



2017-2018 Annual Report

Chair's Foreword

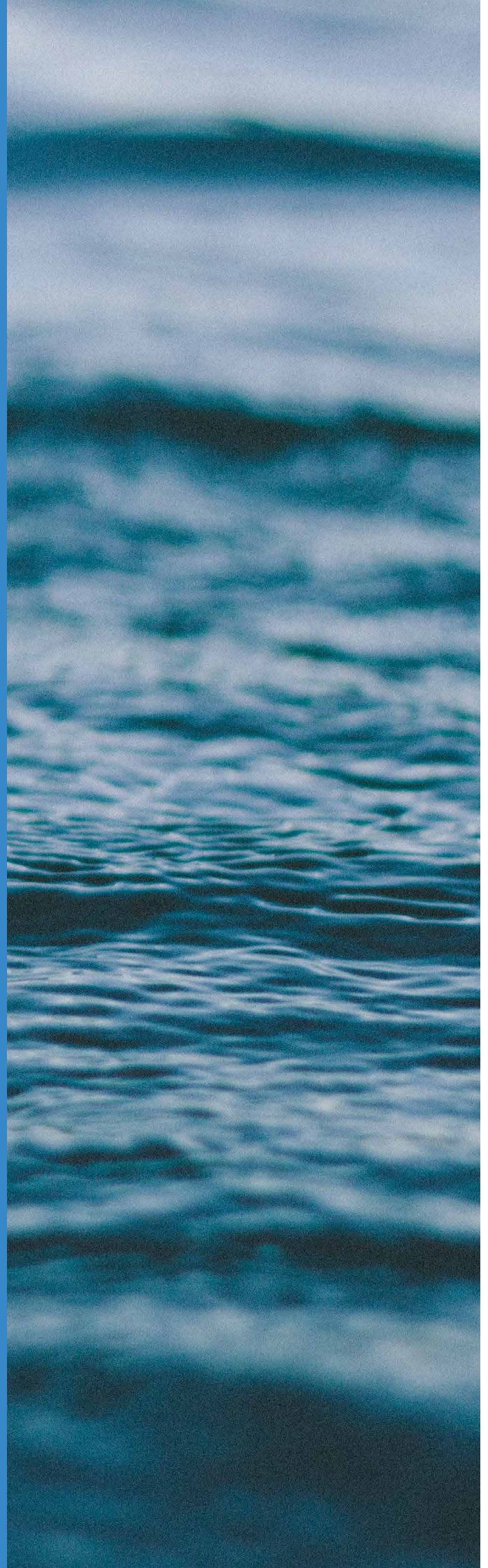
When the Sea Empress ran aground in 1996, spilling 72,000 tons of crude oil onto the Pembrokeshire Coast, it triggered a full-scale clean up operation across Pembrokeshire bringing together volunteers and paid hands alike to protect our beautiful coastline.

Pembrokeshire Coastal Forum was born from the Sea Empress disaster as the need for an independent body to address issues facing our coast became apparent. Just like the response to that disaster, we work to bring people together - to start conversations and to inspire change, and although we have developed significantly over the years, our mission has not changed; to support sustainable development and to protect our coast and marine environments for current and future generations to enjoy, particularly given the challenges of climate change.

Having been previously hosted by the Port of Milford Haven, 2014 was a ground-breaking year for us as we became a completely independent Community Interest Company and since then the business has gone from strength to strength. PCF has developed innovative projects which are considered best practice across the UK and our long-term relationships with coastal partners have been built over the years, based on trust and understanding. 2017 has been our most successful year to date and I am very proud of the hard work and dedication of the team. It is their knowledge and expertise combined with their love of the coast that makes PCF unique.

On behalf of the Board of Directors I would like to thank all of our funders and partners for your continued support. I would also like to thank our members, project stakeholders and all of the local communities that we have enjoyed working with in 2017, and we look forward to continuing our work with you in the coming years.

