



Cardigan Bay SAC 2005 - 2006 Education & Interpretation Programme



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for the Crown Estate



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Summary

The Cardigan Bay Special Area of Conservation (SAC) Education and Interpretation (E&I) Programme has been set up to raise awareness about the SAC, its features and its management amongst local communities as well as visitors to the SAC and Ceredigion coast line. This is achieved through a variety of mediums and activities ranging from information given out through articles, leaflets, panels and a website to more proactive projects such as the SAC Roadshow, talks given to local community groups and the opening of a small information centre on New Quay Pier. Within all of these mediums the E&I programme has aimed to be innovative, informative and interactive. This report gives a brief summary of all the outputs of the 2005 & 2006 E&I programme.

Talks			
Date	Organisation	N people	Title
10.05.05	Menter Aberteifi Talk to B&B owners	40	Marine Wildlife of Cardigan Bay
12.05.05	Llanfair WI	18	Cardigan Bay SAC
24.06.05	Talk to WDCS group	13	Cardigan Bay SAC
03.11.05	University of Aberystwyth Rural Sciences	25	Marine SAC's: a practical example
08.11.05	Aberystwyth Rotary club	22	Cardigan Bay SAC
08.03.06	Teifiside Probus Club	55	Cardigan Bay SAC
14.03.06	Caerwedros WI	20	Cardigan Bay SAC
24.04.06	Cardigan Rotary	30	Cardigan Bay SAC
30.05.06	Pont Sion Cwilt	14	Cardigan Bay SAC
06.07.06	Primary school teachers (Careers Wales)	10	Marine wildlife & Code of Conduct
08.10.06	Pontgarreg & District 60 Club	30	Cardigan Bay SAC

Press coverage

Date	Paper	Article
19.05.05	Cambrian News	Lampreys set out to spawn once again
Summer 2005	Tir a Môr	Cardigan Bay SAC Newsletter
21.06.05	Cambrian News	Going back to nature during Wales Biodiversity Week
9-19.06.05	Radio Wales	Biodiversity Quiz and radio interviews
29.06.05	Camarthem Journal	Liza savours marine magic
17.11.05	Cambrian News	Community News, summary of talk given to Rotary
Autumn & Winter 2005	Quay Notes	Environment News
11.05.06	Cambrian News	Cardigan Bay Boat Place opens
12.05.06	TV (ITV)	Interview with Liz Allan & showing the Cardigan Bay Boat Place
16.05.06	Teifiside	Boat place opens
24.05.06	Camarthem Journal	Protecting Marine Wildlife
25.05.06	Cambrian News	Anchors away for Cardigan Bay Boat Place

Website (www.cardiganbasysac.org)

Latest News and Events section updated with following news items:

- Assessment of oil exploration projects in Cardigan Bay
- Roadshow programme
- Report on 2005 & 2006 biodiversity week
- Report on opening of Boat Place
- Launch of revamped Code of Conduct Leaflet
- Code of Conduct Game
- Dolphin monitoring results (Dolphin Watch)
- Camera placed above Bird's Rock
- Information on Management plan review
- Article on Lampreys
- Official designation of the SAC

Publications section updated with:

- SAC newsletters
- Dolphin Watch newsletters
- Reports on dolphin monitoring study
- Recreational Boat User's Code of Conduct Leaflet & Poster
- Minutes of SAC Liaison Group Meetings
- Cardigan Bay SAC Management Scheme 2001

