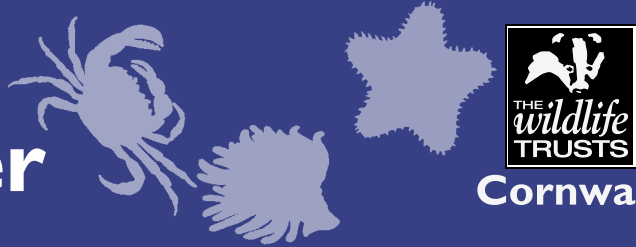
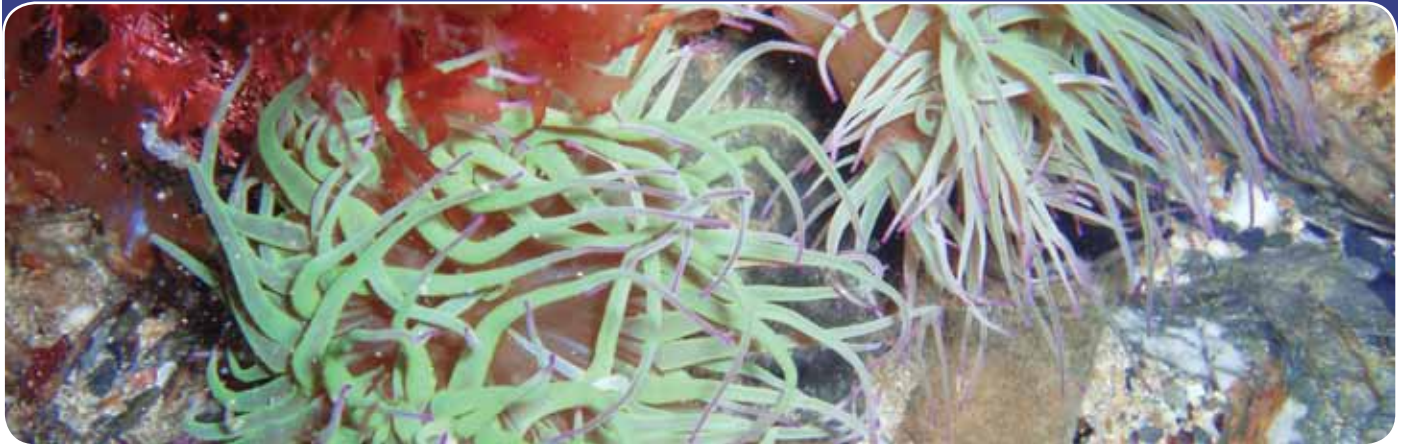


Your Shore 2011 Newsletter



Cornwall



First there was Looe.....

Cornwall Wildlife Trust started its work with Voluntary Marine Conservation Areas (VMCAs) in Looe – a beautiful community in South East Cornwall with a population of around 5500 people and a natural environment that attracts hundreds of thousands of tourists each year. Looe is also home to our only marine nature reserve, Looe Island, situated just offshore surrounded by shallow reefs and crystal blue seas.

Our first VMCA project, titled 'Discovering the Wonders of Looe's Marine Heritage', ran from 2007 to early 2009 and successfully involved thousands of South East Cornwall residents in marine related events, school workshops and volunteering opportunities. The good news, thanks to further funding from the Heritage Lottery Fund, was that this fantastic work was not lost but in fact got stronger, with the evolution of the 'Your Shore' project.



Now there is 'Your Shore'.....

The 'Your Shore' Project works with all of the Voluntary Marine Conservation Areas (VMCAs) in Cornwall - St Agnes and Polzeath on the north coast, and Helford, Fowey and Looe on the south. The focus of this project is on Cornwall's diverse natural marine heritage which is recognised as being of both regional and international importance. It contributes to the county's appeal as a tourist destination – attracting more than 4 million visitors each year – but also requires protection for the same reason.

