

# ANNUAL IMPACT REPORT

2021/22



PEMBROKESHIRE COAST  
CHARITABLE TRUST



Madoc's Haven  
Front cover: Marloes

# Annual Impact Report 2021/22

## A few words from our Chair

What a joy it was to get out and about once again and to be able to appreciate the many and varied delights of our wonderful County. Throughout the recent challenging times, we continued to receive generous support and goodwill from friends near and far.

It seems that everyone who has a link to Pembrokeshire is keen to both conserve and share its environmental treasures - and through their help, the Trust has been able to make a real difference.

Our success on the Make More Meadows project touched so many hearts that we were able to extend the work. We encouraged many children to learn and enjoy the outdoors through our Roots and Outdoor Schools projects while people of all ages and backgrounds engaged in the Discover the Beach initiatives.

None of this work would have taken place without the kind support of individuals and organisations - and for that, I send you my heartfelt thanks.... while encouraging you to help us do even more!



Elsa Davies



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<https://pembrokeshirecoasttrust.wales/get-in-touch/>



**PEMBROKESHIRE COAST**  
CHARITABLE TRUST

Garn fawr

**Our vision** is to uphold and enhance the unique and distinctive attributes of the Pembrokeshire Coast National Park, care for its health and well-being and safeguard its exceptional qualities for future generations.

**Our mission** is to work with partners to conserve, enhance and celebrate the unique landscape, wildlife and culture of the Pembrokeshire Coast and surrounding area, using our resources to benefit the people who live and work in and around the National Park and those who come to visit.

**Our task** is to generate maximum resources to complement the activities of partners without duplicating them. To achieve the best outcomes, we shall engage with a range of public, private and voluntary sector organisations and individuals, encouraging their support and working with them in a business-like manner. We shall work to communicate effectively the unique nature and value of the Park; how it can be conserved and enhanced; and what resources are needed to complement its assets.



# PROTECTING THE NATIONAL PARK, FOR TODAY, TOMORROW AND THE FUTURE

Whitesands



**8**  
projects supported



**£109,804**  
income raised



**132**  
hectares of meadow supported



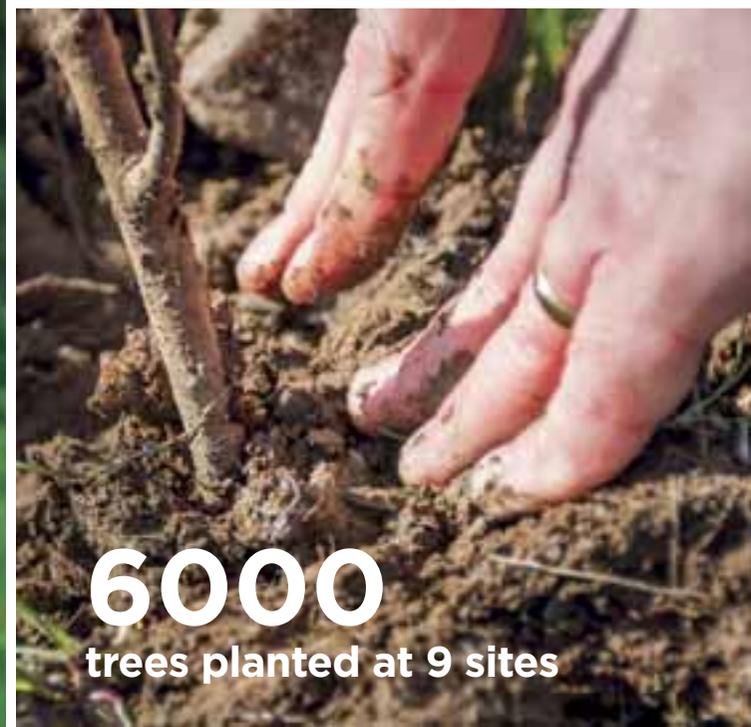
**34**  
sites improved for nature across  
the National Park



**32**  
schools supported



**12**  
community groups delivering  
Nature Projects



**6000**  
trees planted at 9 sites



## Project Name: **First 1,000 Days**

### Project Summary

The first 1,000 days of a child's life play an important and long-lasting role in shaping their future. Aimed at delivering a programme of outdoor play activities for pre-school children, this project was developed to support parents and carers of pre-school aged children to access nature and the outdoors.

