

Pembrokeshire Coastal Forum
Progress Report for the Management Group Meeting
Thursday 1st May 2003

1.0 Introduction

Following the successful recruitment of the Forum Team in February/March of this year, progress within the work program is now underway. Areas of work that were significantly behind schedule included Forum marketing and topic group development. This report will demonstrate how the Team have begun to tackle this, by increasing awareness of Forum work to a wide and varied audience and beginning Phase Two of strategy development.

2.0 Project Finances

With the new staff only starting in February/March of this year, we currently have a cash under spend in the first quarter of 2003 of 12,011 (see below). However, proposals identified within this paper for Forum marketing and Topic Group development will increase spend within some of the main budget headings.

The whole question of the profile of the Forum's expenditure is under discussion with WEFO, who seem to be flexible in their approach provided we are on target with our outputs [which we are].

TABLE 1 - EXPENDITURE FOR THE FIRST QUARTER JANUARY TO MARCH 2003

ITEM	Estimate per quarter £	Actual per quarter £	Over / under spend
CASH			
Staff	9,651	6,382	- 3,269
Overheads [exc offices]	2,405	624	- 1,781
T&S	900	426	- 474
Publicity & marketing	3,921	0	- 3,921
Consultancy	1,023	0	- 1,023
Research & information gathering	3,127	1,674	- 1,543
TOTAL CASH	21,117	9,106	- 12,011
IN KIND			
Staff	3,764	4,585	+ 821
Offices	763	763	0
TOTAL IN KIND	4,527	5,348	+ 821
GRAND TOTAL	25,644	14,454	- 11,190

3.0 Staff Training

- **Staff Inductions**
- **Welsh language** – beginner's Welsh class, continued.

4.0 Events

- ICZM Coastnet Partnership Workshop – DEFRA, London
- RPS Launch

5.0 Publicity & Marketing

- Follow up meeting with David Reed and Katherine Lucus to agree Forum marketing requirements. Work is now starting on the following:-
 - Forum image design is in progress. Once this has been agreed the majority of other marketing can be developed from it.
 - Leaflet design and production, purchase of dispensers and distribution plan
 - Newsletter – the production of the third edition of the newsletter is currently underway with closing date for articles - end of April 2003. With the WCMP Bulletin now regularly being sent out the Forum Newsletter will be much more locally specific to avoid any duplication.
 - Website – once Forum image has been agreed the Team will be commissioning an overhaul of the existing website.
 - Banners – to aid in advertising the Forum at events.
 - Forum Fact Sheet – to be improved to make more user friendly
 - Forum folders – to be used to insert information sent out by the Forum.
 - Press releases – in order to further raise the Forum's profile, regular topical press releases are now required.
 - Contacts Database – work has now started on upgrading the existing contacts database to enable easier access and use and to create links between the database and Microsoft Outlook.

6.0 Communication

General Public

- Met with several members of Goodwick Harbour Village to assess coastal erosion on sections of the Coast Path created by grazing cattle. The Forum has liaised with National Park over this issue.

Organisations/partnerships/committees

Although in the past few months time has not allowed for much input into other organisations and partnerships the Forum are regularly kept up to date with work. We have recently joined the Planned Sustainability Sub Board.

Consultations/projects

- Local
 - Marine code – (see attached paper)
 - Pembrokeshire Outdoor Charter Group (see attached paper)
 - St Justinian's – PCF are still actively involved in this project and will be assisting in organising a public meeting to identify community, business and environmental needs within St David's
 - ICZMap – PCF have been piloting the GIS package in Pembrokeshire over the last two months. The Forum attended a meeting in Southampton with all other UK pilot teams to discuss the project. Sarah Lockwood, a Pembrokeshire College student has now completed a report on the findings of the pilot which is available on request. The main findings were as follows:-
 - GIS is still only used by a small number of organisations within the county
 - there is a lack of knowledge about what data layers are currently available for GIS
 - for data known to be in existence, there was some confusion over who supplied it and/or how to access it.
 - The majority of users felt that the ICZMap package would be of use but cost would be the main determining factor as to whether or not they purchased it.
 - Personal Watercraft - British Marine Federation held a Personal Watercraft Seminar at Kiln Park in Tenby in early April. The main aim of the day was to demonstrate the work that the industry are doing to improve their image and relationships with other user groups. Chris Neville-Parry, Executive Director of the Personal Watercraft Partnership discussed the need for management schemes to be implemented to tackle the issues within Pembrokeshire. He was also very interested in the Marine Code project and once the project expands will be sending out information on the code to all members and wants us to put an article in the 'Jet Ski' Magazine.
 - Freshwater West Working Group – PCF attended a meeting of this group in March to discuss the future management needs of the site. The Forum expressed concerns at the proposed development of a camp site adjacent to the beach, and asked the group instead to consider the promotion of local campsites and the new 'Greenways' bus service to assist the local businesses and services.
 - Fish Week – The Forum attended the last Fish Week meeting and will have their display boards at Milford Docks at the launch of the event.
 - Fishguard Regeneration – PCF attended this meeting to discuss project development within the area. The £30 million regeneration package centres on the development of a marina at Goodwick together with the provision of facilities for ancillary businesses including the inshore fishing industry. Improvements to the E-learning Centre and other educational facilities and town centre improvements are also included in the proposals.

