

ANNUAL IMPACT REPORT

2024/25



PEMBROKESHIRE COAST
CHARITABLE TRUST



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Front cover: Freshwater East

Annual Impact Report 2024/25

A few words from our Chair

Pembrokeshire is a wonderful county! A hidden gem where there are wonders around every corner. Its magnificent Coast Path is just one of these wonders and everyone associated with the Pembrokeshire Coast Charitable Trust regards it as both a privilege and a pleasure to help secure its future.

Pembrokeshire is a county that has so much to offer both residents and visitors and the trust endeavours to ensure that its wonders are there to delight people now and in years to come.

Help us in our work by signing up for our newsletter and supporting our many interesting projects.

A handwritten signature in black ink that reads "Elsa Davies". The signature is written in a cursive style and is positioned above a horizontal line that extends to the right.

Elsa Davies



Sign up to our newsletter
[https://pembrokeshirecoasttrust.wales/
get-in-touch/](https://pembrokeshirecoasttrust.wales/get-in-touch/)



Dinas Island



A Message from the Team

This year has shown just how much can be achieved when dedicated people come together with a shared purpose.

Across every project, our teams have worked tirelessly, restoring paths, supporting communities, inspiring young people, enhancing habitats, and creating more inclusive ways for everyone to experience the National Park.

Their passion, creativity and commitment are at the heart of everything we do, and we are incredibly proud of the impact they continue to deliver.

We are equally grateful to our funders, partners, donors and supporters who make this work possible. Your trust in us, your generosity, and your belief in the importance of protecting the Pembrokeshire Coast allow our teams to turn ideas into action and challenges into meaningful change.

As we look ahead, we warmly welcome new supporters to join us and are always open to fresh, creative ideas that help us care for this remarkable place.

Thank you for standing with us. Together, we are protecting this extraordinary National Park for today, tomorrow and the future.



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.

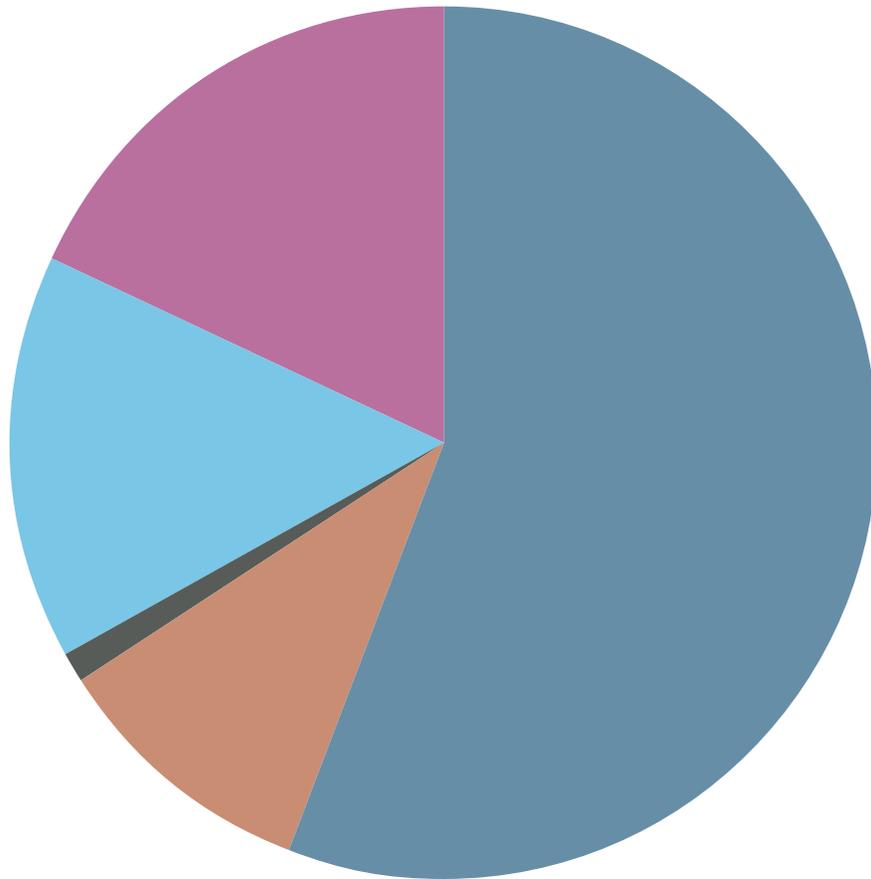
Our task is to generate maximum resources to complement the activities of partners without duplicating them. To achieve the best outcomes, we shall engage with a range of public, private and voluntary sector organisations and individuals, encouraging their support and working with them in a business-like 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

