

## PEMBROKESHIRE COASTAL FORUM

MANAGEMENT GROUP MEETING ON 16<sup>th</sup> October 2003

### ITEMS FOR DISCUSSION

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#### Introduction

We need to consider a number of closely related issues

- The next steps in relation to the preparation of the Strategy for ICZM in Pembrokeshire;
- The Marine Code / Outdoor Charter
- Research proposals

This consideration will need to be undertaken in the light of Tonia Forsyth's impending maternity leave [from the end of February 2004], which will have financial and operational implications. These are considered towards the end of the paper [page 5] under the heading "Resources". The final section of the paper sets out the conclusions and recommendations.

#### Towards a strategy for ICZM – the next steps

After a considerable amount of research over the last year and a half the Forum has now gathered a wealth of information on the current state of play and issues with regard to resources / activities in the Pembrokeshire coastal zone. This has been drawn together in 10 topic-based papers. The papers have also identified the key interactions between activities and resources and between activities.

The **next step** is to draw conclusions as to the issues that the Strategy for ICZM needs to address. However, given that the Strategy should be focussing on the processes of coastal planning and management, we need to undertake an assessment of how ICZM is working in Pembrokeshire before those conclusions are drawn. The assessment should explore how the eight guiding principles put forward in the EU Strategy are being followed in Pembrokeshire and should cover:

1. the various formal and informal planning processes affecting the coastal zone, including JUDP, SMP, Community Plan, PCNP plan, EA local plans, SAC management plan etc;
2. the operation of partnerships [public, public/voluntary and public/private/voluntary];
3. the involvement of local communities in coastal matters;
4. education [in the broadest sense] about coastal matters;
5. the role being performed by the Forum.

This part of the assessment will be particularly important not only for the development of the strategy as a whole but also in highlighting the tasks to be performed by the Forum in future years.

In the first instance:

1. the Forum Officer will be analysing the topic papers in the light of the above. The analysis may reveal the need for extra work, which would probably necessitate the employment of a consultant; and
2. meetings will be organised before Christmas by the Forum team with those involved in Community development and education to explore the links [if any] with coastal matters.

Closely associated with the next step described above is the need to develop a common understanding in Pembrokeshire of what ICZM really is and indeed what a Strategy for ICZM might address and look like. Whilst there may be a common understanding of what it is at a very broad level, it is evident, from the nature of the discussions in the topic groups and with Forum partners, that when things are looked at in some depth the understanding and expectations of ICZM [and indeed the role of the Forum] are by no means common.

Given the relative novelty of the approach, this may not be surprising. However, it is very important that over the coming year, as we prepare the strategy, all those involved are comfortable with what is happening and become enthusiastic proponents of the approach. Accordingly it is proposed that over the coming three months a programme of facilitated workshops are held with the objective of developing this common understanding. It should involve both those involved in the management group and the Steering Committee and those who have participated in the topic groups, plus other potentially key players who have not been involved so far.

It will be important to link the development of the common understanding with the very real task of assessing how ICZM is currently working in Pembrokeshire, which is being undertaken by the Forum Officer. **Accordingly we propose that, subject to agreement of the revised budget (see page 7 below), we employ external consultants to facilitate the development of a common understanding of ICZM in Pembrokeshire.**

### **The Marine Code / Outdoor Charter**

After initially requesting funds for this project 6 months ago we are still awaiting responses from a number of organisations and therefore progress is limited. This work has taken up a considerable amount of TF's time, which has had an impact on other forum work, and in particular, strategy development.

Originally we were looking for a project officer to begin in October, however now we envisage them starting in January on a three year contract working to both the Pembrokeshire Outdoor Charter Group and Marine Code Group. This has yet to be agreed by financial contributors to the project. Momentum for both projects is growing rapidly and so recruitment has now become a necessity.

**MARINE CODE / OUTDOOR CHARTER FUNDING TO DATE:-**

ORGANISATION	2003/4 £	2004/5 £	2005/6 £	TOTAL £	AGREED IN PRINCIPLE	CONFIRMED
WTB	12,000	10,000	8,000	30,000	✓	YEAR ONE ✓
CCW	10,000	10,000	10,000	30,000	✓	
PCNPA (CORE)	1,500	3,000	3,000	7,500	✓	
PCNPA (SDF)	1,200	7,000	7,000	15,200		
EA	1,000	1,000	1,000	3,000	✓	
NT	1,000	2,000	2,000	5,000	✓	
CROWN ESTATE	1,000	4,500	4,000	9,500		
WDA	1,000	3,500	4,000	8,500		
PCC	X	X	X			
WTSWW	X	X	X			
ELWA	X	X	X			
RSPB	?	?	?			
MCS	?	?	?			
WWF	X	X	X			