- EA Carmarthen Bay Water Quality Project – As partners with this project the Forum attended a meeting in Tenby to look at how the project should move forward.
- KWTC Clean Coast Project – At the last Steering Committee meeting KWTC reassured the group that new funding was immanent for the projects; however the Port Waste element to their work would no longer be continued.
- National
 - WTB Watersports Strategy – PCF organised a meeting between Will Sutherland, WTB consultant, PCF, Pembrokeshire Tourism, PCNPA and Pembrokeshire Outdoor Charter Group to discuss the Strategies development. The Forum expressed concerns over lack of integration between strategies within the WTB and the confusion within the private sector over this work. PCF requested that the conclusions of this work follow the same principles as the Activity Tourism strategy by recommending the development of local activity networks to produce locally based activity strategies that will feed into an all Wales integrated activity strategy. They also requested that the WTB support local initiatives which can assist in local delivery of much of the WTB work related to sustainability and eco tourism.
 - WCMP – Edward Holdaway attended the fourth partnership meeting in Cardiff on March 5th. Following that meeting he also attended the Regional Seas Irish Sea Pilot workshop.
 - ICZM Stocktake – WS Atkins have now been awarded the contract from DEFRA to develop and deliver the UK Stocktake for the EU ICZM Recommendation. Taking account of devolution country Stocktake Panels are to be established to do this work. PCF have been invited onto the Welsh Stocktake Panel and have accepted. Information on the details of this work will follow shortly and will be forwarded to the group.
 - Coastnet Partnership Workshop – PCF attended a workshop in London in March to identify the benefits of partnerships in developing the ICZM process. The event was extremely useful with opportunities for networking as well as detailed discussions on projects and best practice. The outcome of the day was a series of actions (mostly for DEFRA) on requirements of the partnerships in order to aid in delivery of local ICZM. Papers on this event will follow shortly.
 - PCNPA Field Staff Briefing Day – PCF attended a seminar organised by PCNPA where a number of project officers to include the Forum gave brief descriptions of their projects, aims and objectives. It proved to be a very useful day, particularly for new Forum staff.

7.0 Future Events

- Topic Groups – A meeting of the Topic Group Chairs on 29th April will begin to identify the dates for Topic Group Meetings over the next few months.

- Proposed Darwin Centre Consultation – PCF have been invited to attend a series of workshops aimed at identifying the feasibility of establishing a Darwin Centre in Pembrokeshire. Three workshops are to be held between 9.30am and 3.30pm as follows:-
 - Tuesday 6th May MHPA – The Role of the Centre
 - Wednesday 7th May MHPA – Networking & Communications & Sites and Built form
 - Friday 9th May PBI Training Suite– Operation of the Proposed Site
- Coastal Surgeries – The next Surgery will be held in Dale on May 29th from 2-7pm.

8.0 ICZM Strategy Development Update (for information)

Project Plan

For clarification purposes the project can be divided into three phases as follows:-

- Phase One – Establishment of Forum structure & methods of communication
- Phase Two – Establishment of baseline information on Pembrokeshire Coastal Zone & waterway.
 - Issues/State of Report
 - Preparation of 10/11 topic papers based on Topic Groups to include summary of issues
 - Identification of information gaps
 - Identification of current levels of ICZM within current management framework – ICZM Audit
- Phase Three – Preparation of an ICZM Strategy & Action Plan
 - Preparation of a strategy for the future of the coast
 - Vision for the future
 - Action plan to implement strategy
 - Who does what, how, where and by when

Having now spent the last year creating the structure in which the Forum works we are now moving into Phase Two, the gathering of baseline information which will form the basis of the Strategy.

