

# A Sustainable Coast and Ocean for Future Generations



**Pembrokeshire  
Coastal Forum**



Foreword

About Pembrokeshire Coastal Forum

Our Vision, Mission & Values

What we do

— Our Programme Areas

— Our Experience

— Our Services

Marine Renewable Energy

Climate Adaptation

Education, Skills & Engagement

Sustainable Recreation

Water Quality & Land Use

Our Story So Far

Meet the Team

Our Funders

Get Involved

Our Impact Report

3

4

5

6

7

8

10

12

14

16

18

20

22

23

23

# Foreword



**JETSKÉ  
GERMING**  
Managing  
Director



**NICK  
AINGER**  
Chair

Thank you for taking the time to explore this introduction to Pembrokeshire Coastal Forum.

This brochure offers a window into the people, partnerships and ideas that shape our work, and an opportunity to understand the values that guide us.

PCF was created to bring people together around shared coastal challenges – and that remains at the heart of what we do. While our scope has grown, our purpose is constant: enabling collaboration, supporting positive change, and helping deliver practical solutions for a sustainable coast and ocean.

We care deeply about place, people and planet. We believe progress happens when diverse voices are heard, knowledge is shared, and partnerships are built on trust. By creating the conditions for this to happen, and by supporting others to do the same, we aim to turn good ideas into shared outcomes.

The coastal space is complex, bringing together environmental, economic and social priorities. Our role is to help ensure action is joined-up, long-term and grounded in local realities and knowledge – through dialogue, coordination, and delivery.

This work would not be possible without the dedication of our staff, the commitment of our partners, the support of our funders, and the energy of the communities we serve. We are grateful to all who walk alongside us.

We hope this introduction gives you a clear sense of who we are and what we care about. Whether you are familiar with our work or discovering us for the first time, we are glad you are here – and we look forward to continuing the conversation.

Jetske & Nick

# About Pembrokeshire Coastal Forum

Pembrokeshire Coastal Forum (PCF) is a multi-award-winning Community Interest Company established in 2000 in response to the Sea Empress oil spill. This environmental disaster – alongside offshore oil exploration and increasing recreational and commercial pressures – highlighted the urgent need for an independent, trusted body to bring people together around the challenges facing our coast. These pressures were driving divisions between communities and policy makers, and sparking a wider movement to introduce Integrated Coastal Zone Management (ICZM) in the region. PCF was created as a dynamic local platform to unite diverse voices, protect the coastline, and support a sustainable coastal economy.

Since then, PCF has grown into a leading force for sustainable coastal management – connecting communities, industry, and decision-makers to protect and enhance our marine and coastal environments. Our work is rooted in partnership. We believe that sustainable progress happens when all voices are heard – so we facilitate dialogue, build consensus, and co-develop practical solutions that balance environmental, social and economic priorities.

Today, we lead pioneering projects across a broad portfolio – supporting everything from climate adaptation and responsible tourism to sustainable energy and skills development. Many of our initiatives are seen as national best practice, and all are united by our commitment to collaboration and long-term impact.

Our strategy is guided by three long-term goals:

- **Achieving Sustainability** – protecting the natural environment while enabling responsible growth
- **Collaborating to Find Solutions** – bringing together public, private, and community sectors
- **Delivering for the Future** – ensuring coastal resilience through planning, skills, and innovation

Looking ahead, PCF is helping coastal communities and industries enjoy the coast responsibly, adapt to climate change, and play a leading role in the transition to a Net Zero carbon future. Whether enabling marine energy innovation, promoting responsible tourism, or supporting young people with the skills they need, we are committed to delivering innovative solutions for sustainable coastal communities.

## Our Vision & Mission

Working locally, we are building a future where communities and nature can thrive.

**Vision:** a sustainable coast and ocean for future generations.

**Mission:** to 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 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.

