



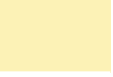
Pembrokeshire Coastal Forum

Sustainable Recreation Team

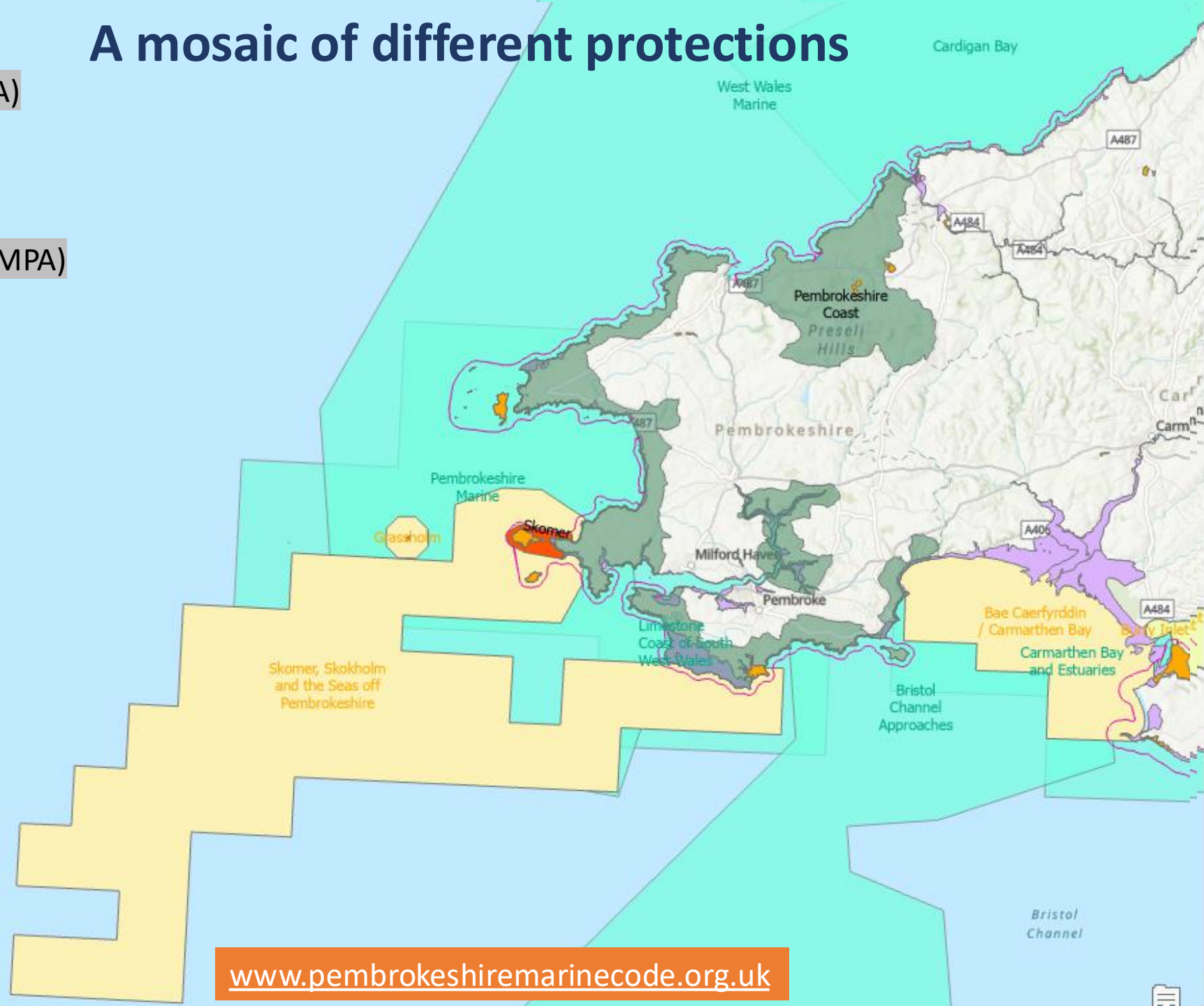
Alec Denny, Matt Lister, Paul Renfro, Joe Monks



Marine Protected Area (MPA) network

	Special Area of Conservation (MPA)
	Special Protection Area (MPA)
	Marine Conservation Zone (MPA)
	Site of Special Scientific Interest (MPA)
	Ramsar site (MPA)
	National Park
	Heritage Coast
	National Nature Reserve

A mosaic of different protections



- Highly protected area both culturally and environmentally



Our Vision: Sustainable coasts and ocean for future generations

Our Mission: To inspire, collaborate and deliver solutions for sustainable coastal communities.

