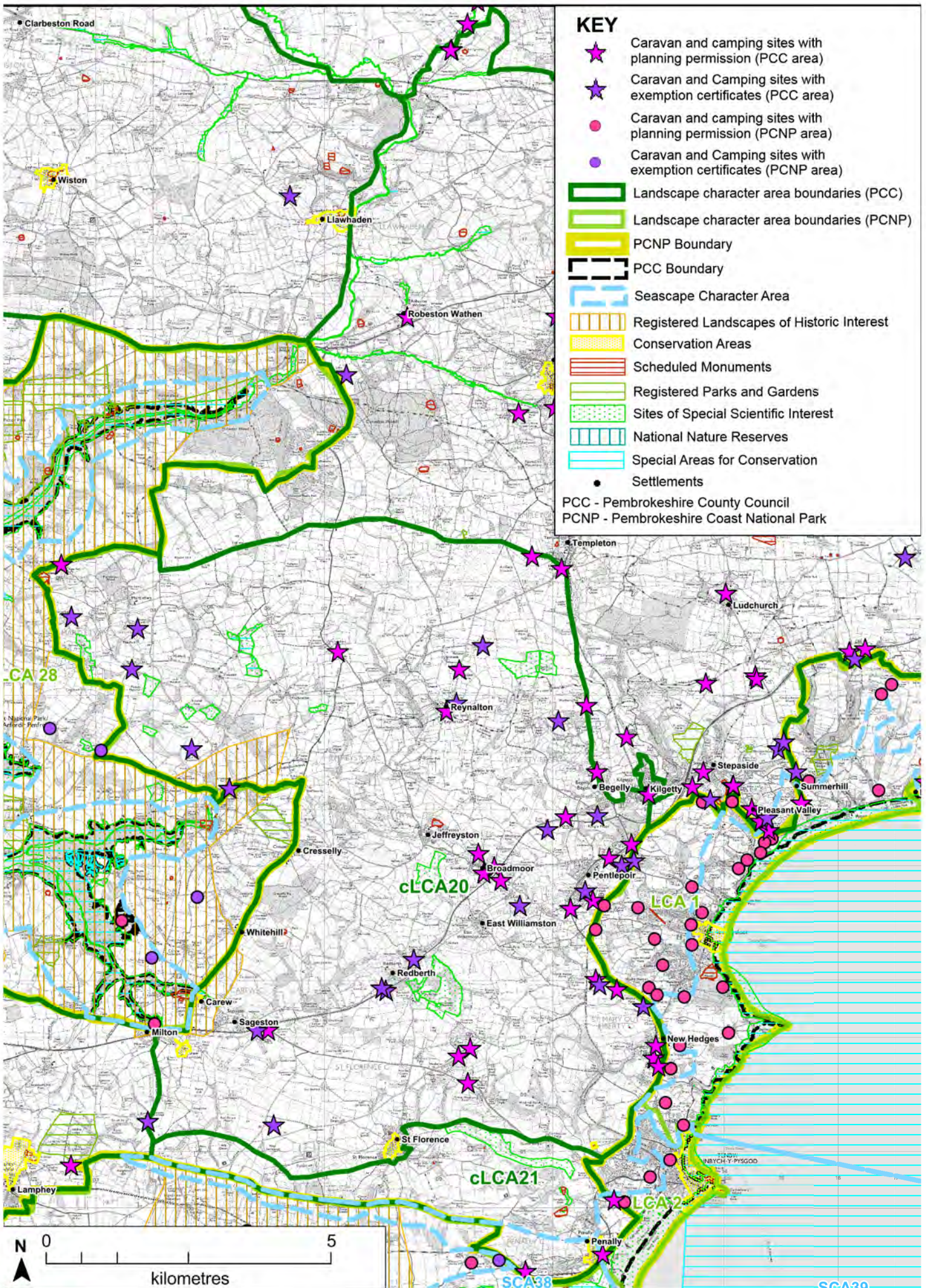


Landscape Character Area LCA20: Jeffreyston Lowlands

Related Seascape Character Area -

SENSITIVITY					
Summary of sensitivity	The susceptibility of the area lies in the open skylines in places associated with rounded hills and ridges, the open slopes of hills, steep sided valleys, broadleaf woodland, semi-natural areas, and small-scale regular fields systems. The value of the area lies in its role as setting to the National Park, the presence of Milford Haven Waterway Landscape of Outstanding Historic Interest, the setting of various conservation areas, SSSIs including Redberth Common and tranquillity of the area away from the main roads and lines of communication. The LANDMAP value is high for the main Historic Landscape and Cultural Landscape aspect areas and moderate for all other main aspect areas.				
Sensitivity to types of development	Low	Medium/low	Medium	High/medium	High
Static: large					
Static: medium					
Static: small					
Seasonal: large					
Seasonal: medium					
Seasonal: small					
Key sensitivities	<p>The following characteristics make the area sensitive to development:</p> <ul style="list-style-type: none"> • Undulating landscape of rounded hills and ridges with open skylines in places. • Upper open slopes on hills. • Incised, steep sided valleys. • Broadleaf wooded slopes. • Semi-natural areas such as Redberth Common. • Small-scale irregular field systems in places eg around East Williamston and Kilgetty • Two small areas to the west lie within the Milford Haven Waterway Landscape of Outstanding Historic Interest. • The setting of various conservation areas including Carew, Carew Cheriton and St Florence. • The setting of the National Park to the east (the coast) and west (the Daugleddau). • Tranquil areas especially to the north west. • On main approaches to coastal resorts- the potential for cumulative development or ribbon development spoiling the essentially rural landscape. 				
Development in area	Along the A478 in particular including clusters around Pentlepoir and New Hedges to the south east close to the National Park, along the A477 (T) including a cluster around Broadmoor, clusters at Heatherton Sports Park and Reynalton, and a scattering of sites elsewhere.				
CAPACITY					
Capacity of LCA for development or further development/units	Substantial	Substantial/moderate	Moderate	Limited	
Summary of capacity	As an extensive area, there is capacity for further development. However, parts have already reached capacity including the area around New Hedges close to the National Park, and around Broadmoor. The capacity of the area lies away from the coast in flatter areas either in gentle valleys or on gentle plateau with existing outgrown hedges and trees to integrate the development and avoid overlooking. New sites or the extended sites are likely to be near main road corridors through the area but development should not be apparent from the roads, apart from discreet signage.				
Capacity for new sites	The capacity of the area lies away from the coast in flatter areas either in gentle valleys or on gentle plateau with existing outgrown hedges and trees to integrate the development and avoid overlooking. New sites are likely to be near main road corridors through the area but development should not be apparent from the roads, apart from discreet signage. Any new sites should be implemented in line with the guidance below.				
Capacity for extensions to existing sites (increasing accommodation)	There is limited capacity to extend small sites further along the A478 and A477 provided these extensions follow the guidelines and are not apparent from the roads or overtop skylines or locate on exposed or steeper slopes visible to the wider landscape. The larger sites, eg at New Hedges and Broadmoor, appear to be already at their limits, potentially causing significant adverse effects if extended. There may be potential for expanding sites elsewhere but not where new development would overtop skylines or locate on exposed or steeper slopes visible to the wider landscape.				
Capacity for extensions to existing sites (to improve sites without increase in accommodation)	<p>Some static caravan parks are in prominent locations with dense layouts and very limited mitigation. The most noticeable is Rumbleway Caravan Park at New Hedges. Here, additional tree and hedge planting to break up the caravans on the sloping site would be highly desirable combined with screening tree planting from the A478 and reduction of unsightly clutter relating to signage for the adjacent bar/eatery which may form part of the site. A carefully designed small extension to make up for the lost caravan spaces with native tree and hedge mitigation may be possible to the west but with no overall addition in unit numbers.</p> <p>Elsewhere, it is more important that existing sites are limited in extent and do not expand beyond existing boundaries.</p>				
Capacity for changes within existing sites	There is room for improvements on sites. Pods or glamping tents may be considered instead of static caravans where improvements in layout in line with this document's guidelines and a reduction in				

	visual impact can be demonstrated.
GUIDANCE	
Siting guidance	<ul style="list-style-type: none"> • Site in areas enclosed by landform, trees or mature hedges both within and adjacent to a site. • Site within field boundaries, not spilling into adjacent fields. • Site on plateau or flat land, away from the coast and skylines, and provided there is enclosure. • Site units close to the edges of enclosing elements such as field boundaries or woodland rather than in the middle of fields or spaces. • Associate with farm complexes if possible, especially small sites. • If siting in woodland, ensure some woodland is protected and a management strategy is in place to maintain tree cover between units over time eg phased regeneration/replanting. • Site adjacent to modern development. • Avoid national or locally designated nature conservation sites or reserves. • Avoid unimproved pasture and semi-natural habitats including ancient woodland. • Avoid siting static units in or in the setting of Conservation Areas, Registered Parks and Gardens, scheduled ancient monuments and listed buildings and their curtilages.
Mitigation guidance	<ul style="list-style-type: none"> • Reduce density of static caravan development or lodges creating green space with native tree planting between caravans/lodges, especially where units 'stack up' slopes. • Avoid placing static caravans very close to boundaries so planting can help to buffer effects. • Restrict static and touring caravans to the edge of fields. • Consider static unit layouts which are less rectilinear with curving access roads and spaces. • In more prominent locations/fields and those directly by the coast consider removing static units and using the space for amenity eg open space recreation, play, dog walking. • Change colour of caravans to less obtrusive shades and tones, eg light green, to reduce visual impact. Avoid white roofs and variety of finishes and colours across sites unless well integrated by intervening planting. • Maintain or change lighting to downward facing and low level lighting to minimum areas where necessary. • Enhance the appearance of site facilities eg to give a rural farm complex appearance where appropriate, and mitigate effects with planting. • Maintain, reinstate and enhance the field boundary pattern including traditional hedgebanks, hedgerows and trees to help filter or screen views to sites. • Increase native tree and shrub planting within sites to break up the development and mitigate visual impact. • Replace fences with native hedges or hedgebanks. • Soften hard edges such as walls along roads with trees. • Replace conifer hedges with native hedges. • Replace conifers with deciduous native trees. • Conserve woodland planting in and adjacent to sites to maintain and enhance screening. • Improve the biodiversity within sites to enhance habitats and wildlife corridors e.g. semi-natural habitats, watercourses and field boundaries etc. • Improve site entrances to have a rural character, using rural detailing, materials and planting reflecting the vernacular, avoiding large or obtrusive signs, bright lighting, bright colours, painted render, annual bedding and over-large areas of hard standing.

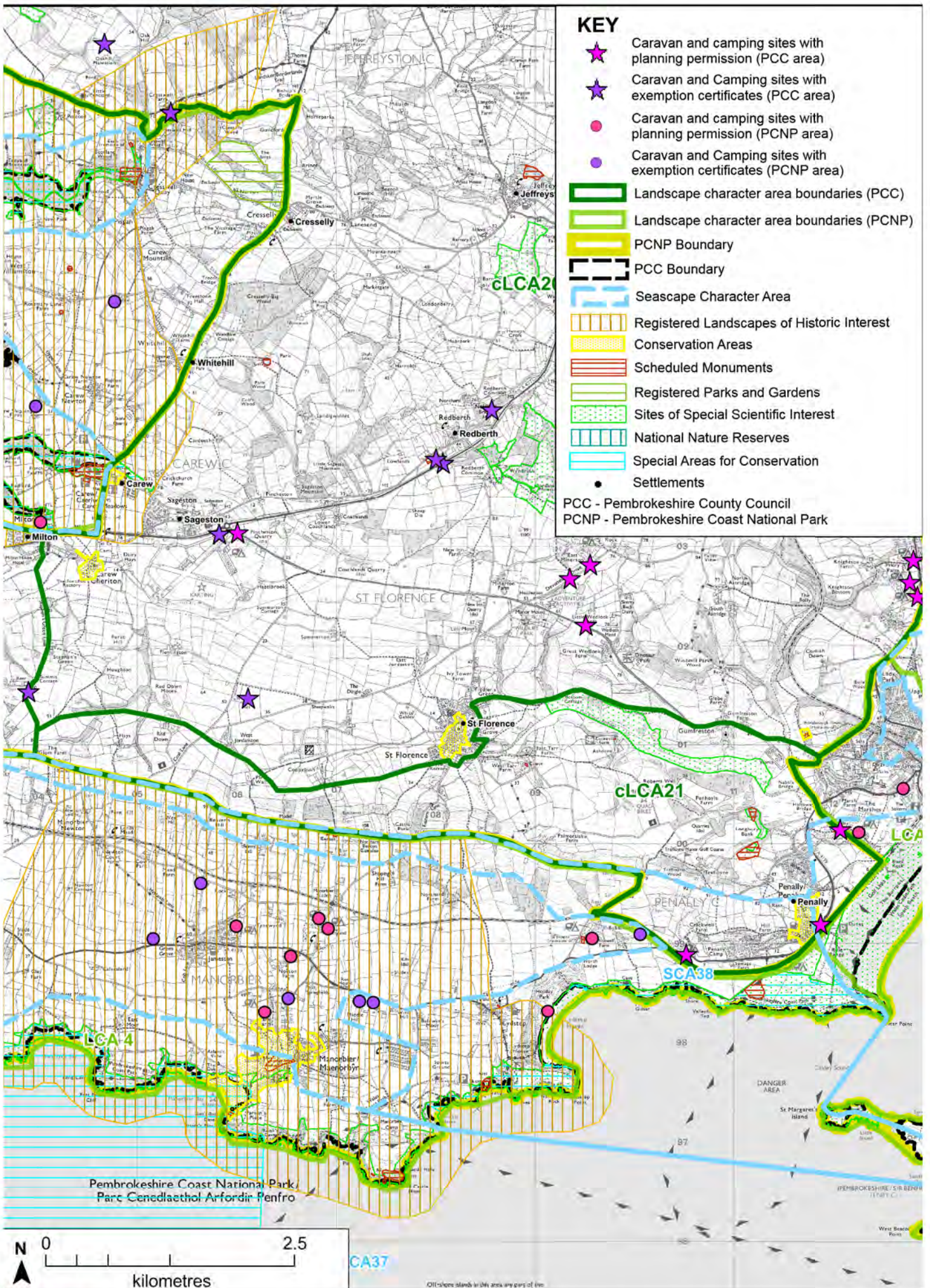


Landscape Character Area
Related Seascape Character Area

LCA21: Penally
SCA 38: Lydstep Haven coastal waters
SCA 39: Tenby and Caldey Island

SENSITIVITY					
Summary of sensitivity	The susceptibility the area lies in the prominent ridge with its narrow top and relatively open skyline, its prominent slopes to the north and south, the steep valley sides of the Ritec, the flat marshland and reedbeds of the Ritec and south of Penally, the burrows and related coastal strip separating Tenby from Penally, small-scale strip field systems and small broadleaf woodland blocks. The value of the area lies in its role as part of the setting for the National Park especially on the ridge, Penally Conservation area, the setting of Florence Conservation Area, various SAMs and their settings, the Ritec Fen SSSI and the Wales Coast Path and Ritec Walk. The LANDMAP value is high for the main Historic Landscape and Cultural Landscape aspect areas and moderate for all other main aspect areas.				
Sensitivity to types of development	Low	Medium/low	Medium	High/medium	High
Static: large					
Static: medium					
Static: small					
Seasonal: large					
Seasonal: medium					
Seasonal: small					
Key sensitivities	<p>The following characteristics make the area sensitive to development:</p> <ul style="list-style-type: none"> • Prominent ridge slopes to the north and south. • Narrow ridge top and skyline running east to west. • Steep valley sides of the Ritec. • Marshland, reedbeds of the valley floor of the Ritec valley and south of Penally. • Burrows on the coast and related coastal strip adjacent to the National Park and separating Tenby from Penally. • Broadleaf woodland on ridge and valley sides. • Small-scale field systems. • Setting of St Florence and Penally Conservation Area. • The Ritec walk. 				
Development in area	Static and seasonal caravan sites to the south and west of Penally, and part of the Kiln Park site.				
CAPACITY					
Capacity of LCA for development or further development/units	Substantial	Substantial/moderate	Moderate	Limited	
Summary of capacity	The area has very limited capacity due to intensive development south and west of Penally the topography and landcover elsewhere. There may be some opportunity to improve the Penally caravan sites with more planting to soften and screen them.				
Capacity for new sites	There is no capacity for large or medium sites within the area, or for further static sites. They may be very limited opportunities for smaller seasonal sites inland away from the ridge and Ritec.				
Capacity for extensions to existing sites (increasing accommodation)	There is no capacity for extending existing sites as they already form an intensive land use south and west of Penally, close to the National Park.				
Capacity for extensions to existing sites (to improve sites without increase in accommodation)	<p>There may be limited opportunity to improve the existing sites near Penally. Here, additional tree and hedge planting to break up the caravans would be highly desirable combined with screening tree planting from the coast road and wider landscape. Carefully designed small extensions to make up for the lost caravan spaces with native tree and hedge mitigation may be possible (but not to the west of Crackwell Holiday Park) but with no overall addition in unit numbers. The setting of Penally Conservation Area should be protected.</p> <p>Elsewhere, it is more important that existing sites are limited in extent and do not expand beyond existing boundaries.</p>				
Capacity for changes within existing sites	There may be opportunity to improve the existing sites near Penally. Here, additional tree and hedge planting to break up the caravans would be highly desirable combined with screening tree planting from the coast road and wider landscape. The setting of Penally Conservation Area should be protected.				
GUIDANCE					
Siting guidance	<ul style="list-style-type: none"> • Site in areas enclosed by landform, trees or mature hedges both within and adjacent to a site. • Site within field boundaries, not spilling into adjacent fields. • Site on plateau or flat land, away from the coast and skylines, and provided there is enclosure. • Site units close to the edges of enclosing elements such as field boundaries or woodland rather than in the middle of fields or spaces. 				