The idea of the project is to support the VMCAs in what ever way they need to ensure they are as active as they possibly can and should be. Local residents, families, businesses and volunteers of all ages have been and still are being recruited in all five VMCAs to take part in a range of activities that will raise awareness of the fragility of various ecosystems. Events such as rockpool rambles, snorkel safaris, guided walks and river cruises are being held for the general public to explore and learn about the coast and surrounding sea. Residents and users of the areas are being encouraged to get more actively involved and become VMCA volunteers or management group members so they can effectively monitor, manage and protect their local marine environment.

**Abby Crosby, Your Shore Project Officer,
Cornwall Wildlife Trust**

Over 3000 adults and 1000 children have been involved in the Your Shore project since its establishment in April 2010.

That is a big achievement, and one thanks to all the interested volunteers who have supported us, the enthusiastic schools and children who have been so keen to get involved, and related organisations that we have worked with over the year. This annual newsletter is a compilation of articles from a few of those thousands of people who have got involved to update you on what we have been up to and how perhaps you, the reader, could get involved in the future.

What are VMCA's

As a voluntary designation, the role of the VMCA is not to impose restrictions but to engage communities and encourage sensible use of the natural resources in the area. In doing so, the marine environment of Cornwall will be protected for future generations to enjoy.

Why we need VMCA's

The coastal and marine environment of Cornwall is recognised as being of both international and local importance for its incredible diversity of marine wildlife, from tiny rare colourful corals to giant basking sharks.

The county's natural beauty attracts over 4 million tourists each year and the coast is a popular destination for both visitors and residents. The large numbers of visitors to Cornwall, combined with valuable and vulnerable wildlife, makes marine conservation important in this county. A robust marine ecosystem is essential for the county's economic, social and environmental future. However, the marine environment is in balance. It is important that we maintain this balance by encouraging sensible and sustainable use of our seas, which we are able to do through the VMCA's.

Each VMCA aims to:

- Protect and conserve the marine environment.
- Raise awareness and increase understanding of the marine environment.
- Encourage education and research within the marine environment.



VMCA Update

Members of each of the five VMCA communities update you on what's been happening within their local patch since the start of the Your Shore project in April 2010.

Polzeath VMCA

Fifteen years on from its inception, the Polzeath VMCA joined forces with the 'Your Shore' project and Cornwall Wildlife Trust in the spring of 2010. Run by the local authority from the small Marine Centre building in the village, the VMCA was in need of some extra help to move forward. A small group of volunteers had supported the Marine Centre under the management of the Council's Beach Ranger Service and now needed to grow and improve what was on offer. The Your Shore project has proved to be the perfect partner. This has meant increased interest and support over the past twelve



months, often extending outside the immediate catchment of the village. The traditional rockpool rambles have increased, and are interspersed with other events including a couple of craft mornings, strandline searches and a plankton investigation day. The volunteer base has grown from a handful to almost twenty, enabling a year-round events programme to run on a monthly basis, these have included a film show, talks on marine matters and local history. A launch event is held at the start of each season to get the year off to a good start. A newsletter is published several times a year and is compiled by one of our volunteers. The increased volunteer group meets monthly before evening events and acts as an informal management group. Many of the volunteers have taken part in training so they can help event leaders or even lead their own in the future. All in all a very successful year, and many thanks to all involved.

Bryan Bartlett, Polzeath Beach Ranger, Cornwall Council





St Agnes VMCA

St Agnes VMCA awoke from a period of dormancy in 2010 with a growing feeling of energy and enthusiasm fostered by the Your Shore project and the abundant quantities of both given by Abby Crosby. Since the start of the project a wide range of activities have taken place with highlights being snorkel safaris (quite a feat on a north coast surf beach!), rockpool rambles, including a memorable day in late October with 40–50 people strung out across the rocky shore, and finally the first annual rocky shore survey – a great event in September when a few expert volunteers shared their expertise and helped the rest of us put together an impressive species list. In 2011 we would like to set up a website, produce new interpretation boards, and establish more survey work to go with existing work. We are lucky to have the support of the marine conservation courses at Newquay College and plans are already well advanced with them to produce boards and a website as well as do some dive surveys to go with the fascinating work they have already done on detailed sonar seabed mapping. We need people who are keen to get involved in any aspect of the VMCA. No expertise is needed – a lot of the fun is in learning together. From past experience, to flourish we need the energy that comes from lots of people with different interests, so come along to any of our meetings or events and get stuck in!

