CITY AND COUNTY OF SWANSEA
BEACHES MANAGEMENT PLAN
AND
ACTION PLANS FOR BLUE FLAG
BEACHES OF GOWER (DRAFT)

The Tourism Company
15 The Southend
Ledbury
Herefordshire
HR8 2EY
www.thetourismcompany.com

20th March 2015
CONTENTS

1 Gower and its beaches .......................................................... 2
2 Policy context .............................................................................. 8
3 Vision and Objectives for a Beaches Management Plan ............... 15
   3.1 The vision ............................................................................ 15
   3.2 Objectives ............................................................................. 15
   3.3 Actions towards achieving the vision .................................... 18
4 Action Plan – all Blue Flag beaches ............................................. 19
5 Action Plan – actions specific to Port Eynon and Horton ............... 24
6 Action Plan – actions specific to Caswell Bay .............................. 28
7 Action Plan – actions specific to Langland Bay ............................ 32
8 Action Plan – actions specific to Bracelet Bay .............................. 36
9 Monitoring and reporting ............................................................ 39
1 Gower and its beaches

This Chapter provides an introduction to the background to the work to prepare a Beaches Management Plan for the Blue Flag beaches of Gower. This is followed by a description of the Blue Flag award; a brief review of the possible meaning of beaches to different people at different times; an initial consideration of the value attributed to beaches; and a review of avenues offering promotional opportunities for Blue Flag beaches.

1.1 Introduction

The Blue Flag Beaches of Gower are of particularly importance to the visitor economy. It is vital that there is continued recognition of their role as a major reason to visit and that they are managed in a responsible and sustainable way. They are also highly valued by the residents of the City and County of Swansea.

Through their Partnership for Growth (P4G) fund, Visit Wales has supported City and County of Swansea to deliver a ‘Gower Beaches: Managing Excellence’ project. This work aims to improve the quality and sustainability of the four Blue Flag award beaches on Gower. The focus for P4G projects is delivering collaborative projects identified as key priorities within destination management plans, with an emphasis on implementing actions engaging with the industry and visitors holidaying in Wales.

The four current Blue Flag beaches on Gower are all managed by the City and County of Swansea. They are:

- Port Eynon and Horton
- Caswell Bay
- Langland Bay
- Bracelet Bay

All four Blue Flag beaches lie within the Gower Area of Outstanding Natural Beauty, and each comes with its own unique characteristics, qualities and challenges.

The Tourism Company was commissioned to engage all relevant stakeholders in the development of a Gower Beaches Management Plan and develop individual action plans for the four Blue Flag Beaches on Gower.

The approach to this work has involved:

- Working closely with City and County of Swansea client team to identify the relevant stakeholders and collate relevant management information/data.
- Consulting with identified stakeholders, including council services, beach user groups and businesses.
- Holding a series of workshops for invited stakeholders, one for each Blue Flag beach, in early February 2015, with follow up visits to each beach. (A full list of consultees is included as Appendix One)
- Compiling findings to inform and develop the Management Plan and Action Plans.
- Drafting a Gower Beaches Management Plan and four action plans, one for each of the Gower Blue Flag beach sites
- Advising on achieving strategic and coordinated management of the four sites and facilities by partners which will subsequently help sustain their Blue Flag Status.
1.2 The Blue Flag Award

The Blue Flag is a voluntary eco-label, the visible part of a programme which promotes sustainable development in freshwater and marine areas. It challenges local authorities and beach operators to achieve high standards in the four categories of: water quality, environmental management, environmental education and safety. Over the years, the Blue Flag has become a highly respected and recognised eco-label working to bring together the tourism and environmental sectors at local, regional and national levels.

The Blue Flag programme for beaches and marinas is run by the international, non-governmental, non-profit organisation FEE (the Foundation for Environmental Education). It has been operating in Europe since 1987 and in areas outside of Europe since 2001, and is currently awarded to more than 4000 beaches and marinas in 49 countries. The Blue Flag was first awarded to one of the beaches in Gower in 1997 (Port Eynon). All four current Blue Flag beaches have held the award continuously since at least 2002.

The National Operator for the Blue Flag programme in Wales is Keep Wales Tidy (KWT). KWT oversee the annual national programme of application and assessment, while an International Jury makes decisions about each Blue Flag beach candidate. 34 beaches in Wales currently hold the prestigious Blue Flag award.

Explanatory notes provide details on the measurement and management of compliance with the 33 Blue Flag beach criteria. The majority of beach criteria are imperative, i.e. the beach must comply with them in order to be awarded Blue Flag accreditation. It is preferable but not mandatory that the three guideline criteria are complied with.

These criteria are the requirements that must be met before a beach can receive Blue Flag accreditation. The document is also regarded as valuable for the management of those beaches already accredited with Blue Flag status. Retaining Blue Flag status depends on maintaining, and where possible improving, all aspects of the beach experience.

Compliance with the Blue Flag criteria is required during a specific season, known as the bathing season, and. In Wales, this runs from 15 May to 30 September. During the Blue Flag season the flag must fly at the beach. The flag is both a symbol of the programme being run at the beach but also an indication of compliance. If a beach that has Blue Flag accreditation does not comply with the Blue Flag criteria, the flag may be permanently or temporarily withdrawn from the beach.

FEE and Keep Wales Tidy run a number of other beach awards, including the Seaside Award (also held by the four Blue Flag beaches on Gower) and the Green Coast Award. The aim of the Green Coast award is to acknowledge those beaches which meet ‘Excellent’ bathing water quality standards but which are also prized for their natural, unspoiled environment. Until recently, a Green Coast award was held by Rhossili and Limeslade Bay.

---

1 A summary of the Blue Flag criteria is included as Appendix Two
1.3 How are the Blue Flag beaches used?

Beaches mean different things to different people. Different people may seek out a particular beach experience, which can sometimes be found at a specific beach, or perhaps at the same beach at a particular time of day or season of the year. Beaches are valued not only for their contribution to the tourism economy but also as spaces to be enjoyed by local residents. Increasing attention is being paid to the value of time spent outdoors to health and wellbeing.

Beaches can offer:
- An oasis for relaxation and reflection
- A space for being active and staying healthy
- A space for people to share with friends and family
- A space to be in the ‘company of strangers’
- A space for informal recreation and play
- A space to try new things and push boundaries
- A space for exploration, learning and discovery
- A space to experience the elements and stimulate the senses
- A space to connect with wildlife and the natural environment
- A space which is constantly changing, familiar but different
- A draw and a destination for visitors

Beach user numbers collected by RNLI lifeguards at Port Eynon, Caswell and Langland beaches during the summer bathing season are shown in Figure 1. They indicate that, although there is some variation from year to year, Caswell is generally the busiest of the three beaches, followed by Langland and then Port Eynon. In the summer of 2013, almost one quarter of a million beach users were recorded at the three Blue Flag beaches.

Figure 1: Beach user numbers at CCS Blue Flag beaches

![Graph showing beach user numbers](image)

Source: Lifeguard Service Monitoring Reports (West Division Swansea Beaches)

---

2 Adapted from Mudeford Sandbank Management Plan 2014-2024, Christchurch Borough Council

3 User numbers at Bracelet Bay are very small in comparison and have not been included
Of course, the Blue Flag beaches are used year round, especially the three beaches closest to the City of Swansea. Car parking returns show that on average 80% of income is earned in the summer months, but this figure is not a true reflection of the proportion of visitors due to lower car parking charges and shorter stays in the winter months. In addition, local residents who walk to the beach will not show up here, and those walking dogs are only allowed on the beach outside the main bathing season.

A beaches management plan therefore needs to consider a range of different audiences and the different ways in which beaches are of importance to them. In addition, attention must be paid to beach management not only during the main bathing season, which is the concern of the Blue Flag award, but at all times of year.

1.4 The value of beaches

While it is difficult to put an economic value on most of the beach uses indicated above, more is known about the value of beaches to tourism.

An annual average of some 2.14 million overnight trips to Wales by British residents feature a visit to a beach4, with an associated average annual total of expenditure of £407 million. The beach was the main reason for the visit in the case of over one quarter of these trips. In addition, going to a beach was the purpose of some 5 million day visits to Wales in 20135, associated with an estimated expenditure of £125 million. Taken together, beach-related tourism in Wales may account for a total annual expenditure of £532 million, of which some £200 million may be associated with a beach as the main purpose of the visit.6

Tourism is worth £360.5 million to the Swansea economy, attracts 4.3 million visitors and supports 5,600 jobs. It is recognised as a vital contributor to the Welsh economy and it has now been highlighted as one of the key drivers of the City Region Economy. It has significant value in a regional as well as national context. Visitor numbers, tourism revenue and the number of tourism-related jobs are all expected to increase7. A survey of visitors to Swansea Bay in 2012 found that the factors which most influenced the decision to visit were the scenery/landscape (44%), the coast (44%), and the beaches (35%). The Destination Management Plan for Swansea Bay identifies ‘Natural landscape / scenery and beaches’ as a key strength.

The beaches of Gower are seen by visitors, tourism businesses and managers as one of the most important tourism assets not only for Gower itself but also for the City and County of Swansea and Swansea Bay as a whole8. Maintaining a beach environment of the highest quality is essential in order to retain the loyalty of past visitors and to attract and retain new visitors. Iconic beach images are used to great effect to attract visitor attention to the area.