*Nick Ainger, Chairman
Pembrokeshire Coastal Forum*



Chief Executive's Report

The concept of Integrated Coastal Zone Management (ICZM) was first developed at the Earth Summit in Rio in 1992. This subsequently helped to drive the idea of collaboration, integration and a partnership approach to the management of our coasts and seas. Since that time coastal forums across the UK have made a range of positive contributions to ICZM but have also faced a number of challenges. Reduced core funding and a focus on outputs rather than outcomes has made life difficult for coastal partnerships across the UK.

It is under this backdrop that I'm particularly proud of the achievements of PCF. Our work with a wide range of partners has seen us receive national and international recognition, focussing on our collaborative, sustainable approach to coastal issues and opportunities.

Our new areas of work demonstrate just how innovative and adaptive coastal partnerships can be. Our more established programmes continue to grow and evolve as we become more sustainable as a Community Interest Company.

The varied work of PCF first attracted me as a volunteer over 12 years ago and we continue to offer exciting placements and volunteer opportunities. Much has changed in that time but the passion and commitment of all the team at PCF is consistent.

The pressures on our coasts and seas are increasing - climate change, marine litter and demand for resources are all threatening the unique place where we love to live and work. Coastal partnerships have a crucial role to play in these current and future challenges, and at PCF we look forward to continuing our collaborative approach to managing our coastal areas.

I am pleased to present our annual report for 2017-18 and I would like to thank everyone that has been involved in our work.

*David Jones, CEO,
Pembrokeshire Coastal Forum*



2017 Highlights 2018



- UK's largest coastal partnership team
- Most successful year to date, delivering more projects than ever before
- Team has increased by **67%**
- Over **60%** increase in social media followers
- A membership of **700** and growing
- Chwarae Teg Fairplay Employer
- Qualified for Welsh Government's Accelerated Growth Programme



£175,000

funding awarded through Welsh Government's Sustainable Management Scheme for developing a payment for ecosystem services based nutrient trading platform.

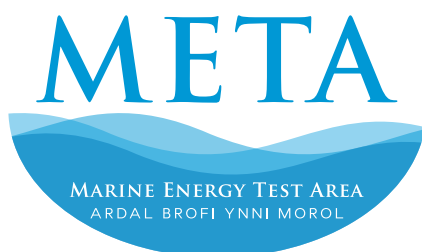


- Coastal Challenge Days: 10 schools, 13 outdoor lessons and **407** pupils
- Approximately **400** students took part in marine energy workshops



- Marine Code App launched and free to download in the app stores
- Marine Code Buoys deployed around Caldey Island raising awareness of wildlife sensitive areas
- Over **1000** Wildlife fact sheets and tide tables have been sold in multiple outlets across Pembrokeshire

• Shortlisted for **Park Protector Award** 2017



- **£1.9m** funding awarded through the European Regional Development Fund, Coastal Communities Fund and Swansea Bay City Deal
- New team established to deliver project



- **540** delegates attended Marine Energy Wales events
- Winner of **Outstanding Industry Advocate** at Green Energy Awards 2017



- Over **350** members signed up to Outdoor Charter, working together to ensure adventure activities do not impact Pembrokeshire's landscapes.
- **75** outdoor professionals trained in multiple best practice events

COASTAL

Curriculum

Our programme Coastal Curriculum reflects the diverse nature of PCF's work relating to coastal issues and opportunities. Workshops can be in school or at a coastal site, and the project works across all key stages using resources which support the National Curriculum.

2017 Highlights 2018

Coastal Challenge Days

PCF's Coastal Challenge Days take pupils out on the Pembrokeshire coast to meet with coastal experts. 407 pupils from seven primary schools and three secondary schools took part in Coastal Challenge Days during 2017/2018, alongside contributions from the Pembrokeshire Coast National Park Authority, the National Trust, GES Ltd, Sea Safari Tours, Eco Schools, Tenby Sailing Club, Defence Infrastructure Organisation and Farming and Countryside Education. These days were funded by NRW Joint Working Partnership and Competitive Bids.