Phase Two

Over the next six months, the Forum Team have been tasked with the production of a ‘State of / Issues Report’ for the Pembrokeshire Coast. The mechanisms by which this information will be obtained have been agreed in Principle by the Management Group.

The aim of this paper is to provide a more detailed account to include timetables for delivery.

The levels of detail within the report will be largely determined by what information is currently in existence. However the aim is not to provide an exhaustive list of information on each of the topic areas, but instead to draw together a list of existing information with brief summaries of content, identifying areas of duplication and gaps in knowledge. The report will be:-

- targeted at the full range of interested parties and should be available to all on request
- summarized in an Executive Summary for wide circulation with the full report having a more restricted circulation but available on request
- as concise as possible and set out in an accessible and attractive way to appeal to a wide audience
- comprise an opening introduction and general descriptive section, sections relating to individual topic heads, a planning section to incorporate the ICZM audit results, a discussion and review section and a final conclusion
- a “stand alone” document but also a precursor for the full Strategy Document and would therefore need to be considered in that context in terms of format and style
- will not contain non-essential detail. This would either be included in Appendices or source references would be given within the Report

For this work to be of value, it will require detailed research by the Forum Team and a commitment from the Management committee to assist in this process wherever possible.

The information will be gathered by a variety of means to include coastal surgeries, coastal workshops, questionnaires, topic groups and previous work produced by other organisations. To avoid duplication the Forum intends to work by building on existing consultation whenever possible. With this in mind Issues are to be gathered from a variety of means as follows:-

1. Forum issues (questionnaires, coastal surgeries, workshops & topic group meetings)
2. SAC Issues
3. Community Plan
4. Community Appraisals (PLANED, PCC)
5. PCNPA ‘State of the Park’ consultation

Over the next three months the Forum Team will be focusing most of the consultation on the Topic Groups. Chairs have now been agreed follows:-

Table One – Topic Group Chairs and Membership Numbers

Topic Group	Chair	No. of Members
Fisheries & Aquaculture	Steve Thompson	69
Tourism, Recreation & Access	David Reed	88
Agriculture & Rural Land Use (MOD)	Steve Alderman	34
Marine Industry Business & Commerce	Andrew Brown	42
Ports, Shipping & Transport	Mark Andrews	28
Landscape & Cultural Heritage	Jonathan Hughes	15
Nature Conservation / Environment	Robin Crump	70
Energy	David Fletcher	16
Coastal Protection & Flood Defense	Emyr Williams	27
Marine Pollution & Water Quality	Ged Davies	59

Role of Chairs

The role of the Chair both within the meetings and in the broader context of the wider work of the Topic Groups will be vital to the success of the project. They will have a wide knowledge and understanding of both the topic area and also its context in relation to other topic areas. Using that knowledge they will draw out from the group, both within and between meetings, the information and views necessary to make the final report as meaningful and holistic as possible.

The role of Topic Groups will be to bring together the essential information regarding each of the topic areas; however it will be through the Steering Committee of the Forum that the necessary links between groups will be provided. Each Topic Group Chair will have a seat on the Steering Committee and play an important part in the integration process. Whilst Forum staff will be working closely with the Chairs, their chief role will be to provide the administrative support for the Groups and to collate and present the information and views arising from them.

Timetable for Topic Papers - See Table Two

Table Two – Timetable for State of / Issues Report

Timetable of events	Apr	May	Jun	Jul	Aug	Sept	Oct
Information sent out to Topic Group Chairs covering letter, agenda & membership list	██████████						
Topic Group Chairs Meeting Forum aims objectives & outputs; roles & responsibilities of Topic Groups, structure & function, timetable for meetings, format of meetings and links with Steering Committee.	██████████						
Information sent out to Topic Group Members agenda, date & venue for meeting, draft topic paper, meeting attendance return slip		██████████					
Topic Group meetings / workshops ID gaps in information, amendments to existing information, new material sources debate issues identified, process, benefits and timetable for Forum work		████████████████████					
Final Draft Topic Papers out for consultation sent out to all Topic Group Members for final comments			████████████████████				
ICZM Audit of Plans Audit main plans against principles of ICZM e.g., Shoreline Management Plan, Community Plan, Unitary Development Plan.			████████████████████				
Issues/State of Report						████████████████████	