

The Pembrokeshire Marine Code and Outdoor Charter projects 2002 - 2010

A glance back at some key achievements...



Events:

- Over 1,100 instructors, skippers, activity leaders and conservationists have attended 36 environmental instructor / skipper training events including seal walks, geology boat trips, wildlife crime training, river canoeing, rocky shore coasteering, sea kayaking with wildlife, climbing, woodlands / estuary training etc
- 5 x Wise Courses run, 170 skippers crew and sea kayakers now accredited in Pembrokeshire.
- 3 x Wildlife Sightings Events (2006, 07 & 2009) – 650 People attended, 2009 event films produced and posted online.

Publicity and Marketing:

- 112 Power Point presentations written and delivered throughout Wales and in Ireland.
- 28 page wildlife / geology fact sheets produced in a waterproof format for outdoor activity leaders – 550 copies printed and distributed to members.
- OC Leaflet produced. Redesigned in 2008 with new logo to include all operators, and a better description of group activities and green accreditations - 6000 copies printed and distributed.
- Developed Marine Code maps - 400 copies produced and distributed.
- Developed MC leaflets for the general public to include the detailed maps - 10,000 copies produced and distributed. Conducted a full review of the maps and codes of conduct in 2009. Funding has been secured for a redesign, update and reprint / distribution of 10,000 more + 600 waterproof versions.
- Marine Code for kayaking developed with all key stakeholders.
- Over 6000 OC and MC stickers designed / printed and distributed.
- 28 press releases including an annual article in PCNPA publication Coast to Coast.
- 9 radio interviews
- 7 television appearances (including BBC news and Countryfile)
- 2 online 'you tube' videos (in partnership with PCNPA)
- MC and OC websites developed and updated. Top of search results on google.

Partnership Working:

Database of all members kept up to date for the last 8 years. Lists include:

- All relevant statutory agencies and conservationists
- 34 Commercial MC Operators – wildlife boat tour operators, divers and boat charter businesses
- 31 Commercial OC members – Outdoor Centres, clubs and field study centres
- 78 individual freelancers / skippers / instructors
- PWC working group
- Coasteering Working group and full list of centres offering coasteering

Resolved over 40 allegations of MC and OC code breakage, resolved numerous wildlife / recreation conflict issues, and established a bespoke Pembrokeshire Marine code breakage policy agreed on by the majority consensus of all members.

Established and maintained a personal water craft (jet ski) management group - 5 meetings held to date.

Project Management:

- Attracted over £245,000 of funding from 19 different funders since 2002
- Held 52 'Core' meetings with OC and MC members.
- Assisted with development and publicity of the South West Wales Recreation Audit and PCNPA Activity Website.
- Prepared 6 detailed business plans, 8 annual reports and 32 quarterly progress reports

(.....and one long term progress summary!)