Chris Whitworth, St Agnes VMCA founder and current volunteer

Fowey VMCA

As many readers will know, the VMCA is already supported by the well-established and committed Friends of Fowey Estuary group, which has been running since 1999 to provide a focus for voluntary activities for the conservation of the estuary. The Your Shore project has supported the group by providing a few events directly aimed at children and families, to try and encourage membership to the group from a different audience. In addition to this, an enthusiastic group of 22 volunteers have been recruited who are keen to get started with some practical conservation work, as well as help with some of the more practical events we will be running such as snorkel safaris and scavenger hunts. Fowey Harbour Commissioners have been incredibly supportive of the project, funding a community guided boat trip of the river and are keen to continue as a key stakeholder in the development of the VMCA. More about the Fowey VMCA in the article later in this newsletter.

Looe VMCA

For people, like me, who have an interest in the marine environment, the Looe VMCA Your Shore project has been fantastic. Since the project started it's helped myself and many others to investigate and increase our knowledge of this amazing habitat and underwater community on our doorstep. Importantly, it's also enabled us to pass on this knowledge to others. A few years ago, Abby Crosby led a group of Looe VMCA volunteers on a rockpool ramble and (plenty of rockpool rambles later) the Looe volunteers now run these events for locals and visitors alike. There's a real sense of ownership of the project with volunteers giving public talks, developing a Looe VMCA website, coordinating the Looe Island seal surveys, helping run stalls at events as well as organising socials and sharing their skills and knowledge with one another. In a professional capacity the 'Your Shore' project has also been extremely valuable. As the Education Officer for Wild Futures Monkey Sanctuary I've been able to link with the 'Your Shore' project. Within our Wildlife Room we now have a permanent 'Your Shore' display that incorporates educational leaflets and posters of upcoming marine events. I'm always topping up the leaflet stand and hopefully this year it will help encourage even more locals and visitors to explore the wonders of Looe's marine environment. Everyone is looking forward to the new summer season; many of the volunteers having learnt new skills over the winter on training courses. There's a busy programme of events this summer as well as surveys, socials and talks. Let's hope the sun shines!

See you in Looe.

Matt Nott, Looe Volunteer and rockpool ramble leader

Helford VMCA

Within the Helford VMCA, the Your Shore project hopes to develop links with local education providers such as primary schools to ensure they are using the river for educational activities, plus set up a more active volunteer group who will take on the role of carrying out more practical conservation activities such as beach cleans or environmental monitoring where able. Already the project has organised and run several excellent volunteer meetings and the first activities are underway. It was amazing how many people attended an evening meeting in the Gweek Inn in December on the subject of beach cleaning for what turned out to be a most enjoyable evening.

As a result we now have a plan for volunteers to do beach cleaning with individuals taking responsibility for designated stretches of shoreline as well as specific dates for teams to 'hit' particular areas. Volunteers include some boat owners who can take the rubbish away once collected from shore. With increasing pressure on our shores from all sorts of rubbish – washed up or just left behind – this will be an ongoing and valuable activity. Following another meeting there is now a volunteer team to scientifically survey our Helford bird populations throughout the year. This will link into national surveys of wetlands birds to provide important ongoing information.

David Thomson, Chairman, Helford Marine Conservation Group

Your Shore on the Big Screen!



It was one of those back of a fag packet moments – Conservation Manager Victoria Whitehouse had seen the film work I was doing with the National Trust and asked me if I could document the fantastic work of the CWT's 'Your Shore' project. The brief was simple – a series of 2 or 3 minute films for YouTube and future presentations. Why not? At the time, I was trying to loaf for a bit and reconnect with my family and this would complement that very well, shooting on and off over a period of three months. It would also prove whether the new proposition as a film maker I was concocting – high-end production values at a price organisations like the CWT could afford – would fly or bomb. This was going to be a taste of life in long trousers – no crew and no comfort zone.

The way the film evolved reminds me a bit of the scenes in the movie 'This is Spinal Tap', when the 18-foot Stonehenge designed on a napkin becomes an 18-inch model in reality – only in reverse. And so it was that four short YouTube clips morphed unaccountably into a seamless 30 minute broadcast-style doc co-presented by Chris Packham from BBC Springwatch.

