

**Progress Report from Activities Liaison Officer (ALO)
Pembrokeshire Marine Code (MC) and Pembrokeshire Outdoor Charter
(OC)
July to December 2010**

Contents

1.0 Project Management and Development	1
1.1 Key Meetings during Quarter	2
1.2 Coasteering.....	2
1.3 Pembrokeshire Tourism & WTA (Wales Tourism Association) and Wales Activities Tourism Organisation (WATO).....	2
2.0 Events.....	3
Events Summary	3
2.1 Presentations	3
2.2 Wildlife Sightings Event.....	3
3.0 Publicity and Marketing	4
3.1 New updated Wildlife in distress Protocol.....	4
3.2 Press / Film.....	4
3.3 Website.....	4
3.3 New site specific	4
4.0 Alleged Marine Code Breakege	4
5.0 Funding:	5

1.0 Project Management and Development

During this quarter the Activities Liaison Officer (ALO) has

- 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 on the sustainable use of Pembrokeshire for adventure and wildlife watching activities.
- Represented Member's interests, both commercial and for conservation, at a local and National level as a director for Activities - Pembrokeshire Tourism.
- Worked closely with partners in Wale's two other National Park areas Visit Wales through the Wales Activity Tourism Organisation (WATO) making significant progress on key issues of activity tourism development.
- Met with and represented the interests of the Pembrokeshire Outdoor Charter group (OC group) and the Pembrokeshire Marine Code group (MC group). All full group and working group meetings were held, and were well attended by the sector.
- Provided members and other interested parties with detailed updates and project materials (Leaflets, Codes of Conduct, Certificates, Maps, stickers, fact sheets etc.)

1.1 Key Meetings during Quarter

*OC Full meeting 18/10/10 Stackpole
MC Full St Davids 4/10/10 & Tenby 6/10/10
MC working group 27/09/10
OC Working Group 11/10/10

*See MC & OC Website for
minutes of MC / OC meetings

3 x SWW Recreation Audit meetings 20/10/10, 16/11/10, 16/12/10
4 x WATO (Wales Activity Tourism Organisation) Meetings – 21/09/10 Mid Wales, 19/10/10
Video Conf, 22/11/10 Mid Wales, 14/12/10 Cardiff.
3 x Pembrokeshire Tourism Board meetings – 25/06/10, 20/10/10 & 2/12/10
Pembrokeshire County Council (PCC) Beaches management meeting – 26/10/09
Pembrokeshire Coast National Park Authority (PCNPA) Committee Meeting (Field visit to St
Justinians) 23/10/10
Kite Sports management meeting - 15/10/10
PWC Management Meeting 13/10/10
PCNPA Graphics Team – Design of new site specific MC display for TIC's 2/10/10.
Globe Orange – Various meetings regarding update and redesign of new websites.
Coasteering National Meeting Poole 7/10/10
Coasteering at Abereddy: 9/07/10, 28/10/10, 6&7/12/10
Climbing meeting.
Other meetings this quarter:
MHPA Environmental Representative meetings, Skomer & Ramsey Liaison / leaflet delivery,
Funding meetings, PCNPA TIC Display meetings, Sgt Ian Guildford, PCNPA James Parkin /
CCW, multiple Code Breakage Meetings.

1.2 Coasteering

During this quarter ALO has attended the National Coasteering meeting in Poole, prepared an environmental code of conduct for Coasteering for the National Guidelines, and set up a working group and chaired meetings in Pembrokeshire to discuss coasteering at Abereddy. There have been a series of meetings on Abereddy with land owners and all local key stakeholders to work towards establishing better management at the site which has at peak times become extremely busy. The group are currently agreeing on a voluntary limit on the maximum number of commercially led coasteering groups (Up to circa 75 people per session is the current agreed number) and in the early stages of designing a bespoke online booking system to manage numbers at the site to avoid further overcrowding as coasteering continues to grow in popularity. From now on all commercial operators wishing to take groups coasteering at Abereddy will have to obtain permission and a license from the land owners (National Trust) and agree to participate in the online booking system, and car parking arrangements for the privately owned main car park during the main season.

1.3 Pembrokeshire Tourism & WTA (Wales Tourism Association) and Wales Activities Tourism Organisation (WATO)

ALO has continued to represent the Pembrokeshire Outdoor Sector at meetings and events as a director for Pembrokeshire Tourism for Activities.

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. ALO has also been sharing best practice nationally and working closely with similar organisations in Wales in the other two National Parks (Brecon Beacons Tourism, SWOAP (South Wales Outdoor Activities Partnership), and Snowdonia Active) to ensure that the outdoor sector in

Wales is represented and supported. Achievements have included establishing all of the OC and MC members onto the Visit Wales activity website, and Visit Wales have agreed to add a new wildlife tab and search function on their website for wildlife businesses. WATO has also worked with the image department within Visit Wales to identify gaps in the image resources of Visit Wales for outdoor activities, and funding has been allocated to update images with the support of the regional groups.

2.0 Events

Events Summary

ALO has organised / delivered 9 events during this quarter. The MC / OC projects had information stands and displays at Sea Fair Haven, Fishguard Maritime Week, Cardigan Festival, Rising Tide Event and Planed Nature Exchange day at Slebech Park. These events are all good ways to provide information to the general public about the work of the Pembrokeshire Marine Code and Outdoor Charter projects.

