



# 2018- 2019 Annual Report

## Chair's Foreword

Pembrokeshire Coastal Forum was born from the Sea Empress disaster of 1996 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.

Although we have developed significantly over the years, our mission has not changed; to support sustainable development and to protect and enhance our wonderful coastline. Given the climate crisis we all face we believe that our work has never been more important.

PCF has been a completely independent Community Interest Company since 2014 and we pride ourselves on delivering innovative solutions to a range of challenges facing our coast. Much of our work is 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.

2018 was a year of change for PCF as we said goodbye to long-standing board member Sue Davenport. On behalf of the Board of Directors I would like to thank Sue for all of her work with PCF and wish her well with her future endeavours. In Sue's place we were delighted to welcome Hannah Dahill, Associate Director of employment law at Morgan LaRoche Solicitors. The team itself has also grown as we recruited Alec Denny as our Sustainable Recreation Coordinator.

Current policies and funding opportunities can have significant impacts on a Community Interest Company like us, but I am very pleased to report that we have moved into 2019 in a stronger position than ever before. The continued hard work and dedication of the PCF team has delivered another very successful year. It is their knowledge and expertise combined with their love of the coast that makes PCF unique.

On behalf of PCF 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 2018, and we look forward to continuing our work with you in the coming years.

Nick Ainger, Chairman,  
Pembrokeshire Coastal Forum

## Chief Executive's Q&A

After 12 years with the company, what keeps you passionate about the work we are doing?

I recently took Noah, my seven-year-old godson to Skomer Island and after promising him seals, porpoise and of course puffins, Skomer delivered, as it always seems to do. To be part of his excitement in seeing wildlife up close was magical and I was blown away by his unbelievable knowledge of marine species, he almost knew all of the sea birds in our Marine Code App! I'm passionate about sustainable coasts and oceans and it would be great if children like Noah can grow up with the same opportunities we did. At PCF we are constantly working to ensure that the future generations get to understand, appreciate, and enjoy everything our coastal areas have to offer. Why would you not be passionate about that, even after 12 years?

How would you sum up 2018/19 for PCF?

Exciting, challenging and busy! It's been another year where we have delivered positive outcomes across a wide range of coastal issues and opportunities contributing to our vision. We have continued to work on areas that we believe are key to the future of sustainable coasts in Pembrokeshire; marine energy, coastal recreation and tourism, building resilience in catchments, stakeholder engagement and education.

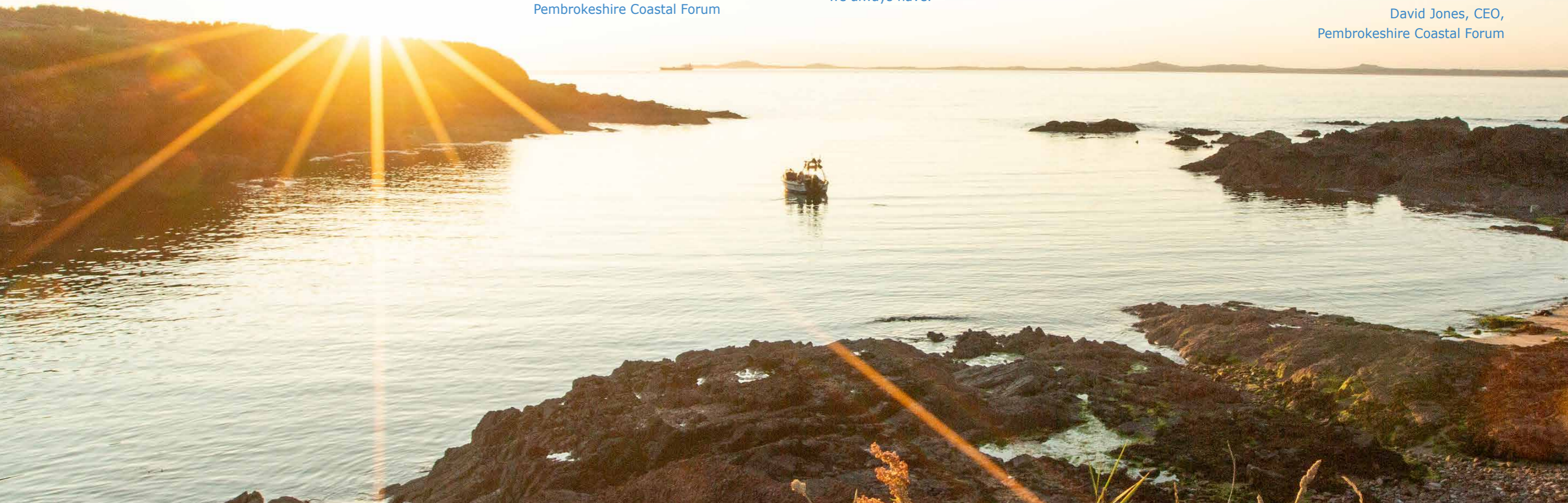
Are there any of PCF's achievements that you are particularly proud of?

How collaboration continues to be a constant theme in everything we do. I'm proud of how some of our long running areas of work are just as important now as they were when we started in 2000. The Marine Code and Outdoor Charter are two great examples of projects that have continued to evolve over the years and how we are now exporting that learning into other areas of Wales and beyond.

Looking ahead to 2020, how do you see the future of PCF?