Our projects:



PEMBROKESHIRE
OUTDOOR HEALTH
IECHYD AWYR AGORED
SIR BENFRO



Pembrokeshire
Outdoor Charter Group
Grŵp Siarter Awyr Agored
Sir Benfro



WILD SEAS
Wales
Discover • Enjoy • Respect



EEP-Ecobank
Ecosystem Enterprise Partnership

COASTAL
Curriculum



Celtic Sea
Developer Alliance



Marine
Renewable
Energy

Sustainable
Recreation

Climate
Adaptation

Education,
Skills &
Engagement

Water Quality
& Land Use

Our projects:



PEMBROKESHIRE
OUTDOOR HEALTH
IECHYD AWYR AGORED
SIR BENFRO



Pembrokeshire
Outdoor Charter Group
Grŵp Siarter Awyr Agored
Sir Benfro



WILD SEAS
Wales
Discover • Enjoy • Respect



EEP-Ecobank
Ecosystem Enterprise Partnership

COASTAL
Curriculum



Celtic Sea
Developer Alliance



Wellbeing of Future Generations Act 2015



**LLESIANT
CENEDLAETHAU'R DYFODOL
WELL-BEING OF
FUTURE GENERATIONS**

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. Reducing disturbance to species Wales wide via **Wild Seas Wales**



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.

Training events organised for and with the **Outdoor Charter Group** and **Marine Code** promotes Welsh culture and language.



The **Wales Activity Mapping** update for the South-west Area 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.



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



A Resilient Wales



Pembrokeshire Outdoor Charter Group focuses on responsible use of the outdoors for recreation and tourism, asking individuals and organisations to operate to an established standard which shows consideration for local communities, operating safely and reducing wider environmental impact.



The Pembrokeshire Outdoor Health Project aims to improve the health and wellbeing of the people of Pembrokeshire through social prescribing of nature connecting and outdoor activities in green and blue spaces.

A Healthier Wales

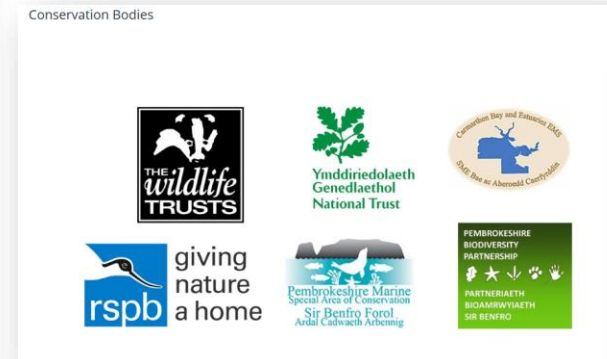


The **Outdoor Charter** provides a platform where members can share ideas and create collaborative projects to promote adventurous activities that open up the benefits for physical and mental well-being.

A More Equal Wales

Pembrokeshire Outdoor Charter Group

- The Pembrokeshire Outdoor Charter Group (POCG) brings together individual adventurers, outdoor adventure businesses, environmental education centres and conservation groups/organisations. These members are like-minded adventurous people with a love and passion for the Pembrokeshire Coast and wildlife.
- Established in 2002 and has grown to include 450 members and represents...
- over 40 outdoor adventure businesses
- working with every relevant authority to achieve common goals.





Pembrokeshire Outdoor Charter Group

Grŵp Siarter Awyr Agored Sir Benfro

“The POC promotes the **sustainable** use of Pembrokeshire’s marine, coastal and terrestrial environments for adventure, and leisure activities.”

- Sharing of Best Practice
- Education and Awareness Raising
- Communication
- Partnership Working



Pembrokeshire Outdoor Charter Group

Grŵp Siarter Awyr Agored Sir Benfro

“The POC promotes the **sustainable** use of Pembrokeshire’s marine, coastal and terrestrial environments for adventure, and leisure activities.”

Three basic principles apply to everything the group does and the activities it carries out:-

Respect other people

Protect the natural environment

Enjoy the outdoors and stay safe

How Does the Group Work?

The 'Outdoor Charter' asks organisations and individuals to operate to an established standard which focuses on:



Pembrokeshire Coasteering Concordat

Coasteering Concordat

aims to provide and safeguard the sustainable long-term use of sections of National Trust and PCNPA land for commercial adventurous activities.