The first location, a river cruise down the Helford, involved me gingerly trying to step around 100 tightly packed people without

scuffing their nice new summer shoes (I failed...) It was a humbling reminder of how difficult it is to observe and record an event without having any control over the way it unfolds. But my confidence grew and I managed to capture much of the spirit of that charmed afternoon in the most amazing Swallows and Amazons scenery.

Shooting over the next three months threw all sorts of curious challenges my way – filming boat to boat in pursuit of seals from a 4HP powered dinghy that wasn't designed to keep up with Looe's glass-bottomed speed boats, chasing the irrepressible Abby Crosby from one volunteer to the next at an early morning Polzeath beach clean and – quite possibly the most exhausting but fun day I can remember for a long while – herding cats, sorry, school children high on orange squash and joie de vivre, as they bounced around a beach safari at Fowey.

You can watch the film – split into the four locations – by going to YouTube and searching for 'Cornwall Wildlife Trust'. If you like them, please add a comment underneath!

Ben Giles, Film Maker, www.bengiles.co.uk



Polruan Seashore Safari

At the end of September 2010 Polruan primary school joined forces with Abby from Cornwall Wildlife Trust for an educational, exciting and adventurous day trip to Readymoney beach (Fowey).

How we arrived

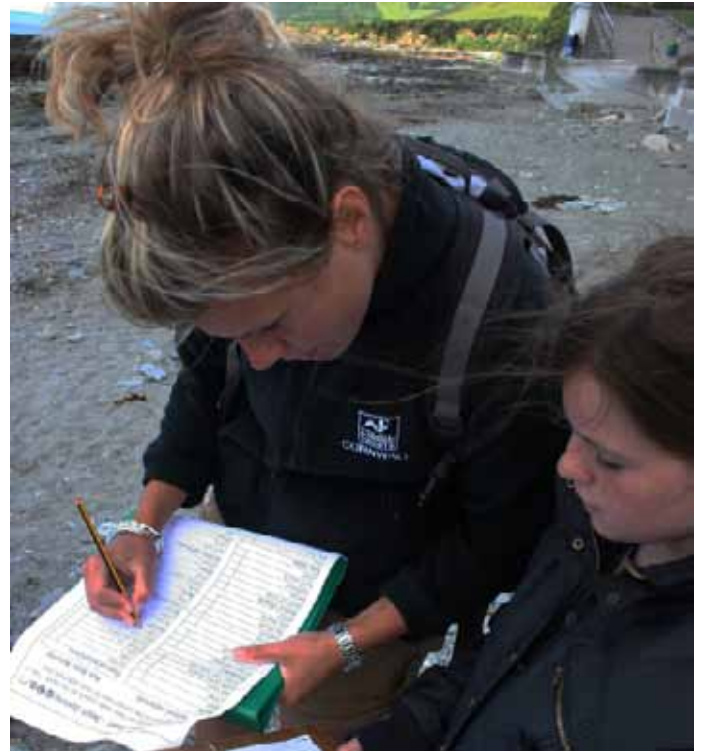
All of Tregeagle class left school at around 9am and began their uphill trek to Readymoney beach in Fowey. They left the school and began to walk down Fore Street, excitedly chorused with giggles and laughter. They then climbed on the passenger ferry, half the class at a time and sailed across to Fowey 'Whitehouse'. They trekked to Readymoney to be greeted by Abby and the cameramen from Cornwall Wildlife Trust. The camera made us that bit more excited. We were going to be filmed to advertise what Cornwall Wildlife Trust means to Cornwall and how it helps the county.

What Polruan School did

First of all, Abby told us what they were going to do on the trip and how they were going to do it – sensibly! First of all we were split into four groups. We went off on a shell hunt to find as many shells as we could in our groups and put them in buckets. The camera came over to some groups with Abby, and Abby explained what some of the shells were. We all drew a diagram in the sand and put the different groups of shells in different boxes and shared them with the other groups.

