

Caring for our Coast Gofalu am ein Harfordir



Keep Wales Tidy
Cadwch Gymru'n Daclus



Keep Wales Tidy

- Independent, national environmental charity
- Currently celebrating its 40th Anniversary
- Works with communities, local authorities, statutory bodies and schools
- Has staff based within each local authority area in Wales
- Keep Wales Tidy's vision is for:

“A beautiful Wales cared for and enjoyed by all”

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Keep Wales Tidy

Core activities and programmes include:

- Community engagement – Tidy Towns
- National Campaigns – Clean Coasts Week, Tidy Wales Week
- Coastal Awards – Blue Flag (FEE), Green Coast Award, Seaside Award
- Education – Eco-schools (FEE), Young Reporter for Environment(FEE)
- LEAMS survey
- Policy development

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Coast Care Gofal Arfordir

The aim of Coast Care is to encourage and support individuals and groups to look after their own piece of the Welsh coastline.



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Coast Care activities

- Litter Picking
- Access improvement
- Habitat restoration and management
- Biodiversity improvement
- Survey and reporting



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April 2013 – March 2014
1,162 coastal
improvement events were
attended by over 5,000
Keep Wales Tidy
volunteers, resulting in
over 10,000 volunteer
hours



Caring for our Coast

Any Volunteers?

Keep Wales Tidy would love to hear from you if you would like to get involved in **Coast Care**, whether under your own steam or part of a larger group.

Please contact us on 01646 694800
or
✉ coast@keepwalestidy.org



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Beach Awards

- Blue Flag – International Award recognising highest achievement in sustainable beach management and water quality - 33 Welsh beaches in 2013



Abersoch



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- Green Coast Award – recognises highest achievement in sustainable beach management and water quality for rural beaches with less infrastructure - 35 Welsh beaches in 2013



Porth Nobla



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- Seaside Award – recognising sustainable beach management and achievement of water quality standards - 49 SA resort & 58 SA Rural in 2013



Criccieth



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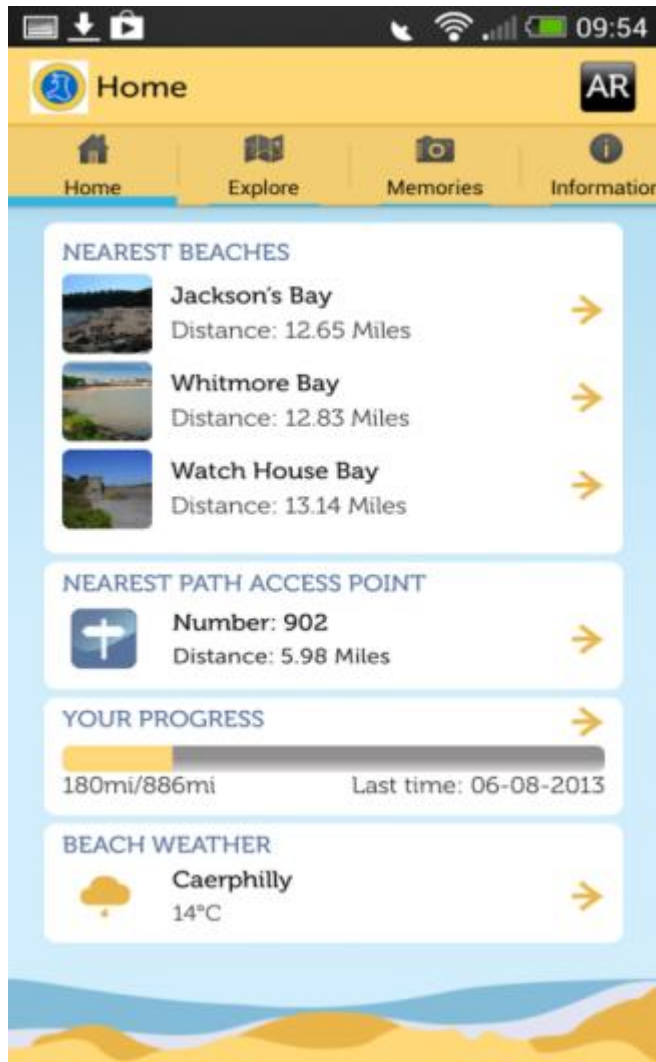
Wales Coast app

- Launched in June 2013, and the official mobile phone app of the Wales Coast Path
- Free to download in iOS and Android versions
- Owned by KWT, and funded by Visit Wales and National Resources Wales
- Welsh language version to be launched shortly
- Information is stored on the phone so continuous WiFi connection is not required
- Currently only available on mobile phone devices

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Key Features - Beaches



- Contains detailed information on over 150 beaches around Wales
- Automatically detects nearest beach
- Search function of facilities to find the beach that meets your need
- Information on beach award status
- Provides weather forecast and tide times

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Key Features – Wales Coast Path



- Only app to contain detailed information on the entire Coast Path route around Wales
- Provides users with the nearest official entry point to the WCP
- Split into regions
- Contains information such as inclines, gradients and stiles

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Key Features – Wales Coast Path



- Able to track your own progress along the path
- Progress is stored to the phone, so can keep coming back to complete the whole path in sections
- Additional info to be added, such as circular walks, wildlife and culture

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Wales Coast app – next steps



- KWT have secured funding to develop Phase 2
- Phase 2 will allow businesses to advertise and promote through the app. For further details contact coast@keepwalestidy.org
- The aim is to promote collective marketing around the Coast Path, and ensure potential benefit is maximised

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2 minute beach clean – Pilot



- Inspired by Martin Dorey, author and presenter.
- Attracting International attention.
- Aims to get everyone to do their bit by taking 2 minutes each time they visit the beach.
- Trending on twitter #2minutebeachclean
- New website about to be launched www.beachclean.net (live @ the end of April)

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Clean Coasts Week

- May 10th – 18th with events taking place all along the coast.
- Clean Coast week 2013 saw over 2,500 volunteers attend 110 events.

Gofal am ein Harfordir

Unrhyw Wirfoddolwyr?

Hoffem glywed gennych os hoffech chi gymryd rhan mewn Gofal Arfordir, p'un ar eich ben eich hun neu fel rhan o grŵp

Cysylltwch â ni ar 01646 694800
neu
✉coast@keepwalestidy.org



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