

Progress Report from Activities Liaison Officer (ALO)
Pembrokeshire Marine Code and Pembrokeshire Outdoor Charter
April – June 09

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1.0 Project Management and Development

During this quarter the Activities Liaison Officer (ALO) has

1. Met with and represented the interests of the Pembrokeshire Outdoor Charter group (OC group) and the Pembrokeshire Marine Code group (MC group).
2. Provided members and other interested parties with detailed updates and project materials (Certificates, Codes, Maps, stickers, fact sheets etc.)
3. Organised three working group meetings and three full group meetings (one for the OC group and two for the MC group).
4. Spent time cementing relationships at a grass roots level with the outdoor activities sector in Pembrokeshire and the projects continue to have a high 'buy in' from operators.
5. Updated and reviewed database to ensure ease of communication to the sector.

1.1 WATO

As a result of the series of Activity Tourism Road shows held across Wales in November 2009 by Visit Wales, a decision was taken to pilot in 2009-2010 a new organisation linking activity tourism organisations across Wales including OC and MC groups. WATO is a joint forum, consisting of activity tourism operators and organisations from Pembrokeshire, Brecon Beacons, and Snowdonia, and also Visit Wales. The organisation will function regionally through existing organisations and nationally through a forum, which will meet as necessary. There are three broad themes to WATO:

- Communications
- Marketing and Publicity
- Sustainability

The overall objective is to share best practice on the above themes.

The first national meeting was held in Brecon on Monday 18th May 2009. The purpose of the meeting was to review the regional work plans and to craft a national plan, with targets, in terms of outputs and outcomes, linked to available resources. There was agreement about what WATO should aim to achieve by the end of March 2010.

The ALO presented a detailed work plan to the group [here](#), and sought agreement and secured funding for the proposal. Minutes of the inaugural meeting can be read [here](#).

1.2 Coasteering

Agreeing on Standards amongst operators who offer coasteering in Pembrokeshire.

During this quarter the ALO has spent much time working with the Outdoor Charter (OC) group members who deliver coasteering to try and work towards agreeing on minimum standards for operating (SOP's) both in terms of safety and the environment. These findings are being reviewed by the OC group and will be provided to the National Coasteering group.

This work will hopefully go a long way to ensuring that coasteering continues to be a fun, informative and adventurous activity where risks are well managed and the environment and wildlife are respected.

The Royal Life Saving Society (RLSS) are developing a coasteering specific lifeguarding award, and are seeking feedback on the proposed content of the course from the OC group.

The ALO has organised and attended three meetings to facilitate feedback and development of standard SOP's, and helped to organise and deliver a workshop on best practice (see events section) and prepare a contacts database, working group, and certificate of attendance for the workshop which has been emailed out to attendees.

1.3 Marine Code Full Review

Two full MC group meetings (North and South Pembs) were held in April to review all marine codes taking account of new data. Considerable planning was necessary to ensure that meetings were well attended and representative of all interests.

The North Pembrokeshire meeting presented a real challenge in seeking agreement on some conflicting issues however majority consensus was achieved to update some parts of the code to ensure the PMC remains as accurate and workable for operators and conservationists alike.

Minutes and the resulting amends can be seen [here](#).

1.4 Forum Event and AGM - Renewables

The ALO assisted with this forum event on renewable energy in Pembrokeshire and prepared a presentation for the forum AGM which was subsequently postponed until June 29th.

1.5 Pembrokeshire Tourism

One of the Directors for Pembrokeshire Tourism previously representing the outdoor sector, (Jane Anderton from Dale Sailing / West Wales Windsurfing), stepped down as director, and the ALO has been elected as the new director to represent the interests of the outdoor sector to the board and attended the first board meeting on June 3rd.

1.6 Visit Wales / SWWTP

Visit Wales have appointed new people to champion marketing for specific activities. Gary Davies from the South West Wales Tourism Partnership has accepted the role of championing adventure activities in Wales. The ALO organised a meeting with the Chair of WATO, a representative from an outdoor centre in Pembrokeshire and Gary Davies to discuss this new role and opportunities for collaborative working with WATO and the OC / MC groups.

1.7 Wildlife Flow Chart

ALO developed a flow chart for Beach lifeguards and OC / MC members which can be seen [here](#)

2.0 Events

2.1 Skomer Trip 31st March 09 **28 Attendees** Event organised to discuss the agreed Marine Code of conduct for the Island. Members were met by the Wardens of the Island and given a tour of the new facilities. Blaise Bullimore talked to the group about the Pembrokeshire Marine Special Area of Conservation (SAC), and Sid Howells provided the group with information on the geology of Skomer.