# What we do - Our Programme Areas



**Marine Renewable Energy** – We support the development of Wales’ marine renewable energy sector through targeted projects that drive innovation, collaboration, and strategic growth. By delivering initiatives like [Marine Energy Wales](#), the [Celtic Sea Developer Alliance](#), and the [Marine Energy Test Area \(META\)](#), and co-leading regional partnerships such as the [Celtic Sea Cluster](#), we bring together developers, government, the supply chain and academia to accelerate deployment, attract investment, and position Wales as a global leader in offshore renewable energy.



**Climate Adaptation** – We help coastal communities respond to climate change through projects that build resilience, enhance local understanding, and support adaptation planning. Our [Climate Adaptation Toolkit](#) and [Climate Risk Protocol](#) provide practical resources and structured approaches for stakeholders to assess risks, identify priorities, and co-create solutions that protect people, places, and livelihoods.



**Education, Skills & Engagement** – We build coastal literacy, develop skills, and strengthen community connections by linking people with coastal environments and industries. Through projects such as [Coastal Curriculum](#), [Coastal Skills & Careers](#), [META Schools](#), and the [Marine Energy Engagement Plan \(MEEP\)](#), we provide hands-on learning, formal education, and public outreach that give communities the knowledge and opportunities needed for a sustainable coastal future.



**Sustainable Recreation** – We help to protect coastal and marine environments by promoting responsible outdoor activity through a suite of projects that support sustainable tourism, community wellbeing, and environmental awareness. These include the [Pembrokeshire Marine Code](#), [Outdoor Charter Group](#), [Wales Activity Mapping](#), [Outdoor Health Project](#), and [Wild Seas Wales](#) – all designed to balance access with conservation and ensure recreation contributes to long-term environmental stewardship.



**Water Quality & Land Use** – We improve water quality and land management by working on projects that bring together landowners, regulators, and community stakeholders. Through initiatives like [Ecosystem Enterprise Partnership \(EEP\)](#) and [Land and Sea for Nature](#), we develop nature-based solutions, explore nutrient trading, and map opportunities for land-sea restoration to protect biodiversity and reduce pollution across catchments.



## Our Experience

### Stakeholders and Partnerships

**Facilitating collaboration** – PCF brings together diverse groups – local authorities, NGOs, businesses, and communities to discuss and address coastal challenges.

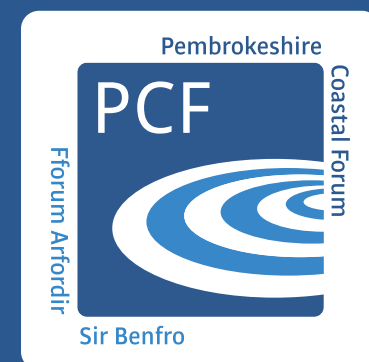
**Tailored support** – From community workshops to strategic planning, we design engagement that responds to the needs of funders, partners, and stakeholders.

**Education Programmes** - Placements, volunteering, and work experience opportunities for students and volunteers, providing hands-on exposure to coastal projects.

### Tools – Policy, Engagement, Evidence

We create and manage practical resources that enable smarter decision-making and behaviour change:

- Pembrokeshire Marine Code
- Wales Coast Explorer App
- Pembrokeshire Outdoor Charter Group
- Wales Activity Mapping
- Climate Adaptation Engagement Toolkit
- Marine Energy Engagement Toolkit
- Economic & social research



#### Let's Work Together

Whether you're a funder, business, public body or community group, PCF brings trusted experience, strategic insight and a passion for the coast to every project.

**Get in touch to explore how we can support your goals.**

[pcf@pembrokeshirecoastalforum.org.uk](mailto:pcf@pembrokeshirecoastalforum.org.uk)

## Our Services

### Project Management

We lead and support projects that align with coastal sustainability, often working directly with funders, local authorities, Non-Governmental Organisations and community groups.

