Progress Report from Activities Liaison Officer (ALO)
Pembrokeshire Marine Code and Pembrokeshire Outdoor Charter
April – June 20th 2010

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1.0 Project Management and Development

During this quarter the Activities Liaison Officer (ALO) has

- Met with and represented the interests of the Pembrokeshire Outdoor Charter group (OC group) and the Pembrokeshire Marine Code group (MC group).
- Provided members and other interested parties with detailed updates and project materials (Certificates, Codes, Maps, stickers, fact sheets etc.)
- Organised member meetings.
- 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.
- Updated and reviewed database to ensure ease of communication to the sector and adding new members.
- Organised training events and delivered presentations to targeted activity tourism professionals and managers

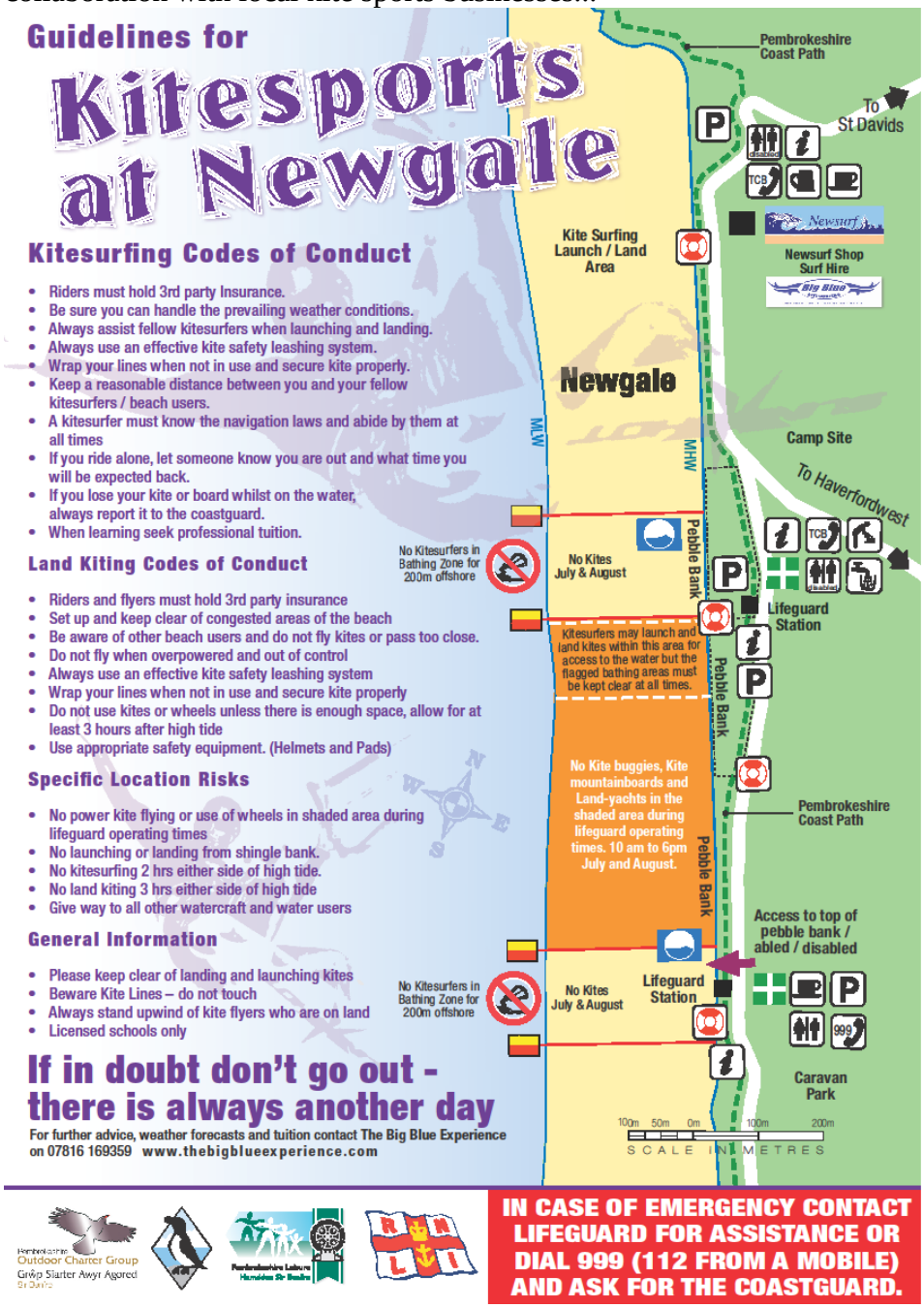
1.1 Key Meetings

WATO (Wales Activity Tourism Organisation) Meetings – 30/04/10 & 20/05/10
Pembrokeshire Tourism Board meetings – 28/04/10 & 25/06/10
Pembrokeshire County Council (PCC) Beaches management meeting – 17/12/09
Skomer Island new warden meeting - 06/04/2010
Pembrokeshire Surfryders Club (PSR) Club Meeting- 30/05/10
Wales Tourism Association meeting 08/06/10