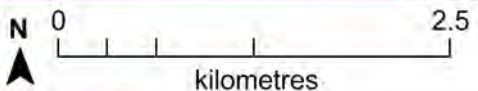
	<ul style="list-style-type: none"> • Associate with farm complexes if possible, especially small sites. • Avoid national or locally designated nature conservation sites or reserves. • Avoid unimproved pasture and semi-natural habitats including ancient woodland.
<p>Mitigation guidance</p>	<ul style="list-style-type: none"> • Reduce density of static caravan development or lodges creating green space with native tree planting between caravans/lodges, especially where units 'stack up' slopes. • Avoid placing static caravans very close to boundaries so planting can help to buffer effects. • Restrict static and touring caravans to the edge of fields. • Consider static unit layouts which are less rectilinear with curving access roads and spaces. • In more prominent locations/fields and those directly by the coast consider removing static units and using the space for amenity eg open space recreation, play, dog walking. • Change colour of caravans to less obtrusive shades and tones, eg light green, to reduce visual impact. Avoid white roofs and variety of finishes and colours across sites unless well integrated by intervening planting. • Maintain or change lighting to downward facing and low level lighting to minimum areas where necessary. • Enhance the appearance of site facilities eg to give a rural farm complex appearance where appropriate, and mitigate effects with planting. • Maintain, reinstate and enhance the field boundary pattern including traditional hedgebanks, hedgerows and trees to help filter or screen views to sites. • Increase native tree and shrub planting within sites to break up the development and mitigate visual impact. • Replace fences with native hedges or hedgebanks. • Soften hard edges such as walls along roads with trees. • Replace conifer hedges with native hedges. • Conserve woodland planting in and adjacent to sites to maintain and enhance screening. • Improve the biodiversity within sites to enhance habitats and wildlife corridors e.g. semi-natural habitats, watercourses and field boundaries etc. • Improve site entrances to have a rural character, using rural detailing, materials and planting reflecting the vernacular, avoiding large or obtrusive signs, bright lighting, bright colours, painted render, annual bedding and over-large areas of hard standing.



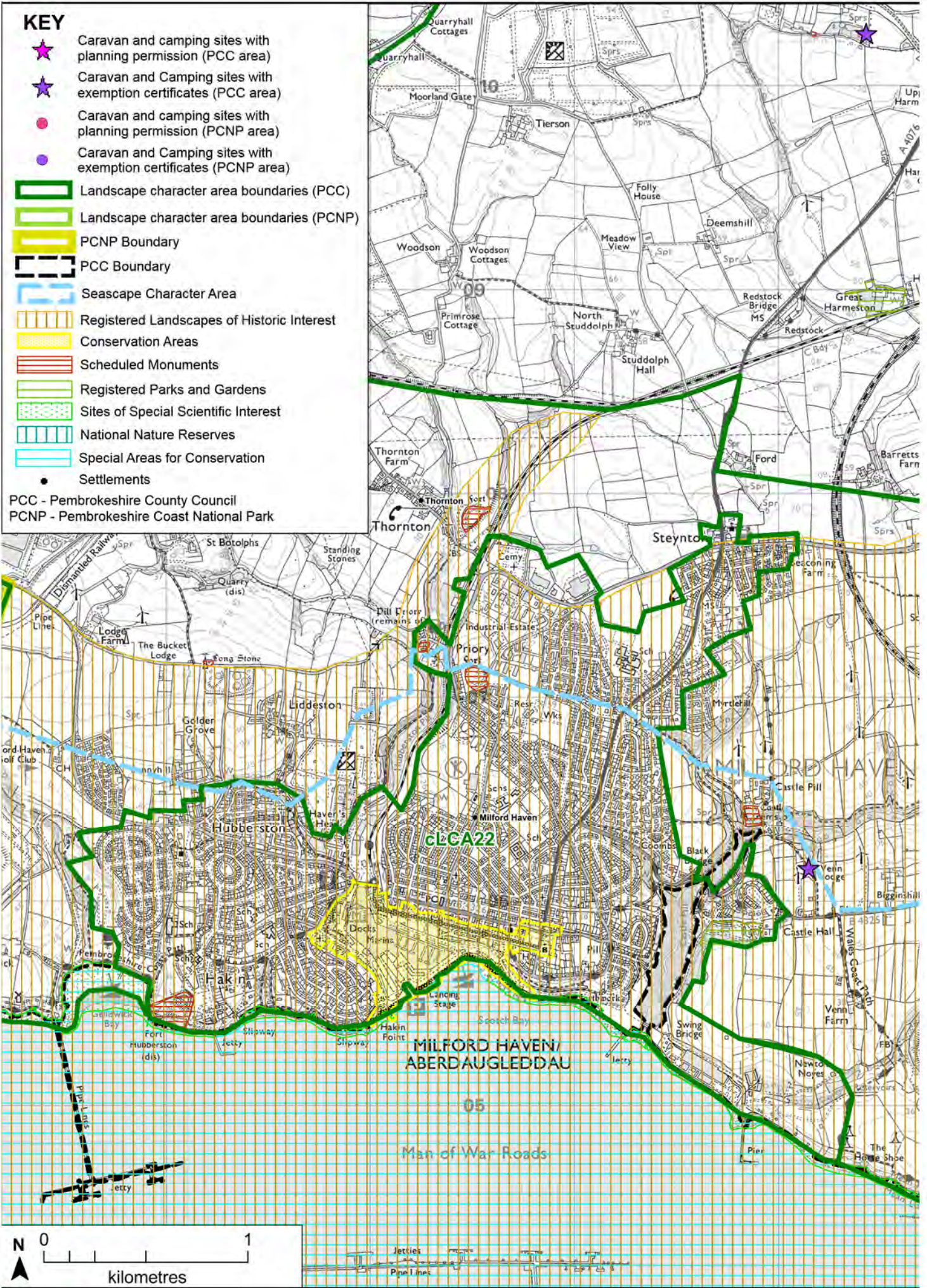
KEY

- ★ Caravan and camping sites with planning permission (PCC area)
- ★ Caravan and Camping sites with exemption certificates (PCC area)
- Caravan and camping sites with planning permission (PCNP area)
- Caravan and Camping sites with exemption certificates (PCNP area)
- Landscape character area boundaries (PCC)
- Landscape character area boundaries (PCNP)
- PCNP Boundary
- PCC Boundary
- Seascape Character Area
- Registered Landscapes of Historic Interest
- Conservation Areas
- Scheduled Monuments
- Registered Parks and Gardens
- Sites of Special Scientific Interest
- National Nature Reserves
- Special Areas for Conservation
- Settlements

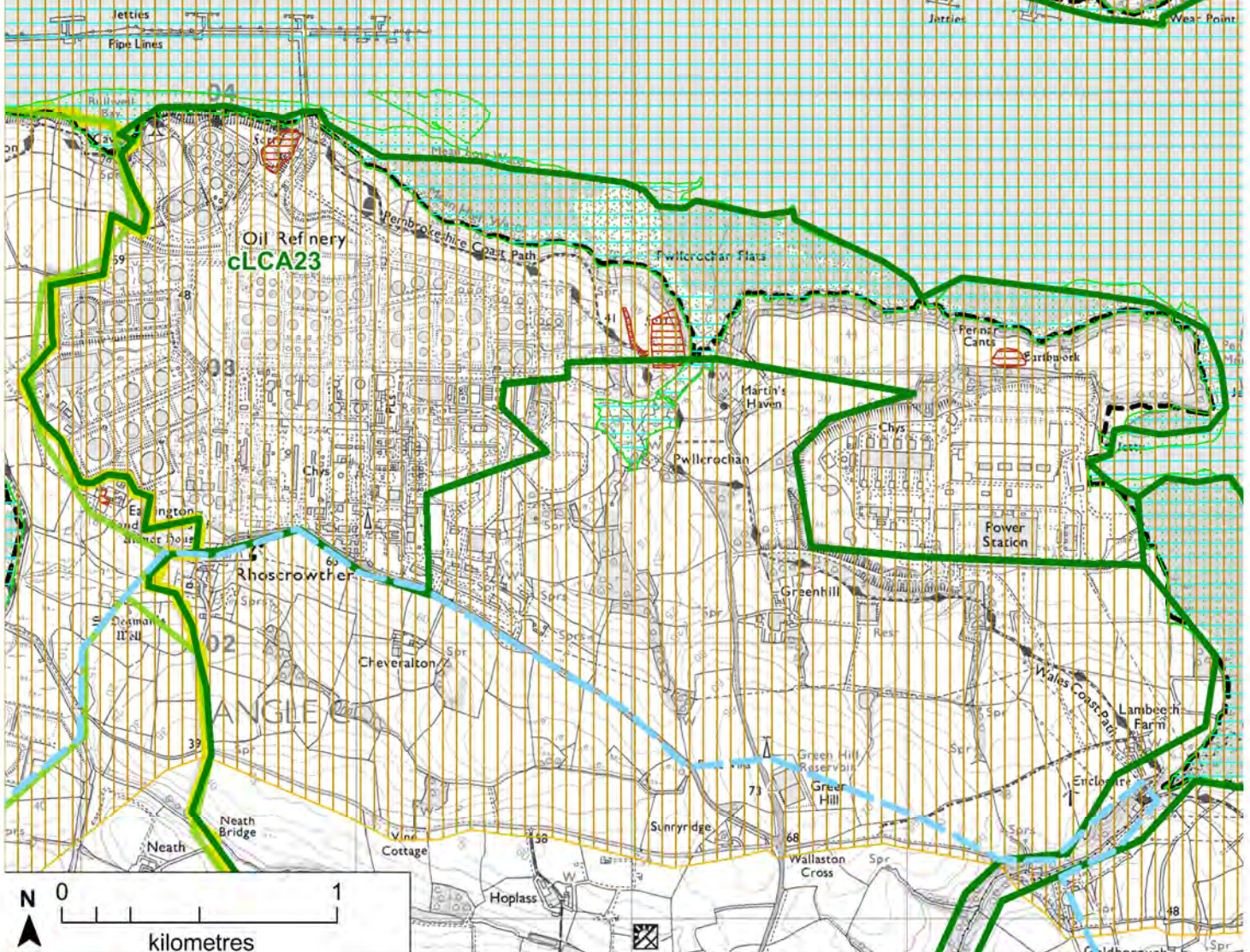
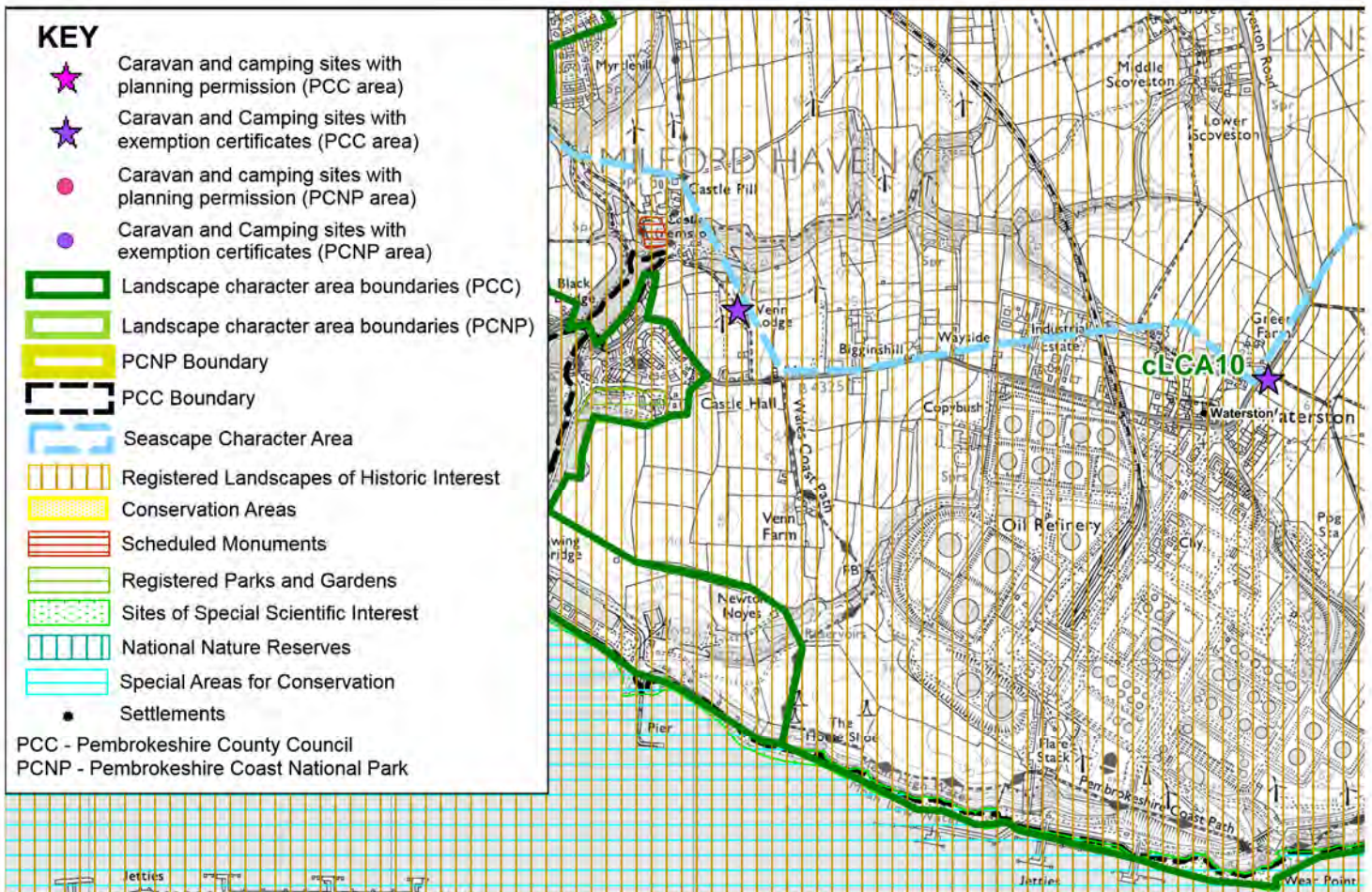
PCC - Pembrokeshire County Council
 PCNP - Pembrokeshire Coast National Park



SENSITIVITY					
Summary of sensitivity	The susceptibility of the area lies in the Conservation Area and its setting, Hubberston Fort and Priory Fort and their setting, Milford Haven and its setting, the public open spaces and corridors. The value lies in the scheduled monuments, Conservation Area, Registered Landscape of Outstanding Historic Interest, the SAC of Milford Haven and scenic views along Milford Haven. The LANDMAP value is outstanding for the main Historic Landscape aspect area and low for the other main aspect areas.				
Sensitivity to types of development	Low	Medium/low	Medium	High/medium	High
Static: large					
Static: medium					
Static: small					
Seasonal: large					
Seasonal: medium					
Seasonal: small					
Key sensitivities	<p>The following characteristics make the area sensitive to development:</p> <ul style="list-style-type: none"> • Milford Haven Conservation Area with associated docks and Georgian Terraces • Pill Fort scheduled monument and its setting • Hubberston Fort scheduled monument and its setting • Open slopes and scrub slopes falling down to Milford Haven to the south • Public open spaces and corridors, some of which separate urban form. <p>Much of the area is inappropriate for development due to the existing built form.</p>				
Development in area	None				
CAPACITY					
Capacity of LCA for development or further development/units	Substantial	Substantial/moderate	Moderate	Limited	
Summary of capacity	Capacity is limited by built form and the need to retain all public open space, and the sensitivities described above, including the Milford Haven coastline. There may be opportunities in some more enclosed locations which do not adversely affect the setting of the Haven.				
Capacity for new sites	There may be very limited capacity for small new sites associated in enclosed locations.				
Capacity for extensions to existing sites (increasing accommodation)	N/A				
Capacity for extensions to existing sites (to improve sites without increase in accommodation)	N/A				
Capacity for changes within existing sites	N/A				
GUIDANCE					
Siting guidance	<ul style="list-style-type: none"> • Site away from Milford Haven frontage • Site where enclosed by vegetation or buildings. • Avoid open slopes and skylines. 				
Mitigation guidance	<ul style="list-style-type: none"> • Maintain and enhance the field boundary pattern including hedgerows and trees. • Maintain, reinstate or increase trees and hedge growth to help filter or screen views to sites. 				