**Our team ensures:**

- Clear deliverables and defined timeframes
- Strategic alignment with sustainability goals
- Experienced, hands-on project delivery
- Flexible consultancy capacity to support partners

**Notable experience:**

Our portfolio demonstrates the breadth of PCF's independent facilitation and project leadership:

- **Marine renewable energy** – interactive public events such as Marine Energy Awareness Day, supporting industry, government and communities to engage with new opportunities.
- **Climate adaptation** – initiatives like the Coastal Communities Adapting Together (CCAT) programme, delivering bilingual toolkits and community resources, and the Pembrokeshire Climate Adaptation Toolkit, co-created with stakeholders and now informing Wales-wide resilience planning.
- **Independent facilitation** – leading sensitive processes such as the Port of Milford Haven Perceptions Project (260+ stakeholders engaged).
- **Risk and resilience planning** – convening partners to develop a shared Climate Risk Protocol for Pembrokeshire, aligning assessment methods for future adaptation work.

### Business Support

We provide tailored support for businesses operating in coastal and marine sectors, including:

- Information sharing and business development advice
- Signposting to funding and expertise
- Brokerage between organisations and stakeholders
- Making connections that matter

### Stakeholder Engagement

Bringing people together for real impact.

Our engagement strategies are inclusive, practical and designed to support coastal, marine and climate priorities.

- Coastal and climate education programmes for schools and communities
- Public consultations that inform local and national policy
- Conferences, training events, and community workshops
- Awareness-raising campaigns that inspire action
- Event planning and delivery – from local sessions to large-scale forums



Establishing Wales as a global leader in sustainable marine energy generation.

## Marine Renewable Energy

**Wales' marine environment holds world-class potential for clean energy. At Pembrokeshire Coastal Forum, we work in the Marine Renewable Energy space to help unlock this potential in ways that support both climate goals and coastal communities.**

From floating offshore wind to tidal stream and wave energy, marine technologies can drive a low-carbon future, create skilled jobs, and boost economic resilience. But for this future to be truly sustainable, we must bring people together – developers, communities, policy-makers, and environmental experts – to ensure that progress works with nature, not against it.

As the sector accelerates, our work ensures that local voices are heard, innovation is guided by evidence, and Wales remains at the forefront of a global energy transition.

### Our Marine Renewable Energy Work



#### Marine Energy Wales

**A pioneering initiative supporting the development of sustainable marine energy resources in Wales.**

It brings together industry, government, and academia to unlock the potential of tidal, wave, and floating wind. By enabling innovation, attracting investment, and supporting policy development, Marine Energy Wales is driving the growth of a world-leading low-carbon energy sector in Welsh waters.



#### META - Marine Energy Test Area

**A testing facility for tidal stream and wave energy devices, located in the Milford Haven Waterway.**

Marine Energy Test Area (META) is the only facility of its kind in Wales. A place where engineers can bring their ideas into the sea to see how they work. This helps them find out what needs improving before the technology is used on a larger scale. By testing here, companies can save time and money, while making sure their machines are safe and reliable.



#### Celtic Sea Developer Alliance (CSDA)

**A membership body hosted by Marine Energy Wales representing floating offshore wind developers in the Celtic Sea.**

The Celtic Sea Developer Alliance brings together world leading energy and renewables developers who are driving the development and roll out of floating offshore wind (FLOW) in the Celtic Sea. Collectively the CSDA can offer unparalleled insight, experience, and expertise into how to make the Celtic Sea development a success.



#### Celtic Sea Cluster

**The Celtic Sea Cluster is a South Wales and South West partnership advancing offshore wind in the Celtic Sea, with a focus on floating technology.**

As a collaborative cluster, Marine Energy Wales together with Welsh Government, Celtic Sea Power and the Offshore Renewable Energy Catapult, brings the region together to grow supply chains, create jobs and drive economic growth, ensuring Welsh businesses and communities benefit from contracts, training, investment and innovation.

We're helping position Wales as a global leader in sustainable marine energy generation. Our work strengthens local supply chains, improves public understanding, and supports the Welsh Government's Net Zero ambitions – all while protecting the environmental and social fabric of our coast.



