction pack.
	Market our volunteering opportunities by using the following methods; listing available opportunities on the Volunteering Cymru website and in local Volunteering Centres; taking advantage of public events in order to draw public attention to the volunteering opportunities; establishing a 'contact us' page on the Authority's new website, giving information on volunteering with the Authority; sharing images of volunteering activities through social media together with information on how to take part.	Number of volunteers and volunteer days. Volunteer pages have been established on new website.
	Continue to include regular updates and information on volunteering in supplements / articles in publications and reports, press releases, articles celebrating and thanking volunteers, adverts and printed matter in the Visitor Centres etc.	Number of volunteers and volunteer days for specific target groups
	Also, to ensure that our recruitment process is inclusive we will directly contact organisations which work with disadvantaged groups, people from ethnic minority backgrounds and disabled people. Likewise, we will target schools, colleges and relevant clubs when encouraging young people to volunteer.	Number of volunteers and volunteer days for specific target groups
	We currently use Sign Up to coordinate volunteering opportunities for the Snowdon Volunteer Wardens. We have introduced a new online volunteer management system called Better Impact to our new Care for Snowdonia volunteers. If this works successfully throughout the season we'll look at using this software to coordinate volunteering opportunities for all National Park volunteering projects.	New volunteer management system has been established. Volunteer management system is utilised for measuring and reporting on KPI's.

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6. Reviewing and Updating

The Authority will review the effectiveness of the Strategy every 3 years.

How will we know that we have succeeded?

- A baseline will be set in 2021-22 for the KPI's set out in section 5, and subsequently reported on annually.

Appendices

Appendix 1: Relevant Policies and Procedures

PRACTICE for working with volunteers

The following notes deal with key aspects of the involvement of volunteers.

Promotion of volunteering

The following opportunities may be taken to promote voluntary activity for Snowdonia, when desirable and appropriate

- features in Authority publications and reports, the Authority's website, showing general and specific opportunities and with an on-line facility to express interest
- notices and printed material in T.I.C.s and other local focal points
- media releases and features celebrating voluntary service and achievement
- 'A'-boards at work-sites and at public events where the Authority is represented
- 'word of mouth' from established volunteers who are well-motivated
- contact and co-operate with user organisations and special interest groups
- local volunteer centres
- other, volunteer-promoting websites and agencies.

Recruitment

The recruitment process will usually be:

1. receipt of general expression of interest by letter, phone-call, or e-mail
2. dispatch of further information about the National Park, the work of the Authority and current / prospective volunteering opportunities

3. receipt of a completed application form
4. meeting with a member of SNPA staff – discussions to be consistently structured and aimed at agreeing how candidate volunteers can best apply their experience, expertise or time to help the Authority, their community or other appropriate body, while realising their own potential.
5. Induction process and pack including communications and health and safety.

Equal Opportunities

In order to move towards equality of opportunity for all, in volunteering, the Authority will:

- make opportunities available for young people – particularly for local young people and those involved in schemes promoting good citizenship and self-development,
- set no upper age limit but, instead, use the volunteer's own judgement to determine the activities in which he or she participates
- suitable volunteering opportunities will be made available for all irrespective of language, ethnicity or culture
- work with representative organisations and individuals to encourage participation by disabled people to support the work of the Authority and to serve their community
- provide staff and relevant volunteers with equality awareness training
- work with representative organisations and individuals to encourage and enable people from minority ethnic communities to support the work of the Authority and, where appropriate, to serve their communities, at the same time
- endeavour to make more voluntary activities accessible by public transport
- ensure that volunteering for the Authority never jeopardises a volunteer's eligibility for statutory benefits or allowances
- promote joint working between its own volunteers and people from local communities
- endeavour to enable people to volunteer for Snowdonia, even when the time they are able to give is restricted by personal circumstances

Induction and training

All whose offer of voluntary support is accepted will be provided with either induction and training or briefing and helpful supervision, as appropriate to the duration of the voluntary period and the demands of the activity. These processes are intended to:

- give an understanding of the Authority's objectives, the reason for the volunteers' work and how it fits into the Authority's overall programme
- enable volunteers to participate safely and effectively
- support personal development, enjoyment of the activity and motivation to continue volunteering

Volunteer Agreements

The Authority will furnish each volunteer with an informal Volunteer Agreement, by form of email or letter, setting out what each may expect of the other, including, where appropriate, an outline of the specific work the volunteer will be undertaking.

Support and problem-solving

Each volunteer will have a named staff member to provide support and advice and to help deal with any potential problems before they develop. Different people may fulfil this mentoring role at different stages of a volunteer's involvement with the Authority.

Any complaint against a member of the NP staff will be considered through the Authority's Complaints Procedure. Any complaint against a volunteer will be considered by the relevant Head of Service and the Head of Personnel, who will collect relevant 'evidence', then interview the person against whom the complaint was made (with a companion, if they wish) and conclude whether and what action is necessary.

In terms of HR policies volunteers will be treated the same way that staff are.

Health and Safety

The Authority's Health and Safety Policy and the accompanying codes of safe working practice have been written for NP staff, volunteers, and students on work placements (including "children and young people"). They are all available for inspection at each of the Authority's permanent establishments.

Each volunteer

- will receive a briefing on health and safety issues at an appropriate level of detail, as part of his or her induction / briefing/daily tasks and activity.
- Groups of volunteers will be provided with a first aid kit appropriate to the day's activity.

All tasks and worksites will have been subject to risk assessment. All who supervise volunteers will have received training in carrying out such assessments. Personal protective equipment is provided, for situations where a volunteer's own normal outdoor clothing either needs supplementing or might become soiled or damaged through use.

Insurance

Volunteers will be covered by the Authority's Personal Accident insurance while carrying out tasks for which they have received training.

There is no Personal Accident Insurance in place for informal or casual volunteers. However, the Authority's Employer's Liability Insurance would cover it against any claim for negligence, where appropriate procedures are followed.

Anyone driving on Authority business must ensure that they hold appropriate (business) insurance cover. In such cases documentation should be supplied to the Authority beforehand.

Expenses

The cost of volunteer travel will be re-imbursed:

- at an annually determined rate, for car travel, with an enhancement where additional working volunteers are carried.
- in full where public transport is used.

Volunteers will be reimbursed for relevant mileage costs incurred within the National Park Boundary unless agreed beforehand by the Head of the relevant service.

SNPA will reimburse other reasonable out of pocket expenses where it has been agreed with the relevant staff member.

Staff / Volunteer Relations

The induction for all new staff will include a briefing, on current and prospective voluntary support for the work of the Authority, with a discussion on opportunities for voluntary support for the work of the new officer, except where it is agreed to be inappropriate. Members of staff will be encouraged to regard volunteers as work colleagues.

Training in working with, supervising or supporting volunteers will be given to members of staff and volunteers, together, as necessary.

National Park Authority Identity

Established Volunteers and others who work for the National Park Authority for any appreciable period are provided with a polo-shirt, logo'd fleece, name badge and identity card, or part of this ensemble, as appropriate. Other clothing should be appropriate for representing the Authority, as influenced by working conditions and common sense. Clothing regarded as personal protective equipment will be provided, for situations where a volunteer's own normal outdoor clothing either needs supplementing or might become soiled or damaged through use.

The Welsh Language

Volunteers who assist in the provision of front-line services for the Authority will need to either be fluent Welsh speakers or accompanied by a fluent Welsh speaker. We will encourage non-Welsh speaking people to volunteer and provide opportunities to learn the language by hosting language sessions.

Child Protection

Where the Authority's Child Protection Policy and the appropriate risk assessment indicate, volunteers are required to complete an application for Disclosure (Criminal Records Bureau), which will then be submitted by the Head of Personnel.

Conduct and confidentiality

In general, people working voluntarily for the Authority will encounter sensitive information less frequently than will their NP colleagues. However, volunteers should not find any difficulty with the expectation that they treat information that they are given with appropriate confidentiality.