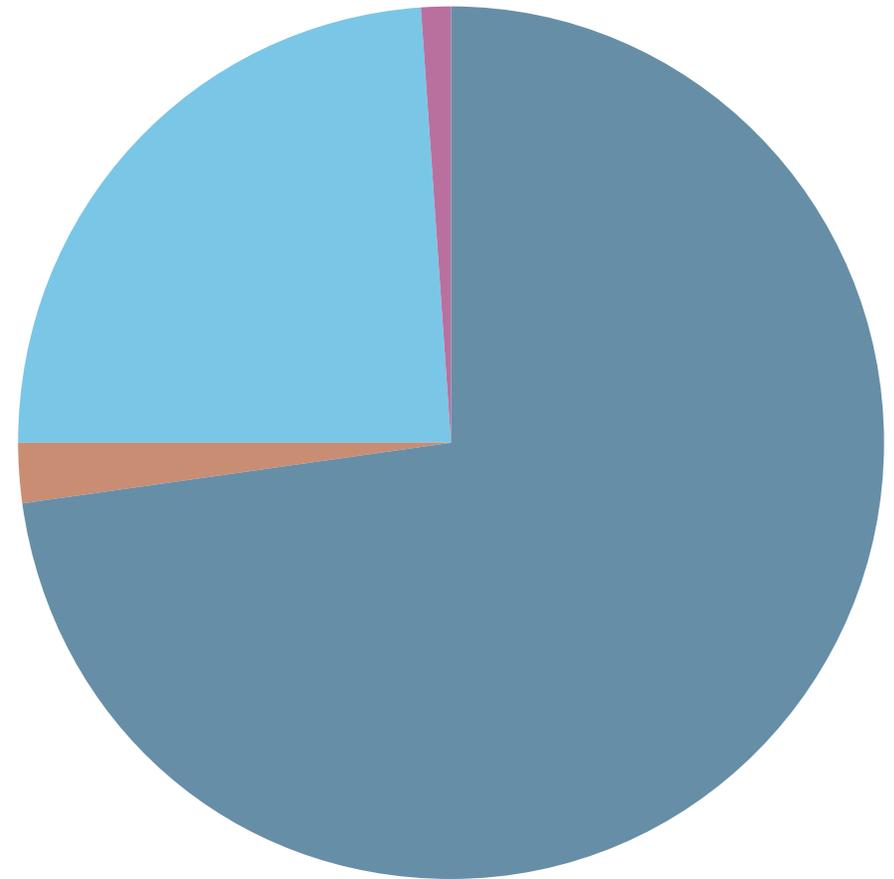
Income and Expenditure

Total income 24/25
£206,346



- £116,685 Trusts and Foundations
- £20,000 Corporate
- £896 Events
- £31,661 Donations
- £37,107 Other core

Total expenditure
£164,589



- £121,967 Projects supported
- £718 Sundry
- £41,562 Administration
- £342 Financial and transaction charges

Our Projects....

Project Name: Pathways to Resilience

Project Summary

Pathways is a supported volunteering project designed to increase participation in volunteering among individuals from under-represented groups and disadvantaged communities across the National Park. The project helps people overcome barriers to involvement by offering guided, supported opportunities that build confidence, develop skills, and encourage long-term engagement in conservation and heritage activities.

Project Outcomes and Impact to Date

Pathways continues to provide ongoing support for existing volunteers, enabling them to apply and further develop the practical skills they have gained over time.

The project has welcomed and supported new volunteers, helping them begin their volunteering journey through tailored guidance and accessible entry points.

Volunteers have contributed to a wide range of conservation and heritage activities across the National Park, working collaboratively with local communities, groups, and partner organisations.

Through its work, Pathways has increased inclusivity and diversity within the volunteer community by actively engaging people from under-represented groups and disadvantaged backgrounds, making volunteering more accessible and representative.

Project Name: Accessible Pembrokeshire

Project Summary

Accessible Pembrokeshire encompasses projects that improve access to the National Park for people of all abilities. This includes initiatives such as the Beach Wheelchair Project and infrastructure support to make key trails, sites and experiences more welcoming and usable. It also supports inclusion-focused outdoor programmes like Open to All and Get Outdoors.