Wales Activity Mapping (WAM)

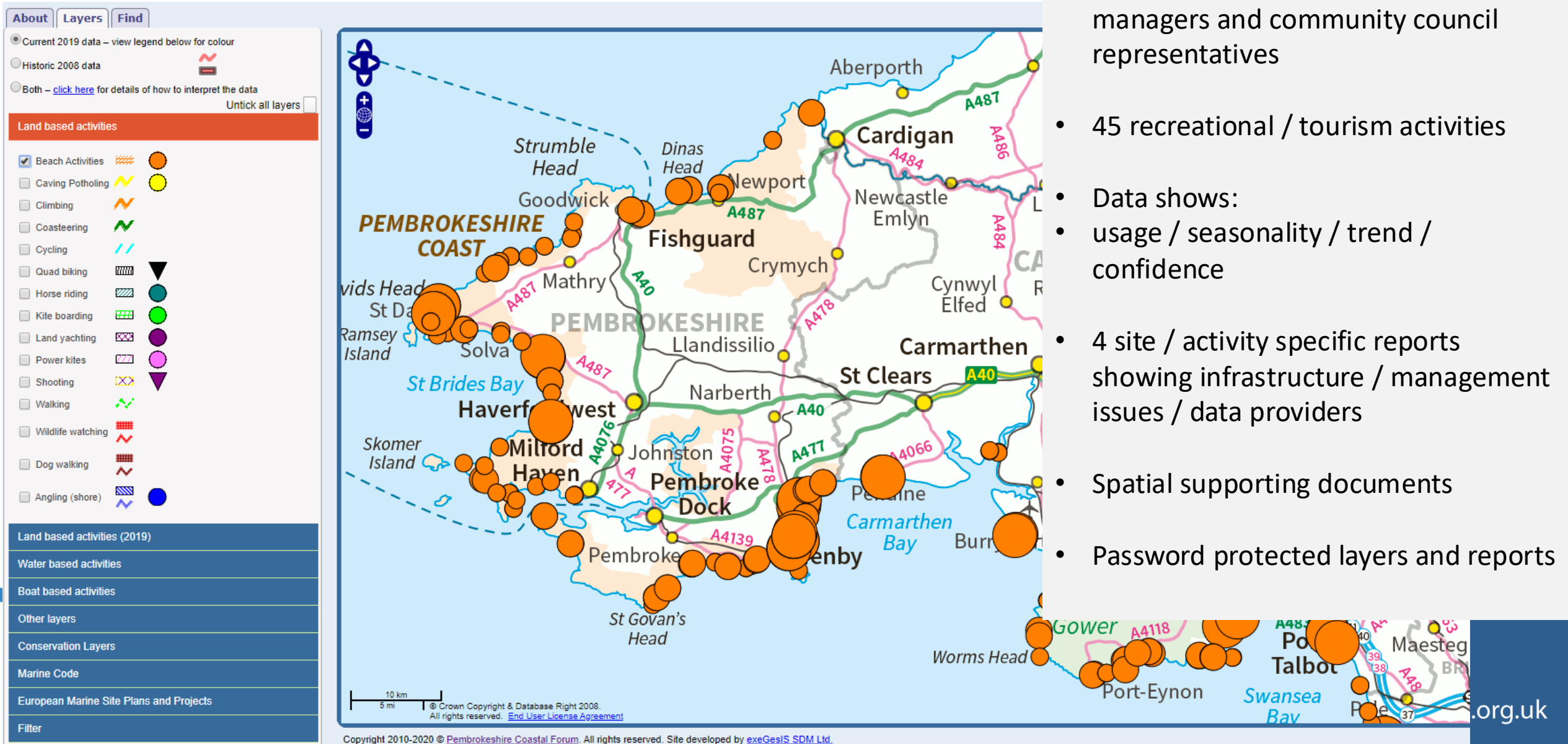
What is it?

- A study into the
 **type, amount, frequency & distribution of recreation/tourism**
 Including infrastructure and management issues

The data is stored in a **web based Geographical Information System (GIS)** primarily aimed at Recreation / Conservation / Tourism managers

Wales Activity Mapping (WAM)

- 341 interviews conducted with 93 contacts, ranging from outdoor recreation professionals, coastal land managers and community council representatives
- 45 recreational / tourism activities
- Data shows:
 - usage / seasonality / trend / confidence
- 4 site / activity specific reports showing infrastructure / management issues / data providers
- Spatial supporting documents
- Password protected layers and reports



Aims of the Pembroke Outdoor Health Project

- To improve the health and wellbeing of Pembroke residents
- To increase the options for social prescribing by health professionals
- To help the outdoor activity sector develop their wellbeing and nature connection provision
- To extend the season for outdoor providers to make their business sustainable year-round