Exciting, challenging and busy! Collectively, humans are without doubt creating huge challenges for the future generations and collectively we are going to have to find rapid solutions to minimise the impacts. It will be interesting to see how the declaration of a climate emergency in Wales changes the way we do things and how coastal communities adapt. We will be looking at how we progress our work based on feedback from our recent public survey and we are looking forward to getting stuck into some new projects focusing on climate change and coastal communities. What I can promise is that as a team we will continue to work together with a wide range of partners and deliver solutions with the same passion we always have.

David Jones, CEO,  
Pembrokeshire Coastal Forum



# 2018 Highlights 2019



- UK's largest coastal partnership team
- Most successful year to date, delivering more projects than ever before
- Over **40%** increase in social media followers
- Over **30%** increase in membership, with now over **900** members
- Silver Award from Chwarae Teg in the **Fairplay Employer** Benchmark in recognition of gender equality in the workplace
- Progressing through the Welsh Government's Accelerated Growth Programme
- Successful volunteer placement programme with nearly **3000** volunteer hours recorded this year



- Coastal Challenge Days have allowed **290** pupils to experience outdoor learning by engaging with local experts to learn about coastal issues
- **654** pupils across Pembrokeshire have learned about marine energy through dedicated workshops



- A potential business structure for a nutrient trading scheme has been created to allow development and an improved natural environment
- A suite of actions have been defined that will be used to help farmers reduce nutrient losses and **Improve Water Quality**



- Bilingual Marine Code App launched and free to download in the app stores
- Working with the Pen Llŷn a'r Sarnau SAC to develop the **Gwynedd Marine Code**
- Over **1500** wildlife fact sheets and tide tables have been sold in multiple outlets across Pembrokeshire, a 50% increase from last year
- Over **130** outdoor professionals have attended wildlife training days



- **52** members across industry, academia, government, regulators
- 10th annual conference held with over **200** delegates and 30 speakers
- A total of 16 marine energy developers from across the globe are actively progressing projects in Wales, with investment to date totalling **£96.2 Million**



- META Phase 1 **Open For Business**
- Extensive stakeholder engagement undertaken, with public exhibitions held around the Milford Haven Waterway
- Wave buoys deployed to monitor wave conditions and confirm site selection
- Environmental Impact Assessment complete for Phase 2 projects, demonstrating minimal impact from proposed short term testing

# Who is Pembrokeshire Coastal Forum?

## Our Vision:

"Sustainable coasts and oceans for future generations"

## Our Mission:

"We inspire, collaborate and deliver solutions for sustainable coastal communities"

## OUR VALUES

### Sustainability

We only work on projects that contribute to our vision. For us this means a healthy and resilient community with a thriving coastal economy, living in harmony with natural resources.

### Collaboration

We recognise stakeholder engagement and working in partnership are critical to success. Everything we do is achieved with others.

### Passion


We are passionate about making a difference; to the sustainability of coasts, oceans and communities.

### Flexibility


We provide flexibility for our customers and our team and to adapt to the challenges and opportunities facing our coasts.

### Reliability


We have been achieving results with our partners since 2000, consistently delivering positive impact and sharing best practice, often from projects originated in Pembrokeshire.



**WINNER**  
"Most Sustainable Social Enterprise"  
at the Sustain Wales Awards



**WINNER**  
"Outstanding Industry Advocate"  
at the Wales Green Energy Awards



**WINNER**  
"Most Valued Consultant"  
at the International Tidal Energy Awards



**FINALIST**  
"Reconciling Interests"  
at the Natura 2000 Awards

# Our Contribution to the Well-being Goals

PCF sign up to the vision outlined by the Well-being of Future Generation (Wales) Act 2015. Below we highlight our contribution toward the goals using the lens of the Act:

## A Prosperous Wales

Our marine energy **education programme** links schools with the development of innovative low carbon technology, and the opportunities this provides for responsible economic development and future careers.

The **EEP-Ecobank** project aims to unlock future development in the Haven in a manner that does not cause harm to the natural environment.

**Pembrokeshire Marine Code** helps safeguard a wildlife tour boat industry, including tours around Ramsey Island, worth £4.6m gross value added to the Welsh economy.

**Wales Activity Mapping** is recognised as a reliable platform to demonstrate the significance of recreation activities to the Welsh coastal economy.