Project Outcomes and Impact to Date

The project has enabled more people to experience outdoor spaces, including those with mobility challenges. Improvements in access infrastructure and community inclusion efforts have contributed to higher participation in nature-based activities and strengthened community engagement with the National Park.





Project Name: **Birds & Bees Habitat Enhancement**

Project Summary

This conservation project tackles habitat decline by supporting work that manages land for priority species and improves biodiversity across the National Park. It includes woodland management, meadow creation, hedgerow planting, and species-friendly habitat improvements to strengthen wildlife populations and ecological resilience.

Project Outcomes and Impact to Date

Ongoing conservation efforts under the Birds & Bees initiative have helped protect threatened species (like the Shril Carder bee and declining farmland birds), enhanced flower-rich habitats, and supported connected landscapes that bolster biodiversity. This work plays a key role in reversing declines and ensuring resilient habitat networks



Project Name: **Get Outdoors**

Project Summary

Get Outdoors supports people of all abilities to access and enjoy the Pembrokeshire Coast. By providing specialised mobility equipment and guided activities, the project removes barriers to outdoor participation, helping individuals, groups, and communities connect with nature, develop skills, and enjoy recreational and learning opportunities.

Project Outcomes and Impact to Date

The initiative has increased access to coastal and natural areas for people with limited mobility, enabling hundreds of participants to explore the outdoors independently. It has strengthened partnerships with community groups and local organisations, promoting inclusive outdoor opportunities across the region.

Through participation, individuals have gained confidence, improved well-being, and built social connections, making the Pembrokeshire Coast more accessible and welcoming for all.

Project Name: Outdoor Schools

Project Summary

Core to the Pembrokeshire Coast National Park Trust's work, we continue to support the Pembrokeshire Outdoor 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: Climate Change Resilience

Project Summary

This project supports the maintenance and restoration of the Pembrokeshire Coast National Trail, addressing coastal erosion that affects habitats, communities, and visitors. It funds initiatives that mitigate climate change and supports programmes such as Dark Skies, Stitch in Time, and the National Trail, contributing to the conservation, well-being, and sustainable enjoyment of the Park.

Project Outcomes and Impact to Date

The project has improved visitor experience and community engagement, helping to protect vital habitats, support local communities, and ensure the Trail remains safe and enjoyable. It has raised environmental awareness and promoted biodiversity, fostering a stronger connection between people and nature.

Climate change mitigation efforts have been supported, helping preserve the natural beauty and ecological balance of the Park for future generations. Coastal resilience has been enhanced through effective maintenance and restoration, strengthening the Park's natural defences against erosion.