Economic and Social Evaluation of the Outdoor Activity Sector in Wales

Key Findings

Mental Health & Wellbeing



94% 'extremely' or 'very' important





**PEMBROKESHIRE
OUTDOOR HEALTH**
IECHYD AWYR AGORED
SIR BENFRO

Each Outdoor Health programme is:

- Free for participants
- Delivered by qualified and verified providers working to clear minimum standards
- Designed to give participants new experiences, skills, and experiences in their local area





PEMBROKESHIRE OUTDOOR HEALTH

IECHYD AWYR AGORED
SIR BENFRO

Each outdoor activity programme provides demonstrable opportunities for participants to put the “5 ways to wellbeing” into practice.

- **Connect**
- **Learn**
- **Be Active**
- **Take Notice**
- **Give**





PEMBROKESHIRE OUTDOOR HEALTH

IECHYD AWYR AGORED
SIR BENFRO

Week 1

“Welcome and intro to SUP”

- Meet and greet, introductions, hot drink (**Connect**)
- Intro to the programme ahead – Using Paddleboarding to connect with nature.
- Take a walk along Dale Sea Front to view the bay. (**Be Active**, **Take Notice**, **Connect** – with environment)
- Tour of Windswept, look at equipment we’d be using (**Learn**, **Be Active**, **Take Notice**, **Connect** – with environment)
- Introduction to personal kit to wear on the water and land demo. (**Learn**, **Take Notice**)
- On water session – basic SUP skills close to shore. (**Learn**, **Take Notice** **Be Active**, **Connect** – with other participants, **Give** – through reassurance, confidence)
- On water personal reflection taking in the environment around us- **Take Notice**, **Connect** – With environment.
- Hot drink / snack on the beach if possible(**Connect**)
- Intro to the Wales Coast Explore App (**Learn**)
- Reflect with the group/individuals – what have they/haven’t they enjoyed. (**Take Notice**, **Connect**, **Give**)

All the sessions will be adapted to the groups needs and confidence levels.

We can adjust the program accordingly to fit in with the group so not to push them too far out of their comfort zone.

Who are the activity programmes for?

Adults over the age of 18 including (but not exclusively) people who:

- are not in crisis
- with long-term conditions
- who require non-clinical support
- who are lonely or isolated

Adults who would benefit from spending time participating in led outdoor activities.

The programmes are not a substitute for medical, therapeutic or psychological support.



PEMBROKESHIRE OUTDOOR HEALTH

IECHYD AWYR AGORED
SIR BENFRO

2022-2025 Successes and feedback

- **103 individuals** have taken part in at least one 6 week programme

2022 – 2024:

- 77% reported a significant increase in their wellbeing
- 66% showed an increase in their physical health
- 75% self-reported an increase in their overall health
- 100% agreed their course made them 'feel happy'

I am still very much a work in progress. I am very aware that getting out in nature makes me feel better.

It has been really inspiring and has encouraged me to do more physical activity and to try new things.

It has improved my confidence, self-belief, health and well-being. It has assisted my post-surgery rehab. It has helped me to process some anxiety issues that I have been experiencing.



Heard about the Pembroke Marine Code?

Make sure that you...

Plan ahead

Keep an eye out for wildlife: avoid sensitive areas, large concentrations of birds/seals, and seasonal breeding areas. Check the agreed access restrictions maps for specific areas before you go out onto the water.