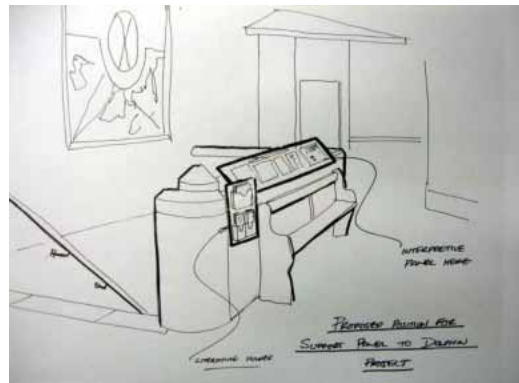
Display in Cardigan Market Hall

To raise awareness about Cardigan Bay's SAC and its marine wildlife a display has been created for the Cardigan Market Hall in conjunction with "Menter Aberteifi", "Awards for All" and "Sigma Exhibitions". The display consists of a life size willow sculpture representing a bottlenose dolphin and calf, two big hanging panels (1.8*3m) with images of Cardigan Bay's wildlife in 4 different habitats (open sea, underwater, estuary and cliff tops) and a free-standing panel with information about the SAC, the Cardigan Bay Boat Place, Ceredigion's Code of Conduct and how and where to spot birds, seals, dolphins and porpoises in the Bay.

Willow sculpture and hanging panel:



Position of free standing panel with leaflet holder:



Content of free standing panel showing map of SAC and where to spot wildlife & difference between harbour porpoise and bottlenose dolphins:



Ceredigion Recreation Boat Users Code of Conduct

The Recreational Boat Users Code of Conduct in Ceredigion was introduced in the early 90es to try and ensure that boating activities and marine wildlife, and particularly the resident population of bottlenose dolphins, are able to thrive alongside each other.

A Council lead study has been monitoring the interaction between boats and cetaceans over the last 12 years. The study has found that in 2004-05 compliance to the Code has ranged from 78% to 94% for 6 different sites along the coasts. It also showed that there was 98% compliance to the Code by visitor passenger boats in the same years. These results are very encouraging but show that more work could be done to improve adherence to the Code amongst the general public.

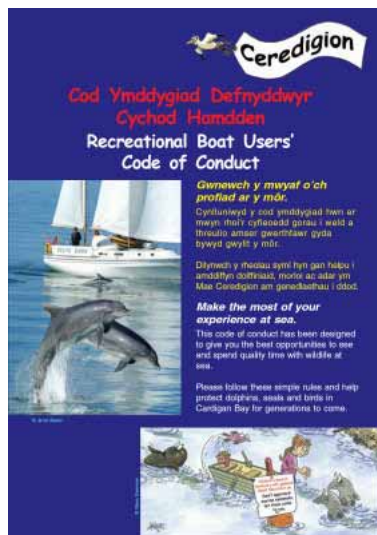
Amongst people who do not follow the code, three different categories were identified:

- A. People who are not aware of the Code
- B. People who are aware of the Code but don't remember/understand what it entails
- C. People who do not want to adhere to the code

To reduce the percentage of people in categories A and B it was decided to devise some new materials promoting the code as well as to set up a venue to distribute the materials.

Code of Conduct Leaflet

The Code of Conduct leaflet contains the Code and a diagram on how to approach cetaceans and it folds open to an A3 poster with a cartoon illustration of the Code. The leaflet has been distributed to TICs, boat operators, harbourmasters and boat yarns along the coast.



Cardigan Bay Boat Place



A small information centre named the “Cardigan Bay Boat Place” was opened on New Quay Pier in 2006 with the objective of raising awareness about Ceredigion’s Recreational Code of Conduct amongst local and incoming boat users in the area as well as the general public. The opening of the centre constitutes is part of the first phase of the Recreational Boating Scheme. With its prime location the Boat Place was hoped to receive a regular flow of visitors and act as a base for the Scheme. Between May and September 2006 the Boat Place received some 5000 visitors.

Displays in the Boat Place include:

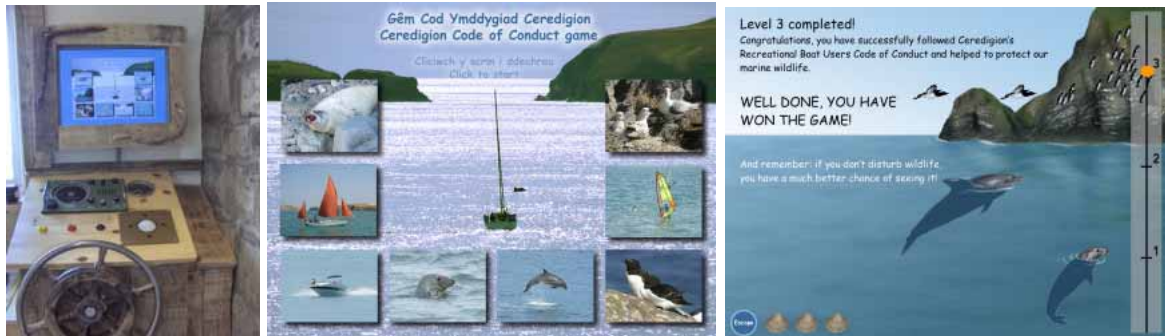
Live images from a camera placed on the cliff:

The main attraction of the Boat Place is a display that enables visitors to view live footage taken by a camera placed on the cliffs above Bird’s Rock, 1 km South of New Quay. The display aims to spark people’s interest in marine wildlife and promote the coastal path by showing what can be seen from it. Bird’s Rock, which can be reached in half an hours’ walk from New Quay, is one of the 10 most important bird colonies in Wales with razorbills, kittiwakes, fulmars and some 4000 guillemots nesting there each year. Visitors are able to operate the camera from the Boat Place to view birds nesting on the ledges by Bird’s Rock as well as seals and dolphins in the area.



The Code of Conduct Game

By playing this game the player is confronted with different situations of interaction between man and marine wildlife and is asked to choose the appropriate behavioural response in compliance with the Code of Conduct. The game, which is aimed at children at reading age (8-15), is also hoped to draw in parents who will help their children play the game. The game can also be played from the Cardigan Bay SAC website at <http://www.cardiganbaysac.org.uk/english/engmain.shtml>



A touchy feely box

This display is for the very young and consists of a wooden box containing some "sea treasures" such as a buoy, a toy boat, an urchin, a dolphin cuddly toy, sand, pebbles, a toy lobster and crab. Kids are asked to close their eyes and insert their hand through the boxes opening and try and guess what is inside.



A display on threats to wildlife

This display consists of 5 panels that can be lifted to read about different threats that can affect wildlife and particularly, dolphins, seals and birds at sea. The panels give information on noise disturbance, litter and damage by lost fishing gear, oil and chemical pollution, disturbance by boating activities, diseases and consequences of touching marine mammals. Two panels with photographs accompany the threats panels to give a visual representation of the threats.



A photo-id game

This interactive display shows how bottlenose dolphin populations can be identified and studied by taking photographs of their dorsal fins. Each dolphin's dorsal fin can be distinguished by its unique shape, colouring and markings.





Cardigan Bay SAC 2005 Roadshow



Objectives :

Raise awareness about the existence of the Cardigan Bay SAC, its features and implications for management, to locals and visitors in the area. Particular focus was given to promoting the existing Code of Conduct (CoC) on how to approach marine wildlife.

Target groups :

Specific target groups included local boat owners and boat users, visitors sailing the SAC waters with any type of vessel or craft and/or making use of the foreshore for recreational purposes. A further target group were students and children as these are particularly responsive to educational displays and can also be a vessel to communicate messages to the rest of the local community.

As noted in the 2003 report, the level of knowledge amongst the general public could be divided into three distinct categories (see Table2). The display materials as well as the choice of location for the 2005 Roadshow were conceived in order to maximise the number reached belonging to these target groups.

Location

The majority of the Roadshow hours were organised to coincide with pre-arranged events such as regattas at boat clubs, carnivals and agricultural shows in coastal villages and town along the Bay. Criteria for the choice of venues were the number of visitors expected at the event, relevance to the target groups as well as vicinity to the SAC. Recommendations from last years Roadshow report about participation to specific venues were taken into account and, in order to ensure a wide coverage of the Roadshow throughout the years, some new venues and locations were added to the schedule.

Displays

Interpretation material from the 2004 Roadshow included four different panels¹ and a "Touchy feely box". Information on the panels was found to still be up to date and relevant for the 2005 Roadshow. Also the "Touchy feely box", which had proved successful in 2004, was recharged with some new "treasures" and used in 2005.