Data Protection

Volunteers' personal data will be protected, as described in the Authority's Data Protection Policy. The Snowdonia National Park Authority is registered as a Data Controller with the Information Commissioner's Office, and complies with all data protection legal requirements as set out in the Data Protection Act 2018 (GDPR). Volunteers have a right to receive a copy of their own personal data by submitting a Subject Access Request.

MEETING	Snowdonia National Park Authority
DATE	9 June 2021
TITLE	WELSH LANGUAGE STANDARDS
REPORT BY	Head of Administration and Customer Care
PURPOSE	Monitoring Report on the Authority's Welsh Language Standards

1. BACKGROUND

- 1.1 On the 30th of September 2015, the Welsh Language Commissioner issued the Authority with a Compliance Notice in accordance with section 44 of the Welsh Language (Wales) Measure 2011, which confirmed the Welsh Language Standards that the Authority is subject to.
- 1.2 The Authority's Welsh Language Scheme ceased to apply on the 30th of March 2016.
- 1.3 The Authority is required to produce an annual report on its performance against the standards, in line with the requirements of the Compliance Notice.

2. RECOMMENDATION

- 2.1 **That the Authority approves the report and authorises the Head of Administration and Customer Care to publish it on the Authority's website.**

3. BACKGROUND PAPERS

- 3.1. Welsh Language Standards: 2020/21 Monitoring Report.



Snowdonia National Park Authority's Welsh Language Standards: 2020/21 Monitoring Report

1. Introduction

- 1.1 On the 30th of September 2015, the Welsh Language Commissioner issued the Authority with a Compliance Notice in accordance with section 44 of the Welsh Language (Wales) Measure 2011, which confirmed the Welsh Language Standards that the Authority is subject to.
- 1.2 As in required on an annual basis, this Monitoring Report looks back over the financial year 2020-21, and reports on how the Authority has complied with, and performed against each of the 162 Standards given to it.
- 1.3 This Annual Report is presented for approval to the Annual General Meeting of the Authority in June each year, before being published on the Authority's website. Publicity is given to the Annual Report via the Authority's social media channels.
- 1.4 The Head of Administration and Customer Care has the day to day responsibility over implementing the standards, and contact should be made by sending an e-mail to Bethan.Hughes@eryri.llyw.cymru or by telephoning 01766 772530 to discuss any matter relating to this report.

2. Executive Summary

- 2.1. The start of 2020-21 saw us enter the unknown territory of a national lockdown, as the Covid-19 pandemic took hold across the globe. The first few weeks of lockdown was a period of swift adjustment, as most staff adapted to working from home, with the remainder out on the ground advising the public on the stay-at-home regulations. Having a highly skilled bilingual workforce has been invaluable during this time, ensuring that we could adapt and react quickly to all the challenges that faced us.
- 2.2 Over the last year, the Authority's social media accounts have been one of the main communications and engagement channels with the public, ensuring that messages are communicated quickly and efficiently in both Welsh and English.

- 2.3 From the start, the Authority worked in close partnership with other public authorities across north west Wales to deliver consistent clear messages which reinforced the Covid-19 regulations. This has continued throughout the year, with each change to the Covid-19 regulations bringing its own challenges. Having fully bilingual staff ensured that there was no delay in reacting to the demands of the various fast paced social media platforms. Likewise, having bilingual staff ensured that we could produce signage on path and car park closures quickly in-house, as well as ‘welcome back’ messages when restrictions eased. Staff were also able to immediately respond to queries and questions sent via e-mail and received over the telephone throughout this time, in the language of choice of the requestor.
- 2.4 The unprecedented numbers of people who came to the area during the summer, in particular around Yr Wyddfa, placed huge pressures on local communities and caused public safety problems. The pilot pre-booking parking scheme introduced at Pen y Pass (as one of the key elements to address the issue), forced staff to quickly develop a bespoke in-house system using Eventbrite, as we were unable to source an off-the-shelf parking system that was fully bilingual. Although from the public perspective, the pilot was a success, the round the clock human resources required to implement the system made it unsustainable for the future. Going forward, this is one of the two barriers towards the Authority being able to operate all our services in Welsh for the future – that is getting suppliers to develop bilingual IT systems and the cost of doing so.
- 2.5 After an initial delay, the Authority’s democratic functions were fully restored by May 2020. It was vital for the Authority to be able to have a fully operational virtual platform that could accommodate simultaneous translation, and this was achieved using Zoom.
- 2.6 Whilst our committees were operational, staff did experience issues with conducting virtual meetings with some other public authorities during the year, as the use of Zoom was barred by many organisations. This issue was challenging, as using other platforms meant that translation was not possible. By and large this has been avoided, and staff have continued to hold partnership meetings through Zoom with simultaneous translation present when required.
- 2.7 A total of 33 new or vacant posts were advertised during the year, with most being interviewed virtually, whilst some external posts had field interviews. A new Welsh language assessment framework was introduced, which meant that all new or vacant posts are assessed and rated from 0 to 5+ on the level of Welsh language skills required for each post, in the 4 categories of listening, speaking, reading, and writing.

- 2.8 Additionally, during the year, the Welsh Language Commissioner raised the fact that the application process did not offer an option for applicants to request an interview in Welsh, contrary to the requirements of the standards. The Authority has not included this option, as all interviews are conducted in Welsh, as has always been our practice.
- 2.9 We came to an agreement to place a statement at the start of the application process, confirming that interviews will be conducted in Welsh. We also asked for each applicant to rate their Welsh language skills against each of the 4 categories as the first question on the job application. This has led to many incomplete applications on our recruiting system, which has left in many instances very few suitable candidates from which to shortlist.
- 2.10 Going forward, this is the second barrier towards the Authority being able to operate all our services in Welsh for the future – that is appointing staff who have the required Welsh language skills.
- 2.11 In conclusion, apart from the issues identified above, out of all the upheaval and accompanying challenges that the pandemic has given us over the last year, we have not identified any negative impact on our use of the Welsh language either internally or externally with the public. In fact, the high percentage of staff (95% on 31/03/2021) that can work fully bilingually has been the most valuable asset for the Authority during this remarkable year.

3. Service Delivery Standards

- 3.1 Correspondence (Standards 1-7): The Authority sends out correspondence in the language of choice of the recipient, or in cases when this is not known a bilingual version of the correspondence is sent.
- 3.2 When bilingual correspondence is sent out, the Welsh and English language is treated equally by appearing side by side (where this is possible), with the same font and size used in both languages. On rare occasions when separate Welsh and English correspondence is produced, both versions are identical in terms of font and size, including contact details, signatures etc.
- 3.3 Telephone Calls (Standards 8-22): All staff who work at the Authority's main receptions and Information Centres are fully bilingual and accordingly are able to deal with all enquiries through the medium of Welsh at the first point of contact.
- 3.4 The Authority did not have an automated telephone system during the year, although one has been installed in April 2021. Ordinarily, a pre-recorded message for calls received out of hours or for callers who experience a busy line is in place. The pre-recorded message is bilingual with the message in Welsh being transmitted first.

- 3.5 During the first lockdown, all the Authority's public buildings were completely closed, and it was not practically possible with the then telephone system to transfer main reception calls to staff to answer from home. A bilingual pre-recorded message was set on the system during this time.
- 3.6 Telephone calls to the Information Centres were transferred to a bilingual member of staff who answered these calls from home during the same period.
- 3.7 When contact is made through a direct line telephone number, staff are instructed to greet the caller with a bilingual greeting (with the Welsh first) or with a neutral greeting, ensuring that the Welsh language is not treated less favourably than the English language.
- 3.8 When contact is made through a direct line telephone number, staff are instructed to set a bilingual message on their voice mail, with the Welsh message playing first.
- 3.9 As the majority of the Authority staff are bilingual, any calls from Welsh speakers are dealt with at the first point of contact. For the staff that are not fully able to carry out a conversation in Welsh, they will transfer the call to a colleague without any delay.
- 3.10 During the year, almost all office staff have been working from home. Direct line telephone numbers were either redirected to the staff member's mobile or home phone or alternatively set to voice mail, with messages sent to the staff member's laptop. Staff were able to either answer or return external calls from home.
- 3.11 Meetings (Standards 23-38): All meetings arranged with an individual have and will continue to be conducted in the language of choice of the individual. For meetings that have been arranged for a group of individuals, they will be conducted in Welsh with simultaneous translation being arranged for any non-Welsh speakers in attendance (unless none of the invited individuals are able to communicate in Welsh, in which case the meeting will be conducted in English).
- 3.12 All public meetings of the Authority have and will continue to be conducted in Welsh with simultaneous translation available for those who cannot communicate through the Welsh language.
- 3.13 During the year, all public meetings were held virtually using Zoom, as this was the only software that was able to successfully accommodate simultaneous translation services. However, the Authority's Committees which are usually open for the public to observe were neither broadcasted live nor available for the public to join the meeting virtually. This was because technical and security issues experienced early on in the pandemic by other public authorities, showed that members of the public can disrupt meetings if they are allowed access as observers.