Project Name: **Stepping into the Past**

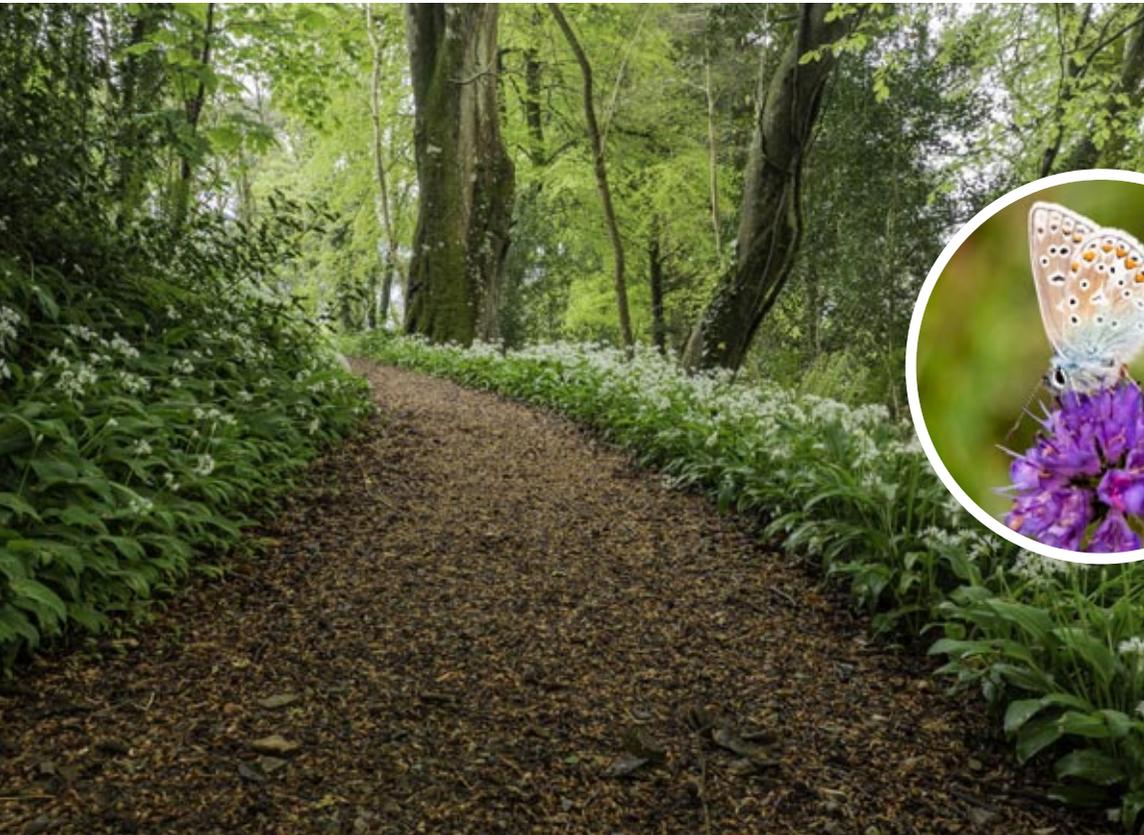
Project Summary

This project supports heritage initiatives across the Pembrokeshire Coast, focusing on restoring and maintaining historic sites and infrastructure. Through digital interpretation, events, and hands-on experiences, it ensures the Park's rich history is preserved and accessible to all. Key projects include archaeology digs, St Brides wall restoration, and improvements at Carew Castle.

Project Outcomes and Impact to Date

The project has preserved cultural heritage, safeguarding historical sites and artifacts for future generations. It has enhanced public engagement, encouraging more people to explore and appreciate Pembrokeshire's history.

Heritage projects have supported tourism and local businesses, contributing to the Park's economy. The work has fostered community pride and identity, strengthening cohesion and commitment to preserving Pembrokeshire's unique heritage.



Project Name: **Force for Nature Grants Scheme**

Project Summary

The Force for Nature grant scheme supports community-led conservation and nature-enhancing projects across Pembrokeshire. Managed by the Trust, it offers small grants (typically up to £4,000) to community groups, schools, charities and councils to deliver positive environmental outcomes within or around the National Park. Typical projects include habitat creation, biodiversity enhancement, climate action initiatives, and the improvement or creation of green spaces.

Project Outcomes and Impact to Date

During 2024, the scheme funded 14 local projects, including pollinator gardens, meadow creation, well-being gardens, and wildlife-friendly green spaces. Recipients ranged from schools and town councils to football clubs and community groups, who created sensory gardens, allotments, pollinator beds, meadows, and bird-friendly habitats.

These initiatives have enhanced local biodiversity, engaged communities in caring for nature, and helped people connect more closely with their natural environment.

Project Name: Gwreiddiau Roots (Outdoor Learning and Nature Connection)

Project Summary

The Gwreiddiau Roots project, delivered by the Pembrokeshire Coast Charitable Trust in partnership with South Hook LNG, helps young people across Pembrokeshire connect with the landscapes, wildlife, and heritage of the National Park.

Since 2019, the project has grown into a wide-ranging outdoor learning programme that supports curriculum needs, reduces barriers through subsidised trips and resources, and brings learners closer to the Cleddau Estuary's unique environment and history.

Project Outcomes and Impact to Date

More than 5,000 pupils have taken part in over 150 outdoor learning sessions, totalling more than 7,700 hours of hands-on education that strengthens environmental awareness and confidence. Teachers report improved skills in delivering outdoor learning, supported by high-quality resources and professional development.

Partnerships with environmental groups, archives, and local industry have enriched pupils' understanding of biodiversity, climate issues, and community heritage, while volunteer research has added valuable historical and cultural content to the programme.

A forthcoming digital platform will extend this impact even further, offering long-term access to Roots learning materials for schools across Pembrokeshire.





In other news....

In December 2024, during Big Give Week, we ran a week-long matched-fundraising campaign to support its **Save Our Coastal Paths** efforts, inviting the public to double the impact of their donations to help combat coastal erosion and climate change affecting the 186-mile Pembrokeshire Coast Path. Donations raised were used to fund vital repair work, bridge restorations, debris removal, and necessary path re-outes to keep the iconic trails open and safe for future generations.

We will continue promoting **Adopt a Bee** for £30 and help protect bee habitats and food sources across the Pembrokeshire Coast National Park. Each adoption kit includes a cuddly bee, certificate, wildflower seeds, and a bee fact sheet ideal for yourself or as a thoughtful gift.