The second thing we did was to make endangered animals out of materials we found on the beach such as sand, seaweed, driftwood and sticks. Some examples of the animals were crabs, dolphins, seahorses and jellyfish. We then went round group to group, looking at each others amazing creations.

Lastly, we went exploring in the rockpools. We found many creatures hiding under seaweed and rocks. One pupil, Stella, found a slipper-limpet hiding by some rocks. We also found huge



crabs, shrimps, prawns darting through the waters, lots and lots of pretty starfish and one cushion starfish found by Maddie. The rockpooling involved lots of slipping and sliding on slippery seaweed which was on slanting rocks! After all the day's hard work the pupils deserved a well-earned rest but not before the trek back to Polruan, up steep, steep Fore Street.

So, in a nutshell, Tregeagle Class learned lots about wildlife and also had a fantastic day trip!

By Erin Morgan and Olivia Tomlin (Tregeagle pupils)



Diving into Volunteering

Cornwall Wildlife Trust deals with a lot of enquiries from people wanting to volunteer, whether they are school pupils gaining hours for Duke of Edinburgh, university students needing work experience, or just interested local people with a love of our Cornish wildlife. One of the most exciting elements of the Your Shore project is that it is opening up opportunities around the county for these people to get involved. It is a reason I love working for Cornwall Wildlife Trust so much – a large proportion of our work is conserving through educating. Our projects open up science to people in a way that they can learn and get involved with and in turn monitor their environment and ensure it is protected for the future.

Already, in a year the Your Shore project has established a network of over 250 volunteers within the VMCA's of this county. They range from school teachers to town councillors, retired residents to hotel owners. These volunteers are the future of the VMCA's. They are the people who will hopefully one day lead the public events, take part in annual survey work or even just be more aware of what is going on and be our conservation eyes on the ground. The project offers training and support to these volunteers so that they are skilled and have the confidence to lead on activities themselves, way beyond the end of the project. Some examples of work going on within the volunteer teams are:

- Polzeath volunteers have been crucial in enabling the Marine Centre to be open throughout the school holidays, 7 days a week. This more consistent approach is encouraging visitors to make the trip to the VMCA and take a look of the marine information treasure cove that the centre has become. Aside from this, volunteer Steve Hernshaw has also created our very own Polzeath VMCA newsletter, which can be viewed on the Your Shore page of the CWT website.
- St Agnes volunteers are proving hands on and up for anything! Over 20 volunteers attended a cetacean watching training day at St Agnes Head back in January 2011. Dozens of others have signed up to help with events programmes and are already talking about leading their own events in 2012. Volunteer support has also proved to be essential during the popular St Agnes rockpool rambles, which are



beginning to attract large crowds who must be taught to rockpool carefully and sensibly to ensure protection of the fragile environment.

- Within the Helford, skilled bird watcher Ilya Macclean is leading a team of Helford residents on monthly British Trust for Ornithology wetland bird surveys. Volunteers are also going out on a regular basis on a river clean up, taking up to 13 bin bags of rubbish off the river's shores each time. The future holds talks of dog whelk surveys and the repetition of the historic Norman Holmes surveys.
- Having taken part in Your Shore strandline survey training and rocky shore ecology courses, Fowey volunteers are keen to get started. Dormice surveys in conjunction with National Trust are being developed in 2011, plus dates are being set for eelgrass dives and saltmarsh studies.
- Aside from the successful LISPIP surveys, Looe volunteers have also continued the Trust's annual Looe Island intertidal surveys. 2011 looks to hold estuarine studies with the support of the Marine Biological Association plus more volunteers leading on the events programme. The development of Looe's very own VMCA website is being led by volunteer Amelia Bridges, who has been involved since 2007, and hopes to be launched this summer.

Abby Crosby, Your Shore Project Officer



Volunteer profile – Dan Murphy



Volunteering for Cornwall Wildlife Trust, specifically the Your Shore project, is now so much a part of my life that I can barely believe I only got involved just over a year ago. I'd received a copy of the Trust's newsletter which mentioned a marine discovery day to be held just a few miles from my house. I'd always been fascinated by marine life so decided I should make the effort to go to the event. This was without a doubt one of the best decisions I've ever made; I was so inspired by the talks I heard and the people I met that I knew this was for me. So many reasons to get outside and experience Cornwall's amazing wildlife around our spectacular coast and more importantly do something really positive to help protect it – my life would never be the same!

