

From: [REDACTED]
Subject: URGENT REQUEST TO CALL IN THE CRUG Y MÔR (QUASHED ADVENTURE HUB AT MOYLEGROVE) PLANNING APPLICATION
Date: 23 August 2026 17:38:46
Attachments: [Crug y Mor Planning Statement B1.pdf](#)
[Refusal report Morawelon.pdf](#)
[3a Agreement Between Consulting AM Ltd and Adventure Beyond Ltd executed_redacted.pdf](#)

Dear First Minister Rhun ap Iorwerth MS, Siân Gwenllïan MS and Ben Lake MP

URGENT REQUEST TO CALL IN THE CRUG Y MÔR (QUASHED ADVENTURE HUB AT MOYLEGROVE) PLANNING APPLICATION

We respectfully ask Welsh Ministers to **call in the new planning application for Crug y Môr, Moylegrove, before it is determined by Pembrokeshire Coast National Park Authority (PCNPA).**

We understand that the application could potentially be determined by officers as early as **14 September 2026**, without going before committee. Given the site's highly controversial history and the combination of planning, environmental and public-funding issues, we believe it should not be shoe-horned through the planning process, and warrants ministerial scrutiny.

A previous permission was quashed

The previous permission, for the adventure hub **NP/24/0198/FUL**, was quashed following the successful Judicial Review brought by Wild Justice responding to concerns from the Moylegrove community. The High Court identified failures concerning material NRW information and the proper consideration of the **Aberarth-Carreg Wylan SSSI**.

The current Planning Statement nevertheless relies upon matters said to have been accepted under the previous permission.

A quashed permission cannot establish an extant planning entitlement. The new application should therefore be assessed **entirely on its own merits**, particularly as it is substantially retrospective and an Enforcement Warning Notice (**EC26/0015**) was issued in February 2026.

The Morawelon refusal is directly relevant

The recent **Morawelon Farm** application involving the same applicant/business was **refused by PCNPA**.

The officer's assessment identified the need to establish the “functionally linked

business use” of the development and the relationship between the business's outdoor activities and the development site. The nature and location of those activities were relevant to protected sites and raised the need for appropriate **Habitats Regulations Assessment (HRA) consideration**.

That is highly relevant to Crug y Môr.

The current application includes storage for **“larger equipment”**, while the site's history is as an Adventure Hub associated with **Adventure Beyond**.

If the proposed building is capable of storing equipment or otherwise supporting Adventure Beyond's outdoor activities, then the same fundamental question arises: **what activities will the building support, where will those activities take place, and could they have implications for protected sites?**

The current Planning Statement instead makes the categorical assertion that there is **“no functional connection”** with European protected sites.

Given the Morawelon refusal and the environmental questions that arose there, we believe there is sufficient doubt to require that this conclusion is **properly evidenced and independently assessed**, rather than simply accepted.

The proposed use raises wider planning questions

The new proposal is described as flexible workspace, with membership, business visitors, extensive opening hours and equipment storage.

The site remains **outside the defined Moylegrove Rural Centre and within the National Park**.

There are therefore unresolved questions concerning the actual intensity of use, the proposed approximately **93 hours of weekly operation**, traffic generation, the claimed lawful fallback and precisely what activities and equipment the building will accommodate.

Public funding and the private contractual interest

There is also a significant public-funding issue.

Approximately **£518,000 of UK Shared Prosperity Fund funding has been spent**, while we understand only approximately **£6,000 of the proposed £100,000 match funding** has been provided. The building is structurally and functionally incomplete.

The Council's audit identified concerns regarding the project's evolution from what was originally approved, delivery, value for money and uncertainty surrounding its intended long-term benefits.

We understand there is also a contractual relationship between **Consulting AM Ltd and Adventure Beyond Ltd** under which Adventure Beyond has a **50% financial interest in the property**, with provisions concerning the future sale and division of net proceeds.

We believe this makes it particularly important for the Council and Welsh Government to establish **who ultimately benefits from the publicly funded asset and what protections exist for the public investment** if the current proposal is approved, refused or the property is subsequently sold.

Reputational risk

The Council's own audit identified **reputational risk arising from shortcomings in stakeholder and community engagement**.

A further decision concerning a publicly funded, partly completed asset—following a quashed planning permission and with unresolved questions concerning its actual use, environmental relationship and private contractual interests—creates a significant risk of further reputational damage to both **Pembrokeshire County Council and PCNPA** if the issues are not fully and transparently addressed.

Calling in the application would provide an opportunity for these issues to be considered independently and would help maintain public confidence in the planning and funding processes.

Our Request

We are **not asking Welsh Ministers to prejudge or refuse the application**.

We ask that Ministers:

1. **Call in the Crug y Môr application for determination;**
2. **Ensure, insofar as the statutory procedure permits, that PCNPA does not determine it while the call-in request is being considered**, particularly given the potential 14 September date; and
3. Ensure that the application is assessed afresh, including the **functional relationship between the proposed building, Adventure Beyond, associated outdoor activities and European protected sites**, with the implications for HRA properly established.

Given the potential September determination, we would be grateful if this request could be treated as **urgent**.

We attach the relevant Planning Statement, the **Morawelon refusal/officer report**, and UKSPF documentation of the contract between Consulting AM and Adventure Beyond. Documentation of the judicial review can be found online.

We would also be grateful for **Ben Lake MP's support in raising this matter directly with Welsh Government**.

Yours sincerely,

Concerned residents of Moylgrove

