



O Dan y Môr a'i Donnau
An Còsta Beo
Living Coasts Living Seas

Awareness raising in Pen Llyn a'r Sarnau SAC

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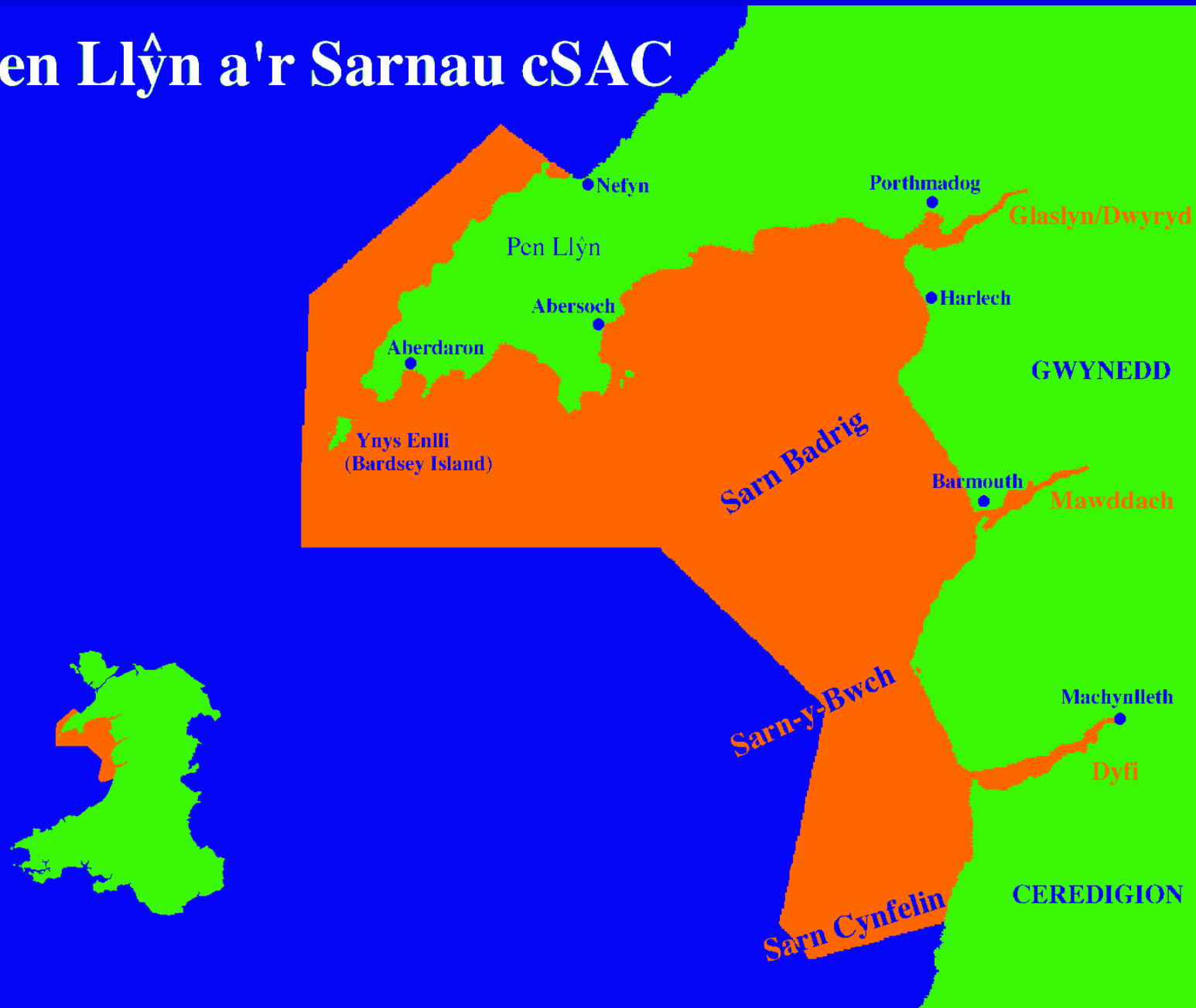




