

**CYNGOR CEFN GWLAD CYMRU  
COUNTRYSIDE COUNCIL FOR WALES**

**Draft minutes of the 5<sup>th</sup> Pen Llŷn a'r Sarnau cSAC Liaison Group meeting held on 11<sup>th</sup> March 2002 (starting 7pm) at Plas tan y Bwlch, Maentwrog**

**Present:**

David Archer	Snowdonia National Park Authority
Alf Bowen	Chair, Aberdyfi Community Council
Mike Bowyer	Archaeology
Bill Bracewell	Dovey Yacht Club/Aberdovey Partnership
Barry Davies	Gwynedd Council
Rob Gorman	Fisherman / North Western & North Wales Sea Fisheries Committee
Rod Gritten	Snowdonia National Park Authority
Greta Hughes	Community Councils/North Western & North Wales Sea Fisheries Committee
Jill Jackson	Gwynedd Council
Andy Jeffrey	Outward Bound Wales
Lucy Kay	Countryside Council for Wales (notes)
Peter Lloyd	Welsh Yachting Association/RYA
Bill Miller-Jones	Sub Aqua Association
Cllr Caerwyn Roberts	Snowdonia National Park Authority (chairman)
Iain Roberts	NFU County Chairman / Fisherman
Rowland Sharp	WFSA
Kate Smith	Countryside Council for Wales
Mike Thrussell	
Cllr Ray Quant	Ceredigion County Council
Dylan Williams	Environment Agency

**Apologies:**

Liz Allan	Ceredigion County Council
Jim Andrews	North Western & North Wales Sea Fisheries Committee
Huw Davies	Gwynedd Council
Iwan Edgar	
Cllr Own Edwards	Snowdonia National Park Authority
Andy Hall	Arthog Outdoor Education Centre / Welsh Canoe Association
Emyr Jones	Environment Agency Wales
Andy Warren	Severn Trent Water
Jill Whipp	CPRW

**1. Minutes of the last meeting**

- 1.1 Peter Lloyd asked the wording in item 4.2 to be changed to replace 'co-opting' with 'appointing', to more accurately reflect the discussion. This change was made and the minutes were accepted as an accurate record of the meeting

**2. Matters arising**

- 2.1 Item 3.1.3: completed.
- 2.2 Item 3.2.2: Response from angling representations. Discussed under agenda item 4.2.2.2.
- 2.3 Item 3.3: No comments had been received.
- 2.4 Item 3.3.5 and 4.5: completed.
- 2.5 Item 4: ToR – Lucy suggested that CCW write to Liaison Group members who have not come to meetings or acknowledged correspondence to check if they are still willing to be representatives of the Liaison Group. It was agreed it would be useful to do this. **ACTION:**

## **Lucy**

2.6 Item 5.4: Discussed under agenda item 4.2.2.2.

2.7 Item 6.1: Copies distributed at the meeting.

## **3. Action Plan**

### **3.1 Distribution of the Action Plan and summaries and publicity**

3.1.1 The Action Plan full report and summary leaflet were sent out July / August 2001. Copies of the Action Plan had been sent to local libraries. Barry had given three publicity interviews about the Action Plan and the cSAC and Lucy had given two, mostly to local radio. Other than this, there had not been a huge amount of response to the Action Plan.

### **3.2 Plan implementation: update on what has happened since the last meeting and actions proposed for 2002/03**

3.2.1 Lucy distributed copies of the Action Plan update report. She apologized for this not being prepared earlier so that people could have had a chance to read it before the meeting. The report was based on the format of the Action Plan, with the final column of the table providing a report on and actions implemented / proposed. Lucy asked for feedback on the format of the update so that future versions can be modified.

**ACTION: All Liaison Group representatives to provide feedback to Lucy on the report format.**

3.2.2 Lucy highlighted some of the actions to describe what work had been undertaken. A number of the actions relate to ongoing responsibilities or the relevant authorities and others that should be implemented as a matter of course, whereas other actions were more discrete, one-off projects, which may need specific additional funding.

3.2.3 The update report highlighted the fact that the original timetabling had been too ambitious – many of the actions timetabled for 2001 had not yet been undertaken. The relevant authorities had discussed this at their last meeting January and recognized that they needed to agree a more realistic work programme for 2002. This would be discussed at the next RA meeting in April. There was discussion about some of the actions. The update report also identified some of the actions that relevant authorities would be implementing in 2002/03.

3.2.4 Funding was a key issue for implementing the action plan. The RAs were currently funding ongoing running costs and some had secured money from their organisation funds to implement specific actions, but others had not been able to secure additional money. While there were European funding options, there was the problem of someone having the time to be able to put together a project bid. Some cSACs had dealt with this by the RAs funding a project officer who was responsible for securing additional funding. The RAs would be discussion funding options at their next meeting in April, and this item was discussed under agenda item 4.2.2.2 of the meeting.

### **3.3 Action Plan implementation – key issues**

3.3.1 For this part of the meeting the Liaison Group representatives and RA representatives present split into three discussion groups to discuss three key issues that were relevant to the implementation of several different actions:

- Dissemination of information / communication with groups and individuals
- Public events / opportunities to promote the cSAC
- Funding

Lucy had prepared some notes to aid the discussions.