- 3.14 However, it is hoped that during 2021-22 the public will be able to access Committee meetings live as observers, by setting up the public meetings as webinars. Members of the public can then register in advance to attend as observers, and as the webinar function is used, then cannot be seen or be able to contribute to the meetings.
- 3.15 Another issue experienced when conducting meetings with staff from other public authorities especially; is that to enable the two channel simultaneous translation service to work, users must access each meeting via the Zoom app and not through the website. This has been problematic to the Authority, as some partnership members from other organisations have been unable to attend meetings, as their respective organisations have barred them from accessing Zoom or downloading the app on their systems.
- 3.16 All publicity, written materials and any documentation produced by the Authority and handed out at public events or meetings are fully bilingual, with the Welsh and English languages treated equally.
- 3.17 Public Documentation (Standards 40-51): All the Authority's public documents, including forms are bilingual with the Welsh appearing first or on the left hand side of the document. The Welsh and English languages are treated equally, with the same font and size of text used for both languages. On rare occasions when the Welsh and English language versions are in a separate document, a sentence is included on the English version, stating that a Welsh version is available.
- 3.18 Website, Apps and Social Media (Standards 52-59): The Authority's website and apps are fully bilingual with the user being able to choose their preferred language on the home page. Every single page of the website has a toggle button which can be used to access the other language. All pages correspond fully between both languages.
- 3.19 The Authority has corresponding Welsh and English versions of twitter accounts and a bilingual version of Facebook. All messages from the Authority are replicated identically on the Welsh and English versions of the various social media sites, or bilingually in some instances. Any messages received in Welsh through social media are always answered in Welsh.
- 3.20 During the year extensive use was made of the various social media accounts held by the Authority, as a means of communicating key messages around public safety and Covid-19 regulations along with how these affected National Park facilities and services, both quickly and effectively.
- 3.21 Understandably, the Authority received many responses to these messages (both negative and positive) along with many questions and queries. All public queries received this way were dealt with quickly and efficiently, with a response given in the same language as the messages were received, without exception.

- 3.22 Self Service Machines (Standard 60): All electronic information touch screens are available in Welsh and English, with the ability to choose the language on the home screen and to change language via a toggle button on each of the pages.
- 3.23 All the Authority's pay and display machines in the car parks are able to provide the service in Welsh and English. On newer machine the initial home screen has a choice of whether to proceed in Welsh or English, and on the older machines (where this is not possible), the initial language has been defaulted to Welsh.
- 3.24 During the summer of 2020, Eryri (Snowdonia) received unprecedented numbers of visitors, which caused public safety problems around irresponsible parking experienced around Yr Wyddfa. As part of the solution, the Authority had to close the car park and a weekend parking pre-booking system was piloted over 3 weekends in August 2020 at Pen y Pass. This was widely publicised along with the availability of park and ride facilities. At the time, it was discovered that there was no 'off-the-shelf' parking ticket pre-order system that could operate fully bilingually. Due to the time constraint to set up some sort of system, Authority officers had to create a temporary system using Eventbrite to pre-book parking tickets.
- 3.25 Although the Authority received very positive feedback about the system from the public, it was clear from the outset that the system would not be sustainable for the future. This pre-booking software was inflexible and required significant human resources that had to extend over 24 hours a day to manage the parking. Further work will be required to find a long-term sustainable and cost effective solution.
- 3.26 Signs (Standards 61-63): All signs erected by the Authority are fully bilingual, with the Welsh appearing first or on the left hand side. The Welsh and English languages are treated equally, with the same font and size of text used for both languages.
- 3.27 At the start of the first lockdown, numerous paths had to be closed in Eryri, which necessitated the quick production of signs to erect on the access points of these paths. All signs were completely bilingual and conformed to the usual standards set by the Authority.
- 3.28 Reception Services (Standards 64-68): As previously stated all staff who work at the main reception areas or at Information Centres are fully bilingual. Each reception has the 'Iaith Gwaith' logo on display to indicate that a Welsh service is available and all reception staff have been given 'Iaith Gwaith' badges.
- 3.29 Official Notices (Standards 69-70): When the Authority publishes or displays an Official Notice they are always fully bilingual, with the Welsh appearing first or on the left hand side. The Welsh and English languages are treated equally, with the same font and size of text used for both languages.

- 3.30 Grant Schemes (Standards 71-75): The Authority has several grant schemes, namely
- Snowdonia Partnership Fund;
 - Grants for the repair of listed buildings at risk in Snowdonia;
 - Building grants in Dolgellau through the Dolgellau Townscape Heritage Initiative;
 - Cronfa Cymunedol y Carneddau which is funded by the National Heritage Lottery Fund; and
 - Celtic Rainforest Fund which is funded by the EU LIFE.
- 3.31 For each of the grant schemes, all documentation including application forms and guidance notes are fully bilingual, and correspondence is carried out in the language of choice of the applicant or bilingually.
- 3.32 In addition, for those grants which are for community based projects, events and activities, conditions are set upon the grant to ensure that all activities and documentation funded by the grants are fully bilingual.
- 3.33 Contract Tenders (Safonau 76-80): All Public Notices for Invitations to Tender or to Express an Interest are produced bilingually and usually published on the Authority's website. They are also published on the Sell2Wales website bilingually, with the exception of OJEU notices which are published in English only. OJEU (Official Journal of the European Union) is the publication in which all tenders from the public sector which are valued above a certain financial threshold according to EU legislation, must be published. The Welsh Language Commissioner is aware of the situation, and has confirmed with Sell2Wales that this does not go against any of the Welsh Language Standards.
- 3.34 All submissions received in Welsh have been processed and treated in the same way as submission in English, and correspondence is carried out in the language of choice of the applicant or bilingually.
- 3.35 Corporate Identity and Promoting Services (Standards 81-83): The Authority's corporate identity has been fully bilingual since its inception, with the Welsh and English language being treated on the basis of equality. Any future changes or rebranding of the corporate identity will always adhere to this founding principle.
- 3.36 The Authority does not provide the same services separately in Welsh and English, but rather offers a bilingual service with one point of contact. The promotion of any services is therefore done bilingually in line with the Authority's corporate identity, ensuring that the Welsh and English language is treated on the basis of equality.

- 3.37 Education Courses (Standards 84-86): Until March 2020, Plas Tan y Bwlch the Authority's Study Centre, offered public education courses, which were subject to an assessment of the need for the courses to be offered through the medium of Welsh.
- 3.38 Due to the Covid-19 pandemic, all day and residential courses for the financial year 2020-21 were cancelled, along with all other commercial activity at the Centre; with the exception of a few weeks in the autumn in which the Centre offered Bed & Breakfast accommodation only.
- 3.39 During 2020-21, the Authority has made the difficult decision to cease operating Plas Tan y Bwlch as a Study Centre, as running public education courses is no longer financially sustainable.
- 3.40 Public Address System (Standard 87): Any announcements made over a public address system are made bilingually, with the Welsh announcement being made first.
- 3.41 Complaints relating to Complying with the Service Delivery Standards
During the year no complaints were received relating to the way in which the Authority complied with the Service Delivery Standards.