Data analysis undertaken by Welsh Government on ‘Tourism Market Trends and Performance 2006-11’ and research commissioned by them on ‘Understanding Barriers to Visiting Wales’ provide various pointers that are relevant to considering opportunities in Gower:

4 Great Britain Tourism Survey 2011-13
5 Great Britain Day Visits Survey 2013
6 Estimates are for UK domestic visitors only and were supplied by Head of Tourism Research at Welsh Government.
7 Destination Management Plan for Swansea Bay 2013-2016
8 Sustainable Tourism Strategy and Action Plan for Gower AONB/Rural Swansea

City and County of Swansea Beaches Management Plan - Draft
The Tourism Company
• Data on activities undertaken in Wales show the importance of sightseeing, relaxing, walking, visiting beaches, visiting castles and swimming, which are all activities for which Gower has a comparative advantage.
• Watching wildlife, visiting beaches and walking by the coast are areas in which Wales has a relatively strong market share vis-à-vis the rest of the UK.
• Natural capital is seen as Wales's particular comparative strength, embracing scenery and landscapes as well as beaches.

A survey of tourism businesses was carried out by the City and County of Swansea in 2012 to provide input to the preparation of the Destination Management Plan. Amongst all enterprises, including those in the city, beaches and scenery were seen as the most valuable assets.

1.5 Promotion of Gower's Blue Flag beaches

Beaches on Gower vary in their ownership and guardianship, with consequent differences in management. The Blue Flag award beaches can be promoted with particular confidence due to the external accreditation process, which is especially associated in the public mind with high bathing water quality and safe access to the water. As a result, they are often given special attention in information and in promotional activity.

A 'Beaches' leaflet produced by City and County of Swansea gives details of nineteen beaches, with the four Blue Flag beaches singled out with a special symbol on the map. Likewise, entries on the website http://www.visitswanseabay.com/listings/beaches/ include details of the Blue Flag awards.

Visit Wales have a special webpage devoted to Blue Flag beaches http://www.visitwales.com/explore/coastline-beaches/award-winning which is backed up by an annual listing of current award holders http://www.visitwales.com/latest-news/2014/05/blue-flag-beaches.

An international website http://www.blueflag.org/menu/awarded-sites provides a listing of Blue Flag beaches on a country by country basis (Wales is listed separately from the UK), while Keep Wales Tidy have their own web area to search for Blue Flag beaches in Wales http://www.keepwalestidy.org/welsh-beaches. Keep Wales Tidy, working in partnership with the Wales Coast Path, have launched a free downloadable app which can be searched for details of Blue Flag beaches http://www.keepwalestidy.org/welsh-beaches/coast-app or here http://www.walescoastpath.gov.uk/plan_your_trip/wales_coast_app.aspx.

Other websites highlight Blue Flag beaches for a particular aspect of their management. For example, the RNLI has a web listing of lifeguarded beaches http://rml.org/aboutus/lifeguardsandbeaches/Pages/Lifeguarded-beaches.aspx and also a Beach Finder app which enables a search of the UK for lifeguarded beaches http://rml.org/safetyandeducation/stayingsafe/beach-safety/Pages/Beach-finder-app.aspx. The Marine Conservation Society has a popular, free of charge Good Beach Guide to help find beaches with the cleanest bathing water http://www.goodbeachguide.co.uk/. Although based on slightly different criteria from the Blue Flag awards, it would normally be expected that most Blue Flag beaches would be included.
It is clear that Blue Flag beaches can expect to gain a high degree of exposure, and that there are many avenues which offer a means for the public to seek and find a Blue Flag beach when planning a visit.
2 Policy context

This chapter briefly places the beaches of Gower in the local policy context, with some reference also to national policy where this adds a further dimension.

2.1 The One Swansea Plan: Place, People, Challenges and Change

The vision set out in the One Swansea Plan includes five aspirations for Swansea, of which four are particularly relevant to the future management of beaches.

Swansea will be a desirable place to live, work and visit that:
- Capitalises on the distinctive relationship between its vibrant urban areas and outstanding rural and coastal environments
- Has sustainable, distinct communities, in both urban and rural locations, that benefit from sufficient good quality accommodation, supporting infrastructure, community facilities and opportunities for recreation
- Supports a competitive and prosperous economy that acts as a focal point for the wider Swansea Bay City Region
- Celebrates and conserves its unique natural heritage and cultural and historic environments.

2.2 Sustainable Swansea

The City and County of Swansea has a deep commitment to Sustainable Development, and is at the forefront of public sector reporting on Sustainable Development in Wales.

The vision for a Sustainable Swansea is as “a great place to live now and in the future. Somewhere that is inclusive and safe and provides an excellent start to life. A county that supports a prosperous and resilient economy, recognizes and benefits fully from its exceptional environment and promotes good health.”

Seven priority areas have been identified, with annual reporting on Direction of Progress again performance indicators. The Blue Flag beaches feature in a Priority Area concerned with ‘Natural Environment’, where Performance Indicator (PI 15a) is specified as ‘Number of Blue Flags awarded to City and County of Swansea Estate – Beaches’.


‘Natural Environment’ and ‘Activities and Adventure’ are two of the five areas of competitive advantage identified for Wales. The quality and accessibility of the natural environment is seen as a central reason why visitors choose to holiday in Wales. Attention is drawn to the five areas of outstanding natural beauty, which include Gower AONB, and global significance of the 870 mile long Wales Coast Path, which follows the coast of the Gower peninsula and links together its beaches. Wales is also known as a world class activity tourism destination, with specific mention of the coastline and beaches providing an unrivalled backdrop to support a wide range of activities including walking, sailing, caving, kayaking, coasteering,
fishing, horse riding, cycling, and golf, all of which can be enjoyed on or from the beaches of Gower.

The goal of the strategy is for “Tourism to grow in a sustainable way and to make an increasing contribution to the economic, social and environmental well-being of Wales”. In order to achieve this, the strategy focuses on five key areas. Of these, Product Development and Place Building are especially relevant to beach management on Gower.

Place building includes:
- developing destinations that people want to visit and recommend;
- providing opportunities for local communities to deliver memorable visitor experiences;

Successful tourism destinations are those that provide a high quality environment for the visitor. Facilities for visitors will also be used by the communities in which they are located and will help to generate local income and jobs. In this way, tourism can also play a role in contributing to spatially focussed regeneration programmes throughout Wales. A planned approach to destination management in Wales allows local tourism communities to decide what is most important to put in place to maximise visitor satisfaction and to stimulate local support for tourism.

The focus for place building is on improving the visitor appeal of tourism destinations throughout Wales through destination management. Destination management involves a partnership approach to managing places. Tourism infrastructure such as way-marking, signposting, car parking, beach management, toilets, tourist information and litter collection are often only noticed when they are sub-standard but they can often be the difference between a satisfied and an alienated visitor.

### 2.4 Destination Management Plan for Swansea Bay and Action Plan

The Destination Management Plan for Swansea Bay (DMP) 2013-2016 identifies the area’s beaches as a key driver in attracting visitors to the area.

Visitor numbers to the wider Swansea Bay area have increased 3.8 million in 2007 to 4.3 million visitors in 2013, with over one in three visitors reporting the beaches as their reason for coming. Visitor numbers, tourism revenue and the number of tourism-related jobs are all expected to increase; the emerging Swansea Bay Destination Management Plan will be seeking to manage the sustainable development of these trends.

Destination Swansea Bay 2013-2016 aims to create a world class tourism destination, which delivers a high-quality visitor experience in a pleasant, clean and well-maintained environment. This is to be achieved by establishing a sustainable working partnership that will, in turn, drive improved tourism provision, effective management and high-quality promotion of Swansea Bay, Mumbles and Gower as a destination. Four strategic themes are identified of which ‘Driving Quality’ and ‘Ensuring Sustainability’, are of special relevance to management planning for the beaches of Gower. A third strategic theme, ‘Tackling Seasonality’, will be important in determining future patterns of beach use with implications for management.