## A Resilient Wales

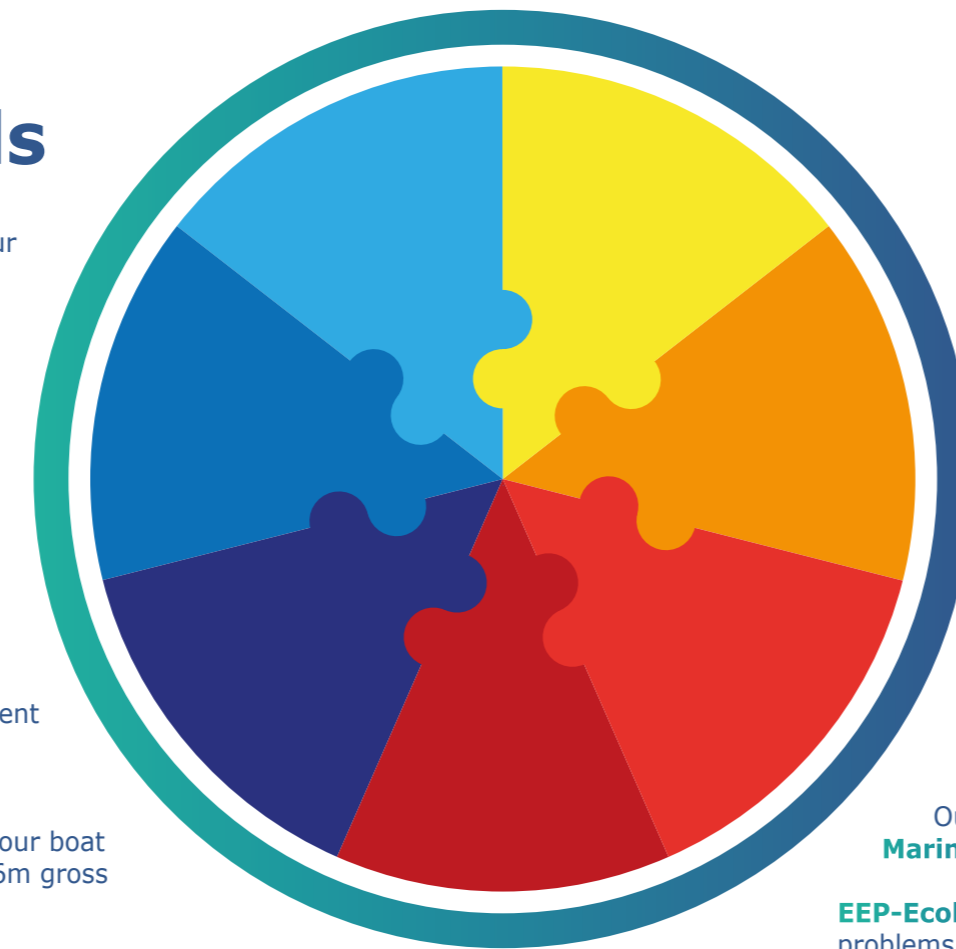
Our education programme's **Coastal Challenge Days** investigate the challenges faced by wildlife and communities posed by climate change.

**EEP-Ecobank** works with land managers to ensure farming can reduce impact on the natural environment while still ensuring food production.

**Pembrokeshire Outdoor Charter Group** asks individuals and organisations to operate to an established standard which shows consideration for local communities, operating safely and reducing wider environmental impact.

**Marine Energy Wales** supports the marine renewable energy sector, helping provide future generations with clean energy resources within healthy functioning ecosystems.

**META** will support the development and growth of an exciting new industry in Wales. Supply chain diversification from oil and gas into marine energy will also make the supply chain more resilient as the world moves towards a low carbon economy and continues to divest from fossil fuels.



## A Healthier Wales

Spending time in nature has been found to help with mental health problems such as anxiety and depression. The **Outdoor Charter** provides a platform where members can share ideas and create collaborative projects to promote adventurous activities that open up the benefits for physical and mental well-being.

Engaging young people and schools through the **Coastal Curriculum**, with the opportunities at the coast for life long health and well-being. Outdoor activities, playing, walking down the beach or spending time observing nature are all highlighted.

The **Wales Activity Mapping** project will help develop an understanding of current and future distribution of recreation activities which can be used to inform local authorities e.g. for social prescribing.

## A More Equal Wales

PCF education programmes, such as **Coastal Challenge Days** are available to all schools in Pembrokeshire and we work especially close with schools around the Milford Haven Waterway, enabling access to the coast to develop ocean literacy.

**Marine Energy Wales** is supporting the marine energy sector to develop a thriving industry to provide skilled jobs and economic growth for the most deprived areas in Wales – the coastal areas such as Pembrokeshire and Anglesey. 50-60% of the economic benefit of marine energy is expected to be generated in coastal areas, many with a need for economic regeneration.

By encouraging more developers to establish themselves in Wales and in particular Pembrokeshire, **META** will provide much needed opportunities in the local economy for socio-economic growth supporting peripheral economies.

## A Wales of Cohesive Communities

Our stakeholder work on sustainable recreation, through the **Outdoor Charter Group** and **Marine Code** helps resolve and prevent issues around recreational use escalating.

**EEP-Ecobank** brings a wide range of stakeholders together to find common ground and solutions to problems that cross physical and sector boundaries in the catchment.

**Coastal Challenge Days** examine the issues faced by coastal communities and services, to then support the development of collaborative solutions.

**META** focuses on green growth in the marine sector and aims to inspire a new generation of businesses which will contribute to the fabric of our local communities by providing high quality jobs in Pembrokeshire.

## A Wales of Vibrant Culture and Thriving Welsh Language

The PCF vision of 'sustainable coasts and oceans for future generations' and mission 'to inspire, collaborate and deliver solutions for sustainable coastal communities' ensures that all the work we do focuses on vibrant coastal communities. Local culture is essential for thriving communities and at PCF we embrace the Welsh language.

## A Globally Responsible Wales

The oceans connect the ecosystems and communities. The positive behaviours integral to the **Coastal Challenge Days**, and Marine Energy education programme support the Common Understanding for Sustainable Development and Global Citizenship, and schools progress in developing ethically informed citizens.

The Pembrokeshire **Marine Code** provides guidance affecting world populations of wildlife species. For example, Grassholm Island is home to 10% of the world's population of Gannets.

Marine energy could play a part in an innovative, low carbon society helping to respect the limits of our global environment. Through the development of **META** and the potential of the Welsh Demonstration Zones, Wales has the potential to be a global centre for **marine energy** generation development.