Pembrokeshire Coast National Park Authority (PCNPA) Committee Meeting (Field visit to St Justinians) 09/06/10
Kite Sports management meeting- 29/04/10
PCNPA Graphics Team – Design of new site specific MC Posters.
Globe Orange – Various meetings regarding update and redesign of new websites.
Lydstep Coasteering set up meeting – 15/05/10

1.2 Kite Sports Management Meeting

It was raised at an OC meeting that the existing agreements on seasonal restrictions to kite sports in Pembrokeshire needed reviewing. The ALO contacted all the relevant stakeholders including the RNLI, PCC, PCNPA, and Kite Sports businesses and facilitated a meeting to discuss proposals for amending the agreements. As a result the kitesports guidelines for North and South Pembrokeshire have been amended and the PCC have produced new signage in collaboration with local kite sports businesses...



1.3 Pembrokeshire Tourism & WTA (Wales Tourism Association)

ALO has continued to represent the Pembrokeshire Outdoor Sector at meetings and events as a director for Pembrokeshire Tourism.
The ALO has also been keeping OC and MC members up to date with relevant events and publicity from Pembrokeshire Tourism. Many of the OC and MC members are also members of Pembrokeshire Tourism.

2.0 Events

Events Summary

ALO has helped organise six events to deliver environmental training to over 240 Outdoor Instructors, Skippers, Crew and lifeguards this quarter. In addition the MC / OC projects had information stands and displays at Pembrokeshire Fish Week and Sea Fair Haven events which provided information to the general public about the Pembrokeshire Marine Code and Outdoor Charter projects.
ALO also delivered a presentation on the PMC/POC to 20 Teachers from SW Wales at a Careers Wales West / PCF event.

2.1 Lifeguards Briefing

ALO attended and delivered at the lifeguards briefing at Broadhaven YHA in collaboration with PCC, PCNPA and the Environment Agency Wales. **60 Lifeguards** were provided with information about the Pembrokeshire Marine Code and Outdoor Charter projects and were provided with information on relevant codes of conduct (jet ski, sea kayaking, kite surfing etc).

2.2 Trinity College Visit 4th April

ALO worked in partnership with the PCNPA to deliver a practical session on management of adventure activities in the Pembrokeshire Coast National Park to **14 students from Trinity University College Carmarthen**. Students have since expressed an interest in working on projects which would benefit the work of the MC/OC projects.

2.3 Sustainability Event – Sharing Best Practice.

Visit Wales funded a series of events for the tourism sector aimed at raising awareness of best practice and how to integrate sustainable practices into the heart of activity businesses. These events were organised by a partnership of the PCNPA, PCC, Planed and the Outdoor Charter group. The day for activity centres organised by the ALO comprised of a visit to Preseli Venture Activity Centre, winner of Pembrokeshire Tourisms 'green tourism award' followed by a visit to the Wildlife Centre at Cilgerran and Fforest Outdoors (Heritage Canoes) campsite and activity base. The event was attended by **27 outdoor activity centre managers and staff**. Presentations were delivered on how to integrate sustainable practices into activities, and why there is a need to do this, and the group enjoyed a guided canoe trip on the river Teifi accompanied by staff from the West Wales Eco Centre. The following positive feedback was received following the event from one of the attendees from Visit Wales:

"Overall the event was excellent, it has left a lasting impression on me, probably because of the way it was delivered, the talks were concise, but practical, experiences were from people who are committed on the 'ground' to sustainability, have on occasion come up against barriers, but through determination have succeeded in achieving their goals. Excellent cross section of what can be done from smaller businesses and projects right up to big projects that the Wildlife Centre are trying to achieve.

I think that one of the most important achievements of the day was that you managed to get 20 or so young activity instructors to attend. As you said these are the owners and business providers of the

future, making them aware of the importance of sustainability and getting them interacting with people who are proactive and experienced in this field, at this young age, has got to be the way forward for long term success."

2.4 Stackpole Sea Kayak Festival 29th – 31st May 2010

The theme of this years Stackpole Sea Kayaking festival was 'Paddling Lightly'. ALO attended this event and delivered a presentation to the **80+ sea kayakers** who attended on the Pembrokeshire Marine Code (how best to minimise disturbance to wildlife), the special qualities of the Pembrokeshire Coast National Park, and on the wildlife in Pembrokeshire. In addition there was a display of Marine Code and Outdoor Charter materials set up for the three days. Waterproof marine code maps and fact sheets on Pembrokeshire's wildlife were handed out to the team of 20 strong sea kayak instructors from all over Wales leading the trips. Attendance at events such as these are likely to be a contributing factor to the reported reduction of complaints from RSPB wardens about disturbances to wildlife caused by sea kayakers. Following the Marine Code for kayaking guidelines enables kayakers to plan their journeys better to avoid disturbance, by avoiding certain sensitive areas of the coastline.