The DMP, in line with the UDP, seeks to adopt a sustainable approach to the development of the destination capitalising on environmental protection, economic
growth, safeguarding of resources and improved accessibility – in order to achieve a healthy, visually attractive, ecologically and historically rich environment. Improving the facilities and quality of beaches forms a significant part of the DMP Action Plan, and specific actions can be identified as helping CCS towards meeting particular Blue Flag criteria, as follows:

<table>
<thead>
<tr>
<th>DMP Action</th>
<th>Blue Flag Criterion (BFC)</th>
</tr>
</thead>
<tbody>
<tr>
<td>INFRASTRUCTURE / PUBLIC REALM: TRANSPORT</td>
<td>BFC 26</td>
</tr>
<tr>
<td>2.2 Encourage visitors and tourism operators to use public transport</td>
<td></td>
</tr>
<tr>
<td>INFRASTRUCTURE / PUBLIC REALM: CAR PARKING</td>
<td>BFC 31</td>
</tr>
<tr>
<td>3.2 Improvements to infrastructure of all CCS car parks</td>
<td></td>
</tr>
<tr>
<td>INFRASTRUCTURE / PUBLIC REALM: CLEANSING</td>
<td>BFC 15</td>
</tr>
<tr>
<td>5.1 Consider a new strategy and set of actions that will reduce the</td>
<td></td>
</tr>
<tr>
<td>nuisance caused by dog fouling in public places and to improve cleanliness</td>
<td></td>
</tr>
<tr>
<td>5.3 Toilet refurbishment programme</td>
<td>BFC 19</td>
</tr>
<tr>
<td>5.4 ‘Recycling on the Go’ initiative to encourage residents and visitors</td>
<td>BFC 17</td>
</tr>
<tr>
<td>to recycle their waste. (target 52% in Wales)</td>
<td></td>
</tr>
<tr>
<td>SUSTAINABILITY / ENVIRONMENT</td>
<td>BFC 26</td>
</tr>
<tr>
<td>7.3 ‘Gower Explorer’ bus service: ensure seasonal Sunday &amp; Bank Holiday Gower service plan in place after RDP support ends</td>
<td></td>
</tr>
<tr>
<td>7.6 Improve promotion and further development of the National Cycle Network</td>
<td>BFC 26</td>
</tr>
<tr>
<td>7.8 Support ‘Swansea Food Waste Reduction Cluster Project’ with the</td>
<td>BFC 17</td>
</tr>
<tr>
<td>‘Environment and Sustainability Partnership’ (EandSP)</td>
<td></td>
</tr>
<tr>
<td>BUSINESS SUPPORT</td>
<td>BFC 2</td>
</tr>
<tr>
<td>10.4 Develop a programme of Event Management Workshops to assist</td>
<td></td>
</tr>
<tr>
<td>in sustainable event development and organisation, thereby improving the</td>
<td></td>
</tr>
<tr>
<td>product offer of the destination.</td>
<td></td>
</tr>
<tr>
<td>10.7 Natural Environment and Rural Communities (NERC) 2006 Act Training</td>
<td>BFC 4,14,30</td>
</tr>
<tr>
<td>for stakeholders to raise awareness of the duty to protect, promote</td>
<td></td>
</tr>
<tr>
<td>biodiversity</td>
<td></td>
</tr>
</tbody>
</table>

Additionally, planning policies should seek to balance the development of tourism facilities to support economic growth with the protection and enhancement of the natural environment. Attention is drawn to the importance of futureproofing of the destination, anticipating future challenges Swansea Bay may face in terms of sustainability.

The DMP Action Plan also includes a number of actions under the heading of Marketing, PR and Events, grouped as actions to ‘Inspire’ ‘Browse’ or ‘Engage’. A number of actions will lend support to the beach product and to the encouragement of activity well-matched to the beach management plans. These include:

- Developing new or reinforce existing key messages used to promote the destination. Key messages include natural beauty; health / sustainability; the All Wales Coast Path
• Reviewing and improving destination branding and information provision at Bus/Train Stations and Coach Arrival Area to foster a 'sense of place' on arrival and the impression Swansea Bay is an inspirational place to visit
• Encouraging visitors to explore more of the destination while they are here or to visit again
• Attracting more sporting events linked to the key messages of water sports; cycling; and triathlon
• Continuing to actively promote attractions, activities and facilities which residents and visitors can use to improve their health and well-being, lead more active lives, therefore improving their overall quality of life
• Promoting a year-round programme of events and cultural activities across the destination

2.5 Gower AONB Management Plan 2014 – consultation draft

The AONB Management Plan draws attention to recognition given in the Destination Management Plan for Swansea Bay to the importance of Gower beaches to the area’s tourism offer. Gower’s sandy beaches are one of the main attractions for visitors to the area, and therefore a significant natural resource supporting the tourism industry. There is also recognition of a continued need for coordinated beach management to sustain their high quality.

The draft Management Plan is built around the special qualities of the AONB, which are grouped into four themes. The special quality of ‘Beaches’ is included in Recreation, but beaches can also be considered to contribute to five other special qualities of ‘Biodiversity’, ‘Geology’, ‘Landscape’, ‘Seascape’ and ‘Water Quality’, and to be strongly associated with ‘Public Rights of Way’ and ‘Access Land’.

Sandy beaches are noted for their importance for recreation, health and well-being and are a high profile landscape feature of the AONB that promotes the area for tourism. However, it is recognised that increasing visitor numbers to Gower beaches can lead to environmental problems (such as erosion and habitat damage), beach and facility degradation. In addition to beaches, the AONB includes a wide range of sites, including coastal sites, important for their geology and geomorphology, reflecting the variety of geology within the area. The importance of water quality, both for bathing beaches and nature conservation, is noted. Good water quality supports quiet recreation and a variety of terrestrial and marine wildlife. Sandy beaches and clean water are important features of the recreation resource and are important assets for the tourism industry.

The draft AONB Management Plan highlights some of the potential challenges and opportunities arising from climate change, based on the climatic changes projected by the UK Climate Projections (UKCP09). In the context of future beach management, challenges include increases in flooding on the coast and inland, affecting people, property and infrastructure; and changes in coastal evolution including erosion and coastal squeeze, affecting beaches, intertidal areas and other coastal features. Opportunities identified include an increase in tourist numbers and a longer tourist season.

The Theme Vision Statement for ‘Recreation’ looks towards “beaches, which are well managed for public use and meet current standards of management and criteria, including those set by award schemes.” Policy RR3 to “Keep the Gower beaches at their high standard.” is associated with objectives to “improve access opportunities
around the Wales Coast Path" and to “maintain the high quality status and profile of Gower beaches and associated facilities.” Specific actions include “Annual applications for appropriate beach awards” and “Preparation and implementation of co-ordinated beach management plans”.

Parallel Theme Vision Statements for Tourism and Transport will also support appropriate management of beaches. The vision for Tourism is for “a vibrant tourism economy based on the principles of sustainable tourism offering a quality experience, in which the conservation and enhancement of the special qualities of the AONB, and their quiet enjoyment have top priority”. Objectives under the Transport theme include promoting schemes which “offer a sustainable means of alternative transport including bus, cycling, and walking, and the better integration of different modes” and improving “the provision of sustainable and active travel networks and services across the AONB”.

Finally, Theme 14 ‘Awareness Raising and Understanding’ includes a policy to “raise public awareness of, and involvement with all the special qualities of the AONB, but particularly biodiversity; geology; landscape; and cultural heritage, all of which are strongly associated with the beaches of Gower.

2.6 Sustainable Tourism Strategy for Rural Swansea, including Gower AONB

The beaches of Gower are seen by visitors, tourism businesses and managers as one of the most important tourism assets not only for Gower itself but also for the City and County of Swansea and Swansea Bay as a whole. Maintaining a beach environment of the highest quality is essential in order to retain the loyalty of past visitors and to attract and retain new visitors. Iconic beach images, especially but not only of Rhossili, have been used to great effect to attract visitor attention to the area, but this exposure must be matched by a commitment to being ready for the increased pressures that this brings. ‘Stunning beaches’ are identified as the number one strength for tourism in rural Swansea, while weaknesses include ‘Litter on some beaches and public areas’.

The vision for sustainable tourism in Gower/Rural Swansea is that:

Tourism businesses, the City and County of Swansea and local residents are working together, and supporting each other, in the conservation, celebration and presentation of the special qualities of Gower and other parts of rural Swansea, so that they are fully understood, appreciated, respected and enjoyed by all visitors. Tourism is increasingly contributing to the local economy at all times of year and in all parts of rural Swansea, and is recognised and valued as supporting and not threatening the quality of the environment and local communities.

The strategy is enshrined in a set of five strategic objectives which form the basis and framework for the action plan. While all five objectives can contribute to the management of beaches on Gower, two are of special relevance.

ACCESS, EXPLORATION AND ACTIVITIES: To improve access to and within Gower and Mawr and the variety and spread of sustainable opportunities for exploration and outdoor activity

This objective is about facilitating opportunities to enjoy this exceptional rural area through improving access for all visitors, including those with special needs. It
relates very strongly to the national and local health agenda. Activity tourism is also very important to the local economy. A related outcome should be an increase in the proportion of visitors travelling to and around rural Swansea without their cars, through greater reliance on public transport, walking and cycling, with consequential benefits for the global and local environment and reducing congestion in local communities.

Actions under this objective include: “Work with providers of a variety of marine and land based outdoor activities to provide a sustainable, high quality year-round offer, linked to accommodation” (Action 2g)

MANAGEMENT AND CONSERVATION: To improve the maintenance, management and conservation of the environment of Gower and Mawr, in its own right and as an asset for tourism

The very strong recognition of the need to maintain the exceptional quality of the local environment is the main area of agreement between all tourism stakeholders in rural Swansea, including businesses, visitors and conservationists alike. Strengthening and maintaining management and conservation activity should therefore be a fundamental objective, requiring engagement and support from all parties.

The following actions under this objective are particularly relevant:
“Improve the beach environment and ensure consistency throughout Gower” (Action 4a)
“Maintain the quality of the marine environment in waters surrounding Gower” (Action 4b)
“Pursue opportunities to gain support for conservation and management from visitors and tourism stakeholders” (Action 4d)

A number of specific actions in relation to the beaches of Gower are identified in the Action Plan.