Hosted a range of events, including our Bat Walk and Talk, a beach clean and our **Annual Networking Event in October**, starting with a scenic walk in St Davids and followed by refreshments and networking at Oriel y Parc.

Our plans for the year ahead....

Ultra-runner Sanna Duthie will take on the full 186-mile Pembrokeshire Coast Path in April 2025 in an attempt to complete it in under 50 hours and raise vital funds for the Pembrokeshire Coast Charitable Trust. She will start at Poppit Sands and aims to beat her own previous record while raising money to support essential maintenance work on the trail, including repairing storm-damage, protecting historic sites, and combating coastal erosion. The challenge is designed to inspire donations and highlight the importance of safeguarding this iconic National Park route for future generations, with support from the Trust and additional fundraising opportunities available through the Wild Coast Challenge for walkers at all paces.

We will reopen our **Force for Nature grant scheme** in 2025, offering up to £4,000 per project to community groups, charities, town and community councils, schools, and businesses across Pembrokeshire. Applicants will be able to fund initiatives that enhance biodiversity, create or improve green spaces, tackle climate change, or restore habitats within or near the Pembrokeshire Coast National Park. This round will be our biggest yet, with applications open until 8 September 2025 and projects to be completed by 2 March 2026, and no match funding will be required.

We are launching a new **Get Outdoors Partnership Programme** and will celebrate it at a Business Breakfast in Saundersfoot, bringing together local businesses, community leaders, and partners. This programme will create more opportunities for collaboration, expand access to Pembrokeshire's outdoors for people of all abilities, and showcase how inclusive outdoor experiences can benefit communities, businesses, and visitors alike. The launch event will highlight the programme's goals, share inspiring stories, and kickstart this exciting new initiative across the region.

We will be supporting the **First 1,000 Days project**, which focuses on the crucial first 1,000 days of a child's life and their long-term impact on development. The project delivers a programme of outdoor play activities for pre-school children, helping parents and carers to access nature and the outdoors with their little ones.



Personal thanks to our 2024/25 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:

Scleddau Community Council

Lifeforms are donating profits from t-shirt sales

South Hook LNG

Individuals we would like to give special thanks to:

Our fundraisers Dan, Max, Scott, and Dan as took on the incredible challenge of Ironman Wales!

Our donators and regular givers, and those that attended our events

Trusts & Foundations:

Postcode Lottery

Tesco Stronger Starts

Ernest Kleinwort Charitable Trust

Big Give Christmas Challenge

Milford Haven Port Authority Community Fund

Haverfordwest Town Council

Robert Clutterbuck Charitable Trust

Wolfson Foundation

Energy Service VCI & ZEV Grant

Ramble Worldwide Outdoor Trust

Principality Future Generations Fund

D'Oyly Carte Charitable Trust

Oakdale Trust

Bruce Wake Trust



Case Studies....

Case Study 1: Community & Business Collaboration for Coastal Conservation

Overview

In May 2024, the Pembrokeshire Coast Charitable Trust brought together local businesses and volunteers to tackle litter pollution on Freshwater West, one of Pembrokeshire's most popular beaches. This collaborative effort not only improved the beach environment but also strengthened community relationships and highlighted the role of corporate social responsibility in environmental stewardship.

We were joined by 19 volunteers from a mix of local organisations, including, Port of Milford Haven, Friends of the Pembrokeshire Coast National Park, Magnet Kitchens and DP Energy.

The group set out to reduce litter and protect marine life along Freshwater West beach, whilst engaging local businesses and community groups in hands-on environmental action, and also raising awareness of the impact of coastal litter and encourage ongoing stewardship. A total of 12 bags of litter were collected and responsibly removed, safeguarding the coastal environment and preventing harm to wildlife.

Impact and Lessons Learned

The beach clean proved personally rewarding for staff from local businesses, providing a refreshing break from office life, opportunities for outdoor activity, and a chance to connect with others, reinforcing community ties and supporting wellbeing during Mental Health Awareness Week.

Multi sector collaboration between businesses, charities, and volunteers amplified the environmental impact, while clear goals and strong logistical support, such as equipment from Keep Wales Tidy, ensured the event ran smoothly and successfully.

Case Study 2: Supporting Outdoor Learning in Pembrokeshire

Overview

In 2026, the Pembrokeshire Outdoor Schools (PODS) initiative received new funding and support from local businesses, community councils, and charitable trusts, enabling it to continue providing high-quality outdoor learning experiences for schools across Pembrokeshire.