Supporting communities to prepare  
for our changing climate.

# Climate Adaptation

Coastal communities are already feeling the impacts of climate change – through rising sea levels, stronger storms, and shifting shorelines. At Pembrokeshire Coastal Forum, we work in the Climate Adaptation space to help people understand these risks and plan for a more resilient future.

We support communities to take the lead in preparing for change. That means providing practical tools, facilitating local planning, and encouraging collaboration between residents, decision-makers, and support organisations.

Our approach is rooted in place-based action – shaped by local knowledge, guided by evidence, and strengthened through partnership – so that adaptation reflects the needs of those most affected.

## Our Climate Adaptation Work

### STAKEHOLDER SUPPORT

#### CLIMATE ADAPTATION STRATEGY: CLIMATE RISK PROTOCOL FOR PEMBROKESHIRE

### Climate Risk Protocol for Pembrokeshire

A practical approach for building new ways of working between communities and the organisations that support them.

The protocol helps communities and support organisations understand climate risks, clarify roles, and collaborate more effectively. By using real-world scenarios and local insight, it encourages joined-up planning and decision-making to build resilience to future challenges like flooding, heatwaves, and sea level rise.



### Climate Adaptation Toolkit

A resource to help communities across Pembrokeshire build resilience to increasing climate risks, including extreme weather, sea level rise and wildfire.

Designed for use by communities and facilitators, the toolkit offers practical guides, mapping tools, and templates to support place-based adaptation planning. It helps people identify local risks, set priorities, and co-create action plans – building resilience from the ground up in the face of a changing climate.



Our Climate Adaptation work helps communities across Pembrokeshire prepare for the future. By turning uncertainty into opportunity, we're building local capacity to respond to climate risks – safeguarding homes, services, ecosystems and economies for the long term.



Giving individuals and communities the tools to learn, speak out, and shape a better coastal future together.

# Education, Skills & Engagement

To build a sustainable coastal future, people of all ages need the knowledge, skills, and opportunities to engage meaningfully with their environment.

Developing strong **Ocean Literacy**, understanding how our ocean and coast shape, and are shaped by human activity is central to this, and underpins the **Ocean Literacy Strategy for Wales**, which our programme delivers in practice.

From understanding climate change to exploring careers in the blue economy, the challenges and opportunities facing our coast demand a population that is informed, empowered, and actively involved. Through our Education, Skills & Engagement programme, we spark curiosity, strengthen local knowledge, and create inclusive pathways into sustainable coastal industries.

Our initiatives cover all six goals of the Ocean Literacy Strategy for Wales – from building knowledge and skills, to connecting communities, careers, and industry – making PCF a leading force in embedding ocean literacy across the region.

## Our Education, Skills & Engagement Work



### Coastal Curriculum

An educational programme aimed at raising awareness and understanding of coastal environments and their importance.

The Coastal Curriculum builds ocean literacy by connecting learners with the coast through hands-on activities, classroom resources, and local expertise. By linking education to real-world coastal challenges, it supports teachers to embed environmental understanding across the curriculum and inspires the next generation to care for and protect our marine and coastal environments.



### Coastal Skills and Careers

Empowering individuals of all ages to learn about coastal employment opportunities.

We build Ocean Literacy through hands-on activities, classroom resources, and local expertise. By linking learning to real-world challenges and initiatives such as the Sustainable Power, Renewables & Construction (SPARC) Alliance, and Destination Renewables, the programme supports teachers, inspires young people, and connects education with industry.



### META - Schools

Giving students the opportunity to get involved in real-world marine science and engineering.

META Schools introduces students to marine science and engineering through real-world learning at the Marine Energy Test Area. By working with industry experts and using live test sites, pupils gain hands-on experience, develop Science, Technology, Engineering & Maths (STEM) skills, and explore how renewable energy can shape a more sustainable future.

### Marine Energy Engagement Plan

Cynllun Ymgysylltu  
Ynni'r Môr

### Marine Energy Engagement Plan

Raising awareness, building understanding, and increasing community involvement in marine renewable energy.