4. Policy Making Standards

- 4.1 Policy Formulation and Associated Consultation (Standards 88-93): With every new policy* that is developed (or if a present policy is revised and updated) an Equality Impact Assessment screening process is undertaken as part of the process. Although the Welsh language is not a protected characteristic under the Equality Act 2010, the Authority has included the Welsh language as part of the assessment.
**Policy is defined in its wider context to include plans and strategies*
- 4.2 The screening process will determine if the proposed policy will or is likely to have a negative effect on the Welsh language or the ability of people to use the Welsh language. The assessment will also identify the potential for the proposed policy to have a positive effect on the language either through its use or through its promotion.
- 4.3 If the proposed policy goes out to public consultation, the responses received through the consultation will be taken into account in full when undertaking the impact assessment. Members of the Authority will also have an opportunity to scrutinise the proposed policy at various points through the process. If a negative impact were to be identified, a fully equality impact assessment would take place to identify mitigation measures required and to decide whether to proceed with the policy.

4.4 Awarding Grants and Commissioning Research and Projects (Standards 94-97): The requirement to take into consideration the effect (both positive or negative) on the Welsh language has been fully integrated into Cronfa Eryri, the new commissioning fund. Additional conditions on the use and the promotion of Welsh, and to ensure equality for the Welsh language will continue to be part of the fund's requirements.

4.5 During the year, the following research was commissioned, either with funds from Cronfa Eryri or from specific grants received from other sources such as Welsh Government or in partnership with other bodies:

Visitor and Residents Survey 2021;
Biodiversity Survey; and
Research into Yr Wyddfa as a Plastic Free Zone.

4.6 Complaints relating to Complying with the Policy Making Standards
During the year no complaints were received relating to the way in which the Authority complied with the Policy Making Standards

5. Operational Standards

5.1 On the 31st of March 2021, the Authority employed 136 staff of which 130 are fully bilingual, representing 95%.

5.2 Using Welsh internally (Standard 98): Since its inception, the Authority has established through custom and practice that the main language of internal communications is Welsh, with English being used as required. Staff are aware that any general written communication directed at all staff (such as e-mails) are to be produced bilingually.

5.3 During the last year, the majority of staff have worked continuously from home. In addition to the usual way of communicating via e-mail and telephone calls, the Authority has introduced MS Teams. This has enabled virtual face to face informal chats as well as informal and formal meetings. The Authority staff have therefore been able to carry out the usual business of the Authority as normal, although under new circumstances. This has not affected the use of the Welsh language internally.

5.4 Staff Documentation (Standards 99-104): The Authority has a fully bilingual policy in place for all personnel matters. This means that all documentation relating to the employment of an individual is produced bilingually as standard and given to all staff members. Any correspondence that is sent out periodically from the personnel service to individual staff members is also produced bilingually.

- 5.5 Personnel Policies (Standards 105-111): All personnel policies are produced bilingually as standard.
- 5.6 Grievance and Disciplinary Procedures (Standards 112-119): Staff are welcome to correspond in the language of their choice. Both Welsh and English are treated equally and there would be no delay in responding to correspondence received in either language. Disciplinary or appeal hearings are all conducted in the language of choice of the staff member, as well as all related documentation and correspondence.
- 5.7 Computer Software (Standard 120): Every staff computer and laptop has Cysgliad installed for checking spelling and grammar in Welsh, as standard.
- 5.8 Staff and Members Intranet (Standards 121-126): The intranet is accessed through the Authority's website and is also fully bilingual. The toggle button at the top of the page allows the user to change from English to Welsh or vice versa.
- 5.9 Skills Assessment (Standard 127): Data from the staff skills assessment is set out in Appendix 1.
- 5.10 Training (Standards 128-133): General training courses are always provided in Welsh where possible. During 2021-22, no members of staff attended a course entirely through Welsh.
- 5.11 Employees who cannot fully communicate in Welsh are encouraged to attend Welsh language courses and training, which can be undertaken in work time. Two members of staff attended Welsh / Improving Welsh courses during the year.
- 5.12 E-mail Signatures and Contact Details (Standards 134-135): The Authority uses the 'Iaith Gwaith' badge for Welsh language speakers and learners to place within their e-mail signature. All contact details provided as part of an e-mail signature are fully bilingual, as required in the Authority's 'Clear Communications' booklet, the guide for staff on customer service standards and house style.
- 5.13 Vacant Posts and Recruitment (Standards 136-140): During 2020-21, 33 vacant posts were advertised. Of these, all 33 were classed as Welsh essential.
- 5.14 A Welsh language skills framework was developed at the start of 2020, which classifies the required skill level for each post from 0 to 5+ in for categories, namely listening, speaking, reading and writing. Each Head of Service now scores each vacant post, with the scoring being moderated by the Head of Administration and Customer Care, before receiving final approval from the Management Team. Applicants are now aware before applying, the exact skill level required for the position.

- 5.15 All recruitment advertisements are advertised in Welsh. The Authority uses Webrecruits to accept and process applications, which allows applicants to submit their applications online. All documentation is available bilingually e.g. application form, job description, person specification and equality monitoring form. Job interviews are conducted in Welsh.
- 5.16 During the year, officers from the Welsh Language Commissioner's office noted that the Authority was not implementing Standard 138 - "*You must ensure that your application forms for posts provide a space for individuals to indicate that they wish an interview or other method of assessment in Welsh.*"
- 5.17 It was explained that every interview was conducted in Welsh regardless and that is why option isn't given, as it would imply conversely that there would be an option to have the interview through English only. With the agreement of the Welsh Language Commissioner's office, the Authority has added a note at the start of the online application process that states that the interview will be conducted in Welsh.
- 5.18 Due to the restrictions in place during the year, the Authority conducted job interviews virtually over MS Teams with applicants. Depending on the posts, some externally based jobs were also given field interviews during those periods which were outside full lockdown. The change in method for job interviews had no impact on the Welsh language.
- 5.19 As with all other correspondence, letters or e-mails sent to job applicants informing them of the outcome of their application are sent in the language that the application was submitted.
- 5.20 Internal Signage and Announcements (Standards 141-144): All signs erected by the Authority are fully bilingual, with the Welsh appearing first or on the left hand side. The Welsh and English languages are treated equally, with the same font and size of text used for both languages. Any announcements made over the internal address system are made bilingually, with the Welsh announcement being made first.
- 5.21 Complaints relating to Complying with the Operational Standards
During the year no complaints were received relating to the way in which the Authority complied with the Operational Standards.

6. Promotion Standards

- 6.1 Promoting the Welsh Language (Standards 145-146): During 2016/17 a Strategy for Promoting the Welsh Language was adopted by the Authority. The strategy includes a target of 'an increase of 2% of Snowdonia National Park's population which can speak Welsh by 2021'.
- 6.2 In addition, the Authority continues to work in partnership with other public sector organisations in Gwynedd to promote the Welsh language, mainly through membership of the Gwynedd & Môn Public Services Board.

7. Record Keeping and Supplementary Standards

- 7.1 Keeping Records of Compliance with the Standards (Standards 147-176): A document titled 'Snowdonia National Park Authority Welsh Language Standards' has been produced, which is available in the Authority's offices and on the website. The document outlines all the Standards that the Authority is subject to and sets out how members of the public can make a complaint about the Authority's compliance with the Standards or any aspect of the Welsh language service offered by the Authority.
- 7.2 The Authority has kept records of how it complies with the Standards in accordance with the requirements of the Welsh Language Commissioner.