The two groups which included skippers of tour boats, sea kayakers and conservationists, discussed the agreed codes of conduct and learned more about the abundant wildlife on the island. All were met in Martin's Haven by Mark Burton from the Skomer Marine Nature Reserve Team who gave a talk on the marine life found within the reserve, and demonstrated the new interactive display.

Dale Sailing provided the trip at a vastly reduced cost as an in kind contribution to the Marine Code project, and TYF Adventure provided a minibus free of charge to shuttle members back to Dale at the end of the day.

2.2 Canoe Trip 2nd April 09 **27 Attendees** This event was held at Cilgerran Wildlife Reserve, and on the Teifi River in North Pembrokeshire. Speakers included Nathan Walton from the wildlife Trust about the importance of the area for wildlife, and Sid Howells on geology. Fforest Outdoor provided an expert guide for the day, and all the canoes / paddles etc for free as an in kind contribution to the project. Tim Brew from the West Wales Eco centre was on hand to help answer some of the guide's questions on climate change and the bigger sustainability issues. Following the event, Fforest Outdoor gave the group a tour of their new eco camp and lodge facilities, and provided a BBQ for attendees free of charge as an in kind contribution to support the OC group.

2.3 Coasteer Workshop 20th / 21st April **36 attendees** The OC group met to discuss coasteering safety, and agreed that workshops on best practice were the best way of sharing best practice between centres. This approach allows for coasteering instructors (both aspirant and highly experienced) to spend two days learning about all the techniques that have been refined over the years to ensure that coasteering is fun, adventurous, that risks are well managed and that activities remain sustainable for the environment. The course was run at minimum cost, and it was decided by the group to pass on the funds collected to the OC group to allow the ALO to produce and provide a certificate, and assist with general

funding for the project. The workshop was a great success and the following example certificate has been provided to attendees who required one:

Certificate of Attendance

Joe Bloggs

Coasteering Leadership Workshop

20 – 21st April 2009

Topics Covered:

- Equipment – appropriate kit to wear
- Personal + Group safety equipment
- Risk assessment generic/ site specific
- Dynamic risk assessment
- Personal Skills - Swimming, climbing, entering and exiting water, use of throw line and other relevant rope work (body belay and casualty lifts etc), towing, jumping and managing groups jumping, entering shallow water, understanding water conditions and swell in the coasteering environment.
- Group management. Ratios, briefing, positioning of instructor (assistant) briefing, setting tasks/challenges, giving group way points to regroup, identifying group ability, Journeying/timings, Use of venue, use of spotting, route finding, use of deep water as safety / escape routes
- What if scenarios / dealing with common and serious injuries
- Wildlife and Conservation – keeping adventures sustainable and informative
- How to best use / be used as an assistant
- Impact area rescues
- Multi person rescues
- What life saving / rescue skills are needed and are most useful
- Deciding on what to do with a group, judging ability and need
- Fitness - Ability to move safely and efficiently along the coast at speed (e.g. to reach a casualty)
- Making the session safe and FUN!

This two day workshop was well attended by both highly experienced coasteering guides and aspirant group leaders starting out on their first season. Ideas on best practice were shared and the group went coasteering at Lydstep in South Pembrokeshire in small clean swell conditions and at Ceibwr Bay North Pems in choppy seas with force 3-4 wind and 2ft ground swell.



Pembrokeshire
Outdoor Charter Group

Grŵp Siarter Awyr Agored
Sir Benfro

This workshop was run by members of the Pembrokeshire Outdoor Charter group as a non profit workshop to share best practice in the interest of safety and sustainability when taking groups out coasteering. Participants paid £10 per day and all proceeds were donated to the Pembrokeshire Outdoor Charter group to further the work of the group to help keep adventure activities sustainable for the environment.

A handwritten signature in blue ink, appearing to read 'Tom Luddington'. The signature is fluid and cursive, written over a light blue background.

Tom Luddington
Activities Liaison Officer

2.4 Environmental Coasteer 5th May 17 Attendees The OC group requested a specific training event to focus on the geology and rocky shore environment that is used for coasteering. Sid Howells provided expertise on geology and Lou Luddington from Luddington Marine provided facts on marine biology. The group enjoyed good weather for this event which was held at St. Nons in North Pembrokeshire. Photos of some of the species we learned about can be seen online [here](#).