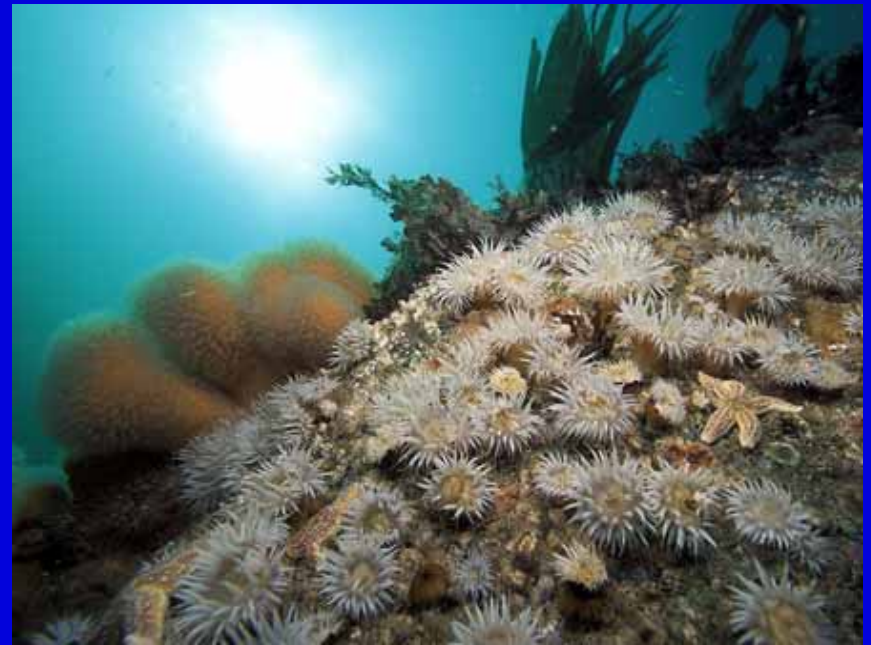
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- What did we do?
- What did we learn?

Pen Llŷn a'r Sarnau cSAC



How to enthuse
people about
something they may
never see first
hand?



Project aim

Raise awareness of the marine
& coastal environments of counties
Fingal, Meath, Wicklow and
the marine environment of
Pen Llyn a'r Sarnau SAC

Primary objectives

- To stimulate interest & understanding within the coastal community of the coastal & marine environment
- To engender a sense of pride & ownership in the coastal & marine SAC and SPAs amongst local people
- To encourage activities which are sympathetic to the aims of the SAC and SPAs

Secondary objective

- To help the SAC & SPAs to contribute to the local economy

Wales: Pen Llyn a'r Sarnau SAC

- Audience survey
- Theatre Project
- Art project with children / youth groups
- Mobile roadshow
- Video
- Interpretation panels
- Posters & leaflets
- Guided walks
- presentations & events
- Evaluation
- End of project seminar

Ireland: Fingal, Meath & Wicklow coasts and SPAs

- Audience survey
- Schools education project
- Voluntary Recording schemes & biological database
- Video
- Interpretation panels
- Posters & leaflets
- Guided walks,
- presentations & events
- Evaluation
- End of project seminar

Applying the principles of interpretation planning

- Less is usually more with raising awareness and interpretation
- Specialists on their own are often not the best people to be planning interpretation
- Need to identify clear objectives and themes for your interpretation

A theme = a specific idea you want to communicate rather than the topic of the interpretation



Applying the principles of interpretation planning

Examples of our objectives:

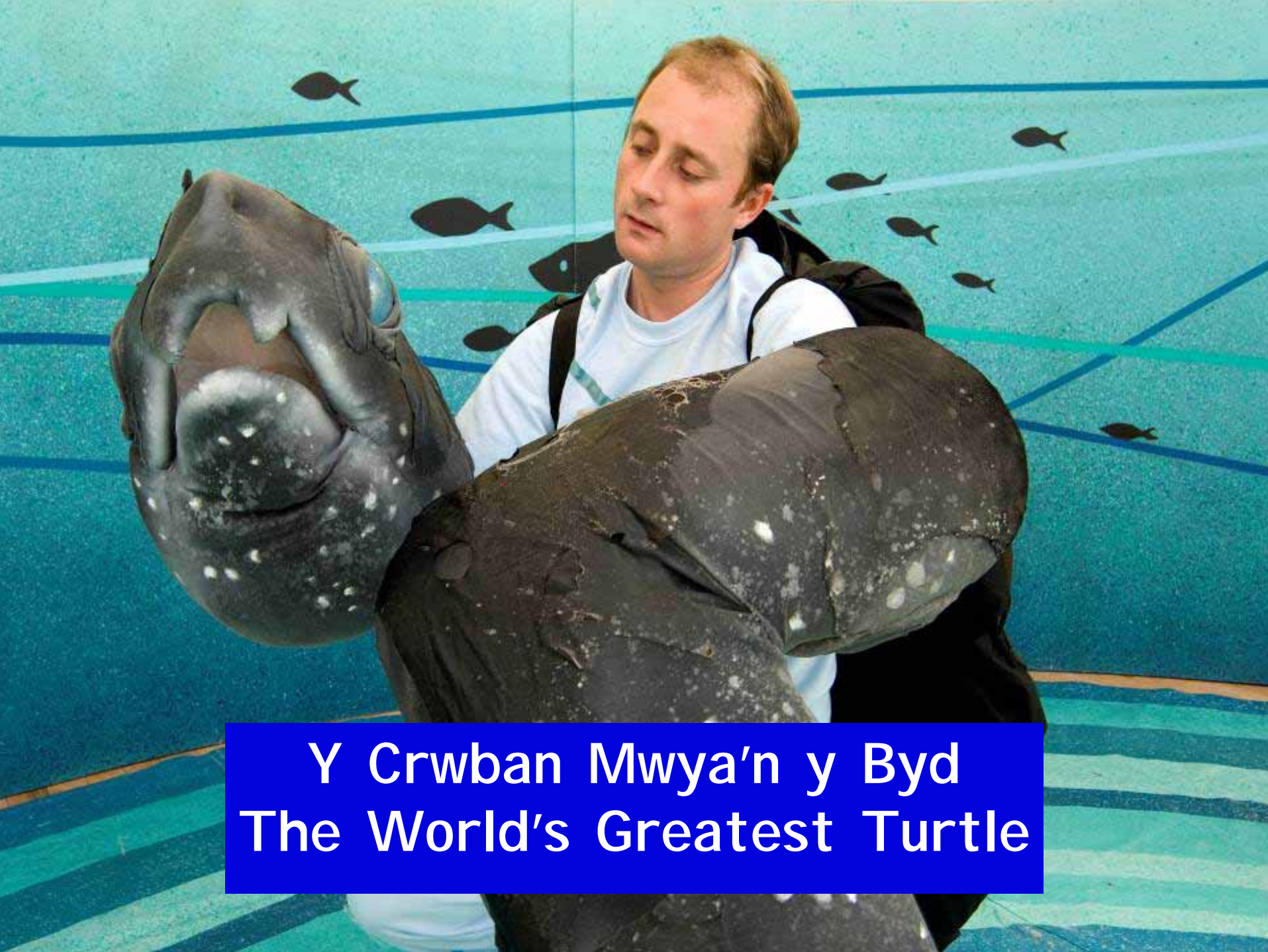
- Get people surprised & excited about local marine wildlife
- People will be able to visualise what is happening under the sea



Examples of our themes

- Pen Llŷn a'r Sarnau is really special for its sea life.
- The marine life here is as rich & diverse as anywhere else in the world
- The sea has shaped the culture and lives of coastal communities past & present