Marine Code

Since the last Working Group meeting, the Forum has contacted several boat operators who have agreed to contribute financially to the project. They are particularly keen to add a research element, both of visitor expectations and of distribution and number of species. There may be opportunities here to link with the newly formed Sea Trust. They have agreed to the postponement of the launch of the project, seeing the benefits of including a wider range of user groups before finalising the code. Other groups such as dive clubs and canoe clubs have expressed interest being involved in the project and hope to be able to trial the code next season. Another series of meetings with boat operators is to take place at the end of October. The purpose being for the Forum to discuss the future of the project including finances, project launch etc and for the boat operators and other members to report back on breaches of the code and any amendments needed to the site maps.

Outdoor Charter

A recent meeting of the POCG provided all members with a series of options for the future of the partnership. Although there was some reservation from a few individuals who were concerned about their independence, the group eventually agreed to the merging of the initiative with the Marine Code and the adoption of the project by Pembrokeshire Coastal Forum. Several members have already contacted the Forum with outlines of work that they feel the officer should undertake and one centre has also offered to contribute financially to the project. It is now crucial to work closely with the group when putting together the work programme for the project officer and to involve them in the development of the project as much as possible. Initially it was envisaged that a joint working group would be formed to serve both the OC and MC project. However on reflection, to enable groups to maintain their focus we will now continue with the two existing groups and establish a small management group to assist with some of the day-to-day operations of the two projects.

**In light of the very slow response that we have had to requests for commitment of funds, we are now seeking guidance from the Management Group on how to proceed with the project.**

## **Research Proposals**

### **1. Outdoor Activity Analysis**

The Forum has an allocated budget of 10k per annum for research and monitoring. It was envisaged that these funds would be used to initiate research that would support the work of the Forum over the 3-year period of strategy development. Although some of those funds have been used (for the preparation of the topic group reports), we still have a significant sum remaining that needs to be spent by December 2004.

Through the development of the topic papers, gaps were highlighted in current information, in particular within tourism and recreation. To date we still have little accurate data on the extent and future trends of activity tourism. Without this information, future management of the coast for tourism and recreation may prove difficult.

The recent WTB Activity Tourism and Watersports Strategies only highlighted the problems of present data, as statistics used appeared dated and not reflecting the local situation. Considering the WTB will now be using this work to prioritise their own marketing, it is now essential that we obtain a true reflection. This will then enable management to be proactive, strategic, integrated and 'bottom up' by working with the different interests to begin to understand their needs and current limitations.

A paper has been attached (appendix 1) which outlines the project brief. The Forum prepared this paper after meeting with PCNPA, PCC, NT and David Reed, Chair of the Tourism, Recreation and Access Topic Group. All parties agreed that there was a need for this research and it would be of benefit to their own work. However, nobody had the resources to fund such a project, as it was not viewed as high priority. In addition, much of the work would involve assessment of activities within the marine environment, an area of the coast for which none of the above organisations have responsibility.

This research would necessitate the employment of consultants due to the extent of the work. However, the Forum Team and volunteers could be used for different elements of the project that would significantly reduce the overall costs. Until potential contractors have been identified and tenders received it is difficult to forecast how much it will cost. However, experience suggests that some £12,000 will be needed, possibly more. **Accordingly, we propose that, subject to agreement of the revised budget (see page 7 below):**

- **the brief is put out to tender as soon as possible, to establish what can be achieved for such an investment; and that**
- **given the potential value of the survey material to the WTB, they be approached for financial support.**

## **2. Research Project - Cardiff University**

We have been approached by Lia Moutselou, a PHD Researcher from Cardiff University who wishes to use the Forum as a case study for a project she is undertaking over the next few years. The project's aim is 'to examine the merits of the relationship between ICM and MCPA's (Marine and Coastal Protected Areas) in theory, policy and practise and to investigate the practical possibilities for their hybrid existence in the current UK institutional context' (tabled at meeting). As part of the study, Lia would need to attend some of the Forum's meetings for the purposes of observation as well as assessing interactions that the Forum has with other local and regional coastal and marine management bodies. **Given the potential value of such a study both to the Forum in considering its future and to the SAC, the Management Group are asked to support its aims and to enable the Researcher to have access to its deliberations.**

## **Resource implications**

### **1. Maternity cover.**

As you will be no doubt be aware by now Tonia Forsyth will be departing on maternity leave at the end of February 2004. We need to consider what cover we should provide in her absence.

There is no doubt we should endeavour to find suitable cover for her absence. Three key questions arise:

1. Over what period should the cover be provided?
2. Can we afford to appoint someone for a full year? and
3. How we should find someone?