### Project Outcomes and Impact to Date

During the first six months of the project, 8 childcare settings were attended with 22 adults and 104 children benefiting from the visits. Also, the project officer delivered a family event in conjunction with Plant Dewi for over 80 families about playing and learning in the outdoors. All participants thoroughly enjoyed the outdoor session with many reporting that it has inspired leaders to use kit that they already have and to make use of green spaces that are within walking distance.

## Project Name: **Wild About Woodlands**

### Project Summary

Wales is one of the least wooded countries in Europe, and less than half of its woodland consists of native broadleaved trees. The aim of this project was to raise £10,000 to plant an additional 1,000 trees across the Pembrokeshire Coast National Park whilst raising awareness of the value of these habitats. Trees provide homes, food, protection and connections for the wildlife around us and play a vital role in offsetting carbon and supporting the fight against climate change.

### Project Outcomes and Impact to Date

After exceeding the target by raising £20,000, over 6,000 trees were planted at nine different carefully selected sites.

The trees planted have created new hedgerows which are helping to link multiple sites nearby, benefitting rare species which need a larger area of woodland and hedgerows than was previously available. The trees are connecting habitats and are providing pathways, shelter and sustenance for wildlife, while protecting the soil, cleaning the air and absorbing carbon emissions.

# Project Name: Force for Nature Grants

## Project Summary

The first mini grant scheme for our Force for Nature communities launched in May of 2021. The scheme invited community groups and local organisations to apply for projects that would support biodiversity, deliver on conservation or climate change, or educate others on those topics. We were overwhelmed by the interest and the enthusiasm for this activity.

## Project Outcomes and Impact to Date

- A total of 12 community sites received Force for Nature funding to support biodiversity improvements.
- 10 community groups consisting of both children and adults have been involved in conservation actions.
- 2 community areas are now cleared of rubbish and litter on a regular basis.
- Harri Tudur pupils gained gardening skills as well as learning about conservation and local wildlife.
- Projects included creation of wildflower meadows and butterfly gardens, habitat creation, biodiversity support, community pond clearance, a mini BioBlitz, the planting of trees and pollinator-friendly plants and sensory planting in community play areas and sports fields.



# Project Name: Discover the Beach Roadshow

## Project Summary

The Discover the Beach Roadshow provided a mobile presence at beaches and other coastal sites around the National Park, providing visitors with information and activities to help them make the most of their visit.

## Project Outcomes and Impact to Date

The Trust was able to pay for equipment such as rock pooling kits and wildlife identification guides to help families learn more about the beach environment. The Discover the Beach project helped visitors to the coast to get a rich experience of the National Park and to learn more about the coast, discover some of its hidden secrets and find ways to help look after it. It also encouraged people to observe wildlife and showed them ways to record their sightings.

The Summer Rangers engaged with 5,231 people over the course of the season from May-October.





## Project Name: **Make More Meadows**

### Project Summary

In the UK, we've lost over 95% of our wildflower meadows in the last 75 years, meaning there are fewer special places for flowers, bees and other wildlife to grow and thrive. We wanted to help change this, before it's too late. The Trust continues to run this campaign to enable us to protect, restore and create new meadows in the Pembrokeshire Coast National Park.

### Project Outcomes and Impact to Date

During 2021, the Make More Meadows funding enabled 13 different meadow sites, amounting to 132 hectares of meadows, to be either restored or created. In addition to the 13 sites, 2 schools have received plug plants to make their meadows more diverse whilst learning about meadows and pollinators. Equipment has also been purchased to ensure project sustainability. Outcomes over time will include recovery and safeguarding of threatened species, integrated networks which will be more resilient to climate change, and increased awareness with more people delivering species conservation.

"The money the Trust has raised for meadows has been invaluable and has allowed us to capitalise on a growing interest in meadows and meadow creation within the park. We are really grateful for your continued support. Thanks."- Sarah Mellor, Biodiversity Officer Pembrokeshire Coast National Park Authority.



## Project Name: **Gwreiddiau/Roots Project**

### Project Summary

The 'Gwreiddiau/Roots' education initiative - run in partnership with the Pembrokeshire Coast National Park Authority with the financial support of South Hook LNG - is an education partnership aimed at helping children explore the natural environment, produce and food networks of Pembrokeshire by providing engaging outdoor sessions for hundreds of local children.