2.7  CCS Draft Local Biodiversity Action Plan for Coastal Habitat

The City and County of Swansea has a wide diversity of coastal habitats of regional, national and international importance. Coastal habitats are protected by a number of designations that include Burry Inlet and Estuary SSSI, Carmarthen Bay and Estuaries SAC, Gower Limestone Cliffs SAC, Blackpill SSSI, Carmarthen Bay and European Marine Site: Burry Inlet SPA and RAMSAR site.

Of Local Biodiversity Action Plan habitats, two are particularly relevant to one or more of the Blue Flag Beaches:
(v) Maritime Cliffs and Slopes
“In the City and County of Swansea area maritime cliffs and slopes are confined to south and west Gower where they grade into the various vegetation types of calcareous grassland and lowland heath. The South Gower cliffs enjoy a dry, warm climate which greatly contributes to the uniqueness and high diversity of their ecology and the lowland calcareous grassland is a closely linked component of this system.”
(vi) Coastal sand dunes
“Dune grassland and dune slacks, especially on the more calcareous systems, support a wide variety of colourful flowering plants, including a number of species of orchid. Sand dune systems are also very rich in invertebrates, including butterflies, moths and burrowing bees and wasps.”
2.7 Swansea Bay and Carmarthen Bay Shoreline Management Plan

The Shoreline Management Plan provides a long term, high level, broad assessment of the risks associated with erosion and flooding at the coast that seeks to reduce these risks to people and the developed, historic and natural environments. The plan offers a vision for how the coast is to be managed in the future, by identifying sustainable long-term coastal erosion and flood risk management policies for the coast. The SMP is a non-statutory document outlining how the shoreline should be managed in the future, balancing the scale of the risks with the social, environmental and financial costs involved, and avoiding, where possible, adverse impacts on adjacent coastal areas. The current Shoreline Management Plan addresses four key issues: coastal processes; natural environment; human coastal defences; built environment coastal defences. The long term approach for the coastal section from Mumbles to Worms Head is to allow natural erosion of the undeveloped coastline; and to hold the existing line through maintenance of existing defences within the bays and the management of existing sand dune systems.

The current plan (SMP2) is ready for publication and identifies policy approaches for coastal management sections around the AONB.
3 Vision and Objectives for a Beaches Management Plan

This Chapter sets out a vision and objectives for a Beaches Management Plan for the beaches of Gower. While the overall vision can be applied to any and all of Gower’s beaches, it is especially pertinent to the beaches that are owned and operated by the City and County of Swansea and, in particular, the four beaches that hold the Blue Flag award.

3.1 The vision

The vision of the Beaches Management Plan is that the Blue Flag beaches of Gower will be of benefit not only to the sustainable and distinct communities associated with each of the beaches but also to the wider community of Swansea, through:

- Continuing to be a flagship feature of Swansea’s outstanding rural and coastal environments
- Offering supporting infrastructure, community facilities and opportunities for recreation
- Supporting a competitive and prosperous visitor economy
- Providing a readily accessible and widely enjoyed opportunity to celebrate and conserve their unique natural heritage and cultural and historic environments

The One Swansea Plan provides a framework for this vision, which can be readily mapped as follows:

<table>
<thead>
<tr>
<th>One Swansea Plan:</th>
<th>Vision of Beaches Management Plan:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Swansea will be a desirable place to live, work and visit that:</td>
<td>The beaches of Gower will:</td>
</tr>
<tr>
<td>• Capitalises on the distinctive relationship between its vibrant urban areas and outstanding rural and coastal environments</td>
<td>• Continue to be a flagship feature of Swansea’s outstanding rural and coastal environments</td>
</tr>
<tr>
<td>• Has sustainable, distinct communities, in both urban and rural locations, that benefit from sufficient good quality accommodation, supporting infrastructure, community facilities and opportunities for recreation</td>
<td>• Offer supporting infrastructure, community facilities and opportunities for recreation</td>
</tr>
<tr>
<td>• Supports a competitive and prosperous economy that acts as a focal point for the wider Swansea Bay City Region</td>
<td>• Support a competitive and prosperous visitor economy</td>
</tr>
<tr>
<td>• Celebrates and conserves its unique natural heritage and cultural and historic environments.</td>
<td>• Provide a readily accessible and widely enjoyed opportunity to celebrate and conserve their unique natural heritage and cultural and historic environments</td>
</tr>
</tbody>
</table>
City and County of Swansea have recognised that achieving their vision for a Sustainable Swansea will require partnership working with the community and with colleagues in the business, public and voluntary sector. In particular, there is an aspiration to do things differently and a clear intention to:

- enable better strategic thinking and planning;
- work on the basis of long-term thinking;
- consider the wider economic, social and environmental costs;
- develop smarter working practices;
- increase community engagement and participation; and
- develop effective partnership working with other organisations and authorities.

3.2 Objectives

The vision will be achieved through a series of management objectives, as follows.

- **Continue to be a flagship feature of Swansea’s outstanding rural and coastal environments**

1. Overall management

To introduce efficient and effective arrangements for co-ordinating the management of Blue Flag beaches on Gower.

To retain the current status of the Blue Flag beaches, providing a high quality experience to every beach user and setting a standard to which those responsible for the management of all of Gower’s beaches can aspire.

To continue to promote the Blue Flag beaches as providing an experience in which visitors can have complete confidence.

2. Engaging with stakeholders

To involve all stakeholders in the management, operation, safe use and enjoyment of each of the Blue Flag beaches

3. Water quality

To achieve and maintain the highest standards of bathing water quality at each Blue Flag beach

- **Offer supporting infrastructure, community facilities and opportunities for recreation**

4. Ensuring safety

To give full consideration to the safety of users of the Blue Flag beaches, assessing risk and introducing appropriate public safety control measures

5. Environmental management

To put in place efficient and effective on-site arrangements in order to provide a visit experience of the highest environmental standard to every beach user
To seek the co-operation of all beach users and stakeholders in achieving these high environmental standards

6. **Improving accessibility**

To seek continuous access improvements to ensure that those with a physical or other disability are offered the best range of opportunities to enjoy the beach environment

7. **Actively managing multiple use**

To put measures in place for the safe enjoyment of each beach by a range of users, preventing accidents and avoiding conflict

- **Support a competitive and prosperous visitor economy**

8. **Improving facilities**

To seek to improve the facilities available at each beach, focusing on the changing needs and expectations of beach users and seeking to raise the quality of the experience on offer

9. **Sustainable management**

To introduce best available technologies into the operation of facilities, increasing sustainability and reducing costs

10. **Planning for change**

To anticipate, and plan for, change and uncertainty associated with a dynamic coastal environment and future patterns of beach use

- **Provide a readily accessible and widely enjoyed opportunity to celebrate and conserve their unique natural heritage and cultural and historic environments**

11. **Biodiversity management**

To take full account of sensitive natural areas, local ecosystems and environmental features and identify and promote any special management requirements

12. **Adding visitor interest**

To add interest to every visit made to a Blue Flag beach, taking steps to encourage exploration and discovery and increase understanding and enjoyment

13. **General access**

To encourage beach users to consider sustainable means of transportation when planning travel to the beach
3.3 Actions towards achieving the vision

The remainder of this document is devoted to a set of action plans for the Blue Flag beaches based around these objectives. Chapter Four sets out those actions that are common to all of the Blue Flag Beaches. Chapters Five to Eight set out actions which are specific to a particular beach. These actions have been identified and proposed based on a combination of visits and observation on the ground (albeit out of the main bathing season); study of the Blue Flag criteria and the explanatory notes provided by FEE; telephone interviews with key officers of the City and County of Swansea; a series of stakeholder consultation meetings held for each of the four Blue Flag beaches in February 2015; and web research.

The action plans are designed to be working documents, with opportunities to incorporate new actions over time. Chapter Nine sets out recommendations for overseeing, monitoring and reporting on the plans.
4 Action Plan – all Blue Flag beaches

This chapter sets out those actions that are common to all of the Blue Flag Beaches. Where an action relates directly to one or more of the Blue Flag criteria, the relevant criterion is identified in brackets as (BFC #). A full list of the Blue Flag criteria can be found at Appendix Two.

This Action Plan is based on a strategic and proactive approach to beach management. Maintaining the success of City and County of Swansea in achieving the Blue Flag award for each of the four beaches on Gower is a primary aim of the Beaches Management Plan, but it is not the only aim.

4.1 Overall management

It has been recognised within the Authority that a restored Beach Management Group is needed to give a strong and coordinated focus for the management of these key assets. In recent years, management of facilities at beach sites across the Authority has become fragmented with many teams involved and a confused picture of roles and responsibilities for each site. One of the issues most frequently raised during local consultation was the apparent lack of co-ordination between key council services in carrying out routine operations at individual beach sites. There is a clear impression that resources could be used more efficiently, and also result in a better service with improved outcomes.

An important factor, in terms of establishing a new management group and delivering an effective management plan, is the recent Authority re-structure which has resulted in the co-location of relevant internal stakeholders within the Directorate of Place. At an officer level, there is a need to clarify responsibility for co-ordinating beach management, including the Blue Flag award. In recent years, although not formally part of the role, this has been assumed by the Business and Partnership Unit Manager.