"Excellent day, well organised,
speakers were outstanding"

Aled Williams, Geography Teacher, Ysgol Bro Gwaun



Ysgol Bro Gwaun investigate erosion and its impacts on infrastructure at Newgale

Marine Energy

125 pupils visited Carew Tidal Mill to learn about historical methods of using water as an energy source, before participating in a marine renewable energy workshop either back in school or a visit to a marine energy device. This was delivered by PCF in partnership with Darwin Science, The Bluestone Foundation, Pembrokeshire College, Pembrokeshire Coast National Park Authority and Marine Power Systems.



PCF has also worked with Bombora Wavepower and Wave-tricity to deliver 11 workshops for Pembrokeshire school pupils looking at the science and careers opportunities linked to marine energy. In total 400 pupils have engaged in marine energy through PCF-led workshops.

The water in the Milford Haven Waterway and the surrounding Pembrokeshire Marine SAC contains too much nitrogen and phosphorus. This means it fails to meet statutory water quality standards and the nutrient enrichment threatens important and protected wildlife and their habitats.

The EEP-Ecobank is developing a framework for creating an enterprise capable of running a nutrient based trading scheme that is able to:

Pay land managers for undertaking actions that benefit the natural environment beyond regulatory requirement and secure sustainable economic development and future investment opportunities

The aim of the EEP Ecobank through the Building Resilience into Catchments (BRICs) project is to work with land managers, industry, conservation managers and communities to allow the potential growth of Pembrokeshire's economy while improving the environment of the Milford Haven and Cleddau catchment.



2017 Highlights 2018

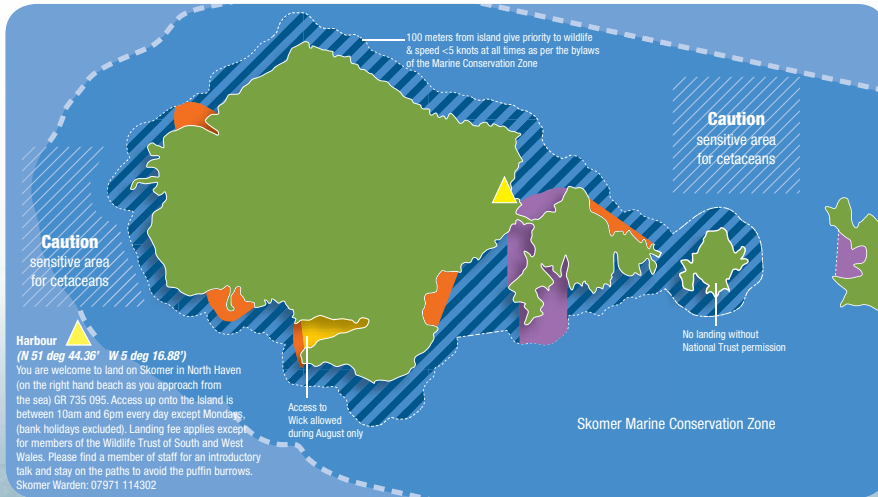
- Creation of a diverse group of stakeholders including farmers, conservationists, industry and regulators to focus on a positive solution to the issue of nutrients entering our waterways.
- BRICs is a 3 year, £600,000+ project, led by PLANED and PCF. It is funded under the Welsh Government's Rural Communities – Rural Development Programme Sustainable Management Scheme (SMS) which aims to support activities that will improve the management of Wales' natural resources, and in doing so contribute to the well-being of our rural communities.



The Pembrokeshire Marine Code, formalised in 2002, is a combination of codes of conduct and agreed seasonal access restrictions which aims to encourage people to show respect and consideration for the environment, wildlife and other users.

The Marine Code protects the amazing marine flora and fauna for which Pembrokeshire is renowned by asking marine users to reduce disturbance to wildlife by:

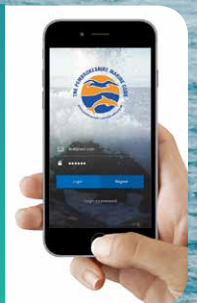
Planning ahead
 Keeping your distance
 Knowing how to view wildlife
 Reducing speed and sound



2017 Highlights 2018

Marine Code App

A free app has been launched which contains wildlife facts, Marine Code maps and best practice advice helping people to fully enjoy their experience with wildlife in a responsible way. The app also allows users to record wildlife sightings and locations of invasive non-native species. Search "Pembrokeshire Marine Code" in your app store.