## 2018 Highlights 2019



### Marine Energy

The marine energy programme gives pupils the opportunity to investigate how renewables are helping Wales meet its global responsibilities towards climate change. In field trips to Carew Mill and to marine energy developers' sites, pupils get a first-hand experience of the technology. 654 pupils have taken part in Marine Energy Workshops this year and they have learned first-hand how the development of this technology is contributing to Wales becoming more globally responsible, prosperous and resilient.

### Coastal Challenge Days

The Coastal Challenge Days take pupils out onto the coast and allow them to meet with coastal experts. Working closely with the school and our coastal partners, a schedule for each day is developed which supports pupils' learning and brings the challenges of the coastal zone to life. Topics covered this year have included the impacts of sea level rise and storms on infrastructure, the challenges and opportunities faced by coastal communities, and the impacts of human activities on wildlife. 290 secondary pupils participated in Coastal Challenge days this year.

### Support For Schools



A new curriculum for schools is being developed for Wales, and PCF has worked with local schools to support them in integrating this change. Most recently PCF has worked with Harri Tudur school in Pembroke Dock on projects for the humanities curriculum. Year 7 looked at the impacts of the Sea Empress disaster including wildlife and tourism. Thanks to the support of the Port of Milford Haven a pack of resources was developed for year 8, looking at the importance of the Milford Haven Waterway to the heritage of Pembroke and Pembroke Dock.

### University Visits

PCF was invited to present on our Marine Energy Test Area project to students from Van Hall Larenstein University of Applied Sciences, Netherlands in September and to Cardiff University students from the marine geography course in March. Five placements have been offered to students from Welsh universities this year who have contributed across PCF's projects whilst developing their knowledge of the marine sector.

### Marine Energy Visitor Centre

Development of the bilingual Marine Energy Visitor Centre is well underway. The first stage was showcased at the Marine Energy Wales conference and we look forward to using it with schools and wider audiences in the near future.



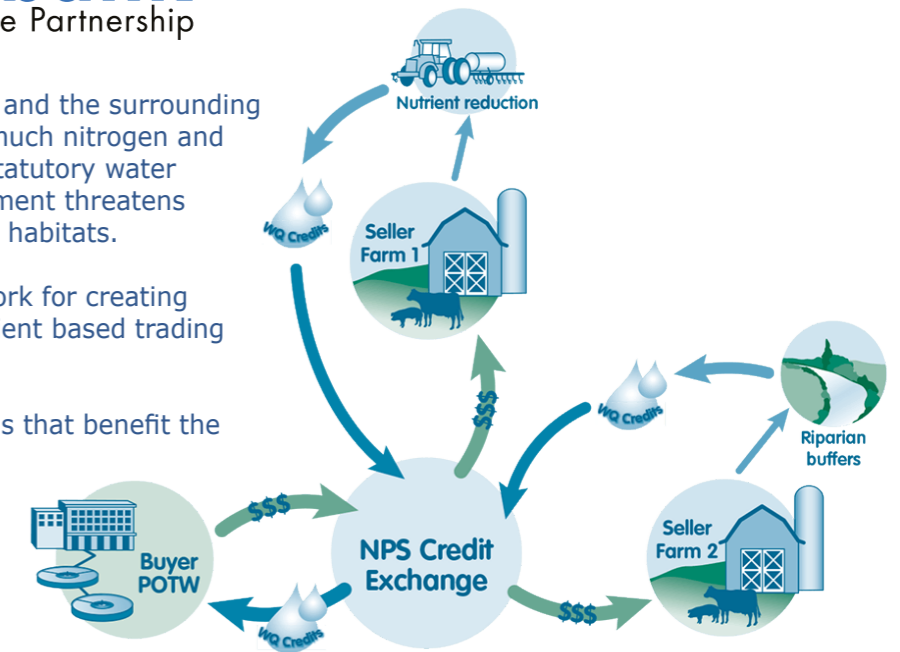
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Awarded funds from



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 delivering 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 EEP-Ecobank, working 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.

## 2018 Highlights 2019

- A potential business structure of the nutrient trading scheme has been created, which considers who operates the scheme, how it is managed, operating costs, connections to permits and planning conditions. The structure also takes into consideration the long term sustainability of the scheme, how it is regulated and monitored.
- A suite of actions have been defined that will help farmers reduce nutrients and how this reduction will be measured over a determined time frame. Examples include the use of cover crops or riparian buffer strips.



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.

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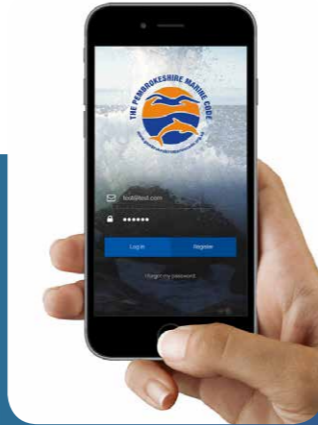
The Pembrokeshire Marine Code, formalised in 2002, is a combination of codes of conduct and agreed seasonal access restrictions which aims to encourage people to show respect and consideration for the environment, wildlife and other users. The Marine Code protects our amazing wildlife by asking people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

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

## 2018 Highlights 2019

### Marine Code App now available in Welsh

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

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 watersports users minimise their disturbance and protect the marine environment.



### Sharing the Pembrokeshire Marine Code approach with the Pen Llŷn a'r Sarnau SAC

PCF has been working with the Pen Llŷn a'r Sarnau SAC to further develop the Gwynedd Marine Code through sharing how the Pembrokeshire Marine Code maps were created. Maps can provide information on both areas and the time of year certain marine species can be sensitive to disturbance, giving users the opportunity to plan their journeys in order to minimise negative impacts. This approach has been successfully adopted and has proven beneficial in Pembrokeshire for over 15 years.