- Introduce a Beach Management Group to City and County of Swansea (CCS), located within the Cultural Services Department (BFC 12)\(^9\)
- Clarify arrangements for management of the Blue Flag beaches and their facilities and infrastructure, including responsibilities associated with Blue Flag award, naming one dedicated officer as 'Destination Co-ordinator'.
- Set out clear lines of communication, internal and external
- Identify and maintain a record of stakeholders associated with each of the Blue Flag beaches
- Ensure availability of accurate and consistent information about each of the Blue Flag beaches
- Maintain the success of CCS in achieving the Blue Flag award for each of the four beaches on Gower
- Ensure that property and equipment are maintained in good condition at all times (BFC 24)
- Consider opportunities to invest in new or improved beach infrastructure and facilities, taking account of wider benefits and income generated (BFC 19)

\(^9\) Draft terms of reference for the Beaches Management Group are included as Appendix Three
• Consider expenditure on beach management at the Blue Flag beaches against income generated and wider benefits
• Investigate options for integrated management of facilities and infrastructure (car parks, toilets, waste management, beach cleaning, leisure facilities) at Blue Flag beaches
• Select a Blue Flag beach to pilot concept of integrated beach team.
• Pay special attention to the Blue Flag beaches within future promotional activity.

4.2 Engaging with stakeholders

• Create a brand to engage stakeholders in the promotion and sustainable use of, and behaviour on, the beaches of Gower (BFC 15,17,18,22,23)
• Engage with beach destination communities and build on local sense of pride
• Explore possibility of introducing "Friends of...." at individual beaches to demonstrate local pride through practical measures (eg beach cleaning, beach welcome ambassadors, reporting problems) (BFC 15+)
• Engage with tourism businesses at each Blue Flag beach, looking for ways to share key messages with visitors and to reduce waste and litter (BFC 15,17,18)
• Investigate use of agreements to influence business behaviour eg retail businesses to reduce or redesign packaging; construction guidelines etc. (BFC 15,18)

4.3 Water quality

Bathing Water Quality on Gower beaches has been of a consistently high standard in the recent past and is expected to be maintained for the foreseeable future.
• Ensure that all Blue Flag beaches fully comply with the standards and requirements of the revised EU Bathing Water Directive for water quality analysis (BFC 7-11)
• Brief lifeguards and others on action to be taken in event of abnormal change being detected in the visible quality or odour of the water (BFC 11)

4.4 Ensuring safety

• Investigate innovative ways to share safety information in advance of beach visits
• Monitor availability of mobile phone signal at Blue Flag beaches (BFC 27)
• Carry out regular checks on emergency phones at all Blue Flag beaches (BFC 27)
• Keep intensity, time pattern and range of water sports and other beach activities under review, monitoring trends and pressures and anticipating inter-user conflicts (BFC 27,30)
• Maintain professional lifeguard cover to at least the current level of service (BFC 27)
• Take steps to manage and minimise risks to beach users when no lifeguard is present (BFC 27)
• Explore opportunities to improve safety awareness outside main bathing season
• Promote RNLI Guidance for beach users and surfers (BFC 27)
• Explore opportunities to extend presence of lifeguards at busy times outside the main bathing season
• Introduce barbecue areas and/or guidance, together with facilities for safe disposal (BFC 31)
• Endeavour to continue support for Gower Safe partnership initiative, maintaining joint patrols around campsites and car parks to prevent thefts and anti-social behaviour (BFC 22)

4.5 Environmental management

• Monitor levels of beach litter and evidence of dog fouling (BFC 15)
• Explore ways to improve adherence to, and enforcement of, dog control and dog fouling, in and out of the main bathing season (BFC 23)
• Explore ways to improve adherence to, and enforcement of, litter controls, in and out of the main bathing season (BFC 15)
• Improve facilities for recycling (BFC 18)
• Determine key messages requiring behaviour change amongst beach users (BFC 15,17,18,22,23)
• Review opportunities to promote and encourage behaviour change amongst beach users (BFC 15,17,18,22,24)
• Make use of facilities (public spaces, car parks, public toilets etc.) to share key messages with visitors, exploring opportunities for innovation (BFC 15,17,18,22,23)
• Explore opportunities available to community councils to authorise the issue of fixed penalty notices for littering and other offences (BFC 15)
• Promote and follow best practice guidelines for construction on beaches
• Co-ordinate, and if possible extend, current voluntary activity providing work parties for beach cleaning. (BFC 15)
• Maintain partner support for the Gower Safe initiative (BFC 22)
• Review guidelines and document approval procedures for events to be held on or near the beach, bearing in mind possible impacts on local communities, other users and biodiversity (BFC 30)
• Clarify and manage regulation for number of dogs in control of one person (BFC 23)

4.6 Improving accessibility

• Seek opportunities to improve access for those with disabilities, including wheelchair users (BFC 33)

4.7 Actively managing multiple use

• Together with RNLI, monitor beach activity for any change in user patterns or arrival of new user groups in order to identify emerging risk of conflict (BFC 30)

4.8 Improving facilities

• Seek opportunities to invest in improved (replacement or refurbished) facilities, making use of latest design features and technologies. (BFC 19)
• Improve or refurbish public toilet facilities on rolling programme, especially bearing in mind needs of families with babies and small children (family friendly facilities with access arrangement for male and female carers, cubicle size to accommodate buggy etc.) (BFC 19)
• Add or incorporate new facilities, including additional heated showers and changing rooms. (BFC 19)
• Ensure that all public toilets are operational and available during published opening hours (BFC 19)
• Keep condition of car park surfaces, including line marking, under review and plan for rolling programme of investment (BFC 31)
• Promote availability of all day parking ticket and its transferability to other beach and foreshore car parks on day of purchase.

4.9 Sustainable management

• Identify opportunities to introduce design features for facilities and infrastructure which reduce use of resources (energy, water)
• Introduce alternative technologies to improve efficiency of facilities and infrastructure, including renewable energy and rainwater harvesting

4.10 Planning for change

• Consider the Blue Flag beaches of Gower as a year round asset for residents and visitors, taking account of an extended tourist season
• Anticipate future events arising from predicted climate change
• Monitor changing shoreline characteristics and review for implications for future beach uses
• Inspect beach infrastructure and facilities following storm and other extreme events, and arrange to repair damage (BFC 24)

4.11 Biodiversity management

• Identify and maintain a record of sensitive natural areas at all Blue Flag beaches (BFC 14)
• Generate interest in the importance of life of the seashore, through all forms of interpretation backed by the Seashore Code (BFC 4)
• Continue to deliver the popular programme of Environmental Events (BFC 2)
• Screen for presence of sea grass beds at each Blue Flag beach - unlikely as not included amongst sites mentioned in Draft LBAP action plan for coastal habitats (BFC 25)

4.12 Adding visitor interest

• Seek opportunities to add interest at each beach, offering new ways to promote visitor enjoyment, enhance understanding and extend dwell time.
• Make information available to visitors about nearby visitor attractions and services.

4.13 General access

• Recognise the Wales Coast Path as a major asset for all Gower’s Blue Flag beaches (BFC 26)
• Consider options for improvements to the Wales Coast Path that would benefit beaches and their users (BFC 26)
• Keep schedules of relevant bus services under review and intervene where service standards may be threatened (BFC 26)
• Maintain rights of way and open access areas, including any footpaths previously maintained. (BFC 26)
• Identify funding to support continuance of a Sunday bus service on Gower (BFC 26)
5 Action Plan – actions specific to Port Eynon and Horton

This chapter sets out those actions that are specific to the Blue Flag beach of Port Eynon and Horton. It complements the actions that are common to all of the Blue Flag beaches (Chapter Four) and should be read in conjunction with them.

5.1 Characteristics of the beach at Port Eynon and Horton

An extensive beach which is gently sloping and made up of sand and pebble. The impressive sand dunes at the eastern side of the beach stretch along the coast between Port Eynon and the neighbouring village of Horton. On a low tide, ancient peats beds are exposed on the west side of the bay. The beach was a popular place for oyster fishing in the past and also a haunt of smugglers. An historic ‘salt house’, once used for extracting salt from sea water, is located just off Port Eynon Point. Today, visitors enjoy a range of water sports as well as relaxing on the sands. A number of caravan and/or camping sites provide a significant amount of accommodation popular with visitors on account of the surrounding proximity to the beach. There is designated accessibility parking in front of the beach, with seating close to this parking area and a boardwalk on to the beach. Refreshments are available at the beach and there also two pubs and a restaurant in the village of Port Eynon, behind the beach. In partnership with Port Eynon Boat Club, a registration/launching scheme for powered boats/craft was introduced in 2014, with managed access to the slipway. Horton and Port Eynon Lifeboat Station is located at the Horton end of the beach.

The majority of Port Eynon Bay, from the low water mark, is part of the Carmarthen Bay and Estuaries Special Area of Conservation. Gower Coast Rhossili to Port Eynon SSSI includes the headland at Port Eynon Point. The combined mosaic of Limestone Grassland, Coastal Grassland and Coastal Heath habitats is of particular interest. The intertidal zone supports numerous rockpools and areas of overhanging rock.