It was recognised that new additions to the Roadshow should focus on developing the interactive element of the display material, in order to reach and actively engage different target groups. To act as a pilot study for the development of new displays, an interactive "Matching game" was devised for the 2005 Roadshow. This Matching game consists of a Velcro board and 3

¹ Each panel gives information about a specific theme:

The first provides simple information about the SAC and its features and directs the public to the SAC website. The second highlights the CoC, illustrating bylaw speed restrictions and how to operate vessels if cetaceans are encountered at sea. It also encourages those interested in seeing marine wildlife to view it from coastal footpaths and the licensed commercial passenger operator's vessels rather than their own vessels. The third and fourth, titled "Species Spotlights" provide readers with more detailed information about features of the SAC: the Bottlenose dolphins and Atlantic Grey Seals.

sets of laminated cards. Each set contains two types of cards: those with images of marine wildlife and those with the corresponding name (both common and Latin name given). The sets focus on the features of the Cardigan Bay SAC and related wildlife and each set had a different level of difficulty so that the game could be targeted at different audiences.

Information given out at the Roadshow stand included:

- Cardigan Bay SAC leaflet “An outstanding marine environment” (with SAC map and information about the SAC features).
- Cardigan Bay SAC Newsletter, 9th Edition, Spring 2005
- Dolphin Watch Newsletter, by the Coast and Countryside Section of Ceredigion County Council, Spring/ Summer 2005
- Ceredigion Cardigan Bay 2005, by the Tourism Section of Ceredigion County Council (includes the Ceredigion Marine Code of Conduct)
- Ar Lan y Môr, by the Coast and Countryside Section of Ceredigion County Council, 2005
- Species Series: Dolphins, porpoises and whales in Welsh waters, by CCW
- Word puzzles and colouring games leaflet about UK’s sharks, by the Shark Trust, 2005
- Leaflet about Pen Llyn Peninsula and the Sarnau SAC
- Drawing depicting Seals hauling out on the shore, for children to colour in.

Further acquisitions for the Roadshow consisted of a foldable Gazebo, table and chair. These have enabled the stand to increase in size and visibility and have provided protection to the displays during bad weather.

Evaluation of 2005 Roadshow

The officer recorded the number of times that dialogue relating to the SAC occurred with the interested public at each site. Table 1 below shows numbers recorded and, on the basis of total number of visitors as well as number of visitors spoken to per hour, evaluates which events would be worth participating to in the future.

Table1

Event & venue	Additional costs	Total No. of hrs	Resident	Tourists	Tot No. visitors	Visitors /hr	Note	Worth repeating
Marine Day, Biodiversity week, Aberystwyth	free	6.5	16	28	44	6.8		yes
Shark Day, New Quay	free	5.5	8	15	23	4.2	1	
Teifi Valley Show, Newcastle Emlyn	15£	8	26	10	36	4.5		no
Cardigan Bay Seafood Festival, Aberaeron	60£	5	36	34	70	14.0		yes
Cardigan Agriculture show, Cardigan	30£	9	68	50	118	13.1		yes
Newport Parrog Beach Day	free	6	60	90	150	25.0	2	yes
Aberporth carnival	10£	2	15	12	27	13.5	1	yes
Tresaith Regatta	free	7	28	15	43	6.1	1	yes
Cardigan River & Food Festival, Cardigan	30£	7	35	25	60	8.6		yes
Cardigan Bay Regatta, New Quay	free	7	35	43	78	11.1	1	yes
Aberaeron Ponies and Cobs	50£	6	10	8	18	3.0	3	yes
Aberystwyth Punch and Judy festival	free	5	33	25	58	11.6		yes
Cilgerran Coracle Races Carnival	free	4	7	14	21	5.3	4	yes
Total		78	377	369	746			10
Average no of individuals spoken to/hour								10

Notes: 1. Affected by poor weather; 2. Visitors included 90 children; 3. Recommend changing stall location to outer Alban Square; 4. Recommend changing participation to the Saturday

