

**Pembrokeshire Marine Code and Outdoor Charter Group Activity
Liaisons Officer Annual Progress Report
April 10 to March 11**



Pembrokeshire
Outdoor Charter Group
Grŵp Siarter Awyr Agored
Sir Benfro



Pembrokeshire Marine Code and Outdoor Charter Projects.

Annual Summary Report - April 2010 to March 2011

The PMC and POC groups have continued with work hard to ensure that the growing activity tourism sector in Pembrokeshire is well managed and that best practice is agreed on, up to date, and well publicised. Conflicts of interest between conservationists, land owners and activity providers are raised at group meetings / events, and bespoke meetings, agreements and partnership working is undertaken by the group to ensure the best possible outcome into the future. Pembrokeshire continues to demonstrate that the partnership approach to the management of activity tourism and recreation taken by the MC and OC groups delivers results and the projects continue to be cited as examples of best practice for proactively managing recreation in the Pembrokeshire Coast National Park.

Key Meetings

MC/OC Meetings

2 x OC Full meetings 18/10/10 Stackpole & 29/03/11 Pembrokeshire Adventure Centre
4 x MC Full St David's 4/10/10, 24/03/11 & Tenby 6/10/10 & 23/03/11
2 x MC working group 27/09/10 & 15/03/11
2 x OC Working Group 11/10/10 & 3/03/11

Activity Tourism Representation / Best Practice Meetings

7 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 30/04/10 & 20/05/10 Aberystwyth 21/03/11
5 x Pembrokeshire Tourism Board meetings – 25/06/10, 20/10/10 & 2/12/10, 28/04/10 & 25/06/10
2 x Pembrokeshire Coast National Park Authority (PCNPA) Committee Meeting & Field visit to St Justinian's 23/10/10, 09/06/10

Recreation Management Meetings

5 x SWW Recreation Audit meetings 20/10/10, 16/11/10, 16/12/10, 2/2/11, 16/03/11
3 x Pembrokeshire County Council (PCC) Beaches management meeting – 26/10/09, 17/12/09, 22/03/11
PWC Management Meeting 13/10/10
2 x Kite Sports management meeting - 15/10/10, 29/04/10
Coastering National Meeting Poole 7/10/10
Lydstep Coastering set up meeting – 15/05/10
5 x Coastering Proactive Management of coastering mapping meetings.
Annual Climbing meeting.
5 x Coastering at Aberiddy: 9/07/10, 28/10/10, 6&7/12/10 7/03/11
MHPA Recreation Management Meeting 17/03/11

Publicity/Web/ Marketing Meetings

PCNPA Graphics Team – Design of new site specific MC display for TIC's 2/10/10.
Globe Orange – Multiple meetings regarding update and redesign of new websites.

Other meetings attended:

SWWMLF Meeting, Social Enterprise Meeting, 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.

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.

Events Summary

ALO has helped organised / attended 16 events to deliver environmental training to over 240 Outdoor Instructors, Skippers, Crew and lifeguards, and raise awareness of the projects. In addition the Wildlife Sightings event was a great success attracting 200 attendees.

- **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).

- **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.

- **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.

- **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

- **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)

- **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.

- **Wildlife Sightings Event**

ALO sourced funding and organised the forth Wildife 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 write up of the event and to see the short films of the presentations.

- **Natur Event**

Delivered a presentation and field event to Natur Members on Pembrokeshire's approach to the management of recreation and the OC/MC projects.

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.

ALO and OC members assisted with a CCW geology project Porth Clais. ALO assisted with PCF's Marine Energy Pembrokeshire Event. Attended Pembrokeshire Tourism Info Exchange day 13/1/11

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
- Sea Kayak Festival
- Natur Event
- Wildlife Sightings Event
- 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.
- North Wales – Presentation on OC group

Publicity and Marketing

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.
- 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)
- Prepared an article on best practice for Sea Kayaking for BBC Wildlife magazine.
- Prepared various articles (Coasteering and Marine Code) for PCNPA Coast to Coast, including a updated listing of all OC providers & activities.

Website

Websites of the [Pembrokeshire Marine Code](#) and [Pembrokeshire Outdoor Charter](#) have been updated. In addition, 2 new websites for both the OC and MC have been produced with added functionality for members to show on a Google map where their businesses are based, and what activities they offer. OC members have agreed to pay for this service, giving further support to the project.

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

Alleged Marine Code Breakege

There have been 15 notable 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, and issued official letters of warning in line with the MC Code Breakege Policy where necessary.

Personal Watercraft (PWC) Management - South Pembrokeshire

TL continues to be a point of contact for PWC complaints and coordinate and follow up reports of incidents as appropriate a pre and post season meeting is held annually to discuss any outstanding issues and is attended by all those involved in PWC management.