2.5 Environmental Coasteer 17th May 30+ Instructors from Plas Y Brenin Mountain Centre North Wales came to Pembrokeshire for staff training. As part of their visit the ALO organised an environmental coasteer and talk on the OC and MC projects. A testimonial about the day from Martin Chester (Chief Instructor) can be read [here](#)

2.6 Trinity College Carmarthen Visit 6th May 20 Attendees Outdoor Education degree students enjoyed a walk around Caerfai and St Non's with input from the ALO and Ian Meopham to enhance their knowledge on environmental management and sustainable tourism.

2.7 Summary

Environmental training events this quarter have again been very well attended (Total of 158 members - Skippers, Crew, Outdoor Instructors group leaders and conservationists - have attended). These members spend their working lives outdoor in Pembrokeshire and take thousands of people both tourists In kind support from private sector companies for these events has been at an unprecedented level with one event actually donating money to the OC project.

3.0 Publicity and Marketing

The ALO has delivered a number of presentations during this quarter to raise awareness to key groups:

- Marine Code / PWC training Event 14th May ALO delivered a presentation to National Trust Staff and wardens about the Pembrokeshire Marine Code and Personal Watercraft Management scheme to raise awareness of National Trust staff about how to recognise, record and report infringements of bylaws.
- Students from Aberystwyth University – 30 minute presentation.
- Plas Y Brenin Staff – 60 minute Evening Presentation
- Pembrokeshire Coastal Forum AGM - 15 minute progress report presentation

3.1 Press about the POCG and MCG:

- A new updated and redesigned Outdoor Charter Leaflet has been reprinted (2000 copies) and distributed throughout Pembrokeshire. The new version also has links embedded within it to members' websites. The leaflet is bilingual and available as a pdf and can be viewed online [here](#)
- The ALO prepared three pieces for the Pembrokeshire Coast National Park Authority publication 'Coast to Coast'. This included details about the OC and MC groups plus an article on coasteering.
- ALO prepared an article for Canoeist Online about the Pembrokeshire Marine Code for kayakers
- Articles printed in PCF newsletters
- Wording on the MC prepared for Integrated Coastal Signage project.
- Marine Code posters re posted in all PCC beach & slipway sign boxes in partnership with the Pembrokeshire County Council

3.2 Website

Websites of the [Pembrokeshire Marine Code](#) and [Pembrokeshire Outdoor Charter](#) have been updated and include links to the following documents:

- New Three Year Business Plan (2009 – 12)
- New Outdoor Charter Leaflet
- Minutes of meetings
- Progress reports
- New members
- WATO documents
- Events

The ALO has worked closely with the South West Wales Recreation Audit (SWWRA) project officer and PCNPA to develop a new website for PCNPA to market activities available in Pembrokeshire with messages about safety and the environment built in. Website is awaiting translation.

4.0 Code Breakege

There have been a number of allegations of members of the Pembrokeshire Marine Code Group, and the general public breaking the Pembrokeshire Marine Code of conduct. The ALO has spent time contacting members of the general public where possible to raise awareness about the codes, and provide information about the agreed recommendations and seasonal access restrictions. The ALO also called a specific meeting to review video footage of MC group members crossing Ramsey sound at a time when Porpoise were present in the Sound. It has been agreed by the working group that some additional wording for the Ramsey sound porpoise area to help raise awareness about the transiting of porpoise will be included on future reprints of the MC maps.

The ALO has also coordinated all complaints about Personal Watercraft (PWC) in Pembrokeshire and relayed these reports on to the members of the PWC Management group to try and help manage PWC in Pembrokeshire.

5.0 Funding:

Much time has been put in this quarter by the ALO and the Pembrokeshire Coastal Forum Manager to secure funding for the projects and keep accurate and detailed accounts of income, expenditure and predicted spend. Here is a summary of predicted funding for March 2009-March 2010

INCOME	
FUNDERS	2009/10
	£
MCOC carry over	<i>5,483</i>
Pembrokeshire Coast National Park	<i>4,500</i>
Countryside Council for Wales	<i>5,000</i>
Pembrokeshire County Council	<i>2,000</i>
Chevron Pembroke Refinery	<i>2,000</i>
Environment Agency	<i>5,000</i>
SPLASH	<i>5,000</i>
Bluestone	4,000
Crown Estate	1,000
Milford Haven Port Authority	<i>3,000</i>
Pembrokeshire Coastal Cottages	2,000
Visit Wales	<i>2,700</i>
Go4It	0
<i>Total confirmed</i>	<i>34,683</i>
TOTAL CASH	41,683
<i>NOTE: The figures above are forecasts and whilst the Expenditure can be reasonably accurate the Income has to be applied for on an annual basis and ONLY those highlighted in RED are confirmed to date.</i>	