Port Eynon Point Nature Reserve is managed by the Wildlife Trust of South and West Wales under a leasehold agreement with the National Trust. Sedger’s Bank Nature Reserve (rocky foreshore, beach and relic sand dune grassland) which makes up a large part of the most western edge of Port Eynon is owned and managed by The Wildlife Trust of South and West Wales. Slade Cliffs, Horton Cliffs, Sedger’s Bank and Port Eynon Point are all areas of registered common land, also designated as Open Access Land.

5.2 Valued features of the beach at Port Eynon and Horton

The stakeholder consultation meeting held on Monday 2nd February 2015 identified a number of valued features of the beach at Port Eynon and Horton, which taken together give a good indication of what makes this beach special.

- A beautiful beach
- A family beach
- A long stay beach
- Two very supportive communities in Port Eynon and Horton
- Backdrop of the sand dunes
- Diversity of landscapes
- Native flora and fauna
- Lots of accommodation options
- Shops and pubs/restaurant
5.3 Specific actions proposed for the beach at Port Eynon Bay

The following beach management actions are proposed for Port Eynon and Horton

5.3.1 Overall management

Please refer to All Beaches Action Plan - no specific actions currently apply to Port Eynon and Horton

5.3.2 Engaging with stakeholders

• Acknowledge the two communities associated with this beach by referring to 'Port Eynon Bay' or 'Port Eynon and Horton' wherever appropriate
• Explore opportunities arising from presence of Port Eynon Youth Hostel and Borfa House to promote best practice amongst beach users and influence the behaviour of others
• Discuss with Horton and Port Eynon RNLI Lifeboat Station any opportunities that may exist for wider education and engagement offered by their presence as a 'Discover' station welcoming visitors in the summer months

5.3.3 Water quality

Please refer to All Beaches Action Plan - no specific actions currently apply to Port Eynon and Horton

5.3.4 Ensuring safety

• Monitor slipway and positioning of boat lane in order to maintain safe conditions for boat launch in the light of changing shoreline and sand movement
• Review annually the agreement with Port Eynon Boat Club and success of procedures introduced for safe management of boats through registration scheme
• Maintain and if possible take steps to improve the frequency of occasions when safe conditions can be provided for the embarkation and disembarkation of passenger boats at Port Eynon, in the light of changing shoreline and sand movement
• Maintain steps and boardwalks that have been provided to improve access between the Burrows and the beach
• Monitor and manage risks presented by hidden hazards in the dune area, including historic presence of wire and broken glass as well as waste discarded by current visitors (including needles)
• Remove obsolete structures from beach (e.g., concrete drainage pipe at Port Eynon, fencing along dunes by Horton) as opportunity arises.
• Welcome community and business provision of defibrillators at Horton, monitor and encourage new additions, and share information about their position and access

5.3.5 Environmental management

• Seek ways to reduce illegal/unwelcome use of the dunes for firelighting, camping and anti-social behaviours, including maintaining partner support for the Gower Safe initiative
• Ensure that events and activities designed to share skills in foraging, fire lighting and shelter building are accompanied by clear guidance about responsible behaviour
• Improve co-ordination between current organisers of beach cleans and arrange a schedule of more regular, bigger and better beach cleans
• Keep under review arrangements for zoned dog control on Port Eynon and Horton beach; consider alternative arrangements
• Review condition of/access issues along the byway/bridleway route between Port Eynon and Horton.

5.3.6 Improving accessibility

• Review specification of access to disabled toilet at Port Eynon (restricted width, tight turns). Keep clear of debris and vegetation.

5.3.7 Actively managing multiple use

• Maintain stakeholder support for the agreement in place for using vehicles/trailers/boats on and around the beach at Port Eynon.

5.3.8 Improving facilities

• Draw up plans to create an integrated and interesting public space between the shops and seashore at Port Eynon, if necessary reconfiguring roundabout and pedestrian areas
• Consider opportunities for including covered space to provide shelter for beach users
• Consider the feasibility of reconfiguring the siting and layout of permanent and temporary structures at Port Eynon car park to improve the initial impression to visitors, and their welcome and orientation on arrival.
• Review use of current space in toilet block not currently available for public use
• Work towards removal of containers from car park area through replacement with appropriate permanent facilities
• Seek opportunities to create new facilities, including public facing family friendly toilets and showers. Investigate options for community asset transfer or shared use between beach users and Port Eynon community.
• Consider opportunities to broaden the daytime catering offer at Port Eynon, with indoor and outdoor space
• Keep under review the contract to mow and maintain the car park at Port Eynon, considering new opportunities for local provision of services
• Review summer opening hours for the car park to accommodate evening use on longer summer evenings

5.3.9 Sustainable management

Please refer to All Beaches Action Plan - no specific actions currently apply to Port Eynon and Horton

5.3.10 Planning for change

• Invest in improved or new facilities in order to accommodate and encourage visitors who wish to enjoy the beach out of season

5.3.11 Biodiversity management

• Identify position and extent of petrified forest and review management requirements

5.3.12 Adding visitor interest

• Mark the 20th anniversary of Port Eynon and Horton as a Blue Flag beach in 2017.

5.3.13 General access

• Clarify route of Wales Coast Path (now along the beach) and improve consistency of signage and information maps
• Encourage responsible exploration of Port Eynon point, including the Salthouse
6     Action Plan – actions specific to Caswell Bay

This chapter sets out those actions that are specific to the Blue Flag beach of Caswell Bay. It complements the actions that are common to all of the Blue Flag beaches (Chapter Four) and should be read in conjunction with them.

6.1     Characteristics of the beach at Caswell Bay

Caswell is a sandy beach with good access and facilities, a popular destination for both visitors and locals all year round. The sands stretch for half a mile and are backed by cliffs and wooded valley. A stream which emerges from the Caswell valley creates a natural division in the beach. The main access point and public facilities are located above the eastern end of the beach. Here, there is easy access to the beach for people with limited mobility and good facilities for families with young children, although it is necessary to cross a road to gain access from the large car park and toilets. On busy days, traffic can become congested in this area, while on quiet days, traffic can pass through at speed and current signing does not always deter erratic driver behaviour. Facilities, including a beachside shop, refreshments and a café, are provided by concessions operating from three purpose built units owned by CCS. A certain amount of holiday accommodation is available through private owners at Redcliffe Apartments and, along the cliffs, at Summercliffe Chalet Park.

Popular activities include swimming and sea kayaking. When conditions prevail, this is a popular surfing beach, particularly at mid to high tide. CCS have a system in place to authorise Approved Surf School Operators. Currently two Surf School operators are licensed to conduct surf lessons at Caswell Bay; a further two Surf Schools have been approved to apply for daily permits to operate.

The Wales Coast Path provides access on foot to Pwll Du and Brandy Cove to the west and towards Langland to the east. There are fine views across the Bristol Channel to north Devon. The beach is close to Bishops Wood Local Nature reserve, with designated trails linking the Nature Reserve with the Wales Coast Path. The western side of the bay is cut off on either side of a high tide. At these times, beach users wishing to return to the car park and facilities are required to use a flight of steps and to walk along a road which makes no provision for pedestrians.

Caswell Bay SSSI has four special features: coastal heathland, coastal grassland, vascular plants and geological section through Carboniferous Limestone with evidence of strong earth movement and glacial deposits resting on a raised beach. Bishop’s Wood is a Local Nature Reserve and Site of Special Scientific Interest (SSSI), and is part of Gower Ash Woods Special Area of Conservation. The semi-natural woodland contains a wide range of shrubs and plants. Bishop’s Wood is a classic example of limestone woodland which is relatively rare in Britain.

Redley Cliff Nature Reserve (coastal limestone headland, with secondary broadleaved woodland, scrub and grassland) lies on the limestone headland at the western end of Caswell Bay. The remains of Caswell Cliff Fort, a legally protected Scheduled Ancient Monument of national importance, are visible at the summit. The reserve is owned and managed by the Wildlife Trust of South and West Wales.
Open Access Land (Registered common known as Newton Cliffs) lies to the east of the beach, running from Bishop’s Wood Nature Reserve out to Whiteshell Point and across to Snaple Point on Langland Bay.

6.2 Valued features of the beach at Caswell Bay

The stakeholder consultation meeting held on Tuesday 3\textsuperscript{rd} February 2015 identified a number of valued features of the beach at Caswell, which taken together give a good indication of what makes this beach special.