Theatre Project



Y Crwban Mwya'n y Byd
The World's Greatest Turtle

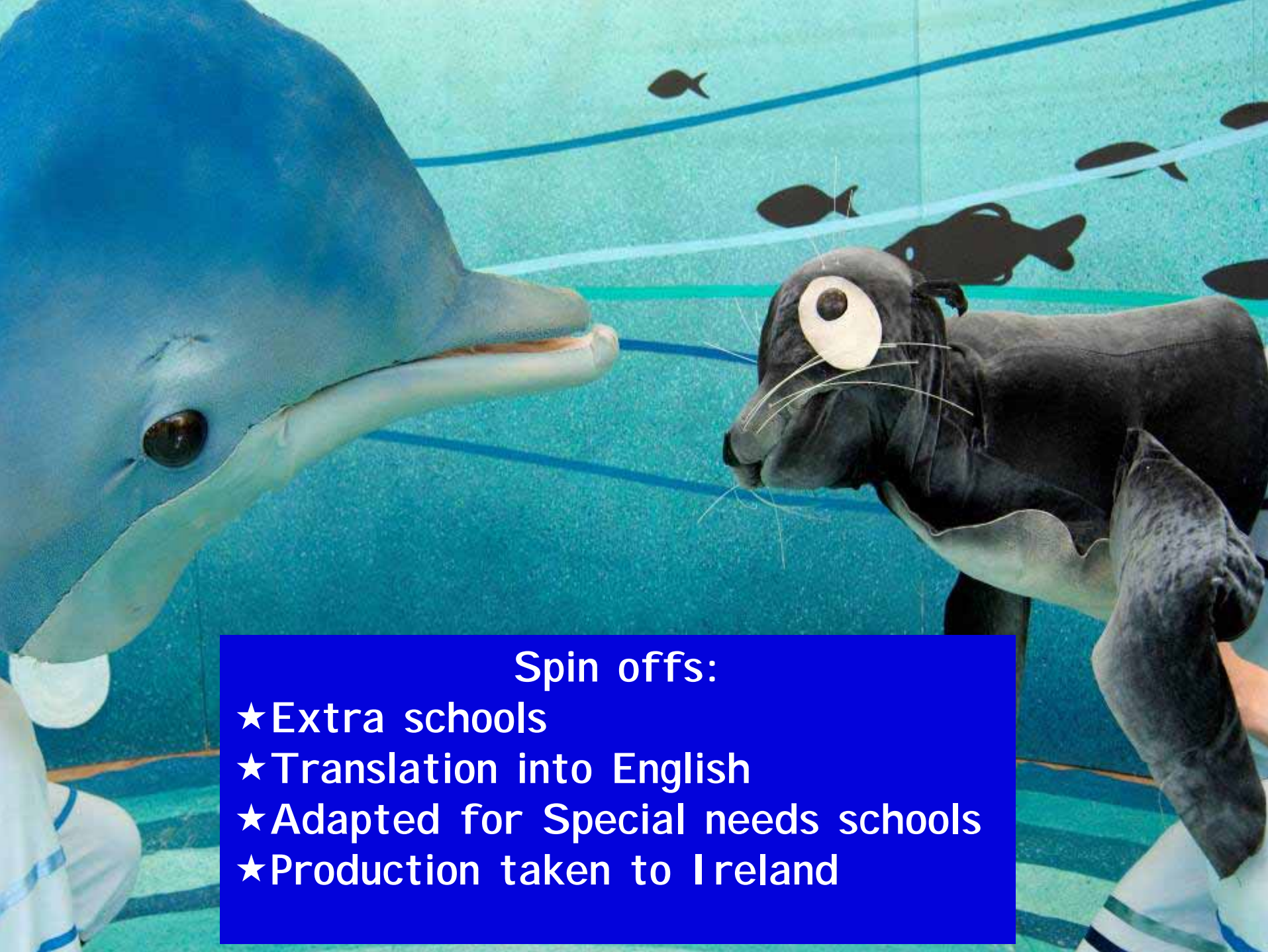
Dangers of plastic litter



Discussion sessions with children before & after
Work packs given to each school

2 weeks in Gwynedd schools > 650 children





Spin offs:

- ★Extra schools
- ★Translation into English
- ★Adapted for Special needs schools
- ★Production taken to Ireland

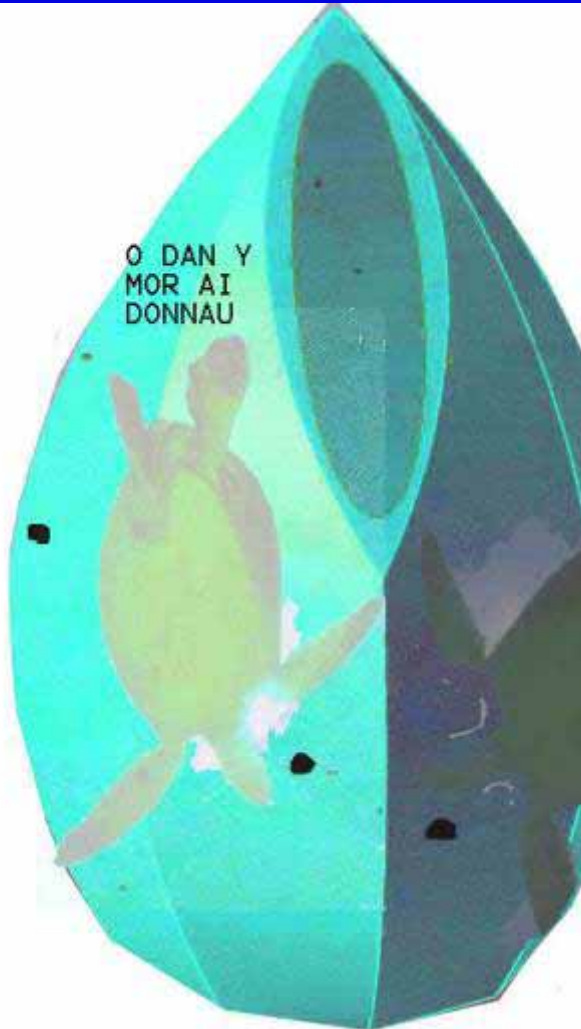


Further external funding to
continue tour in 2008
> 3000 children

Art projects

Diferyn o'r Môr

A Drop in the Ocean





Children's workshops





Local MP, local councillor and project officer at opening of the sculpture





Photography project



Photograph Curtain



Mosaic Mural



Improve train station with marine message
Community Involvement



Art students from local secondary school Ysgol Tywyn
Tywyn Art Group





Mosaic Workshops at Age Concern shop, Tywyn Train Station



Poster competition

- Public competition
- Art, photography or poetry
- Celebrity judge

Pen Llŷn a'r Sarnau

Ardal Cadwraeth Arbennig
Special Area of Conservation



Byd arall o fewn taffiad carreg ★ Out of this world, but on your doorstep

www.penllynarsarnau.co.uk

Byd arall o fewn taffiad carreg ★ Out of this world, but on your doorstep

Video

What did we achieve?

- Raised awareness of the SAC and its wildlife - sense of pride and ownership
- Effective engagement - wide variety of different people
- Links with local community groups and schools
- New and innovative interpretation material



What did we learn?

- Apply the theory of interpretation planning
- Raising awareness through the arts - powerful
- The sea and marine life appeals to many people
- Useful to explore different approaches to raising awareness. But, also need more sustained work
- Need clear identity & link to designated site
- Need a dedicated project officer



What would we like to do next?

- Continue awareness raising & interpretation for the SAC
- Interpretation strategy for the SAC?
- More awareness raising through the arts - different groups?