Marine Code Buoys at Caldey Island

Educational buoys to raise awareness of the Pembrokeshire Marine Code and wildlife sensitive areas have been deployed in the waters off Tenby again this year. The ground-breaking approach began in summer of 2016 and is unique in Wales. The aim is to help watersport users minimise their disturbance and protect the marine environment.



Factsheets and Tide Tables

Wildlife factsheets and Marine Code tide tables are now sold in 20 outlets around Pembrokeshire and contain all of the information from the Marine Code in a handy pocket guide. Get in touch with PCF if you are interested in becoming a stockist.





Pembrokeshire
Outdoor Charter Group
 Grŵp Siarter Awyr Agored
 Sir Benfro

The Outdoor Charter Group, formalised in 2002, promotes the sustainable use of Pembrokeshire's landscapes for recreational and leisure activities by bringing together individual adventurers, outdoor adventure businesses, environmental education centres and conservation groups.

Respect

other
 people

Protect
 the natural

environment

Enjoy the outdoors
 and stay **safe**

2017 Highlights 2018




Wildlife Training Best Practice Events

This year PCF delivered a range of training events to over 75 professionals with the aim of aiding outdoor recreation providers in delivering more sustainable adventures.



Coasteering Concordat

The Concordat aims to provide and safeguard the sustainable long-term use of sections of National Trust land for commercial adventurous activities, and give guidance to all organised groups on how to conduct activities responsibly.



credit: Tonic Surf Therapy

RECREATIONAL AUDIT FOR DISABLED ACCESS IN PEMBROKESHIRE: SOLUTIONS OPTIONS REPORT

Research into economic evaluation of potential solutions to barriers to participation in adventurous outdoor recreation for disabled individuals in Pembrokeshire

PCF
 Pembrokeshire Coastal Forum, 2nd Floor, Pier House, Pier Road, Pembroke Dock, Pembrokeshire, SA72 6TR
www.pembrokeshirecoastalforum.org.uk

Funded by
 Pembrokeshire Coastal Forum, Pembrokeshire Coast National Park, Cyfoeth Naturiol Cymru Natural Resources Wales

Recreational Audit for Disabled Access (RADA)

The project aims to increase and improve recreational opportunities for disabled people by identifying where barriers exist, exploring potential solutions to those barriers and providing an economic evaluation of those potential options.

2017 Highlights 2018



Supply Chain Assessment

MEW received funding from LEADER and the Sustainable Development Fund to investigate the potential for supply chain companies to diversify into the marine energy sector. The project undertook a capability assessment of Pembrokeshire companies with the potential to diversify into the marine energy industry and also provided stakeholder engagement and 'Meet the Buyer' opportunities for these companies. As a result, a supply chain directory has now been created which contains over 300 contacts.



Marine Energy Hub

MEW has established a Marine Energy Hub in its Pembroke Dock offices. This is a dynamic worksite where marine energy companies can come together and share space, facilities and knowledge to unlock the sector's full potential. The hub currently hosts nine companies.



Membership

In 2017/2018 MEW hosted four fully booked working group meetings for its 50 members, covering topics such as revenue support, Welsh project updates, consenting and academic research. These meetings promote collaboration and networking.

Marine Energy Wales (MEW) brings together technology developers, the supply chain, academia and the public sector to establish Wales as a global leader in sustainable marine energy generation, making a significant contribution to a low carbon economy.

The aim is to create a thriving and diverse marine energy industry in Wales by:

Providing
support and guidance
for the sector

Encouraging
learning and
collaboration

Promoting
wider public
understanding
of the benefits of marine energy

Raising
awareness
of the country's key
development
opportunities

Political Support

Revenue support for the industry at UK government level is critical. MEW have been in contact with Welsh MPs, UK Government Ministers and the devolved nations highlighting how the marine energy sector fits in with the UK Industrial Strategy and other UK Government policies. MEW is driving this industrial engagement at a national level ensuring Wales is now becoming renowned at a global level.