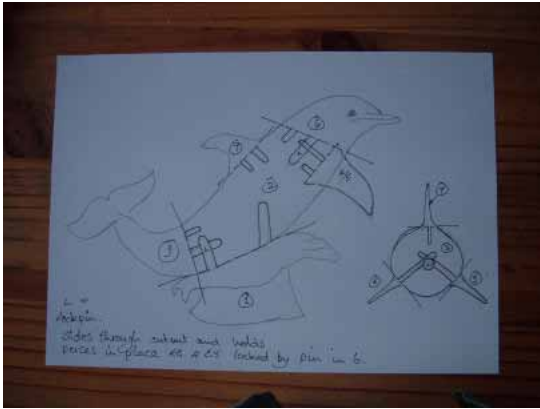
Level of knowledge amongst the general public were recorded as shown in Table 2 below.

Table2

Category	% People in each category (out of total of 746 roadshow visitors)
1. Those who were not aware about the existence of the Cardigan Bay SAC or any of its features.	9%
2. Those that knew about the occurrence of at least one of the features of the SAC but did not know about the existence of the SAC itself	53%
3. Those that knew about the occurrence of at least one of the features of the SAC and the existence of the SAC	28%

Displays for the 2006 season:

- 3D dolphin puzzle: a wooden 1m long sculpture of a bottlenose dolphin which breaks into different pieces serves both as a mascot to attract people to the stand as well as an interactive game. The 3D puzzle has been made of ash and has a high gloss marine varnish making it water resistant.



Dolphin puzzle sketch.



"Holly" the 3D dolphin puzzle

- Code of Conduct cartoon puzzle: An A1 size wooden puzzle with a cartoon illustrating Ceredigion's Code of Conduct on how to approach marine wildlife has been mounted onto a wooden A frame. The different rules of the Code of conduct are each on a detachable puzzle piece so that the visitor can try and match each "rule" to the respective cartoon.



A1 code of conduct puzzle



Detail of puzzle

- 2 new banner panels have been devised showing some of the new features of the Cardigan Bay SAC as well as promoting the beauty of the area through attractive images. Banners are mounted on a foldable "Voyage" mount which is weather and wind resistant (see images below).

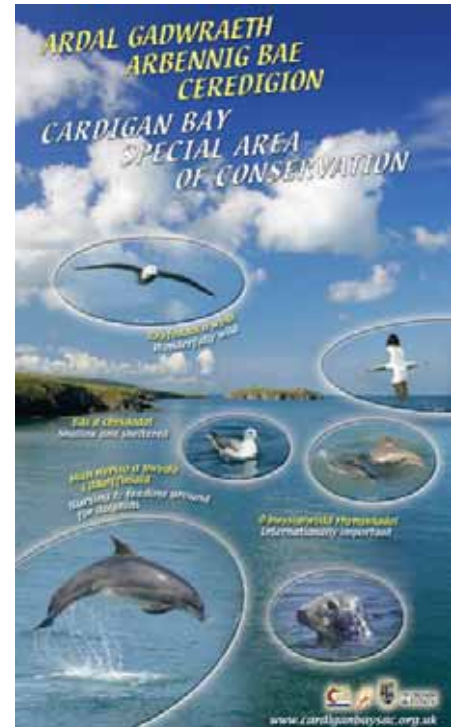


Voyage panel

Panel1:



Panel2



Leaflets distributed in the 2006 season:

- Ceredigion Recreational Boating Code of Conduct:
This A3 fold to A5 leaflet contains the Code and also opens up as an A3 poster with a cartoon illustration of the Code.
- Dolphin Watch Newsletter, by the Coast and Countryside Section of Ceredigion County Council, Spring/ Summer 2006
- Ceredigion Cardigan Bay 2006, by the Tourism Section of Ceredigion County Council (with map of the coastline)
- Ar Lan y Môr, by the Coast and Countryside Section of Ceredigion County Council, 2006
- Seashore guide, by CCW
- Seals of Wales, Species Series, CCW
- Dolphins, porpoises and whales in Welsh waters, Species Series, CCW
- Underwater marine, Habitats Series, CCW
- Marine wildlife: see it, note it, report it
- Sea and river lamprey leaflet, CCW

