

## **Education and Raising Awareness Action Plan**

### **Introduction and Vision Statement**

One of the four main objectives of the Carmarthenshire LBAP is raise awareness of the importance of conserving and enhancing the county's biodiversity. It is important to increase local understanding and support for biodiversity conservation and the reasons for doing so. This involves landowners and land managers, all levels of government, business and industry, education and local communities.

We must raise awareness of what biodiversity is; why it is important and what are the threats to it - that it is our life-support system, upon which everything else depends and one of the key strands of sustainable development.

Successful implementation of this LBAP will depend on widespread understanding from influential groups down to the individual and bridging the gap between knowledge and action/involvement and changing the way we work.

### **Action Plan Objectives**

- RA1**        To raise the profile of biodiversity issues and action to all who live, work or visit Carmarthenshire
  
- RA2**        To continue to produce relevant educational and raising awareness resources and training
  
- RA3**        To ensure that schools within Carmarthenshire include biodiversity within their educational programmes
  
- RA4**        To raise awareness of the species/habitats within LBAP and key issues pertaining to them

**Actions**

CODE	TEXT	START/END DATE	Lead partners	Action goals	Key Partners	Funding	Priorities	Report Jan–Dec 2010	Report Jan–Dec 2011
RA1.01	Produce and distribute the monthly Carmarthenshire Biodiversity newsletter at least 6 times a year	Ongoing	CCC	At least 6 newsletters/yr	LBAP Partners			<ul style="list-style-type: none"> <li>E-Newsletter produced regularly. Archive on biodiversity website.</li> </ul>	
RA1.02	Organise events for Wales Biodiversity Week each year	Ongoing	CCC	At least two events/year	LBAP Partners	Funding required		<ul style="list-style-type: none"> <li>Moth count held at country parks 6-06-2010.</li> <li>Marine Biodiversity Day held at Burry Port 12-06-2010. (SN444003)</li> <li>Walk at Morfa Berwig water vole site 10-06-2010. (SN544987)</li> </ul>	
RA1.03	Produce and distribute a quarterly newsletter from WWBIC	Ongoing	WWBIC	Four newsletters produced				<ul style="list-style-type: none"> <li>Three e-newsletters produced – March, August and December.</li> </ul>	
RA1.04	Produce a strategy for the wider engagement with other groups within the county on biodiversity issues	2010–2011	CCC	Strategy produced	LBAP Partners			<ul style="list-style-type: none"> <li>Partly considered through Community Plan process and its communication strategy.</li> </ul>	
RA1.05	Hold joint biodiversity event with all CCC country parks	Ongoing	CCC	At least one biodiversity event/year	LBAP Partners	Funding required		<ul style="list-style-type: none"> <li>Moth count carried out in 2010 during Wales Biodiversity Week.</li> </ul>	
RA1.06	To produce a project plan and seek funding for a biodiversity project officer for the Carms RDP area based on TAYO project principles, either in isolation or as part of another project	2010–2012	CCC	Application made	CCW European Funding Centre			<ul style="list-style-type: none"> <li>Funding received from RDP for biodiversity grant element to a bigger Cefn Gwlad project. Delivery of this element to be tendered out. Project starts in April 2011.</li> </ul>	
RA1.07	Biodiversity Officer to meet on a regular basis with key partners to maintain links over current BAP work/issues	Ongoing	CCC	At least one visit with key partners/year				<ul style="list-style-type: none"> <li>Met with CP rangers in December 2010.</li> <li>Met with WTSWW/EAW/BC/CCW/NBGW during year.</li> </ul>	
RA1.08	Through TAYO project develop themed routes with interpretation material to encourage increased access to countryside	2009–2011	TAYO	Six themed routes developed		Funding required			
RA1.09	Hold a seed collecting day for young people at Castle Woods	2009–2011	TAYO	1 event held	WTSWW				
RA2.01	Maintain and update the Carmarthenshire Biodiversity Partnership website	Ongoing	CCC	At least one update/year				<ul style="list-style-type: none"> <li>Website constantly updated with new info.</li> <li>Website redesigned in 2010</li> <li>Partner information needs updating in 2011.</li> </ul>	
RA2.02	Within the Partnership undertake	Ongoing	CCC	At least six				<ul style="list-style-type: none"> <li>Talks given by biodiversity</li> </ul>	

	talks/presentations Carmarthenshire's biodiversity		Carmarthenshire Biodiversity Partnership	talks/year				officer – gardening groups/senior citizens group/sheltered housing. • Talks given by WTSWW		
<b>RA2.03</b>	Within the Partnership produce press releases on Carmarthenshire's biodiversity or associated issues	Ongoing	CCC Carmarthenshire Biodiversity Partnership	At least six PRs year				• Eight PRs issues on various topics by CCC • Three items appeared in Carmarthen Community News		
<b>RA2.04</b>	Provide biodiversity seminars/guidance/training to CCC staff and elected members to improve best practice and compliance with legislation.	Ongoing	CCC Carmarthenshire Biodiversity Partnership	At least one/year		Some funding may be required		• Talk to Members on biodiversity in planning/NERC duty/TAN5. • Presentation planners on TAN 5. • Presentation to Regeneration on NERC. • Meeting with Asst Head of Grounds Maintenance re NERC.		
<b>RA2.05</b>	Provide training days for recorders	Ongoing	WWBIC	At least one/year		Funding required		• 04/06/2010 at Llyn-y-gors, St Clears • 08/11/10 at Muddlescwm, Kidwelly	• Event held at Cilgerren on 24 <sup>th</sup> February 2011.	
<b>RA2.06</b>	Through TAYO project undertake training programme	2009–2011	TAYO	At least 5 events		Funding required				
<b>RA3.01</b>	Organise an annual biodiversity seminar for sixth-form pupils in the county	Ongoing	CCC	Annual event	LBAP Partners	Funding required		• February 2010 on two days - some 80 or so students and staff attended this year. Focused on water voles, wetland habitats and coastal wetland bird counts.	• 16 Feb – 1 school this year – winter snow has meant that time is limited for schools.	
<b>RA3.02</b>	Organise a biodiversity inset training day(s) for teachers	2010–13	CCC	1 inset day organised	LBAP Partners	Funding required		• Not started.		
<b>RA3.03</b>	Re-visit and revise the 'register' of all biodiversity education providers in the county and post it on the website	2010–11	CCC	Revised register produced	LBAP Partners			• Not started.		