SENSITIVITY					
Summary of sensitivity	The susceptibility of the area lies in its open domed landform of semi-natural grassland and very steep wooded slopes of the narrow coastal belt adjacent to Milford Haven, the mudflats at Pwllcrochan, the setting of the Coast Path. The oil refinery and power station dominate the landscape and their curtilages are inappropriate for camping and caravan development. The value lies in the SAC/SSSI of Milford Haven, West Popton Camp enclosure and earthworks, and West Pennar Camp scheduled monuments, Registered Landscape of Outstanding Historic Interest and scenic views along Milford Haven. LANDMAP value is high for the main Cultural Landscape aspect area, moderate for main Historic Landscape aspect area and low for the other main aspect areas.				
Sensitivity to types of development	Low	Medium/low	Medium	High/medium	High
Static: large					
Static: medium					
Static: small					
Seasonal: large					
Seasonal: medium					
Seasonal: small					
Key sensitivities	<p>The following characteristics make the area sensitive to development:</p> <ul style="list-style-type: none"> • Open domed landform of pasture/open land of the narrow coastal belt. • Very steep wooded and scrub slopes adjacent to Milford Haven. • The mudflats at Pwllcrochan. • West Popton Camp enclosure and earthworks, and West Pennar Camp scheduled monuments and their setting. • Wales Coast Path and its setting along the narrow coastal strip. • The scenic character of the Milford Haven and its direct setting which the undeveloped part of the area contributes to. 				
Development in area	None				
CAPACITY					
Capacity of LCA for development or further development/units	Substantial	Substantial/moderate	Moderate	Limited	No capacity/At capacity
Summary of capacity	The area has no capacity for development as it is either sensitive as part of Milford Haven's semi-natural setting or it is developed as an oil refinery or power station.				
Capacity for new sites	The area has no capacity for development as it is either sensitive as part of Milford Haven's semi-natural setting or it is developed as an oil refinery or power station.				
Capacity for extensions to existing sites (increasing accommodation)	N/A				
Capacity for extensions to existing sites (to improve sites without increase in accommodation)	N/A				
Capacity for changes within existing sites	N/A				
GUIDANCE					
Siting guidance	N/A				
Mitigation guidance	N/A				










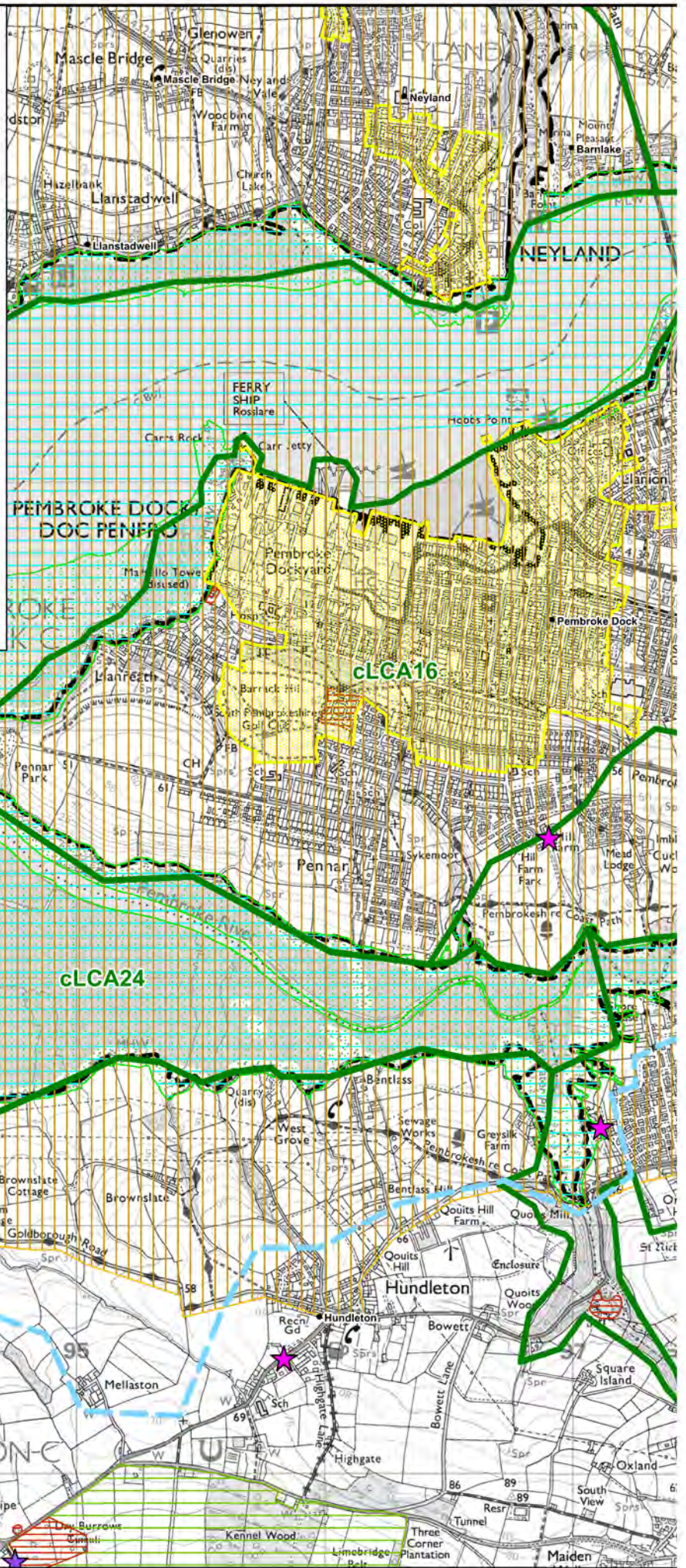
Landscape Character Area
Related Seascape Character Area

LCA24: Southern Haven mudflats
SCA32: Inner Milford Haven

SENSITIVITY					
Summary of sensitivity	The susceptibility of the area on the Pembroke River lies in its physical character as watercourse, intertidal mudflats, patches of shingle and some marginal saltmarsh at low tide which would need to be reclaimed to accommodate development. This would be highly inappropriate. The small steep incised valley to the south west should not be included in this area, but is also highly sensitive due to its slopes, woodland and very small scale. The value of the mudflats lies in their designation as SAC, SSSI, and location within the Registered Historic Landscape. The LANDMAP value is high for the main Visual and Sensory, Landscape Habitats and Cultural Landscape aspect areas, and the main Geological Landscape aspect area is moderate. Historic Landscape is not assessed.				
Sensitivity to types of development	Low	Medium/low	Medium	High/medium	High
Static: large					
Static: medium					
Static: small					
Seasonal: large					
Seasonal: medium					
Seasonal: small					
Key sensitivities	<p>The following characteristics make the area sensitive to, and inappropriate for, development:</p> <ul style="list-style-type: none"> • Watercourse of the Pembroke River, and mudflats at low tide, often with feeding birds evident and a pleasant sheet of water at high tide. • Saltmarsh. • Incised very small scale valley with steep slopes, and woodland. • The value of the area lies in its designation of the mudflats and saltmarsh as SAC, SSSI, and the location within the Registered Historic Landscape. 				
Development in area	None				
CAPACITY					
Capacity of LCA for development or further development/units	Substantial	Substantial/moderate	Moderate	Limited	No capacity/At capacity
Summary of capacity	The high sensitivity and inappropriateness for development results in no capacity.				
Capacity for new sites	None				
Capacity for extensions to existing sites (increasing accommodation)	N/A				
Capacity for extensions to existing sites (to improve sites without increase in accommodation)	N/A				
Capacity for changes within existing sites	N/A				
GUIDANCE					
Siting guidance	N/A				
Mitigation guidance	N/A				

KEY

-  Caravan and camping sites with planning permission (PCC area)
 -  Caravan and Camping sites with exemption certificates (PCC area)
 -  Caravan and camping sites with planning permission (PCNP area)
 -  Caravan and Camping sites with exemption certificates (PCC area)
 -  Landscape character area boundaries (PCC)
 -  Landscape character area boundaries (PCNP)
 -  PCNP Boundary
 -  PCC Boundary
 -  Seascape Character Area
 -  Registered Landscapes of Historic Interest
 -  Conservation Areas
 -  Scheduled Monuments
 -  Registered Parks and Gardens
 -  Sites of Special Scientific Interest
 -  National Nature Reserves
 -  Special Areas for Conservation
 -  Settlements
- PCC - Pembrokeshire County Council
PCNP - Pembrokeshire Coast National Park




















Landscape Character Area
Related Seascape Character Area

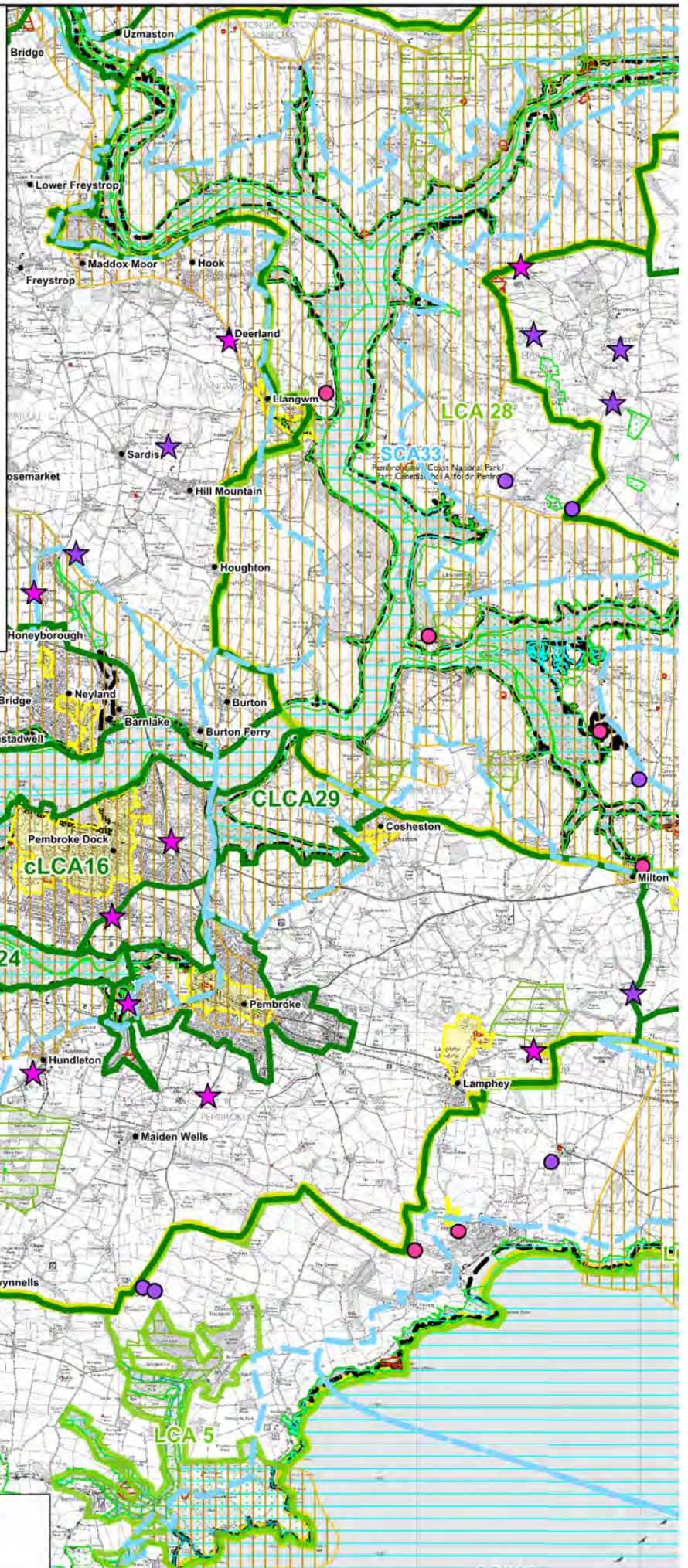
LCA25: Hundleton and Lamphey
SCA32: Inner Milford Haven
SCA33: Daugleddau

SENSITIVITY					
Summary of sensitivity	The susceptibility of the area lies in the slopes down to the Daugleddau and Milford Haven, the open slopes of the ridges to the south, particularly open valley north of St Twynells, and the setting of the registered parks and gardens and Lamphey and Cosheston villages. The value of the area lies in Orierton Estate and Lamphey Historic Parks and Gardens, Lamphey and Cosheston Conservation Areas, Milford Haven Waterway Landscape of Outstanding Historic Interest, the relationship with the National Park which borders the area on several sides, the Wales Coast Path and an SSSI east of Wallaston Green. LANDMAP value is high for the main Cultural Landscape aspect area and moderate for the other main aspect areas.				
Sensitivity to types of development	Low	Medium/low	Medium	High/medium	High
Static: large					
Static: medium					
Static: small					
Seasonal: large					
Seasonal: medium					
Seasonal: small					
Key sensitivities	<p>The following characteristics make the area sensitive to development:</p> <ul style="list-style-type: none"> • Open slopes to the north falling down to the Daugleddau eg Cosheston Pill and Milford Haven. • Series of ridges with open slopes and skylines including on the boundary with the National Park to the south. • Open coherent valley with very low hedges/hedgebanks and few trees north of St Twynells. • Intervisibility with the National Park to the south, north east, east and west. • Green area/gap between Pembroke and Pembroke Dock • Milford Haven Waterway Landscape of Outstanding Historic Interest on the north western edges of the area. • Orierton and Lamphey Palace Registered Parks and Gardens and their setting. • Wales Coast Path 				
Development in area	Touring and camping sites at Windmill Hill, St Petrox, Dews Lake and Hundleton, also at the Speculation Inn.				
CAPACITY					
Capacity of LCA for development or further development/units	Substantial	Substantial/moderate	Moderate	Limited	
Summary of capacity	The capacity of the area is limited due to the area's openness and intervisibility with the waterway and National Park and its role contributing to its setting. Only smaller-scale sites may be appropriate subject to the guidelines below. All existing sites are seasonal which are preferable to static sites in this area. Two sites have expanded beyond established hedgerows which open them up to wider views which is not desirable. Other sites are well contained within existing hedgerows. One site, associated with a pub, is in a poor state of repair and could be improved. There is very limited potential for further expansion of existing sites without becoming more visible within the landscape.				
Capacity for new sites	There are limited opportunities for new sites especially in the northern part of the area and on steeper slopes to the south. Any new sites should be small scale, preferably be associated with mature outgrown hedgerows, trees or new development and follow the guidelines set out below.				
Capacity for extensions to existing sites (increasing accommodation)	There is very limited potential for further expansion of existing sites without becoming more visible within the landscape.				
Capacity for extensions to existing sites (to improve sites without increase in accommodation)	There is no overriding reason to undertake this as the most important factor is limiting the size and spread of the existing sites in order to optimise screening.				
Capacity for changes within existing sites	Two sites which have expanded beyond established hedgerows should have new native hedgerows with trees planted on the edges of the expanded areas to help integrate them into the landscape. One site, associated with a pub could be improved with hedge planting and improved entrance and facilities in character with the area.				
GUIDANCE					
Siting guidance	<ul style="list-style-type: none"> • Site in areas enclosed by landform, trees or mature hedges both within and adjacent to a site. • Site within field boundaries, not spilling into adjacent fields. • Site on plateau or flat land, provided there is enclosure.. 				