The funding, including £15,000 from the Enhancing Pembrokeshire Fund, alongside contributions from Haverfordwest Town Council, Scleddau Community Council, Newport Town Council, and the NextEnergy Solar Fund, allowed teaching staff and outdoor learning specialists to engage pupils with Pembrokeshire's natural environment through hands-on activities and educational programs.

These experiences aimed to build children's confidence, deepen their connection to their local environment, and support well-being.

Impact & Lessons Learned

The initiative has strengthened partnerships between schools, community councils, and specialist organisations, amplifying the impact of outdoor learning. Teachers and pupils benefited from expert guidance and structured activities, while the additional funding allowed PODS to expand support, including targeted programs for secondary schools, such as coastal challenge days at Newgale.

The project highlighted the importance of multi-sector collaboration, clear planning, and dedicated resources to deliver meaningful learning experiences, promote engagement with nature, and enhance student well-being.

Case Study 3: Big Give Week Fundraising for Coastal Path Protection

Overview

In December 2024, the **Pembrokeshire Coast Charitable Trust** ran a targeted fundraising campaign during **Big Give Week (3-10 December)** to support its **Save Our Coastal Paths** efforts, inviting the public to double the impact of their donations through match funding.

The campaign focused on raising funds to address the effects of **coastal erosion and climate change** on Pembrokeshire's iconic 186 mile Coast Path an internationally cherished trail enjoyed by residents, visitors, and wildlife alike.

Supporters were encouraged to donate during this seven day period so that each gift would be **matched**, effectively **doubling the contribution** toward vital conservation work. The funds were earmarked to go toward **repairing damaged sections of the path, restoring bridges, removing debris, and creating re routes** where needed to ensure the trails remained safe, accessible, and resilient for future generations.

Impact and Lessons Learned

The Big Give Week campaign successfully leveraged national match funding to make every donation go further in protecting the Pembrokeshire Coast Path against increasing climate pressures.

The initiative demonstrated the value of **time bound, high visibility fundraising** in engaging broader public support and highlighted the importance of **strategic partnerships**, such as with the Pembrokeshire Coast National Park Authority and National Trails to plan and deliver conservation work effectively. By focusing on a clear, urgent need and offering amplified impact through matched giving, the Trust reinforced how **collective action and targeted funding** could safeguard cherished landscapes and walking routes for the long term.

Case Study 4: Gwreiddiau Roots – Inspiring Future Generations

Overview

The Gwreiddiau Roots project, delivered by the Pembrokeshire Coast Charitable Trust in partnership with South Hook LNG, engages young people across Pembrokeshire in meaningful, curriculum linked outdoor learning. Now in its fifth year, the project has evolved from nature and food based education into a wider programme connecting pupils with local landscapes, biodiversity, heritage, and industry.

Through field visits, school sessions, and volunteer supported research, learners develop a deeper understanding of the Cleddau Estuary and the unique environment of the National Park. The project also removes financial and practical barriers to outdoor learning by providing subsidised trips, resources, and tailored support for teachers.

Outcomes

Since launch, Roots has benefited more than 5,000 pupils and strengthened outdoor learning across nine schools, delivering over 150 educational sessions and 7,700 hours of hands on learning. Teachers report increased confidence in delivering nature based education, while pupils gain a stronger sense of place and improved awareness of biodiversity, climate issues, and local heritage.

The programme's partnerships with environmental organisations, local industry, museums, and archives – have enriched content and helped embed community knowledge into learning experiences. Ongoing volunteer research has added value by capturing stories, historical materials, and wildlife insights that support deeper enquiry based learning.

Next Steps

From 2025 onward, the project will centre on the Daugleddau Estuary, offering new experiential learning opportunities shaped around its habitats, heritage, and industries.

A new digital learning platform will be developed to host teaching resources, enquiry materials, and volunteer generated research, extending access to as many as 17,000 learners across Pembrokeshire and beyond. This will secure the project's long term legacy, enabling schools to continue exploring the estuary's stories and environmental significance long after direct delivery ends.

TOGETHER WE ARE MAKING A DIFFERENCE



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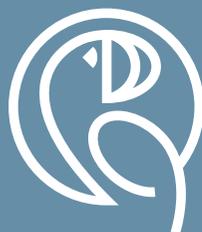
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Pembrokeshire Coast National Park Trust

Broad Haven South

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