APPENDIX 1

1. Staff Skill Levels - Overview

The number and % of staff within the Authority's services which are able to speak Welsh according to directorate			
	No. of Staff	No. of Welsh Speakers	%
Chief Executive	1	1	100%
Corporate	93	91	98%
Planning and Land Management	42	38	90%

The number and % of staff within the Authority's services which are able to speak Welsh according to post grade			
	No. of Staff	No. of Welsh Speakers	%
Management Team	3	3	100%
Heads of Service	10	9	90%
Grade 7+	55	51	93%
Up to Grade 6	68	67	98%

The number and % of staff within the Authority's services which are able to speak Welsh according to workplace			
	No. of Staff	No. of Welsh Speakers	%
Head Office	85	80	94%
Information Centres	10	10	100%
External Staff	25	25	100%
Plas Tan y Bwlch	16	15	93%

2. Staff Skill Levels by Service

Corporate Directorate

The number and % of staff within the service which are able to speak Welsh			
Section	No. of Staff	No. of Welsh Speakers	%
Management Team	3	3	100%
Finance	4	4	100%
Personnel	2	2	100%
Administration	10	10	100%
Information Systems	5	4	80%
Property	4	4	100%
Legal	1	1	100%
Engagement	25	25	100%
Plas Tan y Bwlch	16	15	93%
Wardens	24	24	100%

Number and % of staff within the service, by post grades, which are able to speak Welsh			
Section	No. of Staff	No. of Welsh Speakers	%
Chief Executive	1	1	100%
Director	1	1	100%
Heads of Service	7	7	100%
Grade 7+	30	29	97%
Up to Grade 6	55	54	98%

Planning and Land Management

The number and % of staff within the service which are able to speak Welsh			
Section	No. of Staff	No. of Welsh Speakers	%
Director	1	1	100%
Planning	15	12	80%
Cultural Heritage	9	9	100%
Conservation, Trees and Agriculture	17	16	94%

Number and % of staff within the service, by post grades, which are able to speak Welsh			
Section	No. of Staff	No. of Welsh Speakers	%
Director	1	1	100%
Heads of Service	3	2	67%
Grade 7+	25	22	88%
Up to Grade 6	13	13	100%
		23	

3. Staff Skill Levels – Reception

The number and % of posts in the main reception areas that have been designated 'Welsh essential' and that were filled by bilingual staff.			
Section	No. of Staff	No. of Welsh Speakers	%
Head Office	6	6	100%
Plas Tan y Bwlch	4	4	100%
Information Centres	10	10	100%

REPORT OF THE MEMBERS' WORKING GROUP HELD ON 14th APRIL 2021

PRESENT:

Members appointed by Gwynedd Council

Councillors Elwyn Edwards, Alwyn Gruffydd, Annwen Hughes (Chair), Judith Humphreys, Edgar Owen, Elfed Roberts, John Pughe Roberts;

Member appointed by Conwy County Borough Council

Councillor Wyn Ellis Jones;

Members appointed by the Welsh Government

Mr. Brian Angell, Ms. Tracey Evans, Mrs. Sarah Hattle, Mr. Tim Jones, Mr. Owain Wyn;

Officers

Emyr Williams, G. Iwan Jones, Jonathan Cawley, Helen Pye, Catrin Glyn, Elen Hughes, Etta Trumper, Anwen Gaffey;

Apologies

Councillors Freya Bentham, Philip Capper, Ifor Glyn Lloyd, Gethin Glyn Williams;
Mr. Dafydd Edwards, Section 151 Officer.

1. Chairman's Announcements

The Chairman advised that the meeting was subject to the new Covid-19 Regulations on how the Authority conducts its business, and that:-

- the meeting was not open to the general public.
- the meeting was being recorded to assist in verifying the minutes.

2. Declaration of Interest

No declarations of personal interests were made in respect of any item.

3. Minutes

The minutes of the Members' Working Group meeting held on 3rd March 2021 were accepted and the Chair signed them as a true record.

Arising thereon,

6. Agriculture (Wales) White Paper (Consultation)

The Director of Planning and Land Management apologised that Members had not received a copy of the Agriculture (Wales) White Paper consultation response and agreed to arrange for the response to be circulated to Members.

4. The Volunteer Strategy 2021-2026

Submitted – A report by the Volunteer and Wellbeing Officer requesting feedback on the document prior to its presentation to the Authority for formal adoption as the new Snowdonia National Park Volunteer Strategy.

Reported – The Volunteer and Wellbeing Officer presented the report and Volunteering Strategy.

Members thanked the Volunteer and Wellbeing Officer for her work in producing the Strategy, which was well written and timely now that the Authority was gradually coming out of lockdown. In response to a question, the Volunteer and Wellbeing Officer advised that the volunteering scheme was still in its early stages in the south of the National Park, and would initially provide patrols on Cadair Idris footpaths, before developing the scheme in other areas.

Arising thereon, a Member asked officers to include the following:-

Paragraph 2 – Benefits of Volunteering

- Volunteering improves the understanding of the National Park and its purposes.
- Volunteering develops links with local communities.

Paragraph 4.2

- Outcome 1 should read “to provide a diverse range of volunteering opportunities *for people of all abilities*”.

RESOLVED subject to including the above amendments, to recommend that the Volunteer Strategy 2021-2026 be presented to the next meeting of the Authority for formal adoption.

5. Update Report – Cynllun yr Wyddfa Action Plan

Submitted – A report by the Snowdon Partnership Officer together with the action plan update on Cynllun yr Wyddfa.

Reported – The Snowdon Partnership Officer presented the report and action plan, and advised on the Partnership’s decision to establish a live document with action points and completion status, to better reflect the success and progress of the Plan.

In response to a question from a Member, the Snowdon Partnership Officer explained that “Actions to be reviewed” arose from the many things which had impacted on the plan over the past 3 years, for example the effect of Brexit. Also, the Partnership had agreed to review the complete Plan during 2022 and publish a revised Cynllun yr Wyddfa in 2023, which would be 5 years since the launch of the original plan. Arising thereon, Members and Officers discussed future options for developing a brand for Eryri to support local producers and the need to ensure that future proposals have the correct structures in place.

Arising thereon, Members congratulated the staff who had been involved with the recent television programme “Croeso’n ôl”, which had been a true and accurate reflection of the National Park’s work.

RESOLVED

- 1. to acknowledge the live Action Plan (Appendix 1) as an appropriate method to measure the success of the Plan and the Partnership’s progress.**
- 2. to discuss the proposal to review Cynllun Yr Wyddfa in 2022 in order to publish a revised version in 2023.**

6. The Placemaking Charter

Submitted – A report by the Planning Policy Officer to discuss the formal signing of the Placemaking Charter.

Reported – The Planning Policy Officer presented the report and background and outlined the current position and implementation of the Charter.

Members and officers discussed the report and made the following observations:-

- in response to a Members' concerns with regard to additional financial implications and community engagement, the Planning Policy Officer advised that the Placemaking Charter should not be confused with the Place Planning process. The Charter was now adopted within PPW (edition 11) and provided a number of principles, to be applied through the planning process, and was considered to be good practice.
- the Planning Policy Officer confirmed there were no implications for the Authority if it chose not to sign up to the charter, although it demonstrated to developers that the Authority operated within these principles.
- Members were advised that both Pembrokeshire Coast National Park Authority and Brecon Beacons National Park Authority were considering signing up to the charter.
- the Chief Executive agreed to arrange a training session for Members on the range of plans in use, e.g. Place Plans, Placemaking plans, Cynllun yr Wyddfa, Cynllun y Carneddau etc., to provide Members with guidance and understanding on how they align with the Authority's work. In the meantime, Members were asked to support the Placemaking Charter, in principle, to allow officers to continue with their work.

RESOLVED

- 1. to note the report and agree to the 6 charter principles.**
- 2. to await future training on the Place Plans process as outlined above.**

7. Update on 70th Anniversary Celebrations - 2021

Submitted – A report by the Head of Engagement to provide Members with an update on planned celebrations of the Snowdonia National Parks' 70th Anniversary in 2021.

Reported – The Head of Engagement presented the report and background and provided further details of the plans and events being developed. Members were invited to contribute towards an online gallery of photographs of Snowdonia for every year since 1951, which could be of the landscape or images of people and communities.

Members welcomed the report and the planned activities and Members and officers discussed the following:-

- in response to a concern raised, the Head of Engagement assured the Member that the special qualities of the National Park, which includes agriculture, would certainly form part of the celebrations.
- a Member felt there should be a wider dimension to the celebration programme to reinforce the European element, the Authority's work with other UK National Parks, and that officers should invite participation from all the television and media outlets, not just the Welsh networks.
- if Covid regulations allow, the Head of Engagement agreed to arrange a more traditional form of celebration for Members and previous Members. Arising thereon, a member suggested that this could include an afternoon of volunteering as part of the programme.