Through events, workshops, and resources, the plan empowers communities to learn about and shape the future of marine renewable energy. By connecting people with local opportunities and gathering insights from coastal stakeholders, it ensures the sector grows with public awareness, support, and participation at its core.

We connect education, skills, and engagement to build knowledge, inspire action, and create opportunities. By embedding Ocean Literacy into learning and linking it with real-world challenges, sustainable industries, and career pathways, we empower people to shape a fairer, more resilient coastal future rooted in local potential.



Ensuring the long-term sustainability of our communities, biodiversity and the recreational tourism industry itself.

## Sustainable Recreation

**Pembrokeshire's stunning coastline draws over a million visitors every year – but with beauty comes responsibility. Recreational pressures on land and sea are growing, putting strain on wildlife, habitats, and local communities. These impacts, if unmanaged, risk diminishing the very experiences that draw people here in the first place.**

At Pembrokeshire Coastal Forum, we work in Sustainable Recreation to help balance access and protection. By collaborating with outdoor users, businesses, and conservation groups, we promote behaviour that safeguards our coast while allowing people to enjoy it.

Our work encourages collective care for one of Wales' most treasured natural assets. Together, we're shaping a future where sustainable recreation supports healthy ecosystems and thriving coastal communities.

### Our Sustainable Recreation Work



#### Pembrokeshire Marine Code

**A set of guidelines promoting responsible and sustainable use of the marine environment.**

The Marine Code encourages responsible behaviour from everyone who enjoys the coast – whether on the water or along the shore. Developed in partnership with local stakeholders, the guidelines help protect sensitive wildlife and habitats by promoting low-impact recreation. By raising awareness and providing practical advice, the Code supports a thriving marine environment for all.



#### Pembrokeshire Outdoor Charter Group

**A network of outdoor recreation providers committed to sustainable practices and environmental stewardship.**

Bringing together activity providers, educators, and conservationists, the group promotes responsible outdoor recreation across Pembrokeshire. Members commit to protecting the natural environment through shared guidelines, training, and collaboration. Working together helps ensure that outdoor experiences support both environmental care and long-term access to nature.



#### Wales Activity Mapping

**A tool for mapping outdoor recreational activities and their potential environmental impacts in Wales.**

Wales Activity Mapping provides detailed insight into where and how outdoor activities take place along the coast and at sea. By identifying patterns of use and highlighting areas of potential pressure on wildlife and habitats, the tool supports evidence-based decision-making. It helps planners, managers, and communities balance recreation with environmental protection.



#### Pembrokeshire Outdoor Health

**A project promoting physical and mental well-being through outdoor activity provision in Pembrokeshire, working towards a model of social prescription.**

This project champions the benefits of nature-based activity for health and well-being. By working with health professionals, activity providers, and local communities, it supports social prescribing, encourages time outdoors, and promotes low-impact recreation.



#### Wild Seas Wales

**A collaborative initiative dedicated to celebrating and safeguarding Wales' rich marine environments.**

Wild Seas Wales brings together environmental organisations, government bodies, and coastal communities to raise awareness of Wales' marine wildlife and habitats. Through education, events, and digital tools like the Wales Coast Explorer App, it encourages people to discover, enjoy, and respect the sea – promoting sustainable behaviour and celebrating the beauty of our marine environment.

Our Sustainable Recreation work strengthens Pembrokeshire's tourism economy while reducing pressure on ecosystems. By providing tools, guidance and coordination, we help make recreational activity safer for wildlife, more enjoyable for people, and better aligned with Wales' sustainability goals.



Enhancing and safeguarding our water resources and coastal ecosystems through innovative land management practices and collaborative partnerships that promote long-term sustainability.