- A safe beach that supports a lot of activities
- Not overdeveloped
- Child friendly
- Accessibility
- Great cafes and no alcohol licences
- Winter soul
- Sand
- Layout of beach
- Easy to control groups
- South facing
- Great tidal range
- Gently rolling waves - no massive rips
- Perception of wildness but very close to Swansea
- Geology - caves, nooks and crannies - private places on public beach
- Entry point into activities - a beginners beach for many things
- Different types of user groups
- Really good surf schools
- Big, active lifeguard club -
- Users well managed, little conflict
- Bus service in summer
- Footpath system – walking between beaches
- Footpaths into hinterland; Bishops Wood as a neighbour
- Easy for buses and school groups
- Toilets and washing facilities open year round
- Water quality good year round
- Dog control fairly well managed
- Generally clean in the mornings
- Promenade in good condition generally
- Presence of RNLI lifeguards in season

6.3 Specific actions proposed for the beach at Caswell Bay

The following beach management actions are proposed for Caswell Bay

6.3.1 Overall management

Please refer to All Beaches Action Plan - no specific actions currently apply to Caswell Bay

6.3.2 Engaging with stakeholders

- Invite concession holders and approved surf schools to form the basis of an active stakeholder management group for the beach at Caswell Bay

6.3.3 Water quality

- Closely monitor Caswell bathing water quality results
6.3.4 **Ensuring safety**

- Review and improve the management of traffic through Caswell Bay, to increase safety and minimise congestion
- Review and improve the arrangements for beach users to cross the road in safety between the car park/toilets to the beach and other facilities at Caswell Bay
- Manage flow of pedestrians through car park area
- Increase awareness of risk to beach users of tidal cut-off
- Alert beach users with a physical disability to the absence of accessible arrangements to exit/evacuate the Redcliff side of beach in case of tidal cut-off
- Investigate options to improve pedestrian safety along the highway when returning to the car park if tidal cut-off requires evacuation via the steps on the Redcliff side of the beach
- Revisit proposals for a revised high tide route for the Wales Coast Path, including opportunities to improve the safety of the necessary section of the route that follows the highway
- Check arrangements for emergency vehicles to access Redcliff side of beach at high tide
- Continue to manage group surf activity through approval of Licensed and Permitted Surf Schools at Caswell Bay

6.3.5 **Environmental management**

- Monitor reports from bathing water quality analysis to track performance and identify possible reasons for occasional failure to meet the ‘Higher’ standard (twice in 2012, three times in 2013)
- Improve management and housekeeping of local footpaths including Wales Coast Path
- Introduce flexible response to deal with additional management requirements on peak days
- Ensure that every step is taken to complete property repairs in a safe and timely fashion, by whoever is the responsible party

6.3.6 **Improving accessibility**

- Review the special needs of those with a physical disability to safely negotiate the highway
- Identify Caswell Bay as meeting the highest levels of accessibility amongst the Blue Flag beaches
- Seek to improve on levels of access and facilities already in place for the physically disabled
- Consider opportunities to improve access to the water for individuals with a physical disability at Caswell Bay
- Enter into an agreement with the licensed surf school to provide accessible changing facilities
- Consider options for making a beach accessible wheelchair available for hire

6.3.7 **Actively managing multiple use**

- Clarify information about measures in place to manage horse riding on beach
6.3.8 Improving facilities

- Investigate options to introduce screened or sheltered changing facilities for beach users, including visiting groups
- Improve provision and facilities for visiting groups of beach users with a disability, including dedicated parking bays, drop off arrangements, changing facilities, and ease of access and movement,
- Provide toilet facilities appropriate for use by families
- Investigate opportunities to heat water for showers using renewable energy
- Investigate opportunities to provide storage facilities for licensed/permitted users
- Improve security to reduce or eliminate car crime
- Renew arrangements for the Surfer Security scheme

6.3.9 Sustainable management

Please refer to All Beaches Action Plan - no specific actions currently apply to Caswell Bay

6.3.10 Planning for change

Please refer to All Beaches Action Plan - no specific actions currently apply to Caswell Bay

6.3.11 Biodiversity management

- Encourage exploration of beach and its natural assets, supported by strong interpretation of seashore and seashore code
- Evaluate the success of the Beach School programme recently introduced by Bishops Wood

6.3.12 Adding visitor interest

- Strengthen interpretation of cultural heritage of area

6.3.13 General access

- Encourage responsible exploration of Bishops Wood Nature Reserve, supported by signing and interpretation
- Encourage responsible exploration of headlands/open access areas via Wales Coast Path, supported by good information
- Press for scheduled bus service in winter months
7  Action Plan – actions specific to Langland Bay

This chapter sets out those actions that are specific to the Blue Flag beach of Langland Bay. It complements the actions that are common to all of the Blue Flag beaches (Chapter Four) and should be read in conjunction with them.

7.1 Characteristics of the beach at Langland Bay

A wide and sandy beach with pebbles and rocks at either side. The bay is sheltered from the predominant onshore winds and as such provides a regular spot for both local and visiting surfers, and water sports enthusiasts of every type. Langland is one of the Gower surfing hot spots, renowned around the UK’s surf scene for its many different types of breaks. It is equally popular with less energetic visitors who enjoy exploring rock pools, strolling along the promenade or catching the impressive sunsets. There is good access to the promenade and also ramped access onto the beach. The promenade is backed with cafés, traditional beach huts, limestone cliffs and a golf course. There are also outdoor showers, tennis courts for hire and an information centre open at peak times. The beach stretches across to Rotherslade Bay, although the two are separated at high tide. The coastal path linking the neighbouring beaches of Rotherslade, Limeslade and Caswell offers many fine views in both directions along the coast.

The dominant building of Llan-y-Llan was built in the mid-nineteenth century in the Scottish baronial style by the Crawshay family, Merthyr Tydfil Ironmasters, as their summer residence. At one time, as well as the beach huts, a community of green canvas beach huts was erected annually on the storm beach in front of the promenade.

Langland Bay SSSI has one special feature: its geomorphology and landform. The rocks and land form exposed at Langland Bay are considered to be one of the best places in Wales to study ancient sediments created during the Pleistocene Epoch. It includes a raised beach and sediments left by the last glaciers. Registered common known as Langland Cliffs start just beyond Rotherslade Beach on the west of Langland Bay, and run towards Limeslade Bay; also designated as Open Access Land.

7.2 Valued features of the beach at Langland Bay

The stakeholder consultation meeting held on Thursday 5th February 2015 identified a number of valued features of the beach at Langland Bay, which taken together give a good indication of what makes this beach special.

- Beautiful at high and low tide
- The way it is one beach half the time, two beaches the other
- Natural zoning, changes through the day and with the tide
- Feeling of open space
- Surrounded by woodland and the special location of the golf club
- The microclimate from the South West
- Tidal range and the different waves it produces - something for all
- Presence of RNLI lifeguards in season ensure that it is safe to swim
- Active lifeguard club
- Cafes and restaurants
- The beach huts
- Tennis courts are an attraction
- Easy access from the car park
headland - palm trees
• The Wales Coast Path
• Good atmosphere on this beach, year round
• A locals beach
• A family beach
• Variety of things for people to enjoy - activity and natural environment
• One of the most famous surfing beaches in UK

• Availability to all age groups
• Accessible to disabled users
• Superb educational opportunities for local schools
• Good parking for buses/school groups
• Standard of beach cleaning is very good (even though it is harder here)
• Dog bags are refilled
• Investment in wall repair – a good job was done

7.3 Specific actions proposed for the beach at Langland Bay

The following beach management actions are proposed for Langland Bay

7.3.1 Overall management

• Consider options for future letting of beach huts as they become available
• Review role and duties of Resort Officer and consider new opportunities for service provision

7.3.2 Engaging with stakeholders

Please refer to All Beaches Action Plan - no specific actions currently apply to Langland Bay

7.3.3 Water quality

Please refer to All Beaches Action Plan - no specific actions currently apply to Langland Bay

7.3.4 Ensuring safety

• Investigate experience of introduction at Fistral of voluntary lifeguard cover on busy weekends in winter
• Introduce further measures to control inappropriate use of the Wales Coast Path, including the promenade, by cyclists
• Inform beach users of return route in event of tidal cut off at Rotherslade (unsuitable for those with restricted mobility)
• Discuss opportunities for further collaboration with St John Ambulance in providing, planning and promoting first aid cover to beach users

7.3.5 Environmental management

• Monitor drainage issues, including storm water, following periods of heavy rain
• Maintain the high amenity value of the beach chalets and neighbouring public spaces in keeping with the designation of Langland Bay Conservation Area
• Ensure that resources allocated to cleaning are sufficient to provide an excellent service for the extensive areas public areas at Langland and Rotherslade
• Investigate opportunity to trial Surfers Against Sewage 'No Butts on the Beach' campaign or ASH campaign to ban smoking on beach

7.3.6 Improving accessibility

• Increase number and visibility of disabled parking bays in both parts of car park, positioned close to ramped access on to promenade and to disabled toilets at Alma Road end.
• Improve car park surface to facilitate easy movement for those with restricted mobility, especially in area of disabled toilet (NB manhole covers, uneven surface)
• Review specification of ramped access from car park to promenade (restricted width, tight turns). Keep clear of debris and vegetation.
• Consider options for making a beach accessible wheelchair available for hire NB beach access via ramps currently restricted by build-up of stones on beach
• Improve the width and condition of the Wales Coast Path towards Caswell, to provide full wheelchair access to a safe and accessible lookout point at Snaple Point
• Monitor access for the physically disabled to the beach at Langland; NB beach access via ramps currently restricted by build-up of stones on beach

7.3.7 Actively managing multiple use

• Review with RNLI further opportunities to separate surfing and other activity from areas identified for swimming and bodyboarding

7.3.8 Improving facilities

• Continue rolling programme of investment in beach huts
• Improve car park security to increase confidence of surfing community thereby reducing pressure on on-road parking
• Review use and benefits of tennis courts
• Consider opportunities to reduce or reconfigure number of tennis courts to provide new opportunities to generate income
• Identify secluded areas of car park which could be opened up to improve security
• Support position of Langland as a prime UK destination for surfers by investing in new facilities, including hot showers, changing facilities, and lockers
• Consider extension of opening hours for public toilets
• Review opportunities to make use of the Resort Office
• Review suitability of current facilities for events and identify any improvements required
• Maintain, or if possible extend, arrangements for the Surfer Security scheme
• Discuss opportunities for further collaboration with St John Ambulance to make greater use of the building
• Clarify current usage of building occupied by Langland Lifesaver Club

7.3.9 Sustainable management

• Investigate opportunities to heat water for showers using renewable energy
7.3.10 Planning for change

Please refer to All Beaches Action Plan - no specific actions currently apply to Langland Bay.