	<ul style="list-style-type: none"> • Site units close to the edges of enclosing elements such as field boundaries or woodland rather than in the middle of fields or spaces. • Associate with adjacent to modern development or farm complexes away from settlement if possible. • Avoid unimproved pasture and semi-natural habitats.
Mitigation guidance	<ul style="list-style-type: none"> • Restrict units to the edge of fields. • Avoid lighting or provide downward facing and low level lighting to minimum areas where necessary. • Enhance the appearance of site facilities eg to give a rural farm complex appearance, and mitigate effects with planting where appropriate. • Maintain, reinstate and enhance the field boundary pattern including traditional hedgebanks, hedgerows and trees to help filter or screen views to sites. • Increase native tree and shrub planting within sites to break up the development and mitigate visual impact but ensure this is in character with the landscape character. • Conserve woodland planting in and adjacent to sites to maintain and enhance screening. • Improve the biodiversity within sites to enhance habitats and wildlife corridors e.g. semi-natural habitats, watercourses and field boundaries etc. • Ensure site entrances have a rural character, using rural detailing, materials and planting reflecting the vernacular, avoiding large or obtrusive signs, painted render, bright lighting, bright colours and over-large areas of hard standing.

KEY

-  Caravan and camping sites with planning permission (PCC area)
 -  Caravan and Camping sites with exemption certificates (PCC area)
 -  Caravan and camping sites with planning permission (PCNP area)
 -  Caravan and Camping sites with exemption certificates (PCC area)
 -  Landscape character area boundaries (PCC)
 -  Landscape character area boundaries (PCNP)
 -  PCNP Boundary
 -  PCC Boundary
 -  Seascape Character Area
 -  Registered Landscapes of Historic Interest
 -  Conservation Areas
 -  Scheduled Monuments
 -  Registered Parks and Gardens
 -  Sites of Special Scientific Interest
 -  National Nature Reserves
 -  Special Areas for Conservation
 -  Settlements
- PCC - Pembrokeshire County Council
PCNP - Pembrokeshire Coast National Park




















Landscape Character Area LCA26: Maenclochog

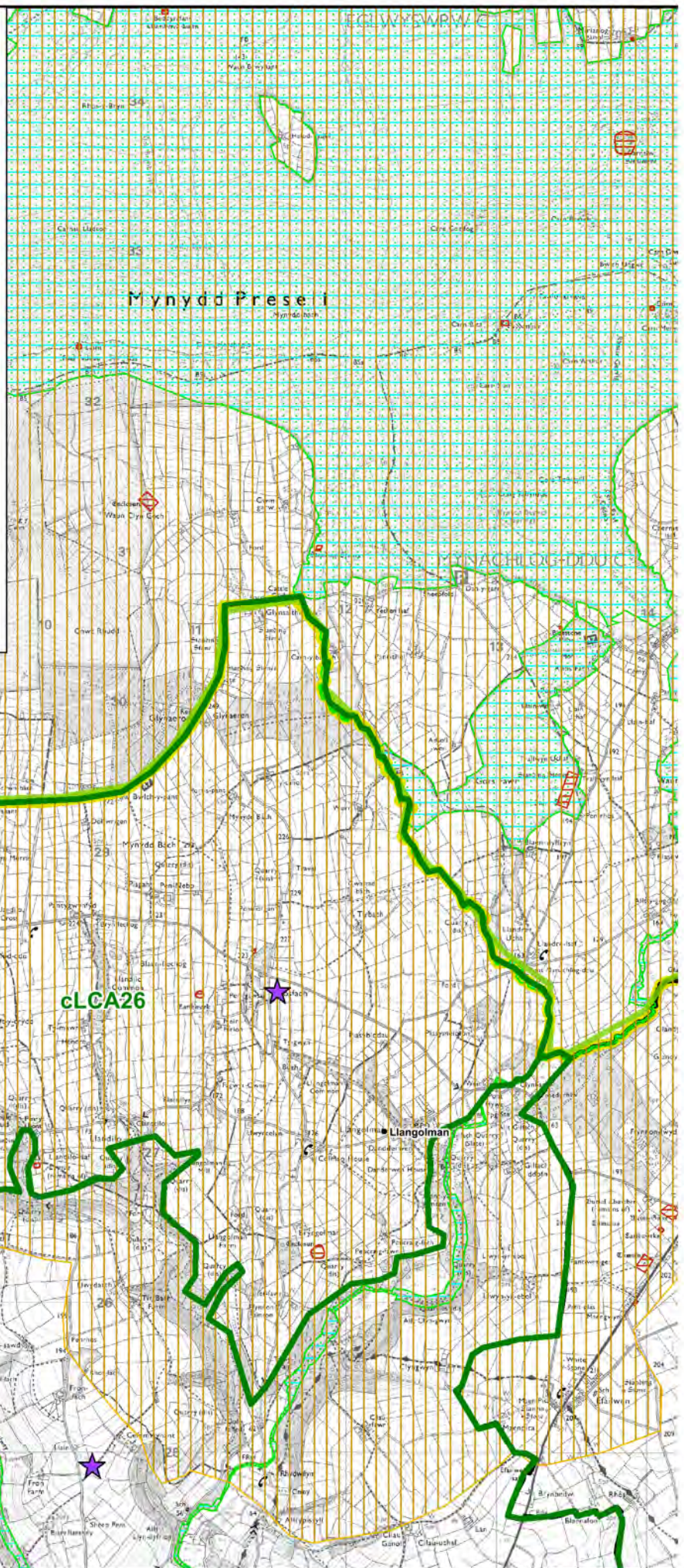
Related Seascape Character Area

SENSITIVITY					
Summary of sensitivity	The susceptibility of the area lies in the open hill landscape with low hedgebanks and local skylines which is overlooked by the Preseli Hills, the small scale incised valleys with associated woodland and scrub vegetation, small-scale field pattern, and dispersed rural settlement pattern. The value lies in its relationship with the National Park to the north, location within the Landscape of Outstanding Historic Interest with associated scheduled monuments and in its tranquillity. LANDMAP value is outstanding for the main Cultural Landscape aspect area, high for the main Visual and Sensory and Historic Landscape aspect areas, and moderate for the other main aspect areas.				
Sensitivity to types of development	Low	Medium/low	Medium	High/medium	High
Static: large					
Static: medium					
Static: small					
Seasonal: large					
Seasonal: medium					
Seasonal: small					
Key sensitivities	<p>The following characteristics make the area sensitive to development:</p> <ul style="list-style-type: none"> • Hills with open upper slopes and rounded summits forming local skylines. • Incised valleys draining into the eastern Cleddau with semi-natural vegetation including woodland and scrub. • Fields with low hedgebanks often with gorse, creating a relatively open landscape in parts. • Small-scale field patterns including strip fields west of Maenclochog. • Open views to and from the Preselis- the area forms part of the southern setting to the Preseli Hills and has a strong sense of place. • Apart from Maenclochog, largely a dispersed rural settlement pattern of farmsteads and isolated houses. • Tranquil area away from main roads. • Within Mynydd Preseli Landscape of Outstanding Historic Interest and associated scheduled monuments including prehistoric, medieval and post-medieval sites. 				
Development in area	Site north of Maenclochog.				
CAPACITY					
Capacity of LCA for development or further development/units	Substantial	Substantial/moderate	Moderate	Limited	
Summary of capacity	The capacity of the area is limited due to the area's openness and intervisibility with the Preselis and its role contributing to its setting. Only small-scale seasonal sites may be appropriate. The existing site just north of Maenclochog is discreet, associated with a screening conifer plantation. This has limited potential for expansion without becoming more visible within the landscape. Over time the conifers would need to be replaced on a phased basis, maintaining screening, with more appropriate broadleaf or at least mixed native planting.				
Capacity for new sites	There are very limited opportunities for new sites especially in the northern part of the area and on steeper slopes to the south. Any new sites should be small scale and seasonal and follow the guidelines set out below.				
Capacity for extensions to existing sites (increasing accommodation)	The existing site just north of Maenclochog is discreet, associated with a screening conifer plantation. This has limited potential for expansion without becoming more visible within the landscape. Over time the conifers would need to be replaced on a phased basis, maintaining screening, with more appropriate broadleaf or at least mixed native planting.				
Capacity for extensions to existing sites (to improve sites without increase in accommodation)	There is no overriding reason to undertake this as the most important factor is limiting the size and spread of the existing site in order to maintain screening and a discreet presence in the landscape.				
Capacity for changes within existing sites	The existing site is discreet and no specific works are needed although any native planting that can improve integration and screening the long-term benefit.				
GUIDANCE					
Siting guidance	<ul style="list-style-type: none"> • Site in areas enclosed by landform, trees or mature hedges both within and adjacent to a site. • Site within field boundaries, not spilling into adjacent fields. • Site on plateau or flat land, provided there is enclosure and overlooking from the Preselis is minimised. • Site units close to the edges of enclosing elements such as field boundaries or woodland rather than in the middle of fields or spaces. • Associate with farm complexes if possible. • Site adjacent to modern development. 				

	<ul style="list-style-type: none"> • Avoid unimproved pasture and semi-natural habitats.
<p>Mitigation guidance</p>	<ul style="list-style-type: none"> • Restrict units to the edge of fields. • Avoid lighting or provide downward facing and low level lighting to minimum areas where necessary. • Enhance the appearance of site facilities eg to give a rural farm complex appearance, and mitigate effects with planting where appropriate. • Maintain, reinstate and enhance the field boundary pattern including traditional hedgebanks, hedgerows and trees to help filter or screen views to sites. • Increase native tree and shrub planting within sites to break up the development and mitigate visual impact but ensure this is in character with the landscape character. • Conserve woodland planting in and adjacent to sites to maintain and enhance screening. • Improve the biodiversity within sites to enhance habitats and wildlife corridors e.g. semi-natural habitats, watercourses and field boundaries etc. • Ensure site entrances have a rural character, using rural detailing, materials and planting reflecting the vernacular, avoiding large or obtrusive signs, painted render, bright lighting, bright colours and over-large areas of hard standing.

KEY

-  Caravan and camping sites with planning permission (PCC area)
 -  Caravan and Camping sites with exemption certificates (PCC area)
 -  Caravan and camping sites with planning permission (PCNP area)
 -  Caravan and Camping sites with exemption certificates (PCC area)
 -  Landscape character area boundaries (PCC)
 -  Landscape character area boundaries (PCNP)
 -  PCNP Boundary
 -  PCC Boundary
 -  Seascape Character Area
 -  Registered Landscapes of Historic Interest
 -  Conservation Areas
 -  Scheduled Monuments
 -  Registered Parks and Gardens
 -  Sites of Special Scientific Interest
 -  National Nature Reserves
 -  Special Areas for Conservation
 -  Settlements
- PCC - Pembrokeshire County Council
PCNP - Pembrokeshire Coast National Park




















Landscape Character Area

LCA27: Trecwn

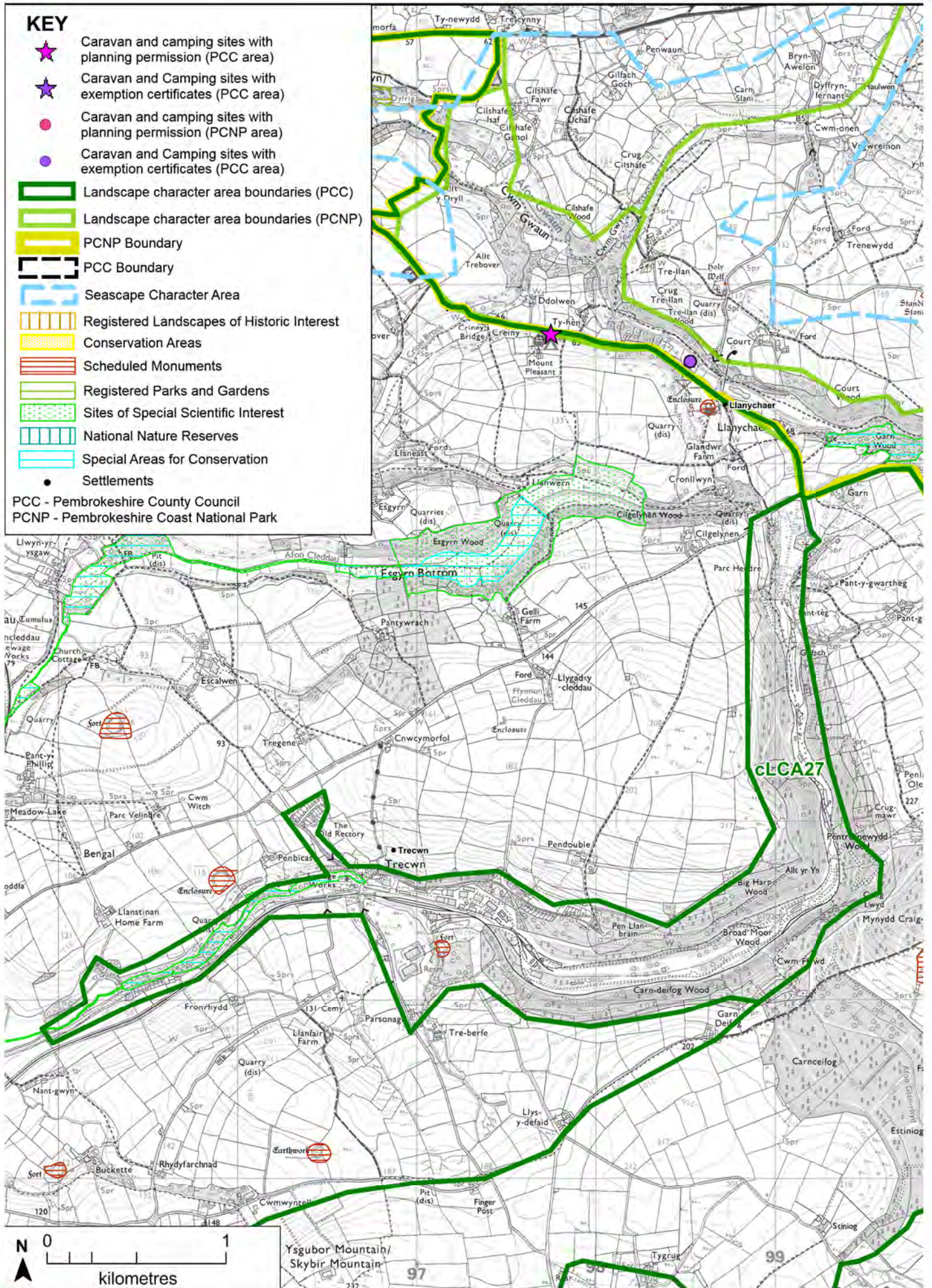
Related Seascape Character Area

SENSITIVITY					
Summary of sensitivity	The susceptibility of the area lies in its narrow, steep sided and substantially wooded slopes and its primary use on the valley floor as a former armaments depot with associated security features. These characteristics are incompatible with camping and caravan development. The value of the area lies in the SAC, the heritage assets and the tranquillity of the valley especially to the north/east. LANDMAP value is outstanding for the main Geological Landscape aspect area, high for the main Historic Landscape and Landscape Habitats aspect areas, and moderate for the other main aspect areas.				
Sensitivity to types of development	Low	Medium/low	Medium	High/medium	High
Static: large					
Static: medium					
Static: small					
Seasonal: large					
Seasonal: medium					
Seasonal: small					
Key sensitivities	<p>The following characteristics make the area sensitive to development:</p> <ul style="list-style-type: none"> • Steep wooded, forested and open slopes of small scale incised valley. • Flat bottom of valley in parts covered by former Royal Navy Armaments depot which still characterise the valley floor with large industrial sheds, bunkers and a disused railway with security fencing and barriers to limit access to the majority of the valley to the west. • Prehistoric fort on southern slopes and early medieval monument and listed buildings are present • Limited MOD related housing on upper valley side and to the west and other scattered houses in lower valley • Private road from the south • River corridor forms part of Cleddau Valley SAC. 				
Development in area	There is no existing camping and caravan developed in the area.				
CAPACITY					
Capacity of LCA for development or further development/units	Substantial	Substantial/moderate	Moderate	Limited	No capacity/At capacity
Summary of capacity	The area has no capacity because of its former MOD use with associated infrastructure, lack of space and steep sided wooded character.				
Capacity for new sites	There is no capacity for new sites.				
Capacity for extensions to existing sites (increasing accommodation)	N/A				
Capacity for extensions to existing sites (to improve sites without increase in accommodation)	N/A				
Capacity for changes within existing sites	N/A				
GUIDANCE					
Siting guidance	N/A				
Mitigation guidance	N/A				