## Water Quality & Land Use

**Our coast doesn't start at the shoreline. What happens inland – on our farms, fields, homes and roads – can have a lasting impact on rivers, estuaries, and the marine ecosystems they feed.**

Through our Water Quality & Land Use programme, Pembrokeshire Coastal Forum works to bridge the land-sea divide. Considering the connection between marine, terrestrial, and freshwater environments, we bring people together to reduce pollution, restore ecosystems, and shape decisions that support the improvement and recovery of nature in our marine and coastal environments.

### Our Water Quality & Land Use Work



#### EEP - Ecosystem Enterprise Partnership

**A collaborative initiative promoting sustainable land use and ecosystem services through partnerships between businesses, landowners, and stakeholders.**

EEP supports innovative ways to manage land that benefit both nature and the economy. By connecting landowners, businesses, and public bodies, it explores nature-based solutions to challenges like nutrient pollution and habitat loss. The partnership focuses on practical actions – such as nutrient trading and habitat restoration—that enhance ecosystem services while supporting sustainable development.



#### Land and Sea for Nature

**A project supporting land use decision-makers and communities to reduce terrestrial impacts, restore ecosystems, and build resilient coastal environments.**

This work encourages land use decision-makers to address terrestrial impacts from farming, development and communities on marine and coastal ecosystem recovery. It delivers advocacy, collaboration, policy engagement, knowledge exchange and community action, with the aim of shaping informed policies, agreed stakeholder actions, and resilient community organisations with greater impact.

Our Water Quality & Land Use work raises awareness among decision-makers, supports cross-sector collaboration to reduce pollution, and empowers communities through citizen science and co-created plans. We help identify priority areas for land-sea restoration and ensure local knowledge informs future policy and action.



Our Story So Far

Over two decades ago, Pembrokeshire Coastal Forum was created to bring people together to tackle competing pressures on our land and seascapes and deliver collaborative sustainable solutions.

At the time, challenges including offshore oil exploration, refinery closures, the Pembroke Power Station orimulsion proposal, increasing recreational and commercial pressures, and the Sea Empress disaster of 1996 brought coastal tensions to a head, and local and national organisations recognised the urgent need for integrated coastal management.

A series of conferences, with input from William Wilkins (Institute of Welsh Affairs) and Professor Denys Brunsden (Dorset Coast Forum), gained support from Pembrokeshire Coast National Park, Milford Haven Port Authority, Pembrokeshire County Council, Pembrokeshire College, The Environment Agency, Countryside Council for Wales, and local politicians, among other key contributors. These discussions laid the groundwork for creating a neutral, collaborative coastal forum.



2000

PCF is formed as an impartial coastal partnership, hosted by Milford Haven Port Authority

2001

Initial ICZM priorities agreed through cross-sector engagement and stakeholder mapping

2002

PCF begins facilitating the Pembrokeshire Outdoor Charter Group  
  
Pembrokeshire Marine Code is piloted with boat operators

2003

First environmental training sessions delivered for outdoor instructors

2004

Pembrokeshire Marine SAC formally designated  
  
PCF supports coastal engagement and SAC management through 'coastal surgeries'

2005

Recreation Audit and GIS mapping tool developed  
  
Pembrokeshire ICZM Strategic Framework published  
  
Official launch of the Pembrokeshire Marine Code with Iolo Williams and Nick Ainger MP

2006

PCF facilitates private-sector input into Pembrokeshire Marine SAC Management Plan

2007

Marine Code for Sea Kayakers released with Welsh Canoeing Association

2008

Wales Activity Mapping data collection expands across Southwest Wales

2009

PCF supports development of Wales' national ICZM strategy

2010

Marine Energy Pembrokeshire is established to unite stakeholders around sector opportunity

2011

Coastal Challenge Days launched in schools and communities

2012

PCF hosts stakeholder forums on proposed Marine Conservation Zones

2013

PCF becomes a registered Community Interest Company

2014

Marine energy supply chain mapping project identifies regional strengths and gaps