### Wildlife Training Events

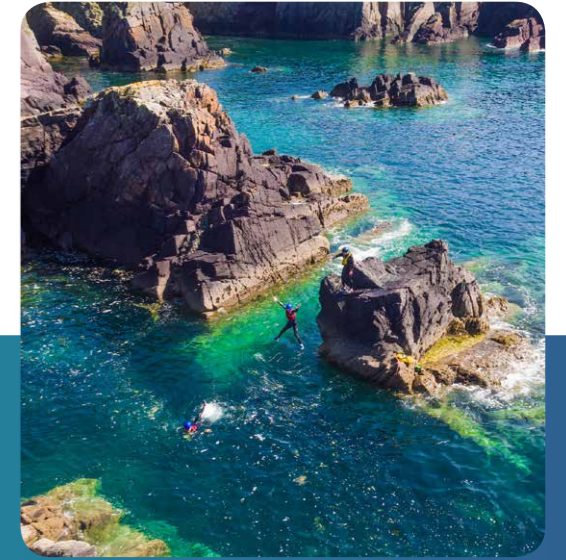
PCF has delivered a range of wildlife training events focusing on how to ensure you can enjoy the outdoor coastal environment without causing disturbance to the amazing wildlife of Pembrokeshire. Topics included geology, rocky shores, seabirds and wildflowers. Over 130 professionals from the wider tourism and adventure sector were in attendance with the aim of learning how to share the information with their customers.



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



## 2018 Highlights 2019

### 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.

### Adventure Smart Wales/UK

Adventure Smart Wales is a collaboration between partners from across the country brought together to promote a simple message: get out and enjoy the great Welsh outdoors but make sure you plan ahead and stay safe. As one of the partners in the scheme, PCF led on the development of a toolkit designed to make it as easy as possible for tourism businesses to share the range of messages which have been designed to provide all the essential information needed for people to get outdoors, keep safe and comfortable. Now rolled out UK wide as Adventure Smart UK.



### SUP Kids

PCF has worked with the National Trust, Pembrokeshire Coast National Park and Dyfed Archaeology to develop a series of educational resources which aim to help engage children with nature through adventure activities, showcasing the amazing culture and nature experiences Pembrokeshire offers. These resources were funded by Visit Wales Tourism Product Innovation Fund, awarded to TYF for a wider programme and have been introduced to the Tourism sector via a series of training events.



### Responsible adventuring - sharing best practice

Regular events organised to facilitate the sharing of Outdoor Charter Group approaches and information between the areas' range of adventure sector organisations, providing the tools to deliver a variety of adventure activities safely and sustainably. More recently working with the wider tourism sector, to enable the approach and messages be shared with their customers.



Funded by:



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Marine Energy Wales 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.

Our 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
- Raising awareness of the country's key development opportunities
- Promoting wider public understanding of the benefits of marine energy



## 2018 Highlights 2019

### 10th Annual Conference

Marine Energy Wales hosted its 10th Annual Conference in 2019. Over 200 professionals from around the world came together at the Celtic Manor in Newport in this showcase of Welsh industry to find out more about current projects and future plans.

### State of the Sector 2019

The Marine Energy Wales 'State of the Sector 2019' report was launched in April and clearly demonstrates the positive impacts and future opportunities of marine energy for Wales. Key report findings highlight:-

- A total of 16 marine energy developers from across the globe are actively progressing projects in Wales with seabed agreements in place for over 362 MW of marine energy sites.
- £96.2 million has been spent to date in Wales on the development of the marine energy industry. The sector is driving inward investment with a number of international wave and tidal developers having relocated their headquarters to Wales.
- With over 566 person years of employment to date, the sector is providing skilled employment and spurring low carbon economic growth in coastal regions across the country and offering real diversification opportunities for local supply chain companies.
- Wales has the potential to establish an early mover advantage in an export market worth an estimated £76 billion by 2050.



### Leadership and policy

The work of MEW has been instrumental in generating support for the industry from across the Welsh political sphere, highlighting how the marine energy sector fits in with the UK Industrial Strategy and other UK Government policies. MEW is also working to ensure that the Welsh consenting regime is fit for purpose and supports the development of the industry.



### Collaboration and learning

In 2018/2019 MEW hosted three fully booked working group meetings for its 50 members, covering topics such as revenue support, Welsh project updates, consenting and academic research. These meetings provide vital collaboration and networking opportunities, allowing for accelerated business-to-business relationship and knowledge sharing.

Funded by:



## 2018 Highlights 2019

- META Phase 1 is now open for business! Comprising five test sites directly adjacent to Pembroke Port infrastructure, it is set up for component, subassembly and marine equipment testing and is ready to go. This represents the first stage to getting devices in the water. This testing phase in easily accessible locations reduces the risk to developers and acts as a spring board for advancing devices to commercial operation. Phase 2 will further enhance this capability and is on track for opening in 2020. META aims to create a "Haven for marine energy where developers can develop, de-risk and deploy!"
- 2018 also saw extensive stakeholder engagement undertaken, with well attended public exhibitions held in November. Community and businesses alike were able to feed in to and shape the test sites' design. Positive feedback from attendees shows local support for marine energy diversification and 2019 will provide another opportunity for locals to engage further.
- The META project is actively monitoring wave conditions which will confirm the site viability and inform developers for their test deployments.