2.1 Presentations

- MC / OC presentation prepared and delivered to 20 Teachers from SW Wales at a Careers Wales West / PCF event.
- Oriel Y Parc Southern National Parks Group 24/09/10
- Oriel Y Parc TIC training day 21/10/10
- Haverfordwest Kayak Club AGM 4th November
- Yorkshire Dales Activities Working Group – ALO attended meeting in Yorkshire to deliver a presentation on the OC group model, and the wider work of the WATO partners to support that group in looking for a way to proactively work together to improve activity tourism in Yorkshire.

2.2 Wildlife Sightings Event

ALO sourced funding and organised the forth Wildlife Sightings event. The event continues to be an extremely well attended (over 200 people) event. The event is valued highly by both conservationists, and MC/OC operators, and feedback following the event was excellent. Click [here](#) to view a more legible version of the below write up of the event and to see the short films of the presentations.

Wildlife sightings event a great success

The Wildlife Sightings Event 2010, organised by the Pembrokeshire Coastal Forum team, was a great success this year. Over 200 people attended the evening at the Merlin Theatre which was sponsored by Milford Haven Port Authority and the Pembrokeshire Coast National Park.

Tom Luddington hosted the evening and gave an introductory presentation about the work of the Pembrokeshire Marine Code and Outdoor Charter groups to raise awareness about the local codes of conduct in place to protect wildlife. Local conservation organisations put on displays and information at the event to help people to find out how they can get involved with conservation projects in the area.

Following that was a series of presentations about wildlife sightings from the last year in and around Pembrokeshire, including fascinating talks on

jellyfish, gannets, fungi, sea slugs, Skomer Island and also microscopic wildlife in Pembrokeshire.

Each speaker spoke passionately not only about the wildlife they had seen during the year, but also gave advice to the audience on how to help conserve and protect the environment and wildlife for the future.

The end of the evening saw the launch of Pembrokeshire Wildlife Sightings blog (<http://www.pembrokeshirewildlife.blogspot.com/>) to encourage the public to write and blog about the wildlife that they see in and around Pembrokeshire.

The presentations were filmed and these short films are currently being prepared to be uploaded to the Pembrokeshire Marine Code and Outdoor Charter websites to ensure that the messages reach the widest possible audience.

A photographic competition



Pic. Paul Richards

was organised as part of the event and the winning photo of a puffin taken by Paul Richards can be seen here. The first prize of a £250 voucher for photographic equipment at Celtic Vision was provided by Milford Haven Port Authority.

To hear about similar events throughout the year, contact pcf@mhp.co.uk or telephone (01646) 696134 or visit www.pembrokeshire-marinecode.org.uk or www.pembrokeshireoutdoors.org.uk

3.0 Publicity and Marketing

3.1 New updated Wildlife in distress Protocol flowchart has been produced in collaboration with Pembrokeshire County Council. This will be an excellent resource signposting people to the right number to call if wildlife is found in distress / stranded etc. These posters will be posted around the county in the beach notice boards, and distributed widely to the OC/MC groups including lifeguards, outdoor centres, PCNPA staff, coastguard, boat operators etc.

3.2 Press / Film

- Article in Western Telegraph & Milford Mercury papers about Wildlife Sightings event.
- Articles printed in PCF newsletters
- 21/06/10 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. View a clip here: <http://www.animality.co.uk/clips.asp>
- HD film of ALO talking about the MC OC projects filmed at WS Event (see MC website)

3.3 Website

Websites of the [Pembrokeshire Marine Code](#) and [Pembrokeshire Outdoor Charter](#) have been updated and include links to the following documents and a significant amount of preparatory work has been done to design and develop brand new MC / OC websites

- Social media sites developed for the POC group
- WS Event Videos embedded onto websites
- Minutes of meetings and forthcoming meeting dates posted
- Progress reports
- New members
- Events notifications

3.3 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 waterproof leaflets have been delivered by hand out to the wardens of Skomer and Ramsey, diving organisations, and sea kayaking clubs.

4.0 Alleged Marine Code Breakeage

There were a significant amount of allegations of code breakage both about members of the PMC group from within the group and from members of the public this quarter. All of these allegations have been followed up as per the code breakage policy and 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, and issued warning letters where necessary.

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, shortfall and predicted spend. ALO 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, but the bid was unsuccessful. A similar bid was put in to MHPA Community fund which was successful to run the Wildlife Sightings Event, and film the speakers. Currently applications are being prepared for the PCNPA Little Green Grant, and Environment Wales.

Here is a summary of funding to date

NOTE: The figures below 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 are confirmed at this stage

FUNDERS	2010/11 £
MCOC carry over	2,267.00
Pembrokeshire Coast National Park	3,500.00
Pembrokeshire Tourism	400.00
Countryside Council for Wales	5,000.00
Pembrokeshire County Council	2,000.00
Chevron Pembroke Refinery	2,000.00
South Hook LNG	2,000.00
Environment Agency	5,000.00
Environment Agency/SPLASH	5,000.00
SW RTP	5,000.00
Bluestone	2,000.00
The Crown Estate	2,500.00
Milford Haven Port Authority	6,350.00
Pembrokeshire Coastal Cottages	2,000.00
Pembs Biodiversity Partnership	2,000.00
Visit Wales	4,000.00
MCOC Group Contribution	666.64
Total confirmed	38,183.64
TOTAL CASH	51,683.64