KEY

-  Caravan and camping sites with planning permission (PCC area)
-  Caravan and Camping sites with exemption certificates (PCC area)
-  Caravan and camping sites with planning permission (PCNP area)
-  Caravan and Camping sites with exemption certificates (PCC area)
-  Landscape character area boundaries (PCC)
-  Landscape character area boundaries (PCNP)
-  PCNP Boundary
-  PCC Boundary
-  Seascape Character Area
-  Registered Landscapes of Historic Interest
-  Conservation Areas
-  Scheduled Monuments
-  Registered Parks and Gardens
-  Sites of Special Scientific Interest
-  National Nature Reserves
-  Special Areas for Conservation
-  Settlements

PCC - Pembrokeshire County Council
 PCNP - Pembrokeshire Coast National Park



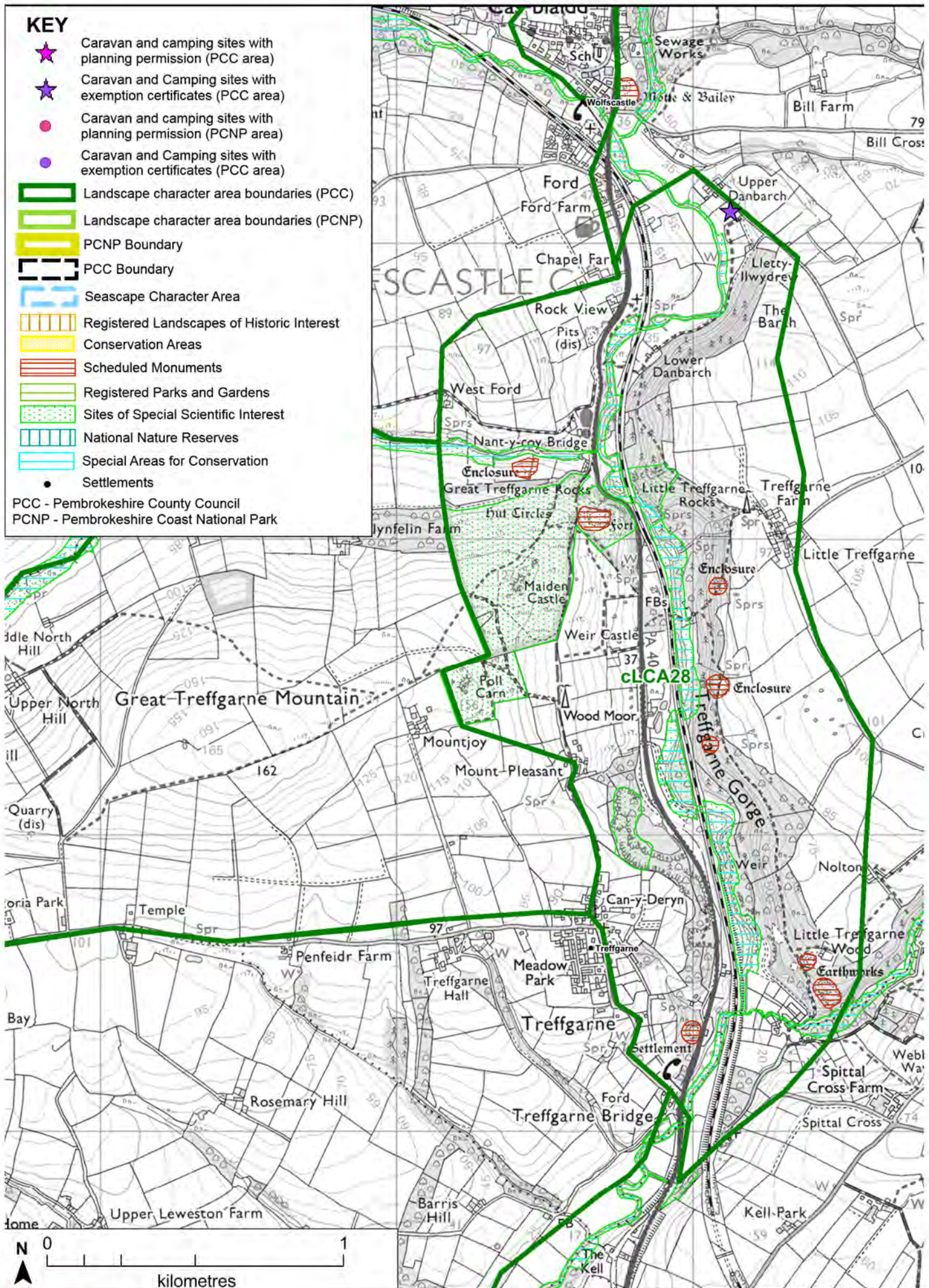
Landscape Character Area

LCA28: Treffgarne Gorge

Related Seascape Character Area

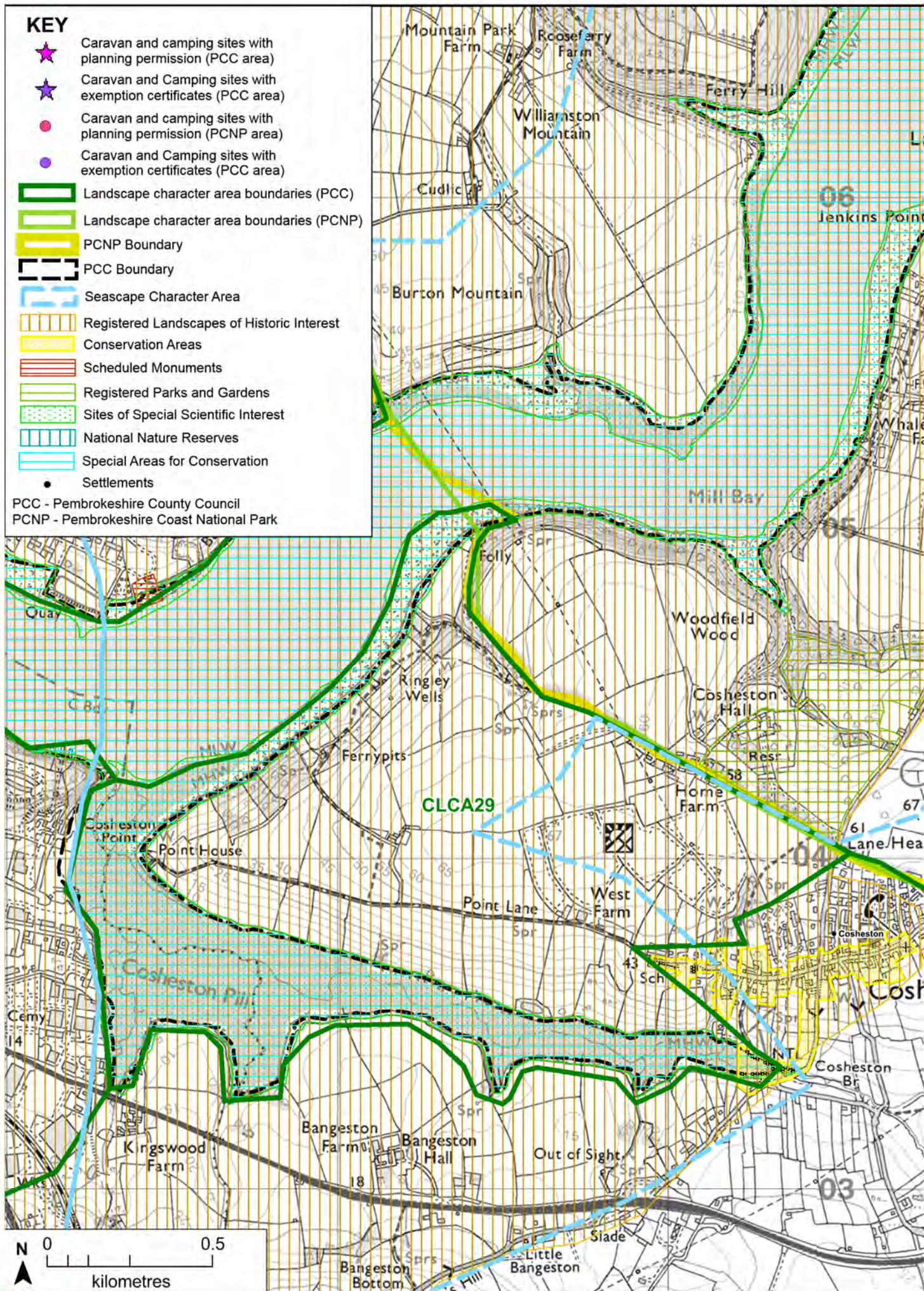
SENSITIVITY					
Summary of sensitivity	The susceptibility of the area lies in the topography of dramatic rock outcrops and cliffs and very steep sides of the gorge, the related skyline, the upper slopes and hilltops with wider visibility, the narrow valley bottom with riparian corridor, woodland and semi-natural habitats, and the great concentration of historic features including the promontory fort at Great Treffgarne. The value lies in the scheduled monuments, the Cleddau SAC and SSSI at Great Treffgarne, and the scenic quality of the gorge with its framed views. LANDMAP value is outstanding for the main Geological Landscape aspect area, high for the main Visual and Sensory, Historic Landscape and Landscape Habitats aspect areas, and moderate for the main Cultural Landscape aspect area.				
Sensitivity to types of development	Low	Medium/low	Medium	High/medium	High
Static: large					
Static: medium					
Static: small					
Seasonal: large					
Seasonal: medium					
Seasonal: small					
Key sensitivities	<p>The following characteristics make the area sensitive to development:</p> <ul style="list-style-type: none"> • Dramatic rock outcrops and cliffs and very steep sides of the gorge. • Skyline of the gorge either at the top of rocks or slopes. • Upper slopes and hilltops with wider visibility. • Broadleaf woodland, trees and forestry which contribute to enclosure and character. • Heathland around Great Treffgarne Rocks. • Narrow valley bottom with small-scale field pattern and river and riparian corridor and associated semi-natural and other habitats. • Concentration of scheduled monuments including the promontory fort at Great Treffgarne Rocks and numerous prehistoric defended enclosures possibly indicating the strategic importance of the gorge. • Cleddau SAC on the valley floor and SSSI at Great Treffgarne and Treffgarne Gorge. • Scenic quality of the gorge with framed views. • Intermittent roadside development on A40 which should not be reinforced into ribbon development. 				
Development in area	None				
CAPACITY					
Capacity of LCA for development or further development/units	Substantial	Substantial/moderate	Moderate	Limited	
Summary of capacity	The area has very limited capacity for any development due to its topography and vegetation, size and small-scale, historic interest and scenic quality. Only small scale seasonal development might be accommodated in highly enclosed locations which do not adversely affect the setting of historic features or contribute to ribbon development along the A40.				
Capacity for new sites	Only small scale seasonal development might be accommodated in highly enclosed locations which do not adversely affect the setting of those historic features or contribute to ribbon development along the A40.				
Capacity for extensions to existing sites (increasing accommodation)	N/A				
Capacity for extensions to existing sites (to improve sites without increase in accommodation)	N/A				
Capacity for changes within existing sites	N/A				
GUIDANCE					
Siting guidance	<ul style="list-style-type: none"> • There is very limited potential with no sites identified. • Site away and not visible from the scheduled monuments. • Site in areas enclosed by landform, trees or mature hedges. • Site within field boundaries, not spilling into adjacent fields. • Site on flat land, provided there is enclosure. • Site units close to the edges of enclosing elements such as field boundaries or woodland 				

	<p>rather than in the middle of fields or spaces.</p> <ul style="list-style-type: none"> • Associate with farm complexes if possible. • Site on improved pasture. • Avoid unimproved pasture and semi-natural habitats including ancient woodland.
Mitigation guidance	<ul style="list-style-type: none"> • Maintain, reinstate and enhance the field boundary pattern including traditional hedgebanks, hedgerows and trees to help filter or screen views to sites. • Conserve woodland planting in and adjacent to sites to maintain and enhance screening. • Improve the biodiversity within sites to enhance habitats and wildlife corridors e.g. semi-natural habitats, watercourses and field boundaries etc



SENSITIVITY					
Summary of sensitivity	The susceptibility of the area lies in the domed, sloping landform contributing to the highly distinctive character of the drowned ria with its scenic framed views, sloping wooded and open pastoral valley sides, sparse settlement with limited access and contribution to the setting of the National Park to the north. The value lies in the latter plus the location within the Registered Landscape of Outstanding Historic Interest, valued estuarine habitats, and the tranquillity associated with the Daugleddau. The LANDMAP value is outstanding for the main Historic Landscape aspect area, high for the main Visual and Sensory and Cultural Landscape aspect areas, and moderate for the other main aspect areas.				
Sensitivity to types of development	Low	Medium/low	Medium	High/medium	High
Static: large					
Static: medium					
Static: small					
Seasonal: large					
Seasonal: medium					
Seasonal: small					
Key sensitivities	<p>The following characteristics make the area sensitive to development:</p> <ul style="list-style-type: none"> • Domed terrain of the southern side of the Cleddau estuary with exposed slopes, steep in places to the south and north west. • Directly adjacent to drowned ria estuary and river system with saltmarsh along with intertidal cobbles and shingle. • Low trimmed hedges provide limited enclosure. • Broadleaf woodland forming part of the setting of the ria to the west. • Very sparse settlement of scattered farmsteads and houses. • Intertidal areas form mud and sand with areas of salt marsh and including habitats of international importance and species- SAC and SSSI. • Integral part of the Milford Haven Water way historic landscape of outstanding historic importance. • Setting to Cosheston Conservation Area. • The tidal river and mudflats and associated riparian areas and inlet provide a peaceful intimate and tranquil landscape with scenic framed views. • Adjacency to and contribution to the setting to National Park to the north. 				
Development in area	None				
CAPACITY					
Capacity of LCA for development or further development/units	Substantial	Substantial/moderate	Moderate	Limited	
Summary of capacity	The area has limited capacity due to its mainly high medium sensitivity and the high scenic quality of the water body and adjacent slopes to the south and west. Development in these areas would affect this quality and the area's character and would be inappropriate There may be areas not intervisible with the water and the water's edge or trails which are screened by trees and high hedges where there may be limited capacity for small scale seasonal development.				
Capacity for new sites	There is no capacity along the water's edge or within the view shared of the ria. There may be very limited capacity for small/medium sized seasonal sites on flat sites well screened by hedges and woodland.				
Capacity for extensions to existing sites (increasing accommodation)	N/A				
Capacity for extensions to existing sites (to improve sites without increase in accommodation)	N/A				
Capacity for changes within existing sites	N/A				
GUIDANCE					
Siting guidance	<ul style="list-style-type: none"> • There is very limited potential with no sites being appropriate on the southern or western slopes. • Site away and not visible from the water's edge and the National Park. • Site in areas enclosed by landform, trees or mature hedges. • Site within field boundaries, not spilling into adjacent fields. • Site on plateau or flat land, provided there is enclosure. • Site units close to the edges of enclosing elements such as field boundaries or woodland rather than in the middle of fields or spaces. 				