PCF is developing a Marine Energy Test Area (META) project in and around the Milford Haven Waterway.

Short term tests carried out within META will help technology developers develop, de-risk and deploy their marine energy technologies to harness the enormous energy of the ocean further afield.

As a pillar of the Swansea Bay City Deal Pembroke Dock Marine Project, META will make a significant contribution to the development of Pembrokeshire as a world class centre for marine energy. META will operate alongside the Marine Energy Engineering Centre of Excellence, upgrades to the Pembroke Port infrastructure and the Pembrokeshire Demonstration Zone to provide a stepping stone between tank testing and installing devices further offshore, and will support ambitions for the UK to continue to play a global leading role in marine renewable energy.

Sites for testing wave and tidal devices, along with other marine energy equipment, are proposed near Pembroke Port, Warrior Way, Dale and north of Freshwater West. These proposed sites are for short-term testing only, so installations will be temporary.

META is being funded by the European Regional Development Fund administered by Welsh Government, alongside the Coastal Communities Fund.

Funded by:



# Stakeholder Engagement

As a neutral, independent body, PCF is experienced in delivering engagement events on behalf of local communities, public bodies, private businesses and government. Bringing stakeholders together facilitates the development of innovative solutions to coastal challenges.

## 2018 Highlights 2019

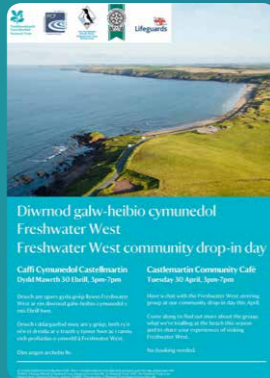
### Seaweed Business Conference

BUCANIER commissioned PCF to hold a Round Table and a stakeholder event engaging the seaweed (and aquaculture) sector, regulators and conservation bodies. The Seaweed Business Conference attracted 50 delegates and kick-started a meaningful conversation between industry, research institutions and regulators with a view to developing the aquaculture sector further.



### Freshwater West Community Day

PCF facilitated a community drop-in day on behalf of the Freshwater West steering group to give people the opportunity to find out more about the group, collect information on the current situation, explain what is being trialled at the beach this season, and to share experiences of visiting Freshwater West.



### Vale of Glamorgan Adventure Day

PCF has been working with the Wales Adventure Tourism Organisation (WATO) and partners in the Vale of Glamorgan to investigate options and produce a feasibility study for outdoor adventure activities in the area. As part of this a Pop-up Adventure day took place in St Donat's Castle with a number of outdoor adventure activities on offer, encouraging people to give adventure a go and recognise the potential in the area.



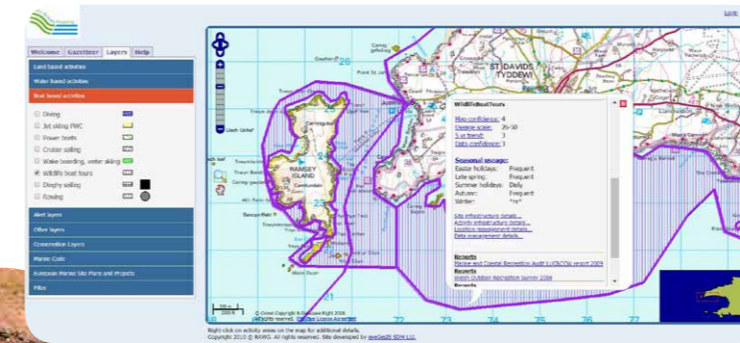
### SWEPT

The award-winning SWEPT (Surveying the Waterway for Environmental Pollution Threats) Project is a partnership between the Pembrokeshire Marine Special Area of Conservation, the West Wales River Trust, the Darwin Experience and PCF. It is a citizen science project that aims to provide a better picture of nutrient levels in the Milford Haven Waterway. Volunteers have measured and recorded the water quality of the minor streams and run off that drain into the Cleddau. To survey the difficult to reach stretches, PCF organised four canoe trips for volunteers which were delivered by Pembrokeshire Outdoor Charter Group member Coastal Adventures.



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

Funded by the Welsh Government, Natural Resources Wales and the Pembrokeshire Coast National Park Authority the project maps the type, amount and location of recreational activities taking place on the South West Wales coastline.



The project follows an evidence based approach to collecting recreation and coastal management information and has been identified as a valuable tool to help develop understanding of current and likely future coastal recreation trends, to inform marine planning and coastal land managers.

Data was initially compiled in 2008 and PCF is now working to compare changes to the original data collection. A new component of the project will be looking at the carrying capacity of sites in relation to recreational disturbance, utilising the data collected to benefit conservation, tourism and planning bodies. Providing valid data that can help inform joined up management plans for designated sites.

## 2018 Highlights 2019

- A comprehensive digitised survey has been developed for the 2018/2019 project, which aims to increase efficiency, reduce data errors and create a methodology which can be adopted for other coastal areas. The survey incorporates questions relating to the frequency and usage of the coast for over 40 recreational activities.
- Surveys are currently underway with more than 70 contacts, who range from outdoor recreation professionals, coastal land managers and community council representatives.
- Information will be displayed in an updated web based GIS, alongside the 2008 data, enabling any changes in coastal recreation trends and infrastructure developments to be viewed.
- A new component of the project includes working with an ecological consultant, who is developing a protocol for determining recreation risks to marine conservation features, utilising the data collected to benefit conservation, tourism and planning bodies. Providing valid data will help inform joined up management plans for designated sites.

