

Case Study: Pembrokeshire Coastal Forum (Wales)



A PCF Coastal Curriculum Fieldtrip

Partnership is at the heart of the work that Pembrokeshire Coastal Forum (PCF) do. As a Community Interest Company, they are bringing local communities together to create innovative solutions to the challenges faced by our changing climate. Read on to find out more about how they have built long-lasting partnerships and networks that inspire adaptation action along the Pembrokeshire coastline.

Background

The Pembrokeshire coastline supports a wide variety of wildlife across many different habitats. In 1996, a large oil spill from the Sea Empress caused 72,000 tonnes of oil to flood into Pembrokeshire waters, and there were disastrous environmental consequences for flora and fauna, as well as local people. This tragedy brought together a number of organisations, including elected officials, industry professionals, public bodies, local authorities, and communities, who recognised that an independent organisation was necessary to adequately address issues facing the coastline and in 2000 the Pembrokeshire Coastal Forum was born.



The Pembrokeshire Coastline



Participants on a seagrass survey



Field trip to Amroth



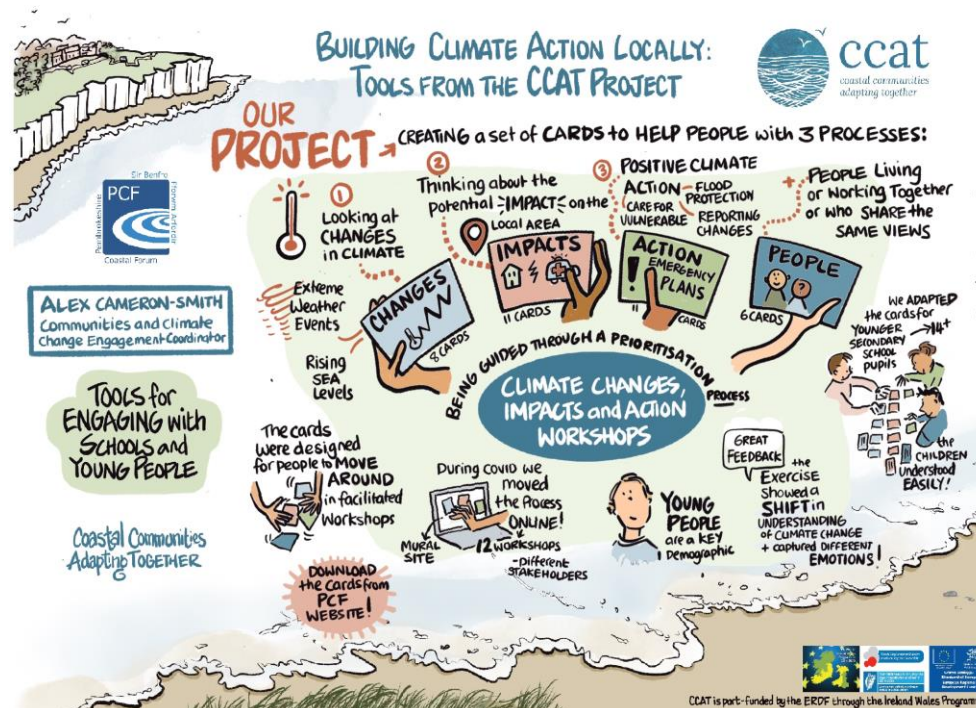
Spotlight on Co-developing and maintaining the evidence base

PCF was a partner of the [Coastal Communities Adapting Together \(CCAT\) project](#), which ran from 2019 to 2021 and aimed to support coastal communities in understanding climate change and how they can adapt to these changes. CCAT developed interactive games, a cross-border learning exchange programme and created learning resources for schools and adult education. PCF's climate changes, impacts and actions cards have been successfully trialed in classrooms and are helping gather key information from young people to devise climate action plans for their schools and local communities throughout Wales and the UK. During CCAT, PCF

also facilitated workshops with community groups to discuss the impacts of climate change in the local area and what actions the community wanted to see happen. With a trial community, PCF developed a participatory mapping tool that allowed people to

geolocate climate impacts and also facilitated workshops with actions, which now serves as an evidence base for local information. Understanding public perceptions of climate change and related action has a valuable role to play in developing effective

communication strategies and information. supporting the behavioural change required. Surveys conducted during the project have also captured a baseline of attitudes towards climate change from various stakeholders including community groups and Pembrokeshire County Council who recently declared a climate emergency.