Global Links and Marketing

MEW have MoUs in place to share knowledge with Marine Hub Cornwall and Marine Renewables Canada and are receiving strategic advice from Scotland (through EMEC) and Cornwall (Wave Hub) to develop META. Alongside taking part in international trade visits (most recently from France Energies Marines), MEW is also pleased to welcome international members such as Minesto (Sweden), Bombora (Australia) and Tocardo (Netherlands). The MEW website generates substantial interest with a marine energy contact list of over 1000 global companies.



Annual Conference

The Annual Marine Energy Wales conference was held in April 2018 in Cardiff and attracted over 200 delegates from around the world. Keynote addresses were delivered by Mark Drakeford AM and Anna McMorrin MP and an evening networking event was held in Cardiff Castle.



PCF has been awarded £1.9 million funding through the European Regional Development Fund, Coastal Communities Fund and Swansea Bay City Deal to develop a Marine Energy Test Area (META) in the Milford Haven Waterway.

META will be a series of pre-consented, non-grid connected test areas in the Milford Haven Waterway that are sheltered and accessible, yet still representative of real sea environments.



Aims

- To provide early stage device developers based in Wales with a local, easy access facility for testing components, subassemblies, operational procedures and devices.
- To support global marine energy device developers, supply chain companies and universities in developing new products and services.
- To provide added value to the current UK test centre network.

Pembroke Dock Marine

Pembroke Dock Marine is part of the Swansea Bay City Deal, and aims to develop a world class centre for marine energy development, fabrication, testing and deployment. The £76 million programme is made up of 4 pillars:

- **META**
- **Pembroke Port Infrastructure Upgrades**
- **Marine Energy Engineering Centre of Excellence (MEECE)**
- **Pembrokeshire Demonstration Zone**



Stakeholder Engagement

As a neutral, independent body, PCF is experienced in delivering engagement events on behalf of local communities, public bodies, private business (both large and small) and for government.

Achieving an integrated sustainable approach to coastal management requires the involvement of a diverse range of stakeholders, bringing them together to facilitate the development of innovative solutions to coastal challenges.

2017 Highlights 2018



St Justinian

The situation at St. Justinian is complex due to the variety of stakeholders and the promotion of a site that is economically important but has capacity and infrastructure issues. PCF has facilitated discussions to find a permanent solution that will protect the character of the National Park for all users while allowing local businesses to thrive.



Newgale

In 2017 PCF were commissioned by Atkins to facilitate two sets of public drop-in sessions as part of a consultation on the adaptation of the coastline and road system at Newgale, as a result of sea level rise. The aim was to give people the opportunity to view and comment on the proposals.



Welsh National Marine Plan

In 2018 PCF delivered six public drop-in events and a conference for Welsh Government's consultation on the Welsh National Marine Plan. The purpose of these events was to give stakeholders the opportunity to meet with the marine planning team and address any queries or concerns.



Wales Activity Mapping (WAM) is a collaborative stakeholder project which provides detailed information on a range of marine and coastal activities, displayed in a GIS system.

The project was initiated to assist in the sustainable management of marine and coastal recreation and displays information on relevant infrastructure and management issues.

The use of the GIS Mapping System has been recognised as best practice on a global scale.



Looking ahead to 2018 2019

Funded by NRW, Pembrokeshire Coast National Park Authority and Welsh Government, PCF will update recreational data across South West Wales, comparing changes to original baseline data. The project will also record management issues and carry out ground-breaking work on carrying capacity and recreational impacts.