Funded by:



# Other PCF Work

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

- Annual Wildlife Sightings Event – PCF hosted its ninth annual event in the Torch Theatre attracting a record number of 250 attendees. The annual photo competition also reached a new high of 150 entries across both adult’s and children’s categories.
- Charity Support – PCF and its staff continue to support a variety of charities related to the coast including Neptune’s Army of Rubbish Cleaners and Surfers Against Sewage.
- Pembroke Dock Clean Seas - As part of Pembroke Dock Town Council hosting Bertie, a 14-foot sea bass sculpture highlighting the issue around marine plastics, PCF is working in collaboration with the Town Council to mobilise partners to deliver workshops and beach cleans for the children within the local schools, to raise awareness and take action.
- Port of Milford Haven Perception Survey – The fifth survey PCF has conducted on behalf of the Port, this survey saw a 16% increase in the amount of responses and is an important component of the Port’s stakeholder engagement.
- Refill Revolution – The Refill Scheme is an initiative designed to reduce the amount of plastic waste by encouraging people to refill their water bottles. PCF has signed up to be a Refill Station at our Pembroke Dock offices, so feel free to pop in with your bottles!
- WWF - Sky Ocean Rescue Stakeholder Engagement - PCF undertook a stakeholder scoping exercise and developed the stakeholder engagement plan for a collaborative project for WWF to restore a seagrass meadow as part of the Seagrass Ocean Rescue project.



PCF is proud to be part of the Wales Clean Seas Partnership.

Marine litter poses a growing threat to the aquatic and coastal environment. Up to 12.7m tonnes of plastic enters the world’s oceans every year, equivalent to dumping one garbage truck of plastic per minute into the world’s oceans. This causes significant problems for wildlife and aquatic ecosystems, but it also has a detrimental effect on our health as millions of tiny plastics end up in the fish we eat and even the salt we consume.

With 80% of marine litter coming from land-based sources, it is crucial that we come together to tackle this global challenge.

The Wales Clean Seas Partnership is part of the United Nation’s #CleanSeas campaign.

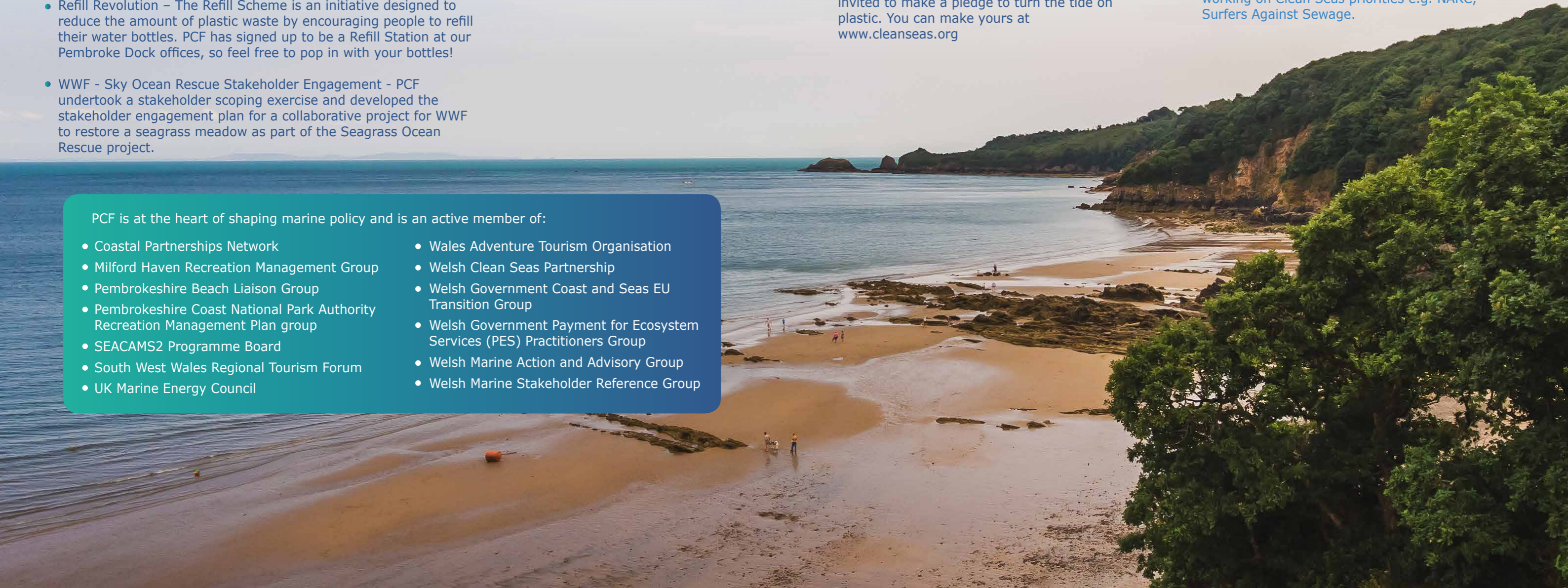
Organisations from across the country have been invited to make a pledge to turn the tide on plastic. You can make yours at [www.cleans seas.org](http://www.cleans seas.org)

## Our Clean Seas Pledge

- Lead by example as a team, by championing practical sustainable solutions e.g. water bottles and reusable coffee cups at external meetings, encouraging behaviour change in others.
- Ensure all PCF events avoid using single use plastics.
- Encourage actions on best environmental practice from suppliers, through procurement processes.
- Monitor and aim to reduce the use of single use plastic by PCF staff.
- Continue our stakeholder work on water quality and nutrients in the Cleddau catchment helping to achieve good environmental status for Pembrokeshire Marine SAC.
- Continue to play an active role in relevant marine stakeholder and policy groups, contributing to Clean Seas outputs.
- Encourage schools we work with to take action on clean seas and marine plastics.
- Support and collaborate with other charities working on Clean Seas priorities e.g. NARC, Surfers Against Sewage.

