

## PEMBROKESHIRE COASTAL FORUM

### MANAGEMENT GROUP MEETING ON 10<sup>th</sup> July 2003

#### ITEMS FOR DISCUSSION

##### **1.0 Topic Group Meeting Feedback**

Over the past six weeks the Forum Team have organised and run a series of ten Topic Group meetings with 100 individuals attending. An enormous amount of information and issues were gathered from these events, all of which will feed into the Issues / State of Report.

The purpose of the Topic Groups was not just to collect the necessary data but was also to serve another, possibly more important purpose – to begin the process of integration and networking. By having individuals as well as organisations and statutory bodies with an interest in the specified topic area, this would also serve as an opportunity for open debate on issues of concern, breaking down barriers by creating openness and transparency. By having a clearer understanding of others points of view this would aid in resolving long standing conflicts, providing opportunities for justification of decision making and enable awareness raising and education on particular subjects.

Unfortunately however, attendance by statutory bodies was very poor, and in some cases not even one organisation was represented. The result of this was an unbalanced debate, with no opportunity for resolution of any of the issues and a loss of confidence by the public in the ICZM process. In addition, discussions with staff within some statutory bodies have indicated that there is a real lack of understanding of ICZM and of the Forum's role in its delivery. ICZM is perceived as exclusive to the Management Group with little filtering out of information.

From its outset, the Forum Team have been faced with a great deal of negativity from both the general public and organisations over its role. With strategy development being a very 'dry' subject, and very difficult to sell, the 'carrot' has been the commitment and involvement of all the main statutory bodies to the Forum's work. With no statutory powers to implement ICZM and no commitment from the Management Group none of the work we are currently involved in could be achieved.

Whilst it is recognised that all organisations are under continual pressures due to increasing workloads and lack of manpower, it was hoped that the ICZM process would be seen as aiding in reducing that burden rather than adding yet another layer to existing work.

It was recognised from the beginning that this process was complex and would be difficult to implement initially, therefore **with all of this in mind I ask you to consider the following points for discussion at the Management Group Meeting:-**

**1.0 Wider staff engagement & awareness raising of ICZM – PCF to organise a training day for all Forum Team, organisational key staff and PCF Steering Committee on ICZM and the role of PCF in its delivery. External facilitators and an expert in ICZM e.g.,**

**Sue Gubby could be invited to run the event. The outcome of the event would be to establish greater clarity of the ICZM process, clearly identifying the benefits to all those involved.**

## **2.0 Build ICZM into the job plans within organisations.**

### **3.0 Stage Three – Issues Analysis**

**3.1 Greater warning of meeting dates**

**3.2 Clearer information on purpose of event**

**3.3 More evening meetings which are less likely to clash with other work commitments**

## **2.0 Forum Marketing**

During our last Management Group meeting it was agreed to take on Jessa to start some of the marketing and PR work of the Forum and to be reviewed in 3 months time. **With this in mind I now ask you to consider the continuation of her position.** Although we have now begun to raise the Forum's profile, a great deal more work needs to be done. With David's post coming to an end in August I will be spending a great deal more time on strategy work than at present. This will increase Katherine's workload significantly. Forum marketing work still to be done includes:-

- leaflet – (see tabled paper one)
- updating display boards
- reviewing the Forum Fact Sheet
- Writing text for and continually updating the website
- Writing press releases for Forum work and events
- Producing banners, information folders
- Designing new Forum display panels
- Identifying outlets and producing articles e.g., Coastnet newsletter, Wavelength, Coast to Coast, etc.
- Assisting in the design and production of the Forum newsletter

Jessa could continue to work for the Forum 1 to 2 days per week (depending on deadlines) at a total cost for 6 months of approximately £2,500 over a six month period.

Forum Catchphrase – For all Forum marketing a new **catchphrase has been identified for agreement by the Management Group** 'Pembrokeshire Coastal Forum - at the centre of our coast's future'.

## **3.0 Consultations**

### **3.1 Coastal Economics Institute (see tabled paper two)**

Pembrokeshire College are currently intending to commission a feasibility study investigating the benefit of the development of a Coastal Economics institute which will be used to accommodate both educational and commercial facilities and to support the development of coastal zone knowledge in Pembrokeshire and further a field. We have

been asked if we would be willing to write a letter of support. I felt it would be appropriate to discuss this project in greater detail, possibly trying to identify some of the synergies with other initiatives such as PCF, Darwin and the previous proposal for Coastlands.

### **3.2 RNLI New Lifeboat Station at St Justinians**

We have been asked to comment on the EIA for the proposed new Lifeboat Station at St Justinians, St David's. Again I felt it would be useful to discuss as a group how we address consultations such as this in the future.

## **4.0 Forum Meetings**

4.1 **Steering Committee** – With all of our Topic Group Chairs now in place we have a full steering committee and therefore our first meeting of the new group needs to be organised possibly for mid October. With all of the interests around the table we could use this meeting as an opportunity to begin to sort through the issues and categorise and prioritise them. The meeting could also serve as a networking event with a site visit.

4.2 **Forum** – A full Forum meeting will be due in Autumn / Winter of this year. The meeting could begin with a report on progress to date of Forum work, the proposed work programme for forthcoming year and followed by an open forum for question and answer session. A guest speaker could then be asked to talk on a topical issue which may attract further interest from Forum members. Any suggestions for a speaker would be gratefully received by the Forum Team.

**Please consider these events for discussion at the MG meeting.**

## **5.0 Marine Code / Outdoor Charter**

Following a recent request to the WTB for funding for the Marine Code & POCG project, PCF invited both Jim Embrey – WTB Strategy and Gary Davies – Regional Tourism Partnership to Pembrokeshire for a meeting. On Wednesday 25<sup>th</sup> June I took them out around Ramsey Island with Peter Hordley to look at the work of the Marine Code project. The following day we met to discuss in detail ways in which the WTB could fund both the project and some of the other Forum work. The WTB have agreed to part fund an officer post to develop and implement the project in Pembrokeshire with final costs yet to be agreed. The RTP have also agreed to provide some funds to PCF on a regional basis only via agreed contracts. **This in itself raises a series of questions for the future of the Forum and its role with such organisations. In addition, with some money soon to be in the pot for the MC & POCG project, I urge you all to consider exactly how much you would be willing to contribute to the project.**

## **6.0 Issues / State of Report (tabled paper three)**