2015

Recreational Audit for Disabled Access (RADA) improves inclusive access  
  
EEP Ecobank explores ecosystem service payments for nutrient reduction

2016

Marine Energy Wales (MEW) launched as national platform  
  
Marine Code buoys deployed to protect key wildlife areas  
  
PCF wins Cynnal Cymru Sustain Wales Award

2017

Marine Code app launched  
  
£1.9m secured for Marine Energy Test Area (META) development

2018

PCF hosts Welsh National Marine Plan engagement events  
  
Awarded Chwarae Teg Silver Award for gender equality

2019

Coastal Communities Adapting Together (CCAT) project begins  
  
UK's largest seagrass restoration project plants 1 million seeds in Dale Bay

2020

PCF transitions to online engagement during COVID-19 lockdowns

2021

META becomes fully operational with first device deployed  
  
PCF and MEW contribute to COP26 Cymru

2022

Wales Coast Explorer app launches, expanding Marine Code coverage  
  
PCF develops Pembrokeshire Climate Adaptation Strategy  
  
Outdoor Health programmes begin via Coed Lleol partnership  
  
PCF joins Living Wage Foundation

2023

MEW reaches 100 members  
  
Coastal Curriculum engages over 1,500 learners  
  
Seaweed and Shellfish Aquaculture Engagement Project (SAEP)  
  
Marine Energy Engagement Plan (MEEP) delivers community workshops

2024

PCF helps NRW shape new Outdoor Recreation Strategy for Wales  
  
Outdoor Activity Sector valued at £1.61 billion  
  
META Schools project delivers hands-on marine engineering experiences  
  
PCF certified as a Great Place to Work®  
  
Marine restoration insights published

2025

MEEP Communications Toolkit launched  
  
Climate Adaptation Toolkit piloted in Saundersfoot  
  
PCF named one of UK's Top 100 Best Workplaces for Wellbeing

Pembrokeshire  
PCF  
Coastal Forum  
Forwm Arfordir  
Sir Benfro

25

2025 and beyond – Building coastal resilience for the future.

We are building on 25 years of partnership, innovation and delivery to meet the challenges and opportunities ahead. Guided by our Strategic Plan, we remain focused on supporting sustainable coastal communities through marine energy, adaptation, education, recreation, water quality and more — always working with others to turn shared ideas into action.

18 PEMBROKESHIRE COASTAL FORUM | A Sustainable Coast and Ocean for Future Generations

PEMBROKESHIRE COASTAL FORUM | A Sustainable Coast and Ocean for Future Generations 19



# Meet the Team

## PCF Board Members



**NICK AINGER - CHAIR**

Before his election as Labour MP for Pembroke in 1992, Nick worked in Pembrokeshire's energy industry from 1973, initially as deputy operations manager of an offshore oil exploration base in Pembroke Dock, then later as a contractor on the Milford Haven oil terminals.



**SUE BARR**

Sue has more than 19 years' experience in the offshore wind, wave and tidal industries, including 12 years at OpenHydro, a tidal technology developer in senior management, project development, policy and developing marine energy markets.



**ANDY PRATT**

Andy has 20+ years' leadership in conservation, education & sustainability, driving nature recovery, access to the outdoors & coastal adaptation.



**JOHN JENKINS**

John is a Chartered Accountant with more than 30 years' experience with leading consultancies, banks and advisory firms. He specialises in providing support for offshore renewable energy projects, and early stage technology companies.



**DAVID TUDOR**

David has worked in marine management across the world for over 30 years. His experience includes running environmental campaigns on the beaches of Australia and researching marine plastic pollution in the Pacific.



**KAT ROUTE-STEPHENS**

Kat Route-Stephens brings experience from her roles at RenewableUK, ScottishPower and Cyfoeth Naturiol Cymru / Natural Resources Wales.



**CHARLOTTE WOOD**

Charlotte is Commercial Manager at Mainstay Marine Solutions in Pembroke Dock, overseeing all commercial activities across workboat building, marine engineering, and marine renewable energy. She also sits on the National Shipbuilding Office's Shipbuilding Enterprise for Growth board (SEG) and is a newly appointed Governor at Pembrokeshire College.