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

- Coastal Partnerships Network
- Milford Haven Recreation Management Group
- Pembrokeshire Beach Liaison Group
- Pembrokeshire Coast National Park Authority Recreation Management Plan group
- SEACAMS2 Programme Board
- South West Wales Regional Tourism Forum
- UK Marine Energy Council
- Wales Adventure Tourism Organisation
- Welsh Clean Seas Partnership
- Welsh Government Coast and Seas EU Transition Group
- Welsh Government Payment for Ecosystem Services (PES) Practitioners Group
- Welsh Marine Action and Advisory Group
- Welsh Marine Stakeholder Reference Group





MEET THE BOARD

MEET THE TEAM

### 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.

### Hannah Dahill

Hannah is an Associate Director of employment law at Morgan LaRoche Solicitors. In 2017 Hannah was named by Wales Online as one of Wales' top 35 young professional woman and one of 30 young lawyers to watch.

### 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.

For more information on our board of directors visit:  
[www.pembrokeshirecoastalforum.org.uk/about-us/board](http://www.pembrokeshirecoastalforum.org.uk/about-us/board)

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

### Alec Denny

Sustainable Recreation Coordinator

### James Dyer

Finance, HR and Policy Manager

### Jetske Germing

Business Development and Delivery Manager

### Jess Hooper

META Operations and Development Manager

### Joseph Kidd

META Operations and Development Manager

### Holly Pretious

Marketing and Communications Manager

### Paul Renfro

Project Manager

### Louise Rigby Williams

Marine Energy Project Manager

### Bethan Simes

META Project Coordinator

For more information on our team, visit  
[www.pembrokeshirecoastalforum.org.uk/about-us/the-pcf-team](http://www.pembrokeshirecoastalforum.org.uk/about-us/the-pcf-team)

# 2019 Next Step 2020

Over the next 12 months, PCF will be focusing on the following work streams:



- Help to build resilience and facilitate marine and climate citizenship through the Interreg funded CCAT (Coastal Communities Adapting Together) project
- Update and take further action on our Clean Seas pledge
- Address recommendations from the PCF member survey to build on our work, and take action to gain new members
- Continue our valued role in Welsh Government policy groups
- Further develop our volunteering opportunities
- Continue to work towards our business objectives in line with our vision and mission



- Develop workshops on STEM to engage young people with coastal careers
- Develop further Coastal Challenge Days around coastal issues and opportunities, including marine energy
- Use the marine energy visitor centre to develop and deliver workshops and engage with a wider audience



- With input from stakeholders develop an implementation plan for a nutrient trading scheme
- Finalise business development/management plan for EEP-Ecobank Cleddau nutrient trading entity



- Develop Marine Code with wider areas, sharing the PCF spatial approach to protecting marine wildlife
- Work with communities and tourism organisation members in Pembrokeshire to identify and record wildlife via the Marine Code App
- Further distribute the Wildlife Fact Sheets and tide tables supporting the work and reach of the Marine Code



- Continue to work in partnership with adventure and wider tourism sector through regular meetings and best practice sharing events to ensure potential negative effects of activities are minimised
- Continue to facilitate the National Trust Pembrokeshire Coasteering Concordat which is an access agreement aiming to provide and safeguard the sustainable long-term use of sections of National Trust land for commercial adventure activities



- Development of a streamlined commercialisation pathway for the marine renewable energy industry through the Interreg funded SELKIE project
- Continued political lobbying around issues concerning UK government revenue support
- Participation on UK Marine Energy Council ensuring Wales is represented at a UK level
- Continue to promote Wales, the current EU Structural Funding and supportive policy landscape
- Supporting the development of floating offshore wind in the South West Approaches by providing secretariat support for a Celtic Sea partnership between Wales, Cornwall and Ireland



- META Phase 2 application being submitted for an additional three test sites for wave and tidal operational testing. An environmental impact assessment has been completed and will be submitted to NRW in support of the marine licence application
- Further public exhibitions to be held in September and October
- META Phase 2 to be open for business in 2020



- Update data and GIS viewing system allowing for evidence-based decision making regarding coastal recreational activities along the South West Wales coastline
- Publish and share protocol for assessing risks related to recreational use in the marine/coastal environment and designated features of marine protected areas

An aerial photograph of a coastline. At the top, there are green, vegetated cliffs with a dirt path winding along the top edge. Below the cliffs is a wide, sandy beach with some darker patches of pebbles or wet sand. The ocean is a deep teal color, with white foam from waves breaking onto the shore. The overall scene is a beautiful, natural coastal landscape.

# Get Involved

PCF invites anyone who has an interest in the coast and waterways of Pembrokeshire to become a free member. At present, our membership extends to over 900 individuals and organisations and is continually growing.

We work collaboratively to provide innovative 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
- Promote your organisation via E-news
- Share knowledge and good practice

Become a member here:  
[www.pembrokeshirecoastalforum.org.uk/membership](http://www.pembrokeshirecoastalforum.org.uk/membership)

Image credits:  
Wales Coast Path