Cornwall Wildlife Trust's Seaquest Netsafe project was the first project I got involved with. For this I'd spend many hours (and still do) sitting on a cliff at St Ives where there's always something interesting to watch: gannets diving, seals playing in the surf or just the ever changing colours and textures of the sea. Then one cold day in early February, for the first time in my life I saw them, seven or eight bottlenose dolphins leaping out of the water right in front of me. Four hours later I was still there scanning the sea hoping for another glimpse. This was to be my first of ten separate cetacean sightings in 2010, including a pod of over 100 common dolphins and a minke whale on one occasion. Over the year I've trained other VMCA volunteers to carry out Netsafe surveys and in January organised a training event for our new site within the St Agnes VMCA, which resulted in 24 volunteers joining the project. In publicising the event, Abby and I were interviewed on BBC Radio Cornwall and were featured on the BBC website.

I've also learnt a lot about marine life by getting involved with the Your Shore project particularly around St Agnes, my local VMCA. This has been a fantastic experience and has rekindled the enthusiasm I had as a child for exploring rockpools. I try to get involved with as many events as I can as there is so much I want to learn and I love being able to pass on what I've learnt to others and share my enthusiasm. I've gained so much in other ways too including a love of being in the sea,

which has mainly come about from taking part and helping with snorkel safaris.

Over the summer I helped with the basking shark surveys, completed the BDMLR and Strandings Network training courses and recently had my first BDMLR call out to a seal pup rescue, which was very rewarding. I'm sure 2011 will be just as exciting and I can't wait to get more involved. I've even been asked to give a talk on volunteering at a national conference in the spring, which I am extremely nervous about but will be a great experience.

For me one of the best things about volunteering is the fantastic people I get to work with; they never fail to inspire me with their enthusiasm, passion and love of the natural world and have become some of my closest friends. I cannot imagine anything else I'd rather be doing with my free time.

Dan Murphy, Your Shore volunteer

For more information about Seaquest Netsafe please visit www.cornwallwildlifetrust.org.uk/conservation/livingseas/seaquest_netsafe



Looe Island Seal Photo Identification Project (LISPIP): Seal Science goes European!



LISPIP has gone European! Running successfully since December 2008, thanks to the ongoing support of the amazing Looe Voluntary Marine Conservation Area (VMCA) volunteers, a poster about LISPIP has been presented at the European Cetacean Conference in Cadiz Spain in March 2011!

Our initial anecdotal assumption, that there were around six grey seals living permanently around Looe Island, has been firmly disproved as over 30 different seals have been photo identified during our surveys and at least one of them is a common seal!

Eleven of these seals are repeat visitors, but even these do not stay around the Island. This winter has revealed some fascinating insights into where some of them spend some of their time whilst they are away – the Roseland! Lucy Tozer has been photo identifying seals with Cornwall Seal Group on the Roseland since early 2010, and three of the Looe Island seals have been turning up on her patch – Snowdrop, Sunrise and Elisa the common seal.

Sunrise must have left the Looe area after his sighting there in August 2009 and he was first sighted on the Roseland in February 2010. He returned to Looe Island in April and then later in September and October 2010 (probably having spent

the summer somewhere else), but by February 2011, he was back on the Roseland, a year after he was last sighted there!

In 2009 and 2010, Snowdrop appeared to spend longer than Sunrise around Looe Island being regularly sighted between the months of February and August. In January 2011, Lucy had a wonderful sighting of her on a rock skerry just off the Roseland shore which she was sharing with common seal Elisa. Snowdrop has now been seen at least three times in January and February 2011 on the Roseland, but we are eagerly anticipating her return to the Looe area.

Cornwall Seal Group's Sue Sayer has seen seals from Looe Island even further away, as two male seals, Arrow and Wotsit, have both made return journeys between Sue's main study site on the north Cornish coast and Looe.