**ANN HUMBLE**

Ann is a trained ecologist, first working at Countryside Council for Wales and then for the Welsh Government. Her current work includes understanding the strategic challenges of tackling the climate and nature crises through a programme of cross-cutting projects, including behaviour science insight and scenario planning.



**RICHARD EVANS**

Richard Evans, CEO of Trydan Gwyrdd Cymru, has extensive experience in renewable energy, from consulting to leading Welsh Government programmes. A fluent Welsh speaker, he was raised in Mid Wales.



**TAM BARDELL**

Chair of Marine Energy Wales and Non-Executive Director at PCF, Tam brings significant expertise from the Port of Milford Haven and a deep passion for marine energy, aiming to drive sustainable coastal management and the sector's growth in Wales.

## PCF Team Members



**JETSKE GARMING**  
Managing Director



**ALEC DENNY**  
Sustainable Recreation Project Coordinator



**CHARLIE ALLEN**  
Floating Offshore Wind (FLOW) Project Manager



**HOLLY SKYRME**  
Marine Energy Engagement Project (MEEP) Coordinator



**JESS HILL**  
Communications Coordinator - Marine Energy



**MATT LISTER**  
Sustainable Recreation Manager



**PAUL RENFRO**  
Sustainable Recreation/ Water Quality Programme Manager



**TIM BREW**  
Education & Skills/ Stakeholder Programme Manager



**TOM LUDDINGTON**  
Coastal Stakeholder Manager



**JAMES DYER**  
Finance Director



**BETH WILLIAMS**  
Business Development Manager



**EMMA LEWIS**  
Finance & Office Manager



**JAY SHEPPARD**  
Marine Energy Wales Project Manager



**JOE MONKS**  
Project Coordinator



**NAYFE SLUSJAN**  
Communications Manager



**SAUL YOUNG**  
META Operations Manager



**TOM HILL**  
Marine Renewable Energy Programme Manager



**LOTTIE LAWRENCE**  
Communications Coordinator - Marine Energy



# Our Partners & Funders

We would like to extend a warm thank you to all our partners and funders for making this work possible.



# Pembrokeshire Coastal Forum: Creating lasting impact

At Pembrokeshire Coastal Forum, we believe in the power of collaboration to secure a sustainable future for our coast and ocean. For over two decades, we have brought together communities, organisations, and decision-makers to tackle coastal challenges and seize opportunities – from renewable energy and climate adaptation to education, recreation, and conservation.

Our work goes beyond delivering projects. It creates meaningful outcomes for people, places, and nature. By using the **Social Value Engine**, a nationally recognised framework, we can measure these outcomes and show the real difference they make to society. Each year, this demonstrates the significant return on investment in our mission: healthier environments, stronger communities, improved wellbeing, and greater opportunities.

This folder brings together our latest **Impact Report** – a snapshot of how, together with our partners, we are turning vision into action and building a thriving coastal future for generations to come.

## Get Involved    Subscribe

Pembrokeshire Coastal Forum continues to grow and adapt to new challenges and opportunities. We are always looking for new projects, partners, collaborators, stakeholders and supporters.

Join us, work with us, support us, and be a part of the impact we are having here in Pembrokeshire, across Wales, and beyond.

Everyone has a potential role to play, whether sharing our messages, volunteering or working with us, inviting us to your school or organisation, or funding one of our projects.

Get in touch and find out how you can contribute to the continued success of the Pembrokeshire Coastal Forum!

Stay connected with our work and be the first to hear about new projects, events, and opportunities.

By subscribing to our newsletter, you'll receive regular updates on how we're supporting sustainable coastal communities, along with stories from our programme areas and partners.

[www.pembrokeshirecoastalforum.org.uk/newsletter](http://www.pembrokeshirecoastalforum.org.uk/newsletter)





## Pembrokeshire Coastal Forum CiC

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Sir Benfro

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