PCF's final outputs from the CCAT project

Find Out More on CCAT

Visit the CCAT Website at:

<https://www.ccatproject.eu/>

Resources from CCAT:

<https://www.pembrokeshirecoastalforum.org.uk/projects/ccat/>



Spotlight on Creating a healthy culture

Stakeholder engagement is a key component of all 'Partnership Working'. To have true collaboration PCF projects have worked to balance a wide range of needs, something that takes both time and ongoing effort. PCF have developed an extensive network of cross-cutting contacts over 22 years of active engagement. Maintaining such a network requires a

dedication to strengthening pre-existing connections and developing new ones through participation in various networks, including government and policy groups, working across various sectors on projects and funded programmes, running steering group / working group approaches from marine energy to sustainable recreation, and gathering connections across the whole team. PCF identify the right organisations and the right individuals to find solutions to coastal issues and opportunities. They work hard to

build trust between different stakeholders, a key ingredient to success. PCF ensures that their partnerships have an appropriate framework for operation, clear objectives, a realistic plan, and timescales on delivery with a measure on success. PCF work on innovative projects, are dedicated to excellence in the management of projects, respect commitments with partners, and involve and engage stakeholders at each step of the process to ensure successful action in practice.



PCF staff on a training day

Testimonials from partners PCF have worked with demonstrate their positive attitude to creating a healthy culture:

"PCF are very professional and friendly and complete work to high standard. Really good knowledge of the Pembrokeshire and Welsh context which was vital for delivery of this project. Really good facilitation skills and relationship management skills across multiple partners/collaborators with varying cultures and strategies. Good existing professional networks." – WWF, Stakeholder Engagement Project

"The substantial information provided to members and the clear and constructive way issues have been addressed and responded to has been remarkable. The agile approach to the feedback...shows the real commitment to the process and responding to members queries and concerns. I found the on the ground engagement particularly valuable...we have engaged clearly and consistently, responded to queries and adapted where possible....." – Pembrokeshire County Council, Newgale Coastal Adaptation Scheme



Spotlight on Assets and Communication

Alongside stakeholder engagement, project management and market research, PCF is also exploring ways to use and develop Geographic Information Systems (GIS) to increase the effectiveness of their work through data, and subsequent awareness of the partnership and its work in Pembrokeshire. GIS is increasingly being used in environmental management, particularly to assist with marine planning. The [Wales Activity Mapping project](#) is a collaborative approach with multiple partners that uses GIS as an evidence-based approach to display a range of data. The GIS system is primarily used by Recreation, Conservation and Tourism managers, but PCF

designed the project for multiple users with differing needs. Following the collaboration between PCF, local operators and other organisations working closely with the Pembrokeshire Coast National Park Authority and the RSPB, the [Marine Code](#) was launched in 2003. It outlines voluntary codes of conduct, including agreed access restrictions, education, and the creation and promotion of best practice, that encourage groups to show respect and consideration for the environment, wildlife and other users when out exploring the area. PCF have also developed a toolkit outlining the lessons learned in this process, so that others can benefit from their experience. The Wales Coastal Explorer App was also developed to provide a wide range of information to a diverse set of

users, which contains interactive elements so that the public can contribute and engage with initiatives in Pembrokeshire. There have been over 2000 downloads since its initial launch as the Pembrokeshire Marine Code App, of which around half have been since the app was relaunched as a Wales-wide marine code app, the Wales Coast Explorer, in April 2022. The Pembrokeshire Outdoor Charter Group (POCG) was established in 2002 and is coordinated by PCF, seeking to establish high standards for managing groups in the outdoors. The group works with the relevant authorities to accomplish shared aims and currently includes 450 members and represents over 40 outdoor adventure businesses. Members range

from individual adventurers, outdoor adventure businesses, environmental education centres and conservation groups/organisations. The POCG represents a commitment by all members to good practice, meeting regularly and running training events raising awareness of the human impact to the landscape and wildlife, and increasing understanding of the environment, while also developing good practice to ensure adventure activities do not impact on Pembrokeshire's beautiful coastline.



PCF Programme Manager, Paul Renfro, presenting the Marine Code



Spotlight on Vision

PCF's close connection with coastal communities means that their work has always focused on inspiring and collaborating with all parts of these communities to deliver solutions that work for everyone. Their vision of sustainable coasts and oceans for future generations is a key part of the work they carry out, and in 2002 the PCF partnership created a [Marine Code](#) and [Outdoor Charter](#) for Pembrokeshire to expand and support their vision. These best practice guidelines and voluntary codes of conduct help stakeholders within the community and in the wider area understand the value of the coastal environment and how they can work together to protect it. In 2018, following close collaboration with the PCF voluntary board members and team, five core values were adopted: **Sustainability**,



PCF community engagement and education in local schools



PCF presenting their work to stakeholders

Collaboration, Passion, Flexibility and Reliability. These values represent the expanding partnership and drive the work that PCF do, helping support the development of their vision and mission.

Find Out More

Visit the Website at:

<https://www.pembrokeshirecoastalforum.org.uk/>

Email PCF Managing Director

Jetske Germing at:

jetske.germing@pembrokeshirecoastalforum.org.uk



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