Keep your distance

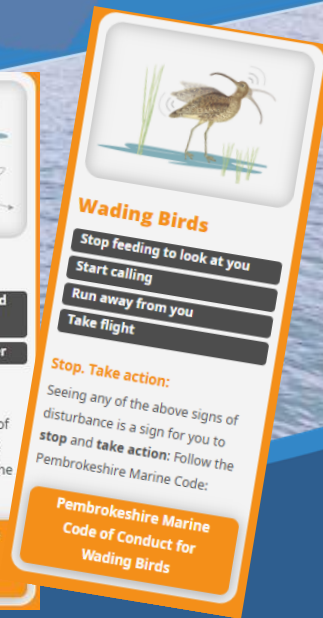
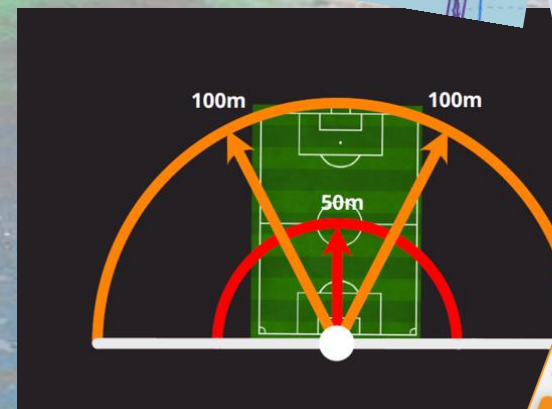
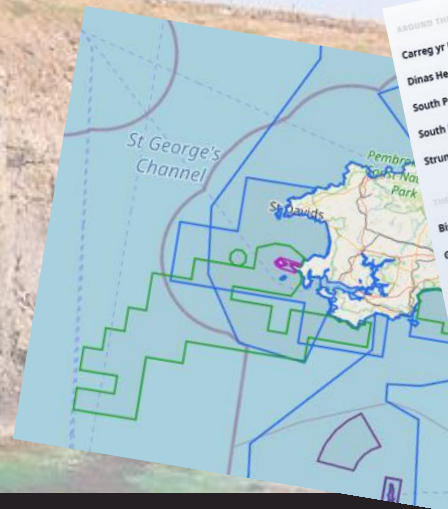
Getting too close can cause stress to wildlife, egg or pup abandonment, exhaustion, or injury.

Reduce speed and sound

Reducing speed and holding a steady course will reduce disturbance, especially in regard to cetaceans. Loud noises can disrupt seals and seabirds, especially at pupping/moulting and nesting times.

Know how to view wildlife

By knowing minimum wildlife viewing distances, suggested boat speeds and behaviour that indicates disturbance will reduce our impact on marine wildlife.



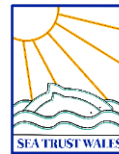


Pembrokeshire Marine Code

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



Pembrokeshire
Outdoor Charter Group
Grŵp Siarter Awyr Agored
Sir Benfro



Pembrokeshire Marine Code

- Protect marine wildlife through codes of conduct and agreed access restrictions

Codes of conduct

- Seals
- Seabirds
- Cetaceans
- Wading birds



Pembrokeshire Marine Code

- Protect marine wildlife through codes of conduct and agreed access restrictions

Seasonal Access Restrictions:

- Seabird nesting
- Seal pupping
- Seal and Seabird
- Slow Areas



Pembrokeshire Agreed Access Restrictions

Seabirds nesting from March to July* inclusive. Agreed access restrictions during these times.
*Grassholm access restrictions from March to October.

Seal area. Agreed restrictions from 1st August until end of November. Please avoid landing if you see seal pups or large gatherings of animals at any time of year.

Seals and Seabirds restricted areas. Agreed access restriction from 1st March until end of November.

Give priority to wildlife: avoid or go very slow near seabird 'rafts', cetaceans, basking sharks, sunfish and turtles. Divers: dive with care to avoid damaging fragile seabed organisms. Speed < 5 knots at all times.

SLOW: Minimum steerage speed to allow for tidal conditions, normally < 5 knots.

Caution: Sensitive area for cetaceans.

Ministry of Defence (MOD) Range Danger Area - access restricted at certain times, phone 01646 662367

Harbour

Kayak access

Skomer Marine Conservation Zone

100 Metres from land

Signs of Disturbance

Be responsive to marine wildlife behaviour



Seals

- Rapid swimming to and fro
- Sudden panic diving
- Re-entry into the water
- Lifting its head and looking at you

Stop. Take action:

Seeing any of the above signs of disturbance is a sign for you to **stop** and **take action**: Follow the Pembrokeshire Marine Code:

Pembrokeshire Marine Code of Conduct for Seals



Seabirds

- Head craning
- Head turning
- Head bobbing
- Wings flapping in situ

Stop. Take action:

Seeing any of the above signs of disturbance is a sign for you to **stop** and **take action**: Follow the Pembrokeshire Marine Code:

Pembrokeshire Marine Code of Conduct for Seabirds



Cetaceans

- Erratic changes in speed and direction
- Lengthy periods underwater

Stop. Take action:

Seeing any of the above signs of disturbance is a sign for you to **stop** and **take action**: Follow the Pembrokeshire Marine Code:

Pembrokeshire Marine Code of Conduct for Cetaceans



Wading Birds

- Stop feeding to look at you
- Start calling
- Run away from you
- Take flight

Stop. Take action:

Seeing any of the above signs of disturbance is a sign for you to **stop** and **take action**: Follow the Pembrokeshire Marine Code:

Pembrokeshire Marine Code of Conduct for Wading Birds

Make sure that you...