	<ul style="list-style-type: none"> • Associate with farm complexes if possible, especially small sites. • Site on improved pasture, arable or brownfield land. • Avoid unimproved pasture and semi-natural habitats including ancient woodland. • Avoid siting static units in or in the setting of Conservation Areas, Registered Parks and Gardens, scheduled ancient monuments and listed buildings and their curtilages. • Avoid siting static units in Registered Historic landscapes.
Mitigation guidance	<ul style="list-style-type: none"> • Maintain, reinstate and enhance the field boundary pattern including traditional hedgebanks, hedgerows and trees to help filter or screen views to sites. • Conserve woodland planting in and adjacent to sites to maintain and enhance screening. • Improve the biodiversity within sites to enhance habitats and wildlife corridors e.g. semi-natural habitats, watercourses and field boundaries etc



PART 2

6. Trends

- 6.1. The trends in the camping, caravan and chalet industry can be considered under what is happening nationally and what is occurring in Pembrokeshire itself.

Broad trends

- 6.2. Exploration of statistical studies and websites promoting caravan and camping indicate a slightly confused picture, with sometimes contradictory trends reported. Whilst industry operators generally indicate a growing marketplace for camping and caravanning, national datasets paint a less optimistic picture.
- 6.3. However, most indicate that there is continued interest in glamping and more luxurious provision such as upmarket yurts and pods, and a rise in the number of motorhomes sold.

UK trends

- 6.4. The **National Caravan Council (NCC)** reports that the caravan industry in the UK:
- Contributes more than £6 billion p.a. to the UK economy (from sales of products and related services, holiday bookings etc)
 - Employs about 130,000 people, including part time and seasonal staff (mainly on parks)
 - In the region of 50 million nights are spent in caravans each year
 - In 2017 there were over 14,062 new motorhome registrations - up 14% from 12,332 in 2016
- 6.5. In the UK, the NCC estimate that there are in current use¹:
- 555,000 touring caravans
 - 365,000 caravan holiday homes (compared to 330,000 in 2015²)
 - more than 225,000 motorhomes (compared to 205,000 in 2015)
- 6.6. The **Caravan and Motorhome Club**, with nearly a million members and 2,700 locations, saw a 12% uplift in 2018 summer bookings over 2017. There was also a 17% year-on-year increase over the May bank holiday across its sites network and a 5% growth in August bank holiday bookings.
- 6.7. More people are holidaying in the UK than in previous years- the 'staycation'. Between 2011 and 2014, 68% of consumers took a UK holiday compared to 53% who holidayed abroad³.
- 6.8. This has been exacerbated since 2016 by Brexit and the falling value of the pound. The shift towards staycations has caused industry revenue to flourish since 2016-17, when revenue was boosted by 12.2%, and this trend is expected to continue in the current year (**IBIS World 2019**).
- 6.9. According to **Sanderson Weatherall**, building surveyors with a specialism in caravan parks, caravan parks report strong revenue and many operators are benefitting from forward bookings for 2019. In 2018, they also report the

¹ NCC Fact file, website June 2019- http://www.thencc.org.uk/our_industry/statistics.aspx

² NCC Fact file, website October 2015- http://www.thencc.org.uk/our_industry/statistics.aspx

³ The Consumer Holiday Trends Report, ABTA, 2014

- average touring pitch value increase to just over £9,000, a 12.5% increase on 2017.
- 6.10. However, the **Britain Tourism Survey July 2017** reports that domestic overnight trips from July 16 - July 17 are down 3%, and overall spending is down 2%.
 - 6.11. The **KANTAR GB Tourist 2017 Annual Report** shows, nationally, an increase in tourism trips taken of +1.0% between 2016 and 2017. In the same period, nights volume increased by +2.7%, as did expenditure, by +2.6. However, more trips are in the UK; GB residents' trips in GB increased 5.8% 2016-17.
 - 6.12. More than 17 million camping and caravanning trips were taken by UK adults in 2016, according to Mintel. This is expected to rise to 17.9 million this year.

Wales trends

- 6.13. **Wales** saw an overall decrease of trip volumes of 3.2% from 2016 to 2017. The total spend on domestic tourism in Wales was 1.6bn, down from 1.7bn in 2016. The long term trend of tourism trips in Wales, from 2011 to 2017, shows an average annual decrease in trip volume of 1%.
- 6.14. Camping or caravanning accommodation comprises 37% of all trips in Wales and 22.6% of the spend.
- 6.15. The **Wales Tourism Accommodation Occupancy Survey, 2017**, shows that the seasonal average for caravan holiday homes fell considerably during 2017, down 30 percentage points on levels witnessed in 2016. However, this can be attributed in part to the non-participation of two large operators who had previously supplied data in 2016 but not in the current year in 2017.
- 6.16. In the same period touring caravan & camping parks saw occupancy rates seen 1% down on levels in 2016.
- 6.17. The 2017 seasonal averages for coastal locations fell by 10 percentage points when compared with 2016, although a smaller sample size in certain months can affect this. Seasonal averages for inland locations saw an upturn on the levels achieved the previous year, up by 3 percentage points from 37% to 40% in 2017.

Diversifying accommodation types

- 6.18. There is (anecdotally and from commercial sources) a continued growth in interest in more luxurious types of accommodation on offer including 'glamping' (glamorous camping) options such as yurts, tepees, luxury safari tents (or 'lodges'), bell tents, domes, cabin tents, shepherds huts, gypsy caravans and pods (or wooden tents). Some are semi-permanent structures which stay in place for a season- mostly those made of fabric. Others may be fixed all year round - mostly those with 'hard' roofs and sides. There can be additional structures such as decks, fencing, hot tubs, showers and WCs which are associated with the individual structures. Some are located on foundations and are connected to services. There can also be additional shared facilities such as kitchens, sanitation blocks and play areas. Some sites promote an 'eco' lifestyle, low carbon footprint approach, some being off grid. The largest and most varied example is at Fforest, near Cilgerran. Other highly distinctive options being considered for accommodation include converted buses (such as south of Crymych), tree houses (such as near Narberth), upturned boats and aircraft fuselages. These tend to be single isolated structures.
- 6.19. In the 12 months to November 2018, glamping has seen huge growth, with operator **Pitchup's** bookings for cabins was up by 102%, microlodges up 114% and pods up 73%. 'Rent-a-tents' were up 151%, bell tents 77%, safari tents 73%, yurts 52% and domes 26%. However wigwams and tipis are much less popular,

- accounting for a much smaller proportion of bookings taken. Tipis have grown by just 4% while wigwams are down by 33%.
- 6.20. According to **Visit England**, static caravans and lodges made up nearly half (46%) of domestic outdoor accommodation trips in 2015. Fixed accommodation, whether that be statics, lodges, pods etc. has enjoyed significant improvements in amenity in recent years, with central heating, double glazing and hot tubs now commonplace. Camping pods - fixed structures with modern conveniences - are appearing in many parks.
- 6.21. Many of the 'glamping' only sites are small scale. Where these are set within trees or secondary woodland they are often successfully integrated into the landscape (eg Fforest). Some, on a larger scale set in open fields, pose similar issues to static caravan sites ie hard structures which are not necessarily in character with the surrounding landscape. Where these new forms of accommodation are placed within existing caravan sites there can be issues of integration between the development types. Structures of different design, scale and character can appear awkward next to each other where not located, designed and mitigated carefully- often being too close.
- 6.22. Research conducted by the '**Family Break Finder**' website who questioned 1400 of their members revealed 50% intended to stay in a local campsite or holiday park next year, while nearly a third specifically said they wanted to try glamping.
- 6.23. The survey also revealed that 1 in 3 families expected to see their holiday budget shrink in the New Year, but as glamping is considered to be a low-cost holiday option amongst those questioned, this will in fact strengthen the glamping trend.
- 6.24. Chalet or cabin developments are being developed in Forest Commission (FC) owned locations such as in the Forest of Dean. The sites are normally set within either trees or woodland. These are developed through Forest Holidays, a joint venture between the FC and the Camping and Caravan Club of Great Britain. So far, nine sites have been developed in England and Scotland with more in the pipeline. The closest currently to Pembrokeshire in the Forest of Dean has around 120 chalets on a mixed woodland and meadow site with communal facilities. A further site has planning permission within the Brecon Beacons National Park (at Garwnant).

Trends in Pembrokeshire

- 6.25. The Pembrokeshire Visitor Survey 2011-2012, which included the whole county, carried out a qualitative and quantitative assessment. A sample of over 1,500 people questioned on their motivation for visiting the area indicated that their top three reasons, in order, were the beauty of the natural landscape, because it is peaceful, quiet and/or relaxing, and high quality beaches and/or bathing (Table F, page 43).
- 6.26. The Survey found that people stayed an average of 8.8 nights in the summer which decreased in autumn and spring but was 6.4 nights in winter. In terms of location, Tenby appeared to be losing its dominance as the most mentioned place to stay with St Davids drawing close. Narberth also rose directly as result of the Bluestone development (page 91).
- 6.27. Between 2007/8 and 2011/12 paid camping stays decreased from 11% to 5%, touring caravans/motorhomes decreased from 2% to 1% and paid static caravans stays decreased from 7% to 4% (page 92). It is also interesting to note that touring caravans/motorhomes stays were at a level of 7% in 2003/4 so the decrease appears quite significant.

All the above figures are over 7 years old and trends may have changed since.

6.28. Observation and the experience of Pembrokeshire indicates the following trends.

- There is pressure for static caravans or fixed glamping units to replace touring caravan pitches and for unit pitches to replace informal space for tents.
- Pressure appears to be most marked to the south east around Tenby, Saundersfoot, Amroth and Penally (both inside and outside the National Park) but there is also pressure inland of St Brides Bay.
- An increase in additional features such as decking and solar panels, particularly on static caravan sites.
- Increase in permanent hardstanding areas and gravelling of pitches as opposed to grass pitches
- An increase in the size of static caravans with twin units used on a number of sites.
- An increase in the use of roof pitches for static caravans.
- Numerous Camping and Caravan Club and Caravan Club certificated sites with caravans although some are underused.
- Domes and cabin tents, and yurts and pods are apparent on some sites, such as Fforest and Florence Springs respectively, but overall in small numbers.
- The development of chalets, lodges or cabins is less marked with the exception of the very large scale holiday resort at Bluestone on the edge of the Daugleddau, mostly in the National Park, and some reused barns such as Fforest.
- There are a number of campsites which do not benefit from planning permission but operate under the 28 day rule.
- The installation of hard standings, lighting and signage for touring caravans and tents mean that fields used for accommodation in the summer are not used for grazing in the winter. Effectively, many sites offer permanent pitches and caravan owners are storing their vans on site all year.
- Use of individual moveable touring caravans and campervans for rent, some on larger sites, advertised through websites such as AirBnB.

6.29. Overall, the picture in Pembrokeshire appears to be continuing pressure for accommodation and an increasing intensity of development moving away from seasonal touring tents to glamping options, from caravans to motorhomes and from seasonal pitches to towards static units.

Recent planning applications

6.30. They have been a number of planning applications in 2018. Those that have been approved include:

- Fourteen self catering units (static caravans) at Myrtle Holiday Park (Sunny Vale), on the south eastern quadrant of Broadmoor.
- Ten new holiday lodges at Heron's Brook Retreat and golf course, south of Narberth

- An expansion of the site at Ryelands Caravan Park, Kilgetty with no increase of units (from 58 pitches and 20 storage pitches to 78 full size pitches with landscape improvements and improved facilities)
 - Five additional touring caravan pitches at Pelcomb Cross Farm, west of Haverfordwest
- 6.31. The application that has been refused is for 43 touring caravan pitches and associated facilities buildings on agricultural land adjacent to Tenby Tourers, Llanteg, on the A477.
- 6.32. An apparently outstanding application at the time of writing is for 30 additional static caravan units and ecological enhancement at New Minerton Leisure Park. This is the hillside site illustrated in Part 1 of the report as being visible from some distance in open countryside.
- 6.33. All the approved applications appear to be in areas where Part 1 of the study identified that some appropriately located and designed development may be acceptable in landscape and visual terms. The main area of concern is around Narberth where particular care is needed to maintain landscape character in the setting and environs of the town. It is noted that the approved applications are generally relatively modest in their ambitions or represent a likely significant improvement in landscape integration as with Ryelands.

7. Existing policy context

National Planning Policy context

- 7.1. National guidance relating to tourism development is contained in Planning Policy Wales (PPW) 10 and Technical Advice Note (TAN) 13: Tourism, 1997.
- 7.2. **PPW 10** states that a resilient Wales is supported by agriculture and tourism industries and through the beauty of the natural, built and historic environment. Tourism development needs careful management to ensure continued enjoyment by future generations (page 74). However, it also states that opportunities for tourism related economic development should be maximised capitalising on the existing natural and historic assets (page 76).
- 7.3. Tourism related development in rural areas is an essential element providing a diverse economy. Here, development should be sympathetic in nature and scale to the local environment (5.5.3). Planning authorities should provide a framework for maintaining and developing well located, well-designed, good quality tourism facilities (5.5.6). They should consider the scale and broad distribution of existing and proposed tourist attractions and enable complementary development such as accommodation and access to be provided in ways which limit negative environmental impacts as well as consider the opportunities to enhance biodiversity (5.5.6).
- 7.4. Planning authorities have a statutory duty to have regard to National Parks purposes. This duty applies in relation to all activities affecting National Parks, whether those activities lie within, or in the setting of, the designated areas (6.3.5). The latter applies to the study area in places.
- 7.5. In National Parks, planning authorities should give great weight to the statutory purposes of National Parks, which are to conserve and enhance their natural beauty, wildlife and cultural heritage, and to promote opportunities for public understanding and enjoyment of their special qualities (6.3.6). The special qualities of designated areas should be given weight in the development

- planning and the development management process (6.3.9). These special qualities should be taken into consideration in Pembrokeshire and include
- 7.6. **Technical Advice Note (TAN) 13: Tourism, 1997**, is dated but remains relevant. It states that in preparing development plans, local planning authorities should investigate the adequacies of facilities and reconcile these needs with the protection of the environment. Holiday caravan sites can be intrusive in the landscape, particularly on the coast. Special consideration needs to be given to proposals for new sites, especially in National Parks. The demand for sites has been concentrated on the most popular holiday areas particularly on the coast, although there is increasing demand inland.
- 7.7. New and extended sites should be effectively screened and planned so as not to be visually intrusive. Sites should be set back a short distance inland where they are not visible from or along the coast. Policies for the improving the quality of sites should be included in plans.
- Pembrokeshire Coast National Park (PCNP) Policies**
- PCNP current Local Development Plan**
- 7.8. The current Local Development Plan (LDP) (end date 2021) makes it clear that any policy within PCNP must be addressed within the context of needing to achieve the National Park purposes which are:
- Conservation and enhancement to conserve and enhance the natural beauty, wildlife and cultural heritage of the National Park.
 - Understanding and enjoyment to promote opportunities for the understanding and enjoyment of the special qualities (of the Park) by the public.
- 7.9. These are underpinned by the Sandford Principle which asserts the primacy of the first purpose over the second in cases of irreconcilable conflict.
- 7.10. Reflecting that National Parks are living landscapes with a resident population, the Authority also has a duty in pursuance of the Park purposes to foster the economic and social well-being of local communities within the National Park.
- 7.11. The current LDP policies are contained within Section D on the visitor economy, employment and rural diversification. The key issues set out in chapter 2 of the LDP. These are:
- How to find an approach to development in the countryside which helps sustain and diversify rural communities yet guards against unsustainable development in countryside locations.
 - How in land use planning terms can the National Park tackle seasonality in the visitor economy?
 - The visitor economy does over-dominate in certain locations in the Park and this needs proactive management.
 - How to maintain and enhance the visitor economy.
- 7.12. Policies 35 to 41 of the adopted Local Development Plan do not allow any additional camping, caravanning or chalet pitches. This is a result of past leisure related development being established and expanding in a period of less planning control. This has adversely affected the character of some areas. The policies recognise that a diverse holiday accommodation offer throughout the seasons is needed to help support the rural economy.