Given the fact that we are entering the final year of the Objective 1 funding [in particular completing the strategy and sorting out the future of the Forum] it will be crucial to have the fullest possible cover. Indeed, with the prospect of running the Marine Code project as well, there is a strong case for seeking someone for a full year from January 2004. The person would have the best part of 2 months working with Tonia and a similar sort of period handing back to her on her return. Even if Tonia were only away for 4-6 months, there is clearly sufficient work to justify the additional resource for the remainder of the year e.g. research for tourism and recreation (see Outdoor Activity Analysis above and appendix one), organising a conference for the end of the project, production of the Pembrokeshire Coastal Directory.

The cost of employing someone to cover Tonia's absence would be in the order of £18,500 - £20,000 + on costs for NI etc i.e. in the order of £25,000 less £ 4075 recoverable i.e. £21,000. We can only afford this by making use of the some of the money set aside for overheads, consultants, research and marketing. We would need to get approval from WEFO for such a change in our profile of expenditure.

It will not be easy to recruit someone of Tonia's experience, though the offer of a one-year contract will make it a little easier. There seem to be two possible approaches to recruitment:

1. seeking a secondment; and
2. advertising in the open market.

Given the time that it will take to organise the appointment by whichever route, it would seem sensible to pursue both routes in parallel.

**We recommend that, subject to agreement of the revised budget in Section 3 below and the agreement of WEFO to vire money between budget heads, we make an appointment for a full year and that we seek take both routes to seeking the cover for the post**

### 2. Office space

MHPA have agreed to the housing of additional Forum staff, however they may not be located within the existing Forum offices.

### 3. Finances

As indicated in the discussion above the ability of the Forum to move forward with these proposals depends on the agreement of a revised budget both by the Management Group and by WEFO.

The current state of the Forum's finances (to 30 September 2003) is set out in the Table below. It will be seen from column 1 that there has been an under spend of £36,000 against the original spending profile submitted as part of the Objective 1 bid. It was always recognised that variations would arise during the course of the three years of the project. The need to find resources to cover the Forum Officer's maternity leave provides a good opportunity to examine the whole budget, since virement to the salaries heading is needed.

Column 4 of the table shows that there remains £125,947 in the overall budget for the 15 months 1) October 2003 to December 2004, allocated to the various budget headings. A revised budget is shown in column 5. The following points need to be stressed:

- the additional £25,000 under salaries includes £21,000 for the maternity cover and an additional £4,000 to cover increases in staff salaries and NI that were not budgeted for originally;
- the overheads budget is reduced by £5,000 - the original budget has proved to have been over generous;
- £1,500 has been added to travel & subsistence - particularly for the person covering for maternity leave;
- major revisions to the Publicity and Marketing ( - £12,393) and Research & Information gathering ( -£9107) budgets are made to boost the salaries budget (n.b. some of the work to be undertaken by the person providing maternity cover will in fact be focussed on projects under these headings – the Outdoor activity analysis and the production of the Coastal Directory and the

organisation of an end of project conference). There will still be sufficient money to undertake the proposed research and to ensure that there is a high profile programme of publicity and marketing;

- No change is made to the consultancy budget to ensure sufficient resources for the facilitation process proposed in the Way Forward for ICZM

#### REVISED ESTIMATES –OCTOBER 2003 – DECEMBER 2004

ITEM	Under spend	Final 1/4 2003	2004	Total cash available	Revised budget
	[to 30 09 03]	[original estimate]	[original estimate]	[sum of cols 1,2,& 3]	
<b>CASH</b>					
Staff	2705	8750	35000	46455	71455
overheads	7225	1935	7500	16660	11660
T&S	100	625	2500	3225	4725
publicity & marketing	15173	3125	12740	31038	18645
Consultancy	3712	750	3000	7462	7462
Research & information gathering	8607	2500	10000	21107	12000
<b>TOTAL CASH</b>	<b>37522</b>	<b>17685</b>	<b>70740</b>	<b>125947</b>	<b>125947</b>

## Conclusions

### The main conclusions to be drawn are that

- there is a clear need to make a one year appointment to provide maternity cover;
- there remains a need to develop a common view on what ICZM means in the Pembrokeshire context and on the shape of the strategy;
- there are two potentially valuable research projects for the Forum to be involved with;
- there are sufficient funds to provide maternity cover, to enable some research to take place and to employ external facilitators.