Plan ahead
Keep an eye out for wildlife: avoid sensitive areas, large concentrations of birds/seals, and seasonal breeding areas. Check the agreed access restrictions maps for specific areas before you go out onto the water.

Keep your distance
Getting too close can cause stress to wildlife, egg or pup abandonment, exhaustion, or injury.

Reduce speed and sound
Reducing speed and holding a steady course will reduce disturbance, especially in regard to cetaceans. Loud noises can disrupt seals and seabirds, especially at pupping/moulting and nesting times.

Know how to view wildlife
By knowing minimum wildlife viewing distances, suggested boat speeds and behaviour that indicates disturbance will reduce our impact on marine wildlife.

AROUND THE COAST

Carreg yr Esgob & Carreg Fran

Dinas Head

South Pembrokeshire (i)

South Pembrokeshire (ii)

Strumble Head

ISLANDS

Islands & Clerks

St. David's Island

Island

Island

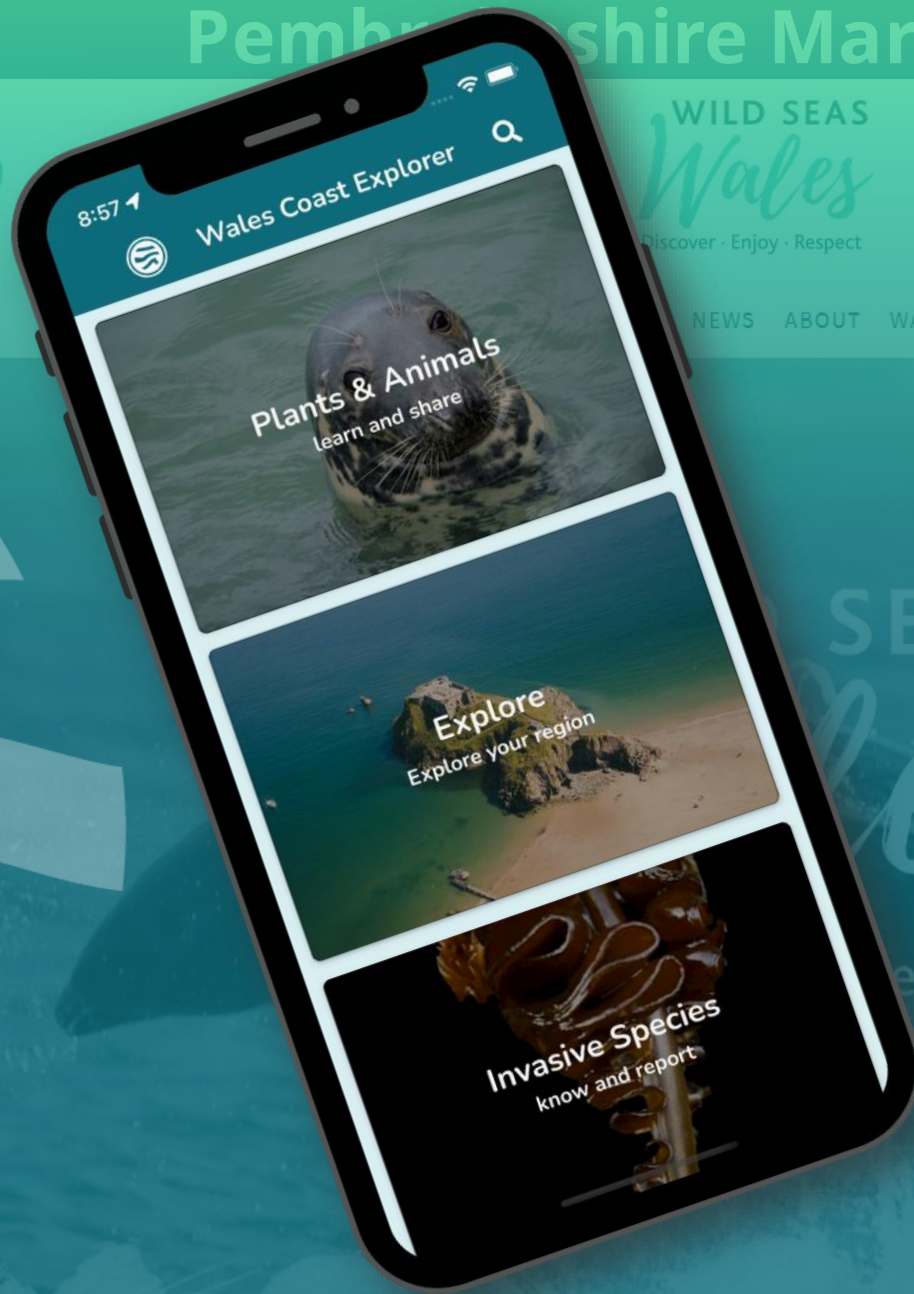
Island (Skomer Marine...)