2.5 Environmental Training Event for Surfers 30th June

The Pembrokeshire Surfryders Club (PSR) has been formed for two years now and has become a strong club with a membership of 80 local surfers. The PSR wrote to CCW asking to be recognised as a group of committed individuals interested in assisting with the management of the coastline for surfing, and environmental matters. They were recommended to join the Pembrokeshire Outdoor Charter, and subsequently requested an environmental training event to learn more about the management of Freshwater West beach, and to meet local conservationists to discuss management issues.
ALO organised this event with the support of the PSR. **37 local surfers attended the event.** Event leaders included Marine Biologist, National Trust, PCNPA, CCW, and Surfers Against Sewerage (SAS)

2.6 A Journey Of Discovery Event 27th May

The Pembrokeshire Outdoor Charter group teamed up with Newgale YMCA and TYF Adventure to offer an event to outdoor instructors wishing to learn about how to engage groups with nature and the environment. **This was attended by 22 instructors**. This one-day course is designed to provide instructors with a toolbox to help their clients engage more effectively with the world around them. It took the form of a journey during which a variety of techniques explored to stimulate engagement on mental, emotional and practical levels. Consideration was also given to climate change and how to educate for this issue.

3.0 Publicity and Marketing

3.1 Press about the POCG and PMCG:

- MC leaflet 10,000 copies printed and distributed county wide
- OC / MC info display stand at events (Fish Week, Sea Fair Haven, Sea Kayak festival)
- Display boards completely updated to include updated MC leaflet info.
- Waterproof MC leaflets distributed to marine leisure users at events, and delivered to Skomer and Ramsey Island wardens
- Site specific poster for Ramsey Island on the Marine Code produced in partnership with the PCNPA and posted at relevant launching points with support from harbour masters and RSPB.
- Press release published in Western Mail about MC leaflet launch
- 2000 word article prepared for Countryside Recreation Network publication
- Interview about new PMC leaflets on Radio Pembrokeshire
- Article in Western Telegraph about PMC leaflet.
- Articles printed in PCF newsletters
- Assisted with the filming of a short promotional film for the website about the PCNPA's role in conserving the Pembrokeshire coast and wildlife for the future and the Pembrokeshire Marine Code.

3.2 Website

Websites of the Pembrokeshire Marine Code and Pembrokeshire Outdoor Charter have been updated and include links to the following documents:

- Social media sites developed for the POC group
- PCNPA activity videos embedded into the websites
- Preparatory work undertaken to begin to design and develop new MC / OC websites.
- Minutes of meetings and forthcoming meeting dates
- Progress reports
- New members
- Events

4.0 Alleged Marine Code Breakage

There have been a number of allegations of code breakage both about members of the PMC group from within the group, and from members of the public. All of these allegations have been followed up in person with the public / operators where possible by the ALO, and significant time has been spent resolving conflicts of interest between conservationists and MC

group operators. ALO has met personally with operators and conservationists to discuss allegations where necessary. New site specific marine code posters have been developed in partnership with PCNPA for Ramsey Island, and work will continue to develop site specific posters for other busy coastal areas covered by the Pembrokeshire Marine Code. Copies of the new MC leaflet have been delivered by hand out to the wardens of Skomer and Ramsey.

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. This quarter applications to the Crown Estate (CE), Environment Agency (Splash Fund) and a detailed three year Intereg. bid were produced. CE and Intereg applications were unsuccessful. ALO has also recently prepared a funding bid for the Big Lottery Fund for a 'Pembrokeshire Wildlife Seen' event and website to raise the profile of the POC and PMC projects along the same lines as the Wildlife Sightings Events.

Here is a summary of funding confirmed to date:

Carry over from March 2009	2267.25
PEMBS COAST NATIONAL PARK AUTHORITY	3500.00
PEMBROKESHIRE ADVENTURE CENTRE	190.00
CASH SALES	30.00
SEALYHAM ACTIVITY CENTRE	160.00
TYF	80.00
NEWGALE YMCA OEC	80.00
PEMBROKESHIRE COUNTY COUNCIL	2000.00
Snowdonia Active (WATO)	126.64
South Hook LNG	2000.00
Visit Wales	4000.00
Lydstep Watersports	80.00
Confirmed and received	14513.89
MHPA	3000.00
CCW	5000.00
EA Splash	5000.00
SWWRTP	*5000?*
Pembrokeshire Tourism	400.00
Confirmed but not yet received	13400.00
Total Confirmed Funding to Date	**27833.89**