One day our ongoing research into the seals at Looe Island will solve the mystery of where else seals from there go, and it is entirely possible that even they go European by visiting France! We simply can't wait to see what we find out about our special seals in 2011!

**Sue Sayer,
Founder and Coordinator, Cornwall Seal Group**



Fowey Estuary Voluntary Marine Conservation Area



The Fowey Estuary is a very special place for its wealth of marine life, for the beautiful riverside landscapes and for the people that live, work and visit the area. For these reasons, most of the estuary was made a Voluntary Marine Conservation Area (VMCA) in 1999 by the Fowey Estuary Partnership. The land bordering the estuary was added later, and the VMCA was officially launched in 2003 by an event with Tony Soper, a well-known naturalist and bird expert.

As the name suggests, the VMCA is a voluntary designation, but the fact that it exists at all shows that the people who own and manage the land and marine areas within its boundaries, such as the Fowey Harbour Commissioners, hold it in high regard and wish to help protect and conserve it for years to come. The aim of the VMCA is to encourage people to become more involved with the marine environment and to work together to conserve it. The Friends of the Fowey Estuary was formed in 1999 to help with this, and they run an annual programme of events that encourage people of all ages to explore and enjoy the estuary, and to help with monitoring and conserving the wildlife living there.

Cornwall Wildlife Trusts 'Your Shore' project aims to breathe new life into all the VMCA's around Cornwall, and is working with the Friends of the Fowey Estuary to reach even more people and to help us safeguard our environment for now and the future. The Your Shore project has already held several events and visited many local schools, and have more planned for 2011. The Your Shore film released recently included shots of Polruan school pupils rockpooling at Readymoney Beach, harnessing their enthusiasm into learning and guardianship. The recruitment of new volunteers will mean that investigation of the local wildlife such as dormouse and bird surveys may be continued. Further training opportunities will bring monitoring of other species and habitats such as mudflats which are important for feeding birds, saltmarsh with its salt-tolerant

plants and the underwater world of seagrass beds, the home for juvenile fish and possibly even the infamous seahorse. We can't wait to get discovering!

**Claire Hoddinott, Environment Officer,
Fowey Harbour Commissioners**
Jane Richards, Chairman, Friends of Fowey Estuary

For more information on the events programmes organised by the Friends of the Fowey Estuary, please see www.friendsofthefoweyestuary.org.uk

Useful links

Fowey Estuary Partnership www.foweyestuary.org.uk

Fowey Harbour Commissioners www.foweyharbour.co.uk



Exploring the Shore – The events programme of the Your Shore project



One of the easiest ways to get people to explore the marine environment on their doorstep is a rockpool ramble. And by goodness do we run a lot of rockpool rambles through the Your Shore project! Our Cornish coastline holds some of the most wonderful, diverse, weird and wonderful wildlife the natural environment has to offer. Even so, a common shore crab is enough for most children to screech with delight! These events are so popular, that during the summer of 2010 in Polzeath we had over 60 people join myself and Bryan the beach warden and our new, slightly nervous, volunteer Sam. That is a lot of people, and highlights the need for us to ensure that although we run these exciting events, we must make sure we do it sensibly, carefully, and above all in a way that does no harm to the environment we are exploring.

Before taking people out onto a habitat like the rocky shore, we always start our presentation with the health and safety of us AND the animals we are going to be seeing. I must have recited the seashore code 1000 times in the last year:

- Please leave animals and plants where you find them, take only photos home
- Always put overturned rocks back carefully as you found them
- Walk and climb carefully over the rocks so you do not knock animals off or crush shells
- Take your litter home or put it in a bin

Generally, leave that environment exactly how you found it!

But caring for our environment is not just an issue during a rockpool ramble – our environmental messages are spread throughout the activities that we run. Volunteers on the boats in Looe, which head out with the public to look at the grey seals that reside around Looe Island, promote the WISE method of watching marine wildlife and hand out Cornwall Seals Group's guidelines for watching seals. In the summer of 2011 we are running a sustainable fishing event, working with local fishermen who use sustainable practices to encourage people to think more about where their fish come from and how it is caught.