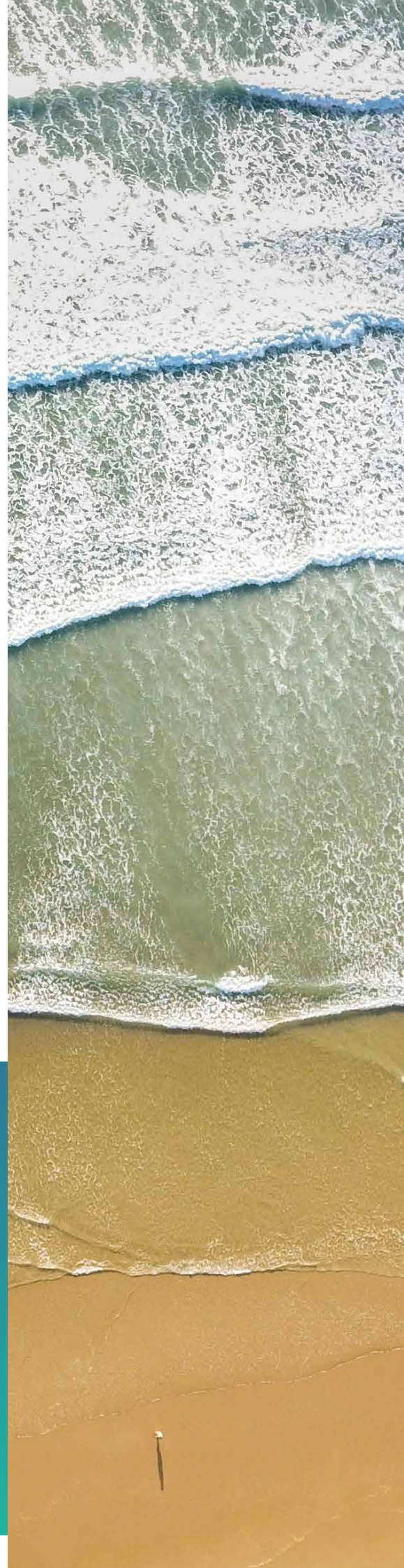
Other PCF Work

Alongside our main programmes of work, the PCF team have also undertaken the following:

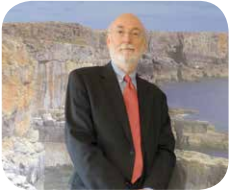
- Pembrokeshire Sustainable Shellfish Pilot Initiative - testing voluntary gear modification to try to improve fishing sustainability within the local potting fleet
- Adventure Smart Wales - a collaboration between partners from across the country brought together to promote safety in the outdoors
- Stakeholder engagement at Abereddy to facilitate discussions around car parking and sea defences
- Support charities such as Neptune's Army of Rubbish Cleaners and Surfers Against Sewage
- Completed stakeholder perception study for Port of Milford Haven
- Undertaken foreshore management plan for Pembrokeshire Coast National Park Authority
- Supported Port of Milford Haven with successful Welsh European Funding Office applications
- Hosted fully booked annual wildlife sightings event and raised £500 for Wildlife Trust of South and West Wales through donations during the event and sales of Marine Code tide tables

PCF is at the heart of shaping marine policy and is an active member of:

- Welsh Marine Action and Advisory Group
- Welsh Marine Stakeholder Reference Group
- Welsh Clean Seas Partnership
- Welsh Government Coast and Seas EU Transition Group
- Coastal Partnership Network
- UK Marine Energy Council
- SEACAMS2 Programme Board
- Wales Activity Tourism Organisation



The Board Of Directors



Chair - Nick Ainger Nick is former Labour MP for Pembroke and has served as a Lord Commissioner of HM Treasury, government whip, and later Minister, at the Wales Office. He left government in 2007 and now volunteers with the South and West Wales Wildlife Trust.



Sue Davenport Sue is a successful business entrepreneur with over 30 years' experience in sales and marketing. Sue is a Chartered Director, a Fellow of the Institute of Directors and an alumni of Harvard Business School.



John Jenkins John is a Chartered Accountant with more than 25 years' experience with leading consultancies, banks and advisory firms. He specialises in providing support for offshore renewable energy projects, and early stage technology companies.



Charles Mathieson Charles worked for the Pembrokeshire Coast National Park Authority for 27 years in a variety of roles starting as Ranger Team Leader, moving to Head of Recreation, Head of Recreation and Tourism and finally as Head of Park Delivery until his retirement in 2017.