### Project Outcomes and Impact to Date

The past two years of the project have seen children from 6 junior schools in the Milford Haven area exploring natural produce and food chains in the county's agricultural, coastal and rural communities. From pollination, soil nutrients and meadow management, to how food plays an important role in the local economy and our family lives, children have connected with the environment as well as local businesses and communities.



# Project Name: Outdoor Schools

## Project Summary

Core to the Pembrokeshire Coast National Park Trust's work, we continue to support the Pembrokeshire Outdoors Schools network, supporting more children in Pembrokeshire to benefit from outdoor learning opportunities

## Project Outcomes and Impact to Date

- The project delivered 6 teacher training events for 160 teachers, covering topics such as 'physical activity in the outdoors' and woodlands. Training was also delivered for 14 headteachers, where the value of the outdoors for their learners was highlighted.
- 18 schools were supported in developing their school grounds as a resource for learning.
- A further 15 schools have been visited and supplied with a wealth of resources to support their outdoor learning.
- The project has worked directly with over 500 pupils in the past year though many more have benefitted from the project following teacher training. The work done through this project suggests that most local primary schools have benefited from the project, helping to improve access to outdoor spaces and providing high quality learning resources from across our partnership.



# Project Name: People, Paths & Pollinators

## Project Summary

Focused on a section of the Pembrokeshire coastal corridor, this project aimed to change the way the Coast Path is managed - placing biodiversity improvement at the heart of Coast Path maintenance to enable species connectivity, to support access and coastal grazing.

## Project Outcomes and Impact to Date

As part of the project, the Coast Path has been surveyed to identify areas which can be improved to provide better habitat opportunities for pollinators. A total of 65 interventions that benefit pollinators have been identified and actioned along the managed Coast Path. These include:

- The coastal corridor and path has been widened - over 200m of scrub corridors have been cleared which has allowed smaller plants to grow and thrive and in turn, this increased plant species diversity has benefitted insect diversity.
- Bee banks have been created and ground has been cleared to provide nest sites for different bumblebees and solitary bees
- Ant hills have been protected along the Coast Path - ant hills create small scale micro-climates which allow for a greater diversity of grasses, herbs and other flowering plants to thrive on them.



# Personal thanks to our 2021/22 Funders

We would like to thank all of our individual supporters who have donated to us over the year. We couldn't do what we do, without you.

## Companies who have supported us:

Arnold Clark  
Edward Perkins  
Milford Haven Port Authority  
Ocado Foundation  
Persimmon  
Plexus  
South Hook LNG  
The Big Retreat Festival

## Individuals we would like to give special thanks to:

David Leyshon  
Duncan Fitzwilliams  
Glen Peters, Western Solar  
Heather Stevens  
Jane Heard  
Kyle Rushton McGregor

## Trusts & Foundations:

Banister Charitable Trust  
Big Give Trust  
CLA Charitable Trust  
Community Foundation Wales  
Heritage Lottery Fund 15 Minute Heritage  
Local Place for Nature Funding via Pembrokeshire Coast National Park Authority  
Martin Wills Wildlife Maintenance Trust  
Millennium Stadium Charitable Trust  
National Heritage Green Recovery  
National Lottery  
Neighbourly  
Oakdale Trust  
Postcode Community Lottery  
Prince of Wales Charitable Foundation  
The Sackler Trust  
Waterloo Foundation

The Pembrokeshire Coast National Park Authority is kindly supporting our operating costs until 2023 which means every donation will help much-needed projects across the National Park.



Parc Cenedlaethol  
Arfordir Penfro  
Pembrokeshire Coast  
National Park

# TOGETHER WE ARE MAKING A DIFFERENCE



**Donate today to become a Force for Nature, helping us to protect our National Park for the next generations.**

You can donate by either using the below QR code, sending a cheque to the below postal address or texting using the information below.  
<https://pembrokeshirecoast.enthuse.com/donate#!/>

Text **PEMBSOAST** to **70450** to donate £10 to the Pembrokeshire Coast National Park Trust.

Texts will cost the donation amount plus one standard network rate message, and you'll be opting into hearing more from us. If you would like to donate but don't wish to hear more from us, please text PEMBSOASTNOINFO instead.

Freshwater West  
Rear cover: Penberri

YMDDIRIEDOLAETH  
ARFORDIR PENFRO



PEMBROKESHIRE COAST  
CHARITABLE TRUST

## CONTACT US

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