Our events programme within these VMCA's is designed to suit people of all ages and abilities. Evening talks about the

history of boat building are combined with boat trips out at sea looking at basking sharks. Arts and crafts events to create plankton nets are run alongside seabird guided walks. I am being trained up in 2011 as a BSAC Snorkel Instructor so that I can lead a series of snorkel safaris this year within suitable VMCA's (snorkelling is not very easy from Polzeath when you have 3-foot waves dumping onto the shore most days!), which is a fantastic way of engaging with older children and teenagers. Where the existing VMCA is already running events, such as in Helford due to the dedicated Helford Marine Conservation Group, the Your Shore project is helping promote the events around the county, raising awareness about their superb local conservation work and encouraging people to visit and find out more about what they do.

Running public events is certainly a highlight of my job. To engage with interested members of the public and open up the world of all things marine is a pleasure. But what is even better is linking with those people who didn't think they would be interested, the 'unconverted' you could say. This project is proving that every single person that comes within 10 metres of this project ends up exclaiming that the sea is now their favourite environment, and I cannot disagree with that.

**Abby Crosby, Your Shore Project Officer,
Cornwall Wildlife Trust**



Engaging with VMCA businesses – Your Shore and CoaST

The Cornwall Sustainable Tourism Project (CoaST) is an independently run social enterprise. Membership based, we work with everyone to ensure tourism delivers social, economic and environmental benefit. CoaST started in Cornwall but now has over 1200 members collaborating on our on-line 'One Planet Tourism' network from across more than 50 counties and 18 countries to date... and growing!

CoaST is currently working on an exciting European Project, known as Nautisme Espace Atlantique 2 (NEA2). The project encompasses 23 European Partners with its key aim to help the marine leisure sector to become more sustainable, across the Triple Bottom Line.

Through CoaST, CWT has become involved with NEA2 as one of a group of remarkable Marine Environmental Champions, all of whom have a fire in their belly to do the right thing, and have CoaST supporting their commitment to champion the cause of sustainable tourism and marine protection. Our Champions are uniquely placed to play a pivotal role in acting as peer examples of best practice and influencing positive behaviour change.

CWT and CoaST are working closely to promote Your Shore to all of the other Marine Environmental Champions, as well as the wider business community.

Last year Abby presented at CoaST's annual gathering and helped to run a packed workshop, focusing on how to engage with users of the marine environment to minimise negative impacts and maximise positive choices.

We have developed a Marine Business Supporters Scheme pack to help businesses understand the Trust's work and encourage membership.

CoaST and NEA2 have sponsored a month in the Trust's 2012 Calendar and have also developed a bespoke Marine Visitor Charter which will be inserted into all of the calendars. This will also be available as PDF. Watch this space....

We've also run a joint Beach Clean Day at Porthtowan.

Not a bad start and a great way to build upon a long and happy partnership.

To find out more call Jacqui Piper at CoaST on (01872) 562057

Jacqui Piper, CoaST
www.cstn.org.uk

Your Shore on the Web

It is an aim for 2011–2012 to develop the website and make it more interactive for the user. We would like a blog of recent news plus a photo gallery of your pictures. Check out www.cornwallwildlifetrust.org.uk/yourshore and if you have further suggestions about how to improve it, or photos you would like to be uploaded, please email the project officer on abby.crosby@cornwallwildlifetrust.org.uk.

Other CWT projects

The Your Shore project is part of Cornwall Wildlife Trust work to protect Cornwall's seas through our Living Seas Programme:

- We collect data on marine wildlife
- We create awareness of the threats to marine life
- We campaign for better protection for our marine species and habitats.

For more information check out www.cornwallwildlifetrust.org.uk/livingseas

Membership of Cornwall Wildlife Trust

Be part of something wonderful and help us to protect Cornwall's wildlife and wild places for the future.

Join us online at

www.cornwallwildlifetrust.org.uk/join

Contact Information

If you wish to find out more about the Your Shore project and how you can get involved then please contact:

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abby.crosby@cornwallwildlifetrust.org.uk

(01872) 240777 ext 214

Cornwall Wildlife Trust, Five Acres, Allet, Truro, TR4 9DJ

www.cornwallwildlifetrust.org.uk/yourshore