RESOLVED to note the update report.

The meeting ended at 15.00



4.25pm

PRESENT:

(PH)	Cllr. Paul Harries	Chair, National Parks Wales (NPW) + Pembrokeshire Coast NPA (PCNPA)
(DC)	Cllr. Di Clements	Deputy Chair, PCNPA
(TJ)	Tegryn Jones	Secretariat NPW, CEO, PCNPA
(WEJ)	Cllr. Wyn Ellis-Jones	Chair Snowdonia NPA (SNPA)
(AH)	Cllr. Annwen Hughes	Vice Chair SNPA
(EW)	Emyr Williams,	CEO, SNPA
(GR)	Cllr Gareth Ratcliffe	Chair, Brecon Beacons NPA (BBNPA)
(LD)	Liz Davis	Deputy Chair, BBNPA
(JA)	Julian Atkins	CEO, BBNPA

In attendance:

Caroline Llewellyn PCNPA

1. CHAIRMAN'S WELCOME AND APOLOGIES:

The Chairman welcomed everyone to the meeting. He asked that his thanks be passed on to Owain Wyn, the previous Chair of NPW, as he believed he had neglected to do this at the previous meeting. He also reported that since the last meeting he had attended meetings, on behalf of NPW, of the Partnership Council for Wales, where he sat on the Green Recovery Sub Group, and the WLGA Rural Forum. TJ also attended the corresponding officer groups. As a result of these meetings, the Chair believed that NPW was in a strong position to contribute to and influence policy in Wales.

There were no apologies for absence.

2. MINUTES OF LAST MEETING, 07.05.20.:

The minutes were noted as a true record.

3. NPW BUDGET 2020/21:

The budget position as at October 2020 was presented. It was noted that expenditure had been low, but that in addition to the items set out, support had also been provided to the Virtual Royal Welsh Show for which an invoice had only recently been received. GR asked whether consideration had been given to supporting the Royal Welsh Show Virtual Winter Fayre. TJ replied that he did not believe there had been any great benefit resulting from the support provided to date, however others felt that there may be a political benefit in supporting the Fayre.

It was **AGREED** that £500 sponsorship be provided to the Royal Welsh Show Winter Fayre, but that they be advised that NPW hoped for greater publicity.

4. NPW BUSINESS PLAN:

A progress report had been provided for the 2020 - 21 Business Plan. It was noted that the Authorities were working closely together, although the results were not necessarily reflected in the Plan. Responding to the Pandemic, in particular had required a lot of effort, however the resulting engagement with Welsh Government had provided them with a much greater understanding of the work of the Authorities. It was reported that progress had not been made in several areas as action had not been taken by third parties, their focus having been on dealing with the Pandemic, and progress in the next six months was likely to be limited due to the forthcoming Welsh Parliamentary elections.

NOTED.

5. FUTURE FINANCIAL CHALLENGES AND THOSE OF COVID-19 EMERGENCY AND RECOVERY

Extensive discussions had been held regarding the potential of the Authorities to contribute to the Green Recovery. However officers believed that there was a risk that the National Park Grant would be cut, or at least not increased, in the forthcoming Welsh Government budget, and it was important for the Authorities to be ready to respond in respect of key areas of work. Several Members agreed that the NPA’s were well placed to contribute particularly to the mental health and wellbeing agenda, and it was hoped that innovative solutions could be offered which could allow additional funding to be provided by Welsh Government.

NOTED.

6. IMPACT OF LOCAL GOVERNMENT AND ELECTIONS BILL:

It was reported that this Bill had been passed earlier in the week and contained a number of positive measures, such as the ability to continue to hold virtual meetings and changes in respect of performance management. However the Bill also established the principle of Corporate Joint Committees, and these were a key risk going forward in respect of Strategic Development Plans, although it was agreed that it was helpful for National Park Authorities to be represented on the Committees. It was noted that ongoing engagement with Welsh Government officials had been offered and should be taken up.

NOTED.

7. WELSH PARLIAMENTARY ELECTIONS 2021:

The Executive was reminded that a paper had been drafted highlighting how the three Welsh National Park Authorities could contribute to a Green Recovery that improved the well-being of the people of Wales and that this would be used to engage with political parties in the run-up to the 2021 elections. The paper had been circulated to Members of the Executive and discussions had been held with Members in some Authorities, however the purpose of its consideration at the meeting was to ensure that Chairs and Deputy Chairs were happy for the document to be used as a basis for discussions with Parties going forward.

Members were happy with the content, but noted that it was important that it was circulated widely and promptly as work would begin on the drafting of Party manifestos in the next few months. However concerns were expressed by one Member about the principle of attempting to influence politicians in this way.

NOTED.

8. NATIONAL PARK UK CHAIRS FORUM / CLIMATE CHANGE DECLARATION:

It was reported that this meeting would take place on 2nd December, however PH advised that he was unable to attend as it clashed with a meeting of the NPA. He asked whether it was possible to arrange a pre-meeting of Chairs to discuss the agenda. Officers advised that the item on climate change would provide an opportunity for Chairs to comment on and influence the draft climate change declaration that had been produced in advance of the 26th UN Climate Change Conference of the Parties (COP26) to be hosted in Glasgow next year. This was the result of a previous decision by NPUK Chairs to engage with and influence the event and raise profile of National Parks. It was noted, however that the draft report needed to reflect the situation in Wales as well as England.

NOTED.

[Councillor D Clements tendered her apologies and left the meeting at this juncture.]

9. COMMON SET OF METRICS FOR WALES' DESIGNATED LANDSCAPES:

In order to facilitate collaboration between Wales Designated Landscapes, it had been proposed that a common set of metrics be established, drawing on the Authorities' State of the Park reports. This common framework would be shared with Wales' Areas of Outstanding Natural Beauty and would be included on the agenda for a workshop to be held with them later this /early next year.

NOTED.

10. NATIONAL LANDSCAPE PARTNERSHIP:

The Executive was reminded that Welsh Government (WG), in its statement "Valued and Resilient", called for Designated Landscapes of Wales to champion collaborative working between the designated areas and for the establishment of a National Designated Landscapes Partnership (NDLP) to develop a culture of collaboration and provide scrutiny and challenge on priorities and delivery.

The first meeting of the NDLP had taken place a few weeks ago when Chris Lindley (Team Leader Gower AONB) was appointed as Chair with EW as Vice Chair. PCNPA would be hosting the Partnership, employing an Administrator and Project Coordinator, and it was hoped that recruitment to these posts would be completed in the next few months. In order to progress the work of the Partnership a workshop (as referred to in Minute 9 above) would be arranged and a Seminar for all Members would take place next year.

NOTED.

11. NEWS FROM AROUND NPW:

Brecon Beacons NPA:

- Corporate Change programme was continuing with the recruitment of 4 of the Authority's 5 Senior Managers taking place before Christmas. This formed part of a wider culture change to give a greater focus on tackling biodiversity and climate change.
- The decision had been taken to extend the timeline for the National Park Management Plan review to Summer 2021 to address WG concerns regarding meaningful engagement with communities.
- The timetable for LDP2 was under review as a result of the impact of COVID-19 on economic projections.
- The Authority was undertaking a programme of decarbonisation actions with a number of buildings becoming fossil free through renewable energy generation and battery power. Community decarbonisation was also being encouraged through the Sustainable Development Fund.
- The Corporate Plan was being presented to the National Park Authority to be held on 27 November.
- The Black Mountains Project was coming to an end and as it had received funds from the Welsh Government and the European Union as part of the Rural Development Programme, would be subject to a Rural Payment Audit.
- A piece of work was planned regarding Board effectiveness, particularly in respect of Welsh Government and Local Authority Members working together. It was anticipated that this would produce useful learning points that were applicable to all the Authorities.