Caldey Island





Pembrokeshire Marine Code



CRWYDRO ARFORDIR CYMRU
WALES COAST EXPLORER





Features include:

- Marine Codes of Conduct
- Wildlife identification and facts
- Report a wildlife sighting!
- Coastal archaeology in your area
- Invasive species ID and reporting
- Fully bilingual



‘Creating an effective Outdoor Sector network in Wales’

"Catalysing transformational economic, health, social and environmental change for a resilient Wales by harnessing the skills and knowledge of the outdoor sector's network of outdoor professionals and the million people they reach every year."





WALES
ADVENTURE
TOURISM
ORGANISATION

WATO is a national forum established to link existing outdoor sector organisations in Wales' three National Parks, with the aim of sharing best practice across the outdoor sector in Wales. The Wales Adventure Tourism Organisation (WATO) functions regionally through Pembrokeshire Outdoor Charter Group, Snowdonia-Active and South Wales Outdoor Activity Providers Group.

Aims

- Communications
- Marketing and Publicity
- Sustainability



ECONOMIC AND SOCIAL EVALUATION OF THE OUTDOOR ACTIVITY SECTOR IN WALES

2023

KEY FINDINGS:

Outdoor activity providers & participants surveyed

606 responses.



WHAT NEXT?



10%

A **10% increase** in participation could bring about an increase in social value of **£187m** spread across physical and mental health, mental wellbeing, individual development, and social capital.

The Outdoor Education (Wales) Bill could provide a significant boost for the sector, both in terms of a projected £9.9m-£13.6m additional annual spend with providers, but also, critically, by introducing all children in **Wales** to the benefits of experiencing outdoor activities.

There has been significant growth and change in the outdoor activity sector in **Wales** since the last report in 2014.

Net economic impact of outdoor activity providers = £272.87m annually, of which **£205m** is retained in **Wales**.

31,278 jobs supported
21% of all tourism jobs in **Wales**.



The total net impact of outdoor activity tourism on the **Welsh** economy was measured at **£1.619 BILLION** annually.

The mental health value of the outdoor activities sector = **£26.54m** to **Wales** & £47.5m to the **UK**.



99% of participants ranked 'seeking support for mental health and a sense of well-being' as important factors, with 94% ranking them as 'extremely' or 'very' important.



Individuals who engage with outdoor activity providers tend to stay longer and have a significantly higher spend per day. Participants who go with qualified guides are also more likely to follow agreed codes of conduct and good practice and behave appropriately in the outdoors.



Engagement through organised access to land and water are to be encouraged if **Wales** is to maximise the health, wellbeing, and financial benefits of outdoor activities, whilst maximising best practice in nature.



This project is funded by Welsh Government's Coastal Capacity Building Challenge Fund, administered by WcVA.

Arianir y prosiect hwn gan Gronfa Hysborth Cymru a Llywodraeth Cymru, a reolir gan WcVA.