3.3.2 Each of the groups reported back to the meeting as a whole. The following provides a summary of the feedback:

### **1. Publicity**

- a. More needed to be done to publicise and explain the cSAC both locally and wider.
- b. Having a publicity officer for the cSAC would be very useful, some considered this essential.
- c. Ideas to consider:
  - i. Regular articles in local newspapers including Papurau Bro;
  - ii. Articles in specialist magazines, e.g. to publicise specific work such as asking people to keep a look out for non-native species such as Jap weed.
  - iii. Use of flyers in publications for specialist interests.
  - iv. School projects, e.g. competitions to produce information about the cSAC, e.g. web pages, newsletters, logo, posters. Publicise these in the local papers.
  - v. Posters – simple, bold designs in lots of public places (cafes, information centers, visitor attraction reception areas, post offices, supermarkets, B&Bs, hotels, National Trust centres) could be very effective at conveying a message that the area is an important / interesting place. Potential to link this to the Wales Tourist Board's work.
  - vi. Information flyer (as per posters above).
  - vii. Car stickers about the cSAC. Something that would appeal to children.
  - viii. Newsletter
- d. Need to think carefully before produce leaflets / flyers as many people never read them – just pick them up and throw them away.
- e. There were events that could be used as venues to promote the cSAC / the area's wildlife, e.g.
  - i. Lifeboat days
  - ii. Euro Parks conference in October
  - iii. WYA club clinics – opportunity to display information boards / distribute leaflets.
  - iv. Events organised by Barmouth's publicity and events officer.
  - v. Jubilee celebrations
  - vi. Sailing regattas.
- f. Direct contact with Wales Tourist Board – information about the cSAC should be in their literature / information they send to people. This is very important for certain interest groups whose visit is directly related to the marine environment, e.g. divers, anglers.
- g. A public event for the cSAC specifically not likely to provide a lot of benefit.
- h. Linking to broader festivals could be useful, e.g. Pembrokeshire sea fish festival. The Wales Tourist Board may be interested in supporting something out of season that would bring people into the area.
- i. Creating a catchy name or recognisable logo could be very useful – provide positive marketing and promote marine issues. Possible competition for schools.
- j. Consider having 'boundary markers' that indicated the cSAC. Possible competition for schools.

### **2. Communication**

- a. The aims of the cSAC and its management needed to be clearer.
- b. Information about the cSAC should try and identify how it could benefit

different interest groups.

- c. Different interest groups often have their own 'internal' communication, e.g.
  - i. RYA/WYA have a number of different updates such as RYA news (every few months), club newsletter, and WYA mailings several times a year to all WYA clubs.
- d. Web sites should be used more, and more effectively to provide information about the cSAC. Different organisations had web sites that could 'house' information about the cSAC, information should be provided for these, highlighting the work most relevant to the particular group, e.g. RYA/WYA web sites.
- e. There isn't a good national web site about SACs, and finding information is difficult. It would be very useful if one organisation with an across GB remit (for example, the Marine Conservation Society) had a web site about SACs which could then include links to more regional / site-specific information.
- f. Make more use of electronic information exchange mechanisms – easier to put this information straight onto web sites.
- g. Make use of other organisations to disseminate information, e.g. Plas tan y Bwlch, Coastguard, Irish Sea Forum.
- h. Better use of radio, e.g. more frequent, shorter items about the cSAC, set up a radio forum to discuss the cSAC.

### **3. Funding**

- a. Look at possibility of sponsorship to implement specific actions, e.g. offering a free trip to the Sea Zoo for a school class as a competition prize.
- b. Possible sponsorship from local and national businesses for events.
- c. Initiatives under the Rural Recovery fund (2002-2004) may provide opportunities to link the cSAC actions with other work.
- d. Possible link with the Dyfi Biosphere Reserve.
- e. Relevant Authorities should try to secure additional funding for specific actions / publicity officer.
- f. Produce and sell items related to the cSAC, e.g. stickers, T-shirts.
- g. Interreg.

3.3.3 It was agreed that it was essential to have someone to take forward the publicity / education / interpretation aspects of the cSAC since without this only minimal progress was likely to be made in implementing these elements of the Action Plan.

3.3.4 Despite some reluctance to split the meeting into discussion groups, it was agreed that it had proved to be a useful way to organise the discussions and had produced a lot of ideas and feedback.

### **4. SAC moderation: final consultation**

4.1 Lucy distributed a summary note about the final stages of SAC moderation and what this means for the Pen Llŷn a'r Sarnau cSAC.

### **5. AOB**

5.1 Caerwyn asked whether people were happy with the format of the Liaison Group meetings. People said they were and had found the discussion session useful.

5.2 Rowland Sharp said that Keep Wales Tidy had expressed an interest in coming onto the

group. They had produced a clean coast leaflet and they had funding to support groups in beach clean-ups. It was agreed that it would be useful to invite their representative on to the group but that it was important to clarify their role in the cSAC.

**ACTION: Lucy to write to KWT inviting them to have a representative on the group.**

5.3 Peter Lloyd asked if there were any proposals for offshore wind farms in the cSAC. Lucy said that there had been interest in a location within Cardigan Bay very early on before the first licensing round took place, but this had not developed into anything this time. It was possible that the area would be looked at again in future licensing rounds.

5.4 Lucy distributed copies of some final products from the UK Marine SACs LIFE Project:

- a. the final edition of the 'Marinelife' newsletter of the SAC Project;
- b. a booklet about SAC features.

Bilingual versions of these were being produced and should be available shortly.

5.5 Rowland distributed copies of a Turtle Code of Conduct that had been produced by the Marine Conservation Society.

## **8. Date of the next meeting**

The next meeting of the Liaison Group will be on Monday November 11<sup>th</sup> 2002 at Plas tan y Bwlch, Maentwrog (tbc), starting at 7pm.

Caerwyn Roberts thanked everyone for their contributions and closed the meeting.