Snowdonia NPA:

- The National Park Management Plan had been adopted in September and would be officially launched next week by the Minister. The Authority had taken a different approach with a forum of partners writing the document on its behalf.
- A traffic report for the north of the National Park had been received and would be reported to Gwynedd and Conwy Councils which had provided a good level of support.
- Sarah Hattle had joined the Authority, replacing Elinor Gwynn
- The 20/21 Corporate Plan had been agreed and a consultation exercise would be taking place on the Authority's wellbeing objectives going forward.
- The Carneddau Landscape Partnership, funded by the Heritage Lottery Fund had been launched.
- The Business Plans for Plas Tan y Bwlch and Yr Ysgwrn had been reviewed to take account of COVID-19, with Plas now accepting Bed and Breakfast customers to stabilise the financial situation as no residential courses could take place.

Pembrokeshire Coast NPA:

- Local Development Plan 2 had been approved, following a delay because copies of documents could not be placed in the public domain as buildings were closed.
- The focus of the Sustainable Development Fund had changed to focus on climate change and the community response to it. Additional funding had been received for this from the Sustainable Landscapes Sustainable Places Fund as well as for other projects including the installation of electric vehicle charging points
- West Wales Walking for Wellbeing project, of which the Authority was a Partner, was continuing, despite the restrictions of

□ The Pembrokeshire Coast National Park Trust had celebrated its first year in existence and progress in bringing in revenue was slow but steady.

12. ANY OTHER BUSINESS:

A question was asked regarding potential funding by NPW of translation of material for the National Parks UK website. JA and TJ would clarify what was being requested outside of the meeting.

13. DATE AND LOCATION OF NEXT MEETING:

It was noted that meetings of the Executive normally took place in the Spring and Autumn of each year. The next meeting was likely to be scheduled for mid-March, unless there was a need to hold one sooner.

				<p>Parciau Cenedlaethol Cymru National Parks Wales</p> <p>Parc Llanion, Doc Penfro SA72 6DY Llanion Park, Pembroke Dock SA72 6DY</p> <p>Ffôn / Tel: 01646 624800</p> <p>e-bost / e-mail: gwasanaethauaelodau@arfordirpenfro.org.uk memberservices@pembrokeshirecoast.org.uk</p>
<p>Parciau Cenedlaethol Bannau Brycheiniog, Arfordir Penfro ac Eryri yn gweithio mewn partneriaeth Brecon Beacons, Pembrokeshire Coast and Snowdonia National Parks, working in partnership</p>			<p>Rydym yn croesawu cael gohebiaeth yn Gymraeg, a byddwn yn ateb gohebiaeth yn Gymraeg. Ni fydd gohebu yn Gymraeg yn arwain at oedi. We welcome receiving correspondence in Welsh, and will respond to any correspondence in Welsh. Corresponding in Welsh will not lead to delay.</p>	

**PERFORMANCE AND RESOURCES COMMITTEE
WEDNESDAY 24th MARCH 2021**

Councillor Alwyn Gruffydd (Gwynedd) (Chairman)

PRESENT:

Members appointed by Gwynedd Council

Councillors Freya Bentham, Elwyn Edwards, Annwen Hughes, Edgar Wyn Owen, Elfed Powell Roberts, John Pughe Roberts, Gethin Glyn Williams;

Members appointed by Conwy County Borough Council

Councillor Phil Capper, Wyn Ellis Jones, Ifor Glyn Lloyd;

Members appointed by the Welsh Government

Mr. Brian Angell, Ms. Tracey Evans, Mrs Sarah Hattle, Mr. Tim Jones;

Officers

Mr. E. Williams, Mr. G.I. Jones, Mr. J. Cawley, Mr. E. Roberts, Ms. B. Hughes, Mrs. J. Worrall, Mr. E. Jones, Mrs. A. Gruffydd, Mrs. Helen Pye, Mrs. A. Gaffey;

Apologies

Councillor Judith Humphreys; Mr. Owain Wyn.

1. Chairman's Announcements

- (1) The Chairman advised that the meeting was subject to the new Covid-19 Regulations on how the Authority conducts its business, and that:-
 - a Notice of the Meeting had been published and the Agenda and reports were available on the Authority's website.
 - the meeting was not open to the public.
 - the meeting was being recorded to assist in verifying the minutes, but may be made available online at a later date.
- (2) Members and officers observed a minute's silence in remembrance of those who had lost their lives or been affected by the coronavirus pandemic.

2. Declaration of Interest

Mr. Emyr Williams, Mr. G. Iwan Jones and Mr. Jonathan Cawley declared an interest in item 13 on the Agenda and left the meeting while the matter was being discussed.

3. Minutes

The minutes of the Performance and Resources Committee held on 18th November 2020 were accepted and the Chairman signed them as a true record.

Matters for information arising from the Minutes

Item 11 – Strategic Scrutiny Update

In response to a question, the Chief Executive stated that the work of the Governance Task and Finish Group was included in the 2021/22 work programme. He informed Members that Audit Wales would be reporting on the governance framework to the Authority's meeting on the 28th April 2021. Arising thereon, the Director of Corporate Services stated that Welsh Government were currently preparing a handbook, which would also provide further guidance for the group.

4. **Action Log**

Submitted – A log of strategic actions arising from decisions taken during meetings of the Performance and Resources Committee, for information and action.

Arising thereon:-

Performance and Resources Meeting 24.07.19

Action Item 13 – Corporate Work Programme 2018/19

This action was now complete and could be removed from the Action Log.

Performance and Resources Meeting 20.11.19

Action Item 6 – Welsh Government End of Year Funding Pressures

This action was now complete and could be removed from the Action Log.

RESOLVED to note the Action Log and remove the actions as outlined.

5. **Minutes of the Plas Tan y Bwlch Management Board**

Submitted – The minutes of the Plas Tan y Bwlch Management Board meeting held on 3rd February 2021, for information.

The Chairman of the Plas Tan y Bwlch Management Board presented the minutes which Members considered in detail.

Arising thereon, a Member welcomed the Board's decision to recognise that National Park purposes should be factored into the business model in the medium term.

In response to a question, the Director of Corporate Services confirmed that once Covid regulations allowed, Plas Tan y Bwlch would re-open, with 21 rooms being made available for bed and breakfast guests.

RESOLVED to note the minutes.

6. **Well-being Statement and Well-being Objectives 2021-26**

Submitted – A report by the Chief Executive for Members to receive, discuss and formally adopt the draft well-being Statement and draft well-being Objectives as the Authority's Well-being Statement and Well-being Objectives for the period 2021 to 2026.

Reported - The Chief Executive presented the report and background and apologised that following the Members' Working Group meeting on 3rd March 2021 officers had been asked to amend the year of the Local Government Measure to 2009. This would now be corrected in para. 2.3 of the report. The Chief Executive confirmed that Audit Wales were satisfied with the way the information was being presented and had highlighted the importance for the Authority to keep in contact with its partners and the public during the 5-year period of the plan, and not to be fearful of making changes if it was felt necessary.

RESOLVED to approve the draft Well-being Statement and draft Well-being Objectives as the Authority's Well-being Statement and Well-being Objectives for the period 2021 to 2026.

7. **2020/21 Budget Update**

Submitted – A report by the Head of Finance to inform members of significant variations within the current financial year's budget and provide Members with updates on progress against the revenue and capital budgets. The Head of Finance apologised that the report was presented late and not included within the Agenda and papers.

Reported – The Head of Finance presented the report, which summarised the revised revenue and capital budgets for the first eleven months of 2020/21 and provided a projection of the Authority's position at the financial year-end.

Members welcomed the report and discussed the following in detail:-

- Legal – Members were provided with the latest information on the Hillside case, which currently remains unresolved.
- Cultural Heritage – Members discussed the increase in funds for the “buildings at risk” budget and the Director of Planning and Land Management confirmed that once commitments relating to the three properties in this current year were met, there would be no further direct commitments for buildings on the “at risk” register. He advised that future funding would be incorporated within the general “cultural heritage” budget.
- Conservation, Trees and Agriculture – the Director of Planning and Land Management agreed to forward details of the £38,000 estimated overspend to Mr. Tim Jones. He confirmed there was no specific funding to address ash dieback, and that the Authority's priority was to ensure public safety. The Chief Executive stated that the Property Section was currently undertaking an assessment of the Authority's liabilities and once this was complete, the Authority would need to decide whether to commit funds over several years, or to use available capital funding if it appeared to be a large commitment.
- the Director of Planning and Land Management confirmed that funds were in place to employ a landscape architect in the near future.