Senedd Cymru
Welsh Parliament

Outdoor Activity Sector - Cross Party Group

Sir Benfro



Thank you

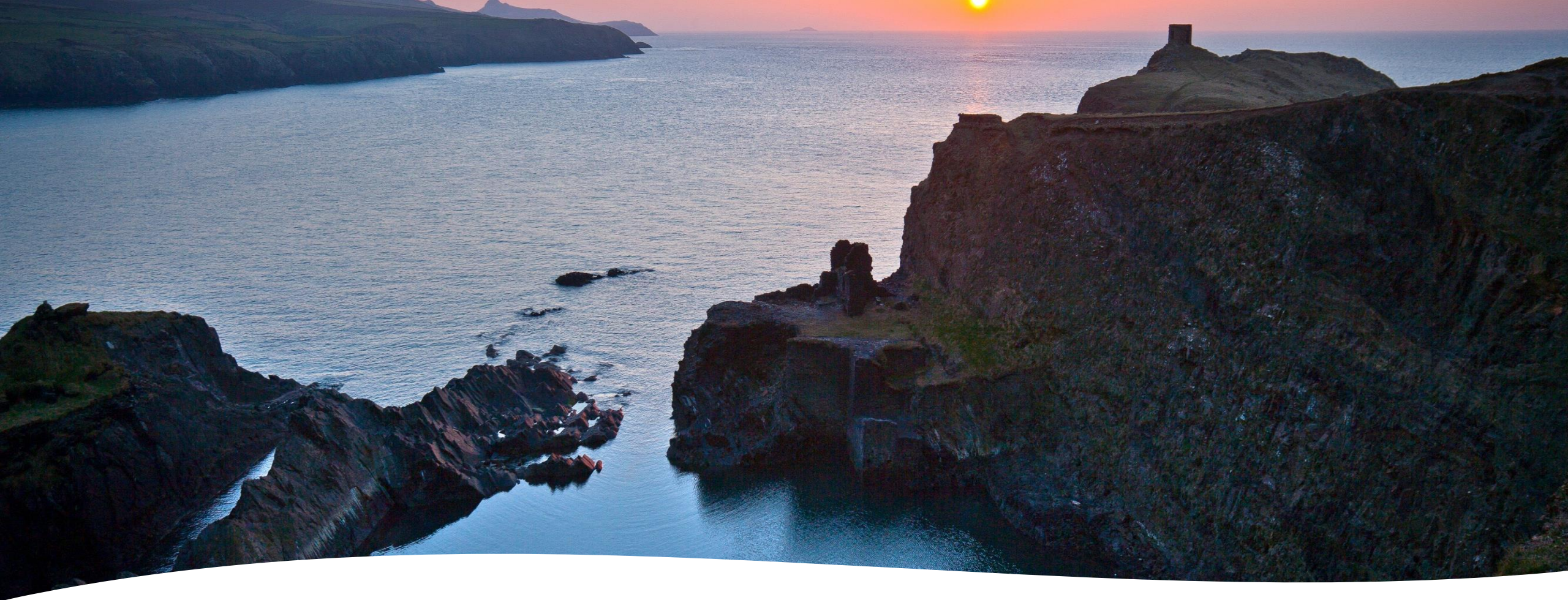
Get in touch:

Programme manager:

paul.renfro@pembrokeshirecoastalforum.org.uk

Sustainable recreation coordinator:

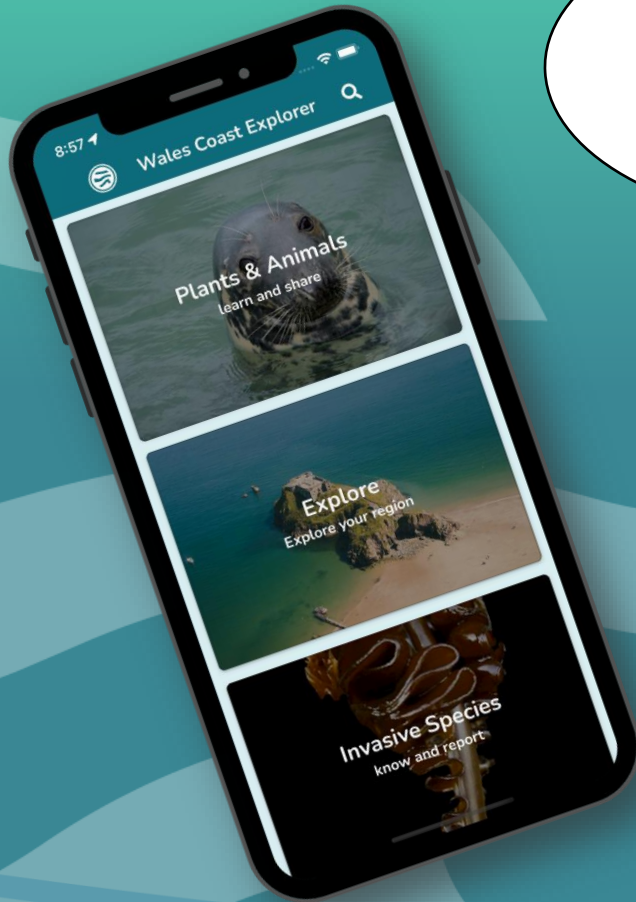
alec.denny@pembrokeshirecoastalforum.org.uk



Over to you...

- What are the key responsible recreation considerations that an outdoor provider should be contemplating when operating? (not including safety aspects)

Wales Coast Explorer App Fun Facts



Common Lizards can survive without their... **tail**



Seal pups are weaned after just 3 weeks. Put on 2kg/day



Black Oil beetles secrete an oily substance from their knees as a defence mechanism



The sap from these flowers can be used as paper glue...
Bluebells