## Recommendations

### The agreement of the Management Group is sought for following recommendations that:

- **The revised budget be adopted**
- **The agreement of WEFO is sought to the proposed virement**
- **Maternity cover is provided by means of a one year contract appointment, either by secondment or open competition**
- **External consultants are appointed to facilitate the development of a common understanding of ICZM in Pembrokeshire**
- **Tenders are sought from contractors to undertake the Outdoor Activity Analysis:**
- **Financial support is sought from the WTB towards the research project**
- **Support is given to the researcher from Cardiff University and that access is afforded to the Forum's deliberations**

## APPENDIX ONE

### Research Project: Outdoor Activity Analysis

#### Project History

Recent years have seen significant changes in the number and range of outdoor activities participated in within Pembrokeshire. This has led in some areas of the county, to increased pressure on resources and in turn has caused conflict between and within some activities.

Activity tourism throughout the UK is currently growing and with recent strategic developments within the Wales Tourist Board to develop these activities further, this trend is likely to continue. It is therefore crucial that we begin to take a proactive approach to managing these activities in Pembrokeshire if we are to ensure the long term sustainability of the tourism and recreation industry.

#### Project Aim

The project aims to gather the necessary information to aid in the development of a framework for the future sustainable management of outdoor activities within Pembrokeshire.

In order to proceed, we now need to gain a clear understanding of each of the activities, the number of participants, main sites/resources used, likely future trends, users' needs and areas of actual or potential conflict. This work can be broken down into three phases:-

#### Phase One

This will involve the collating of existing information and knowledge, particularly of the main activities and sites. In order to make the project more manageable it will focus predominantly on beaches marinas and slipways. Existing information will include the following:-

- Pembrokeshire Outdoor Charter – list of sites used by activity centres.
- Wales Tourist Board Activities & Watersports Tourism Strategies
- Pembrokeshire Coastal Forum Tourism, Recreation and Access Topic Paper
- Pembrokeshire Marine SAC - activities within the SAC (information on which to base the Management Scheme)

In addition to the above, a questionnaire will be prepared to be sent out to all of the following:-

- Keep Wales Tidy - Coastcare Groups
- Outdoor Activity Centres via Pembrokeshire Outdoor Charter Group
- Marine wildlife & dive operators via Pembrokeshire Marine Code Group
- Activity clubs and associations
- National Trust Wardens
- Pembrokeshire Coast National Park Authority Rangers
- Pembrokeshire County Council Beach Wardens
- Environment Agency Wales – Environment Officers

This questionnaire will contain a list of all the beaches marinas and slipways and ask key questions regarding the different uses for activities, perceived level of use and pressures on the resource, potential conflict areas and names of individuals or groups for future communications. Space should also be left for additional comments.

The information gathered in phase one will then form the basis of the project and will be completed by spring 2004.

### **Phase Two**

Building on the work in phase one, the project will now focus in more detail on the main hotspot areas identified which contain one or more of the following:-

1. highest levels of use
2. the greatest pressures on the resource
3. areas of conflict

A second questionnaire will be produced which will target individuals as well as groups of participants involved in outdoor activities. Questionnaire two will be sent out to users via clubs such as the Welsh Canoeing Association and the British Sub Aqua Club. This will need to be sent out during the winter in order to give plenty of time for responses before the summer season of 2004. A letter will need to accompany the questionnaire to clarify its purpose and possibly some form of incentive be given for completion e.g., a boat trip.

In addition, during the summer a series of face to face interviews will also be conducted at prime activity times at the activity sites with participants. For both the postal and interview questionnaires, they will contain the following questions:-

- list of activities participated in
- frequency of use of site
- other sites used
- identification of pros and cons of use of site
- ways in which the site could be improved e.g., showers, parking, information etc.
- any conflict areas with other user groups or local community

### **Phase Three**

The results of both phase one and two would then be prepared in report form. In order to provide conclusions on growth or decline of each of the activities, analysis will need to be conducted on the UK demand for activities. Much of this work will be available via the Wales Tourist Board and British Tourist Board as well as from the main activity associations such as British Surfing Association.

It is hoped that the report will give a clear picture of the activity industry, its needs, pressures on the resources and areas where management practices need to be improved.

<b>ACTIVITIES TO INCLUDE:-</b>	
<b>dinghy sailing</b> <b>cruiser sail</b> <b>surfing</b> <b>windsurfing</b> <b>kite-surfing</b> <b>canoe (inland)</b> <b>sea kayaking</b> <b>body-boarding</b> <b>swimming</b> <b>wave ski</b> <b>diving</b> <b>coasteering</b> <b>wildlife boat trips</b> <b>kite flying</b> <b>Land yachting</b>	<b>caving &amp; pot holing</b> <b>wake boarding</b> <b>rowing</b> <b>climbing</b> <b>horse riding</b> <b>walking</b> <b>powerboats</b> <b>cycling</b> <b>mountain biking</b> <b>shooting</b> <b>waterski</b> <b>jet-ski (PWC)</b> <b>sea angling</b> <b>quad biking</b> <b>snorkeling</b>