RESOLVED

1. **to note the report.**
2. **to approve the intended actions including the use of part of the specific risks reserve (estimated at £155,200, which will be revised in the outturn report) as outlined in paragraph 4.2.**

8. **Performance Indicators 202-21: 3rd Quarter Results**

Submitted – A report by the Director of Corporate Services to present the results for the third quarter of the year. He further advised that where the work had been completed, quarter four updates were also included.

Reported – The Director of Corporate Services presented the report and advised upon the background. Members and Officers made the following observations:-

Our Communities (1ch) – The Chief Executive provided an update on the implementation of the Snowdon Transport and Parking Review and advised that focus work with the communities was now complete. Work was continuing on establishing a pre-booking parking system, and improvements to the structure of the Sherpa bus service, with additional funding secured from Welsh Government to address the challenges. In addition, Welsh Government legal officers were currently looking at traffic orders to address the problem of campervans etc., the outcome of which was expected in the next few weeks.

Balancing our Resources and Efforts (5b) – Members were advised that a number of staff appraisals had been carried out remotely through Microsoft Teams. However, this was not practicable for all staff, and some appraisals had been deferred until September.

Balancing our Resources and Efforts (5d) – Members discussed new Member Induction in general and were advised that this was an issue raised by Wales Audit and would be included as part of the remit of the newly established Governance Task and Finish Group.

RESOLVED to note the report.

9. **Corporate Work Programme 2020/21**

Submitted – A progress report by the Director of Corporate Services for the third quarter of the financial year. He further advised that where the work had been completed, quarter four updates were also included.

Reported – The Director of Corporate Services presented the report and third quarter updates. Members and officers discussed some of the trends shown in red in more detail.

- Members felt that the implementation of the Youth Manifesto should be accelerated. The Director of Corporate Services confirmed that a job description had been prepared, which was awaiting evaluation, and he hoped that an appointment would be made shortly. It was agreed that officers would provide an update report to a Members' Working Group in approximately 6 months' time.
- a Member thanked the Chief Executive and the Chairman for organising the virtual all staff meeting which had included a session with an external specialist to raise staff awareness on how to take care of their mental health.

RESOLVED to note the report.

10. **Visitor Centres Business Plan 2021-2025**

Submitted – A report by the Sustainable Tourism Manager outlining the business plan for the National Park Visitor Centres over the next 4 years. The report included recommendations on the restructuring of the centres' budget to better reflect the costs of the service.

Reported – The Sustainable Tourism Manager presented the report and provided further details on the structure of the annual budget and the projected TIC totals.

Members considered the report and discussed the following:-

- there was an expected increase in visitors for 2021.
- figures for 2020 had indicated a new type of visitor to Betws y Coed, which had resulted in a negative effect, and a 30% reduction in income, which has been reflected in the projected income figures going forward. In contrast, Aberdyfi had the highest income figures ever recorded for September 2020 and Beddgelert was also very busy.
- in response to a question, the Sustainable Tourism Manager confirmed there was no defined policy on the type of goods to sell. The Centres sell as many locally produced items as possible, usually bought within a 40-mile radius of the National Park boundary. Products which were not available within the 40-mile radius were sourced firstly from other areas within Wales, followed by the UK and then fair trade/sustainable products from overseas.

The Member felt it would be useful to adopt a policy for the future which would reflect commercial reality alongside the ethos of the National Park.

- proposed improvements to Betws y Coed Visitor Centre were discussed. Landscape architects had been engaged to consider how the centre could be made more visible without over-use of signage. A Welsh Government grant had been secured as part of the 2021/22 work programme and the Property Manager advised that the building would be made more sustainable by replacing the windows and improving insulation. The Property Manager stated that although solar panels were not appropriate on this sensitive building, other options were being considered.
- with regard to staffing levels at the Aberdyfi Centre, the Sustainable Tourism Manager stated that a store tally system had recently been purchased which could be rolled out to all the Centres if it proved to be successful. The Sustainable Tourism Manager confirmed that some of the Centres already sell Authority produced goods wholesale to local businesses and agreed to discuss the matter further with Councillor John Pughe Roberts.

RESOLVED

- 1. to approve the increase/decrease in staffing levels at Beddgelert and Betws y Coed for 2021 – 22.**
- 2. that 25% of the Sustainable Tourism Manager's salary and on-costs be moved to C20 – Engagement Cost centre.**
- 3. that 20% of the Centres Administration Assistant salary and on-costs be moved to F22 – Admin. cost centre.**
- 4. a separate cost centre to be set up and managed by the Property Manager, to budget Building Maintenance costs for the tenanted units. The costs associated with the centres buildings themselves to be transferred via virements to this cost centre as and when works are carried out. This cost centre to be funded by 75% of the rent received from the unit occupiers at the centre's buildings.**
- 5. although major building maintenance works on the units is recommended to come from a separate newly created budget managed by the Property Manager, the centres should retain the income from recharges as a reimbursement for costs incurred.**
- 6. the centres retain 25% of the rental income to reflect the fact that onsite supervisors spend time and resources acting as day-to-day contacts between SNPA and the tenants and should be remunerated accordingly.**

11. **Adoption of the Property Disposal Policy and Property Acquisition Policy**
Submitted – A report by the Head of Property Services recommending adoption of the revised Disposal Policy and the final version of the new Acquisition Policy.

Reported – The Head of Property Services presented the report and advised that the policies outlined the main topics for high level consideration and did not include any of the minor details.

RESOLVED

- 1. to adopt the revised Property Disposal Policy, as set out in Appendix 1 of the report.**
- 2. to adopt the Property Acquisition Policy as set out in Appendix 2 of the report.**

12. **The Authority's Risk Profile**

Submitted – A report by the Director of Corporate Services to update Members on the Authority's Risk Profile.

Reported – The Director of Corporate Services presented the report and risk profile and outlined the 3 main changes to the register.

Arising thereon,

Risk Ref. 9 Aspects of financial risk associated with LIFE Celtic Rainforest Project

The Chief Executive confirmed that the LIFE project's expenditure was in euros and that the Authority had benefitted from a favourable exchange rate. The Management Group had also decided to employ another project officer to reduce the risk of failing to meet its target. The Chief Executive advised that he would refer this specific risk to the Management Group to decide if it was reasonable to reduce the risk from high to medium, and would report back to Members in due course.

Risk Ref. 17- Securing long term future of Plas Tan y Bwlch

Officers would include under Risk Ref. 17, that Plas Tan y Bwlch, as it becomes more commercial, should ensure it operates within National Park purposes.

RESOLVED to note the report and amend the Risk Register as outlined.

13. **Pay Policy Statement 2021/22 and Pay Policy Annual Report for 2020/21**

Submitted – A report by the Head of Personnel for Members to approve the Pay Policy Statement for 2021/22 and receive the Pay Policy Report for 2020/21.

Reported – The Head of Personnel presented the report and background and apologised to Members that Appendix 1, which is normally presented with the report and provides standard information, had been omitted.

Arising thereon, and in response to a question from a Member, the Head of Personnel agreed to ascertain the salary levels of the Chief Executive and Directors' of the other two Welsh National Parks and assess how they compare with Snowdonia. Members noted that the Brecon Beacons National Park Authority were currently in the process of appointing a Chief Executive which would be a good indicator of market value.

RESOLVED

1. **to approve the Pay Policy Statement for 2021/22.**
2. **to approve the Pay Policy Annual Report for 2020/21.**

14. **Freedom of Information**

Submitted – A report by the Head of Administration and Customer Care on information requests received by the Authority under the Freedom of Information Act 2000.

Reported – The Head of Administration and Customer Care presented the report, for information.

RESOLVED to note the report.

The meeting ended at 11.45