PCNP Deposit LDP

- 7.13. The Deposit LDP (to 2031) states in its overarching Visitor Economy Policy 39 that its aim is to attract visitors outside the peak season while ensuring that the National Park environment is conserved and enhanced as a landscape of national and international importance by allowing limited caravan, camping and chalet development. This is refined in Policy 42 which is supported by the Caravan, camping and chalet capacity assessment (November 2015) which is stated as a systematic assessment of the capacity of existing 28 landscape character areas to accommodate a range of different accommodation. This study suggests that there is potential for certain limited scales and types of development in some areas whilst maintaining a policy of restraint elsewhere.
- 7.14. As patterns of use continue to change policies are based on core principles that differentiate between the relative scale and permanence of development i.e. the difference between static units present all year round and touring units which are present for part of the season.
- 7.15. Policy 42 Caravan, Camping and Chalet Development states that new caravan, camping and chalet sites and changes of accommodation with existing sites will be considered away from the coast and Preselis and in locations not intervisible with them. Extensions to existing sites will be considered where the extension is in well screened location. Extensions to existing sites with no increase in pitch numbers to achieve clear environmental improvement will be permitted where existing sites have highly prominent parts, often visible from the coast and inshore waters, and where extensions allow pitches to be transferred to more discrete locations. Criteria for proposals coming forward including avoidance of sensitive locations and unacceptable adverse effect on the National Park landscape (referring to PCNP policy 16), no unacceptable adverse cumulative effects, use of existing buildings for ancillary facilities, and taking opportunities for enhancement and reducing the impact on the surrounding landscape.
- 7.16. The Capacity Assessment (2015) is cited as providing both generic and detailed advice on how to assimilate proposals into the landscape and how to mitigate and enhance. The tailored recommendations and guidance for each landscape character area takes precedence over the generic guidance in Appendix B of the assessment. Its definitions of size of area and type of development, particularly glamping, are then set out in some detail.
- 7.17. In relation to cumulative impacts, the key principle applied is that if a particular type of development at the particular scale is acceptable in a given landscape character area this does not mean that, if implemented, that it would be appropriate or acceptable to increase the size or intensify the use of the site in future.
- 7.18. Site facilities on camping, chalet and caravan sites are dealt with in Policy 43. These will be permitted if it can be demonstrated that the scale and design of the facility is in keeping with the character of the surrounding area, along with the availability of that facility in the vicinity.
- 7.19. The LDP Examination recess considered refinements to the deposit plan. Action points related to Policy 42 should included a reference to accommodation type and the need to simplify a criterion. However the majority of the policy appears to remain intact.
- 7.20. Overall, the deposit plan policies rely heavily on the wording and findings of Capacity Assessment (2015). As the same type of study has been followed in Pembrokeshire, consideration of a similar approach to policies may be appropriate for consistency, especially as the main concentration of pressure is

across the boundary between the National Park and the County in the south eastern part of the County.

Pembrokeshire County planning context

- 7.21. The large number of caravan, camping and chalet sites in coastal south-west Wales, some dating back many years, has resulted in a long-standing policy of restraint towards additional sites and pitches by planning authorities in the region. The policy of restraint was reinforced in the 1970s by a formal letter from the Queen commenting on the visual detracting of large caravan sites around the coast of Wales.
- 7.22. The PCC's planning policy is set out in the Pembrokeshire County Council's LDP to 2021⁴. Strategic Policy 5 - Visitor Economy of the LDP sets out that proposals for development relating to the visitor economy will be supported provided that they are in a sustainable locations, contribute to the diversity and quality of accommodation and attractions, respect and protect the environment and benefit local communities.
- 7.23. Policy 18 currently allows for no new touring caravan or tent sites or extensions to existing sites within the south-eastern area of the County, namely the Community Council areas of Amroth, St Florence, East Williamston, Penally, Saundersfoot and St Mary-out-Liberty. It requires that any new sites outside this area must be well-related to settlements. Well-related is defined in the glossary as '*well related to the built form of a settlement in terms of proximity, physical connectivity and visual relationship*'. Extensions to existing sites (even if not well related) will be permitted if an environmental improvement is achieved.
- 7.24. For static caravan sites (Policy 19) currently, no extension of existing sites or enlargement of site areas is permitted in the County. Upgrading of touring pitches to static pitches is permitted if outside the south-eastern community council areas, well related to a settlement and resulting in no increase in the total number of pitches. In exceptional circumstances site areas may be enlarged where this would achieve an overall environmental improvement. The replacement of static caravans will be permitted where screening and landscape setting is appropriate. The basis of this policy was the evidence that bed spaces in the County were in excess of demand at the time the LDP was produced. In light of this it was considered that sufficient provision existed and due to the visual intrusion it could cause, it was considered inappropriate to allow for new provision over the course of the LDP. It is understood that new evidence has been collected. This may refine this approach.
- 7.25. Policy 20 permits upgrading and improving facilities on static caravan, touring caravan and tent sites where the proposal will not undermine the viability or vitality of a facility within a nearby settlement and the proposals incorporate the best practicable environmental standards. The facilities should not harm the landscape and need to be designed and sited sensitively, using existing structures and buildings where possible, and using appropriate native species to maximise biodiversity in landscape mitigation.

⁴<https://www.pembrokeshire.gov.uk/local-development-plan>

8. Strategy and policy approach recommendations

Overview discussion

- 8.1. The main recommendations of Part 1 of this report are generally to site any new development away from the coast, estuaries and Preselis and not intervisible with them, avoid prominent or open land, steep slopes, narrow valleys and significant historic and nature conservation constraints, so that the County's landscape character is conserved and the National Park's setting and key qualities are not adversely affected. Where there is existing noticeable development, especially close to the coast, it is recommended that the sites are enhanced by revising the layout of static caravans in particular, increasing native planting and amenity space or seasonal units in more prominent locations within the sites.
- 8.2. Some parts of LCAs which have a significant density of existing development are considered to be at capacity with some existing sites in need of enhancement. This occurs at various locations in the south east. Other areas without development are considered to be very sensitive and their character should be maintained without new development. These include ridges and wooded narrow valleys. There are other LCAs where there is potential for new sites, usually small scale, or extending existing sites. However, these need to be very carefully located and designed (in line with the guidelines) in order to minimise adverse effects. Large and medium scale sites should be well related to the built form of a settlement in terms of proximity, physical connectivity and visual relationship. This means they should be within or adjacent to settlements of service village size and above.
- 8.3. Part 1 of the study finds that 10 LCAs have moderate capacity for development, some of which include potential for new sites and limited opportunities for extension. 16 LCAs are considered to have limited capacity with very limited opportunities for new sites or extensions. Three LCAs are considered to have no capacity. It is important to note that these findings do not mean a free-for-all in the LCAs with potential opportunity. Large and medium sites should be well related to suitably-sized settlements. Spatial and other guidance is also given specific to the LCA, and this combined with generic guidance criteria should be followed. These are likely to restrict the numbers of suitable sites, especially in the more open landscapes and in particular in the setting of the National Park.
- 8.4. A case in point are the several LCAs identified as having opportunities which include as part of their overall area the south-eastern community councils which were cited as areas of no or highly restricted development in existing policy. The approach is not incompatible as areas roughly coinciding with these community councils are assessed as being sensitive with limited potential for increased development. It is a matter for the Council to consider maintaining the restriction in these community council areas or whether to rely on the capacity study to set the parameters for development.
- 8.5. A key principle is that if the study considers that a particular type of development at a particular scale is acceptable in a given LCA, for example a new site of small scale seasonal development, this does not mean that, if implemented, that it would be appropriate or acceptable to increase the size or intensify the use of the site in future. The potential for cumulative effects needs to be considered so that sites do not become a key characteristic of an area. The sensitivity and capacity of the LCAs in this study will remain unchanged as they are based on the fundamental character of the areas.

- 8.6. Whilst the Part 1 assessment gives a broad context and framework it is important that individual sites are considered on a case-by-case basis with flexibility allowed and discretion given to planning officers working to a clear set of criteria provided by the guidance in Appendix B and in this paper, as well as the specific LCA guidance.
- 8.7. In relation to the setting of the National Park, particular care is needed to meet its first purpose to conserve and enhance the natural beauty of the Park. The setting of the Park will be defined by the proximity, character and intervisibility of adjacent areas on a case-by-case basis. In addition, the special qualities of the Park which have particular relevance to its setting need to be considered. These include:
- Remoteness, tranquillity and wilderness
 - Accessing the park
 - Space to breathe
 - Coastal splendour
 - Diversity of landscape

These qualities are explored and expressed in the PCNP landscape character assessment which should be taken into account where sites are located in the Park setting.

- 8.8. The changing patterns of use from touring units to static units and the introduction of new types of leisure accommodation including ‘glamping’ indicate that the character of this development type is changing and is likely to continue to change. It is not possible to predict how the sector and different types of accommodation will evolve or how popular they will remain. Therefore policies should be based on core principles and differentiate between the relative scale and permanence of development i.e. the difference between static units present all year round development and touring units present for part of the season. Nevertheless, it is also important to define how new types of development such as pods will be treated as and when they arise. These can be considered to be lodges, static or touring caravans depending on their locational permanence and associated structures and services. **Appendix C** explains the statutory definition of a caravan.
- 8.9. Notwithstanding the need for revised policies a key issue is the monitoring and enforcement of policy. These are essential to ensure that the sensitive landscapes of the County are conserved and detractive measures and detailing such as poor boundary treatment is avoided.

Overarching objectives

- 8.10. The overarching objectives as they relate to landscape, seascape and visual matters are suggested as follows:
- Take into account the statutory duties in relation to the National Park’s purposes and special qualities in consideration of its setting.
 - Follow a complementary spatial policy to PCNP based on the landscape sensitivity and capacity of landscape character areas study.
 - Improve the quality of accommodation while catering for a range of budgets.
 - Seek to improve the environmental quality of sites and their integration into the landscape when considering development proposals.

- 8.11. The recommended strategy is to improve the quality of existing sites and their integration into the landscape and to allow a controlled expansion of sites in less sensitive areas away from the coast, the Daugleddau and Preselis, mainly focusing on seasonal/touring sites. Policies should reflect this and also deal with new forms of development.

Recommended Approach

- 8.12. Any policy wording should clearly be consistent with the overall approach taken in the replacement Local Development Plan. The approach set out below also excludes consideration of detailed planning considerations such as traffic impacts.
- 8.13. Large and medium scale sites should be well related to the built form of a settlement in terms of proximity, physical connectivity and visual relationship. This means they should be within or adjacent to settlements of service village size and above.
- 8.14. Proposed development would need to meet the siting guidance criteria set out in **Appendix B** of this report. Due to the potentially wide range in the size, nature and location of sites, each application would need to be assessed on its merit. The cumulative effects of developments would also need to be taken into account as well as potential adverse impacts on neighbouring planning authorities .
- 8.15. Where there is existing intense development close to the National Park boundary, enhancement of sites is encouraged by revising the layout of static caravans in particular, replacing them preferably with green amenity space or seasonal touring units in more prominent locations within the sites. Proposals here would need to meet the mitigation and enhancement guidance criteria set out in **Appendix B** of this report.
- 8.16. The definition of touring units includes touring caravans, tents, trailer tents and motor-caravans, motorhomes, touring vans and campervans.
- 8.17. Soft ‘glamping’ options such as yurts, tepees, safari tents and bell tents should be treated as touring units or seasonal development provided they are removed from site when they are not in use and/or for the majority of the year and the site allowed to grass over. Where associated fixed infrastructure such as decking, fencing or solar panels is proposed, the tents may be considered the same as static caravan development. Each proposal should be considered on a case by case basis.
- 8.18. Hard ‘glamping’ options such as pods or wooden tents or other hard structures may be considered to be the same as touring or static caravans or lodges in accordance with the statutory definition of a caravan in **Appendix C** of this report. This depends on whether the structure can be removed easily off site in one piece, if it has a permanent concrete base, is permanently connected to an electrical supply or to other services such as water and waste disposal, has ancillary structures such as decking, fencing or solar panels associated with it. The decision on its status should be made on a case-by-case basis.
- 8.19. Touring units should be removed from site when not in use. Storage for touring units should preferably be in suitable existing buildings, or, in some limited circumstances in well screened, unobtrusive sites not visible from publicly accessible areas.
- 8.20. The policy for the provision of site facilities should be similar to Policy 20 of the existing LDP. The facilities should not harm the landscape and will be sited, designed and mitigated sensitively in character with the landscape in which they

are situated. Existing structures and buildings which are in character will be used where possible. Any landscape mitigation will use appropriate native species to maximise biodiversity.

APPENDICES

Appendix A Glossary and abbreviations

Term	Definition
Terms associated with landscape	
Amenity (Planting)	planting to provide environmental benefit such as decorative or screen planting.
Analysis	the process of dividing up the seascape/landscape into its component parts to gain a better understanding of it.
Ancient Woodland	land continuously wooded since AD 1600. It is an extremely valuable ecological resource, usually with a high diversity of flora and fauna.
Apparent	object visible in the seascape/landscape.
Approach	the step-by-step process by which seascape/landscape assessment is undertaken.
Arable	land used for growing crops other than grass or woody species.
Aspect	in Wales, an aspect is a component of the LANDMAP information recorded, organised and evaluated into a nationally consistent spatial data set. The landscape information is divided into five aspects- geological landscape, landscape habitats, visual and sensory, historic landscape and cultural landscape.
Aspect area	areas defined in each of the LANDMAP aspect assessments which are mutually exclusive
Assessment	term to describe all the various ways of looking at, analysing, evaluating and describing the seascape/landscape or assessing impacts on seascape/landscape and visual receptors.
Biodiversity	the variety of life including all the different habitats and species in the world.
Capacity	the amount of change that an LCA can accommodate without adverse changes to character or key characteristics or undue consequences for landscape policies in the area.
Character	see seascape character or landscape character.
Characteristics	elements, features and qualities which make a particular contribution to distinctive character. *
Characterisation	the process of identifying areas of similar character, classifying and mapping them and describing their character. *
Classification	concerned with dividing the landscape into areas of distinct, recognisable and consistent common character and grouping areas of similar character together. *
Conservation	the protection and careful management of natural and built resources and the environment.
Carr	woodland in waterlogged terrain. Characteristic species include alder, willow and sallow.
Clawdd/cloddau	earth bank or mound relating to a hedge faced with stone in some areas
Complexity	(in the context of describing a skyline) how varied or complicated the skyline is from dead flat with even vegetation at one end of the scale to mountainous with varied vegetation at the other.
Coppicing	the traditional method of woodland management in which trees are cut down near to the ground to encourage the production of long, straight shoots that can be harvested.