Martin Murphy Martin is a Chartered Engineer and current Chair of Marine Energy Wales. Having spent over 25 years in managerial positions in the marine industry, Martin is now an active independent consultant.



David Tudor David is the Marine Portfolio Manager for The Crown Estate and heads a development and asset management team working on offshore energy projects, innovative coastal management schemes and critical marine infrastructure.



Kath Wellard Kath works for Atkins and has 20 years' experience in environmental management and assessment, specialising in marine, fisheries and coastal issues. Kath has worked on coastal and maritime EIAs, policy reviews and coastal and marine planning projects in Wales, the UK and overseas.

Meet the Team

PCF has a dedicated team who are experts at delivering independent stakeholder engagement, project development and partnership working. Our aim is to deliver innovative solutions to coastal challenges, so that Pembrokeshire remains the unique place we all love, for future generations to enjoy.

David Jones Chief Executive Officer

Tim Brew Education Manager

James Dyer Finance, HR and Policy Manager

Jetske Germing Business Development and Delivery Manager

Jess Hooper META Operations Manager

Joseph Kidd META Operations Manager

Holly Pretious Marketing and Communications Manager

Paul Renfro Project Manager

Louise Rigby Williams Marine Energy Project Manager

Bethan Simes Marine Energy Project Coordinator

For more information on our team, visit www.pembrokeshirecoastalforum.org.uk/about-us/the-pcf-team



Next steps 2018 2019

Pembrokeshire Coastal Forum

- Clean Seas Pledge
- Survey with PCF members and stakeholders to ensure PCF keep delivering on key issues
- Continue to play a role in Welsh Government policy groups
- Continue to increase membership and social media presence
- Volunteering programme in place with 5 volunteers committed for 2018

Stakeholder Engagement

- Upcoming work on stakeholder engagement includes organising a round table stakeholder conversation on seaweed gathering and use in the South West region, followed by a shared learning event in the autumn

Coastal Curriculum

- Develop a marine energy visitor centre in Pembroke Dock and for mobile use
- Deliver Coastal Challenge Days around coastal issues & opportunities, including marine energy

EEP Ecobank - BRICs

- Define business structure of the nutrient trading scheme
- Quantification of nutrient reduction and suggested management actions

Sustainable Recreation Management & Pembrokeshire Marine Code

- Train communities and tourism organisation members in Pembrokeshire to identify and record local wildlife and invasive species via the Marine Code App. PCF staff will deliver training and collate records
- Sharing PCF spatial approach to protecting marine wildlife in Pen Llŷn a'r Sarnau. PCF will support the local development using the Marine Code toolkit
- Recruiting Sustainable Recreation Coordinator
- Wildlife fact sheets and tide tables distribution across tourism & retail outlets continues

Marine Energy Wales

- Continued political lobbying around issues concerning UK government revenue support
- Participation on UK Marine Energy Council ensuring Wales is represented at a UK level
- Members survey to determine industry led work plan priorities
- Continue to promote Wales, the current EU Structural Funding and supportive policy landscape

META

- Finalise site identification considering all stakeholders
- Commence Environmental Impact Assessment (EIA) to inform marine license application
- Provide marine energy test support equipment

Wales Activity Mapping

- Update WAM recreational data across the South West Wales area including management issues, best practice and infrastructure details
- Updated data for evidence-based management
- Explore carrying capacity and recreational impacts upon designated sites

A puffin with a large, colorful beak (orange, yellow, and black) and black and white feathers is perched on a nest made of straw on a cliff. The background is a clear blue sky.

Get Involved

PCF is open to anyone who has an interest in the coast and waterway of Pembrokeshire. At present, our membership extends to nearly 700 individuals and organisations and is continually growing.

We work collaboratively to provide innovative and integrated solutions for the management of our coasts. Being a member of the PCF network is free and includes the following benefits:

- Stay informed on coastal matters
- Access to a wide coastal network
- Neutral platform for knowledge exchange
- Promote your organisation via E-news
- Share knowledge and good practice