



The Marine Energy Engagement Plan

Empowering Communities for a Sustainable Future

Marine Renewable Energy Engagement User Guide

Tourism

This Guide contains information on how to inform and educate the community about marine renewable energy in Pembrokeshire.



Funded by
UK Government



Ariennir gan
Lywodraeth Cymru
Funded by
Welsh Government



in partnership with
Pembrokeshire
Nature Partnership
Partneriaeth Natur Sir
Benfro



This project is funded by Welsh Government's Local Places for Nature: Marine and Coastal Capacity Scheme, administered by WCVA

Introduction

Pembrokeshire's tourism industry is a cornerstone of the local economy, drawing in visitors with its stunning coastline. In 2019, the county welcomed around 4.2 million visitors, generating an estimated £585 million for the local economy. Tourism businesses can play an important role, educating visitors about the role of marine renewable energy in Pembrokeshire. Moreover, a synergy between tourism and marine renewable energy can diversify the local economy, ensuring a thriving and resilient community.

Pembrokeshire's tourism industry is built on its natural and historical assets. The Pembrokeshire Coast National Park, established in 1952, is the only coastal national park in the UK and spans 620 square kilometres. Its stunning cliffs, sandy beaches, and diverse wildlife attract nature enthusiasts from all over the world. Historical sites like Pembroke Castle and St. David's Cathedral offer fantastic experiences. Picturesque villages such as Tenby and Solva add the region's appeal.

As tourism businesses are reliant on the region's natural beauty, they have a vested interest in preserving Pembrokeshire's environment. Marine renewable energy offers a way to reduce carbon footprint and protect coastal ecosystems. There is also potential for year-round opportunities to provide accommodation and services to marine renewable energy businesses.

Tourism businesses are in a unique position to educate and engage both visitors and locals about marine renewable energy, fostering broader community support and participation.

Questions To Consider



- Will there be opportunities to diversify to tackle seasonality?
- Will there be impacts on staff recruitment and retention?
- What are the potential impacts on visitors' experience of Pembrokeshire's natural environment and landscape?
- What are tourism concerns about the impact of marine renewable energy on nature and the environment?

Speaking to Different Beliefs

People have diverse opinions and concerns. What might appeal to one person might not appeal to someone else. However, there are some core messages that appeal to almost everyone.

- **Focus on environment:** Highlight how marine renewable energy helps keep the environment clean and protect it for visitors.
- **Mention local investment:** Point out how marine renewable energy could bring local investment to the area, meaning better infrastructure and services for tourists and businesses.
- **Avoid job creation messaging:** Job opportunities are not a top priority for this community, so it's better to leave that out of the conversation.

Potential Benefits of Marine Renewable Energy

- **New Opportunities for Tourism Businesses:** Creates jobs and training for locals, and tourism businesses can offer accommodation and other services for offshore workers.
- **Attract New Tourists:** Draws "marine energy tourists" interested in seeing renewable energy developments up close.
- **Protecting Our Heritage:** Reduces fossil fuel use, helping to preserve Pembrokeshire's natural beauty while supporting economic growth.
- **Continues Our Marine Energy Tradition:** Builds on Pembrokeshire's marine energy history, making it a hub for innovation and an educational destination for visitors.
- **Sustainable Future for Visitors:** Ensures Pembrokeshire remains a pristine, unspoiled destination through responsible use of natural resources.
-

Potential Concerns

- **Visual Impact:** marine energy devices may alter the landscape, potentially detracting from the area's natural beauty.
- **Habitat Disruption:** Installation of infrastructure may disturb habitats of marine animals. Research and innovation can help prevent this.
- **Job Displacement:** New jobs in renewable energy might lead to recruitment issues in sectors like tourism.
- **Perception and Public Acceptance:** Some tourists might associate renewable energy projects with environmental damage or industrialisation, affecting their desire to visit the area. However, positive stories and projects can help prevent this.



Potential Marine Renewable Energy Ambassadors

- **Visit Wales & Visit Pembrokeshire** have extensive reach and influence, promoting the region and its initiatives widely.
- **Local harbours and marinas** can showcase marine renewable energy projects directly to visitors. They can organise events that educate tourists about marine renewable energy, driving interest and selling Pembrokeshire as a place to visit and work.
- **Accommodation providers** can display educational materials in properties and host informative events.
- **Local activity providers** can include information in their tours, offering an educational component.
- **Local Attractions** can incorporate educational displays and talks about marine renewable energy into their visitor experiences.
- Pembrokeshire-based social media “influencers” can broadcast information to a wide audience, already interested in Pembrokeshire life.

This list isn't exhaustive and there could be many other influential people within the tourism community too!



Engagement Activities



The table below contains different events and activities to engage Tourism with marine renewable energy.

Event	Activity
Harbour & Marina Events	Attend events and showcase projects, promote awareness of activity off coast of Pembrokeshire
Hotel & B&B partnerships	Provide information in accommodation and common areas to directly inform tourists of developments.
Local Festivals & Events	Information booths and interactive displays to foster community awareness
Tourist Information Centres	informational displays and brochures to educate visitors.
Outdoor Excursions	Educate visitors on current and future developments around Pembrokeshire

Communication Channels



The table below contains methods of communication about marine renewable energy for Tourism.

Channel	Description
Business websites, blogs, and newsletters	Updates on marine renewable energy projects and progress
Local Attraction shops, tours and Welcome Centres	Distribute general information and projects based in Pembrokeshire at Tourist Information centres and attractions
Visitor Centres, Accommodation displays	Provide information and print materials at popular tourist spots.
Local News Outlets	Articles, features and news segments about current and future developments.
Facebook, Instagram, Twitter, TikTok	Share Updates, success stories and educational content.

Contact

For further information or to get in touch please email the Marine Energy Engagement Plan Project Coordinator holly.skyrme@pembrokeshirecoastalforum.org.uk

visit our webpage at

www.pembrokeshirecoastalforum.org.uk/meep