Term	Definition
Consistent	relatively unchanging element or pattern across a given area of seascape/landscape.
Cultural heritage asset	see heritage asset
Cultural pattern	expression of the historic pattern of enclosure and rural settlement.
Cumulative impacts/effects	either additional changes caused by a proposed development in conjunction with similar developments or the combined effect of a set of developments, taken together
Distinctiveness	see sense of place
Diversity	(in terms of the function of an area) the variety of different functions of an area.
Dominant	main defining feature or pattern.
Effects	term used in environmental impact assessment (EIA) where effects are changes arising from the action, operation or implementation of a proposed development.
Effects, direct	where development lies within a seascape/landscape and physically removes an element or feature eg rocks, cliff, coastal vegetation
Effects, indirect	effects away from the development such as perceived change of character or from associated development such as transport infrastructure
Elements	Individual components which make up the landscape, such as trees and hedges.*
Features	Particularly prominent or eye-catching elements, like tree clumps, church towers, or wooded skylines.*
Field Boundary	the defined edge of a field whether fence, hedge, bank, ditch or wall.
Field Size	Large 2 Ha Above, Medium Around 1.5 Ha, Small Less Than 1 Ha.
Geology	the study of the origin, structure, composition and history of the Earth together with the processes that have led to its present state.
Ground Type	expression of the soil forming environment and its influence in determining the surface pattern of vegetation and land use.
Hedge	fence of shrubs or low trees, living or dead, or of turf or stone. Though strictly a row of bushes forming a hedge, hedgerow has been taken to mean the same as a hedge.
Hedge bank	earth bank or mound relating to a hedge
Heritage asset	a building, monument, site, place, area or landscape positively identified as having a degree of historical significance meriting consideration in planning decisions. Designated heritage assets include world heritage sites, scheduled ancient monuments, protected wreck sites, battlefields, listed buildings and registered parks and gardens.
Horticulture	intensive form of cropping, such as vegetables or fruit.
Impact	used as part of overall term, as in EIA or LVIA, to help describe the process of assessing potentially significant effects- see effects.
Improved (in relation to soils or pasture)	addition of fertiliser and, in the case of pasture, reseeding with more productive grass species.

Term	Definition
Inherent	dictionary definition- 'existing as an inseparable part'. In the context of sensitivity means the sensitivity of the seascape/landscape zone itself with all its component elements and features rather than its relationship with adjacent zones.
Integrity	unspoilt by large-scale, visually intrusive or other inharmonious development
Key characteristics	Those combinations of elements and features which are particularly important to the current character of the landscape and help to give an area its particularly distinctive sense of place.
Landcover	combinations of natural and man-made elements including vegetation that cover the land surface.
Landform	combinations of slope and elevation which combine to give shape and form to the land.
LANDMAP	<i>LANDMAP</i> is the national Geographical Information System (GIS) based information system for Wales, devised by the Countryside Council for Wales, for taking landscape into account in decision-making. It is a nationally consistent dataset divided into 5 aspects- geological landscapes, landscape habitats, visual and sensory, historical landscapes and cultural landscapes.
Landscape	an area, as perceived by people, whose character is the result of the action and interaction of natural and/or human factors
Landscape and Visual Impact Assessment (LVIA)	is an established methodology which is used to assess the impact of the development or other use change on landscape and visual amenity. It includes analysis of the effects during the construction, operation and decommissioning phases of the development, including any restoration or after uses. (GLVIA 2002)
Landscape Character	a distinct, recognisable and consistent pattern of elements, features and qualities in the landscape that makes one landscape different from another, rather than better or worse.
Landscape Character Area (LCA)	these are single unique areas which are discrete geographical areas of a particular landscape character. Each has its own individual character and identity. These areas in Wales are primarily derived from LANDMAP aspects.
Landscape Resource	The overall stock of the landscape and its component parts. (The landscape considered as a measurable finite resource like any other eg minerals, land, water).
Landscape value	the relative value or importance that is attached to different landscapes and LANDMAP aspects. A landscape may be valued by different communities of interest for many different reasons. These can include scenic beauty, tranquillity, wildness, special cultural associations, the presence of conservation interests, rarity or the existence of a consensus about importance, either nationally or locally. Some areas will be designated to express their value. Value is also attributed to each LANDMAP aspect using a variety of criteria. An indication of how an area is valued may also be gained from observation of how it is used- eg a popular path to a hilltop viewpoint.
Magnitude of effect	degree of change
Mixed Farmland	a combination of arable and pastoral farmland
Mosaic	mix of different landcovers at a fine grain such as woodland, pasture and heath.

Term	Definition
Objective	method of assessment in which personal feelings and opinions do not influence characterisation or judgements.
Outcrop	the area where a particular rock appears at the surface.
Pastoral	land down to grass either grazed by animals or for cutting.
Physiography	expression of the shape and structure of the land surface as influenced both by the nature of the underlying geology and the effect of geomorphological processes.
Polygon	discrete digitised area in a geographic information system(GIS).
Prominent	noticeable feature or pattern in the landscape.
Protect	to keep from harm.
Qualities	aesthetic (objective visible patterns)or perceptual (subjective responses by the seascape/landscape assessor) attributes of the seascape/landscape such as those relating to scale or tranquillity respectively.
Receptor, visual	people in a variety of different situations who can experience views within an area and who may be affected by change or development. Receptors can include users of public footpaths, open access land, roads, rail or cycleways or urban or rural residents.
Receptor, seascape/landscape	seascape/landscape character areas, designations, elements or features which may be affected by development
Remoteness	physical isolation, removal from the presence of people, infrastructure (roads and railways, ferry and shipping routes) and settlement
Resource	see seascape/landscape resource.
Restore	repair or renew.
Riparian	vegetation associated with the water body, usually a river or stream.
Scenic quality	seascape/landscape with scenes of a picturesque quality with aesthetically pleasing elements in composition
Semi-natural vegetation	any type of vegetation that has been influenced by human activities, either directly or indirectly. The term is usually applied to areas which are reverting to nature due to lack of management.
Sense Of Place	the character of a place that makes it locally identifiable or distinctive ie different from other places. Some features or elements can evoke a strong sense of place eg islands, forts, vernacular architecture
Sensory	that which is received through the senses ie sight, hearing, smell, touch.
Setting, of a heritage asset	The surroundings in which the asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or a negative contribution to an asset, may affect the ability to appreciate that significance or may be neutral.
Settlement	all dwellings/habitations, whether single or clustered in cities, towns and villages.
Settlement Pattern	the predominant pattern of settlement in an area.
Sensitivity	the extent to which an LCA can accommodate a particular type and scale of change without adverse effects on its character.
Significance	In environmental impact assessment- the importance of an effect. A significant effect needs to be taken into account in decision-making.

Term	Definition
Subjective	method of assessment in which personal views and reaction are used in the characterisation process.
Topography	term used to describe the geological features of the Earth's surface eg mountains, hills, valleys, plains.
Unity	consistency of pattern over a wide area ie the repetition of similar elements, balance and proportion, scale and enclosure.
Value	see landscape value
Vernacular	built in the local style, from local materials.
Visual Effects	the likely visual effects undergone by people that would result from a development proposal or change in land management.
Visual sensitivity	visual sensitivity or 'visibility' is a measure of the degree to which change is likely to cause a visual impact within a particular seascape/landscape.
Terms associated with seascape	
Character	see seascape character or landscape character.
Characteristics	elements, features and qualities which make a particular contribution to distinctive character. *
Characterisation	the process of identifying areas of similar character, classifying and mapping them and describing their character. *
Classification	concerned with dividing the seascape or landscape into areas of distinct, recognisable and consistent common character and grouping areas of similar character together. *
Elements	individual component parts of the seascape such as beaches, cliffs, submerged reefs, sea walls, groyne and rocky outcrops.
Features	particularly prominent or eye-catching elements such as lighthouses, rock stacks and coastal cliffs.
Key characteristics	those combination of elements which help given area its distinct sense of place. They can in many cases to be 'positive' characteristics but they may also in some cases be 'negative' features which nevertheless are important to the current character of the seascape. *
Landward limits (of a seascape character assessment)	the distance which the seascape character assessment will expand onshore and inland. Such considerations relate to the mainland, peninsulas and islands, regardless of their distance out at sea. The extent is dependent on the purpose and/or scope of the assessment being undertaken.
Perception	perception combines the sensory (that which we receive through our senses) with the cognitive (knowledge and understanding gained from many sources and experiences).
Seascape	An area of sea, coastline and land, as perceived by people, whose character results from the actions and interactions of land with sea, by natural and/or human factors.
Seascape character	Seascape character is a distinct and recognizable pattern of elements in the seascape that makes one seascape different from another, rather than better or worse.
Seascape character assessment (SCA)	SCA is the process of identifying and describing variation in the character of the seascape, and using this information to assist in managing change in the seascape. It seeks to identify and explain the unique combination of elements and features that make seascape

	distinctive.
Term	Definition
Seascape character areas	these are single unique areas which are discrete geographical areas of a particular seascape character. Each has its own individual character and identity. These areas may be made up of a number of seascape types.
Seascape character types	these are distinct types of seascape that are relatively homogenous in character. They are generic in nature in that they may occur in different locations but wherever they occur they share broadly similar combinations of bathymetry, seabed geology and wave climate characteristics.
Seascape guidelines	actions required to ensure that distinctive seascape character is maintained, enhanced or if appropriate, changed through the creation of new character.
Seascape quality	the physical state of the seascape. It includes the extent to which typical character is represented in individual areas, sometimes referred to as strength of character, the intactness of the seascape from visual, functional and ecological perspectives and the condition or state of repair of individual elements of the seascape.
Seascape sensitivity	the ability of the seascape to respond to and accommodate change. It reflects the seascape character, the nature of change in the way both are perceived and experienced by people.
Seascape strategy	the objectives and overall vision of what the seascape should be like in the future, and what is thought to be desirable for a particular seascape character type or area, as a whole.
Seascape, Landscape and Visual Impact Assessment (SLVIA)	is an established methodology which is used to assess the impact of the development or other use change on seascape, landscape and visual amenity. It includes analysis of the effects during the construction, operation and decommissioning phases of the development, including any restoration or after uses.

*Natural England, An approach to landscape character assessment, (2014).

Abbreviations used in text

AOD	Above Ordnance Datum
AONB	Area of Outstanding Natural Beauty
EIA	Environmental impact assessment
GLVIA	Guidelines for landscape and visual impact assessment
GIS	Geographic information system
Km	kilometres
LCA	Landscape character assessment <i>or</i> landscape character area
LDP	Local Development Plan
LVIA	Landscape and visual impact assessment
LW	low water
m	metres
NRW	Natural Resources Wales
PCC	Pembrokeshire County Council

PCNP	Pembrokeshire Coast National Park
PCNPA	Pembrokeshire Coast National Park Authority
PSAC	Provisional Special Area of Conservation
RHL	Registered Historic Landscape (Landscapes of outstanding or special historic interest in Wales)
SAM	Scheduled Monument
SCA	Seascape character assessment / seascape character area
SCT	Seascape character type
SPA	Special Protection Area
SPG	Supplementary planning guidance
SSSI	Site of Special Scientific Interest
SNH	Scottish Natural Heritage
SLVIA	Seascape, landscape and visual impact assessment

Appendix B Guidance

Note: The siting guidance only applies to landscape character areas where potential for sites have been identified and should be read in conjunction with the recommendations and guidance for each area which takes precedence.

Siting guidance

In siting units avoid the following:

1. Tranquil, undeveloped areas
2. Coastal edge
3. Coastal slopes intervisible with the sea.
4. Prominent sites.
5. Skylines, especially visible from the coastal edge.
6. Eroding gaps between settlements and other developments.
7. National or locally designated nature conservation sites or reserves.
8. Unimproved pasture and semi-natural habitats including heath and ancient woodland.
9. Siting static units in or in the setting of Conservation Areas, Registered Parks and Gardens, scheduled ancient monuments and listed buildings and their curtilages.
10. Siting static units in Registered Historic landscapes where possible.
11. Siting in areas with key views such as to and from the sea, from the Coast Path and other long distance paths and from sensitive areas of designated open access land.
12. Siting in distinctive landscapes or seascapes and those with a strong sense of place.

If sites that fulfil the above criteria, site as follows:

1. Site in areas enclosed by landform, trees or mature/outgrown hedges both within and adjacent to a site.
2. Site within field boundaries, not spilling into adjacent fields.
3. Site on plateau or flat land, provided there is enclosure.
4. Site units close to the edges of enclosing elements such as field boundaries or woodland rather than in the middle of fields or spaces.
5. Associate with farm complexes if possible, especially small sites.
6. Site on improved pasture, arable or brownfield land.
7. Avoid unimproved pasture and semi-natural habitats including heath and ancient woodland.
8. If siting in woodland, ensure some woodland is protected and a management strategy is in place to maintain tree cover between units over time eg phased regeneration/replanting.
9. Site adjacent to modern development.

Mitigation and enhancement guidance

1. All landscape improvements should be in character with the LCA in which they are located. For instance, trees and high hedges are not appropriate in open landscapes with low hedge banks, or in open moorland.
2. Reduce density of static caravan development creating green space with native tree planting between caravans, especially where caravans or chalets 'stack up' slopes.
3. Avoid placing static caravans very close to boundaries so planting can help to buffer effects.
4. In principle, restrict static, touring caravans and other 'hard' units to the edge of fields, and tents to the edge of fields in prominent locations.
5. Consider static unit layouts which are less rectilinear with curving access roads and spaces.
6. In more prominent locations/fields consider removing static units and using the space for amenity eg open space recreation, play, dog walking.
7. In more prominent locations/fields consider removing static units and using the space for lower impact units, preferably seasonal tents, yurts or safari tents.
8. Change colour of caravans to less obtrusive shades and tones, eg light green, to reduce visual impact. Avoid white roofs and variety of finishes and colours across sites unless well integrated by intervening planting.
9. Limit the extents of decks and associated timber railings and avoid wide decks on sloping ground to avoid unsightly areas beneath.
10. Consider native shrub planting to soften the hard appearance of decks.
11. Maintain or change lighting to downward facing and low level lighting to minimum areas where necessary.
12. Enhance the appearance of site facilities eg to give a rural farm complex appearance, and mitigate effects with planting where appropriate.
13. Maintain, reinstate and enhance the field boundary pattern including traditional hedgebanks, hedgerows and trees to help filter or screen views to sites.
14. Increase native tree and shrub planting within sites to break up the development and mitigate visual impact.
15. Replace fences with native hedges or hedgebanks.
16. Replace conifer hedges with native hedges.
17. Replace conifers with deciduous native trees.
18. Conserve woodland planting in and adjacent to sites to maintain and enhance screening.
19. Improve the biodiversity within sites to enhance habitats and wildlife corridors e.g. semi-natural habitats, watercourses and field boundaries etc.
20. Improve site entrances to have a rural character, using rural detailing, materials and planting reflecting the vernacular, avoiding large or obtrusive signs, bright lighting, bright colours and over-large areas of hard standing.
21. Improve pedestrian access out of sites to places of interest whilst using discreet and appropriate detailing of stiles and gates.

Appendix C Definition of a Caravan

Statutory definitions of a caravan

The term 'caravan' is defined in the Caravan Sites and Control of Development Act 1960 as being:

'any structure designed or adapted for human habitation which is capable of being moved from one place to another (whether by being towed, or by being transported on a motor vehicle or trailer) and any motor vehicle so designed or adapted...'

This definition was added to by Section 13 of the Caravan Sites Act 1968 and subsequently the Caravan Sites Act 1968 (Amendment) (Wales) Order 2007 to include a specific definition for so called twin-unit caravans which should be:

(a) Composed of not more than two sections separately constructed and designed to be assembled on a site by means of bolts, clamps or other devices and;
(b) When dis-assembled, physically capable of being moved by road from one place to another (whether by being towed, or by being transported on a motor vehicle or trailer)

Provided that when assembled:

(a) Its length (exclusive of any drawbar) does not exceed 65.616 feet (20m);
(b) Its width does not exceed 22.309 feet (6.8m);
(c) The overall height of the living accommodation (measured internally from the floor to the lowest level of the ceiling at the highest level) does not exceed 10.006 feet (3.05m)

Touring caravans are a form of caravan that is road legal and can be towed behind a vehicle on the public highway.

Static caravan is a term used for caravans that remain on site all year round but are nevertheless mobile and 'caravans' within the definition. These have a chassis and wheels and are sited on a surfaced pitch. Normally each caravan has on-pitch waste disposal, drainage, water and electricity connections. Some have associated decking and fencing. At the end of their life these units can be transported off site.