7.3.11 Biodiversity management

- Take steps to control, and if possible eradicate, Japanese Knotweed (Fallopia japonica) and other invasive alien species.
- Encourage exploration of beach and its natural assets, supported by strong interpretation of seashore and seashore code.

7.3.12 Adding visitor interest

- Provide interpretation of cultural history of Langland Bay, including former use of car park/tennis court area as kitchen garden to Llan-y-Llan, and visits of Alfred Sisley.
- Take full advantage of micro-climate to manage attractive amenity planting along the promenade and identify new areas to extend into.
- Explore opportunities to introduce additional surf events, including youth events.
- Encourage responsible exploration of surrounding headlands via the Wales Coast Path, highlighting opportunity to walk to Caswell Bay.

7.3.13 General access

- Resolve access issues identified in relation to the golf course through improved information and signage.
- Explore opportunities to extend Active Travel Routes to include Bracelet Bay/Langland.
- Display information presenting Langland and Rotherslade as a combined destination with two distinct beach areas at lower states of the tide.
8 Action Plan – actions specific to Bracelet Bay

This chapter sets put those actions that are specific to the Blue Flag beach of Bracelet Bay. It complements the actions that are common to all of the Blue Flag beaches (Chapter Four) and should be read in conjunction with them.

8.1 Characteristics of the beach at Bracelet Bay

Surrounded by limestone cliffs the beach is a mixture of sand and pebbles and has many rock pools to explore. Bracelet Bay is the first small limestone bay after the vast expanse of Swansea Bay, while to the west it is separated from Limeslade Bay by Tutt Hill. Access to the beach is from a large car park high above the beach and via a steep path which is unsuitable for wheelchair users. The beach affords good views of Mumbles lighthouse. The local cafés, ice cream bar and restaurant are a popular draw for beach visitors. They all enjoy a spectacular location above the beach at the end of the car park, offering stunning views of the beach, Swansea Bay and the nearby lighthouse.

Records kept by RNLI lifeguards show that during the bathing season only small numbers of people were found to have been using the beach at Bracelet Bay. A review by CCS led to the withdrawal of a lifeguard service from 2014. Following a risk assessment of the new situation, appropriate measures, including new signage, have been put in place.

The beach is however popular at all times of the year with organised educational groups of all ages. Rock outcrops within Bracelet Bay Site of Special Scientific Interest provide excellent exposures of geological structures formed during the Variscan mountain building episode which took place during the Carboniferous Period. Study of this area has made a substantial contribution to the understanding of the geological structure of the Variscan Orogeny in South Wales. Bracelet Bay is backed by 23 hectares of Open Access Land on Mumbles Hill, which is also a Local Nature Reserve.

8.2 Valued features of the beach at Bracelet Bay

The stakeholder consultation meeting held on Wednesday 4th February 2015 identified a number of valued features of the beach at Bracelet Bay, which taken together give a good indication of what makes this beach special.

- An interesting beach
- The scenery, location in an AONB
- The headland - the end of the road
- Iconic views
- Photographic opportunities
- The car park looking over beach
- Can be enjoyed in all weathers - even stormy
- The tides rushing through the gap between the islands
- The geology is known around the world
- Walk out from Swansea Walk really safe
- Accessible and complementary to Limeslade
- Friendly, welcoming
- Link with eating opportunities at Castellamare
- The ‘Big Apple’
- Something for everyone
- Walking out to islands
- Paddle boarding/canoeing between the islands
• The diversity of materials on the beach
• Rock pooling - marine life really good
• Used all year round
• Good for educational groups
• Parking for buses and coaches
• Really accessible – the first beach
• Half hourly bus route in summer
• Proximity to Knab Rock
• The beach for Mumbles

• Rock climbing; coasteering (Limeslade)
• Fishing
• Play area
• The coast guard station, lighthouse
• Historical interest - fortifications
• Link to Mumbles Hill Nature Reserve
• The Wales Coast Path
• Cyclists passing through

8.3 Specific actions proposed for the beach at Bracelet Bay

The following beach management actions are proposed for Bracelet Bay

8.3.1 Overall management

• Incorporate future use of lifeguard hut into beach management plan
• Seek opportunities to position Bracelet Bay in collaboration with Mumbles
• Highlight particular strengths of Bracelet Bay in promotional material, indicating activities, such as the play area, which do not depend on entering the water

8.3.2 Engaging with stakeholders

Please refer to All Beaches Action Plan - no specific actions currently apply to Bracelet Bay

8.3.3 Water quality

Please refer to All Beaches Action Plan - no specific actions currently apply to Bracelet Bay

8.3.4 Ensuring safety

• Ensure adequate safety warnings remain in place in absence of lifeguard service
• Continue to include Bracelet Bay in future schedule of risk assessments
• Identify location of first aid equipment in absence of lifeguard service
• Consider any safety issues associated with exploration around the islands on foot, by kayak and SUP and exploration
• Monitor condition of all access points, paths and steps
• Select one main beach access route for improvement and signing
• Provide interpretation relating to Mumbles Lighthouse and dangers present in the sea, including Mixon Shoal

8.3.5 Environmental management

• Introduce some soft landscaping to break up extensive area of tarmac
8.3.6 **Improving accessibility**

Please refer to All Beaches Action Plan - no specific actions currently apply to Bracelet Bay

8.3.7 **Actively managing multiple use**

Please refer to All Beaches Action Plan - no specific actions currently apply to Bracelet Bay

8.3.8 **Improving facilities**

- Provide simple facilities/shelter for group educational visits
- Explore new opportunities to make use of extensive car park area, including for events
- Investigate possibility of making space available in Bracelet Bay car park to accommodate limited number of well managed overnight camper vans

8.3.9 **Sustainable management**

Please refer to All Beaches Action Plan - no specific actions currently apply to Bracelet Bay

8.3.10 **Planning for change**

Please refer to All Beaches Action Plan - no specific actions currently apply to Bracelet Bay

8.3.11 **Biodiversity management**

- Actively promote the Seashore Code of Conduct for group visits

8.3.12 **Adding visitor interest**

- Provide interpretation celebrating the cultural history of Bracelet Bay in its heyday as a popular resort, including past commercial activity such as hire of bathing machines and boat trips
- Encourage exploration of beach and its natural assets, supported by strong interpretation of seashore and seashore code

8.3.13 **General access**

- Extend promoted cycle route from Mumbles to Bracelet Bay
- Provide secure cycle racks in car park area
9 Monitoring and reporting

A restored Beach Management Group within the Authority will give a strong and coordinated focus to the management of the key assets of the Blue Flag beaches.

The Beach Management Group will oversee delivery of the Plans, receiving a twice yearly report on progress against actions, and having access to data that will provide monitoring and management information.

Indicators of relevance to the beach management plans include:

- Annual application and awards of Blue Flag Awards
- Formation and active engagement of beach stakeholder groups
- Car parks (user numbers, user patterns, income (once fully operational, the new ticket machines will provide a more detailed picture than previously available))
- RNLI records (Bathing season only) (user numbers, user activities, incidents)
- Bathing Water Quality (analysis of samples, alerts) to EU standards
- Monitoring/Surveillance of beach litter (including sea borne litter) (reports available from MCS volunteer for each Blue Flag beach)
- Swansea Bay Visitor Survey (triennial; Port Eynon and Caswell included amongst seven sampling points – separate analysis can be obtained) (influence of coast/beaches on decision to visit; participation in water sports; trip compared with expectations; rating of various aspects of visit, including public toilets, cleanliness, quality of landscape); measure of enjoyment of visit; likelihood of recommending to others; longstanding disability).
- Praise or complaints received by CCS officers
- Information requested eg requests for/downloads of CCS Beaches leaflet
- PR coverage for any or all of the Blue Flag beaches
- Public transport (frequency of service, user numbers)
- Wales Coast Path (pedestrian numbers counted between Langland and Caswell)
- Beach profile surveillance and monitoring through the SMP2
APPENDIX ONE

List of consultees

The following attended one of the four consultation meetings, held week beginning
2nd February 2015:

Zoe Abbott Keep Wales Tidy
Phil Ashmole Car park attendant, PSM Security
Roger Beynon LBDL hut holder (No.7)
Noel Blows Langland Bay Leaseholder Huts Association
Robin Bonham Mumbles Development Trust
Richard Butler Centurions Lifeguard Club – Port Eynon
Nigel Calcutt Surfside Cafés
Cllr Mark Child CCS Councillor
Ben Clifford Surfability UK
Cllr Tony Colburn CCS Councillor
Dianne Cox YHA Port Eynon
Philip Davies Keep Wales Tidy
PC Phil Davies Neighbourhood Beat Manager with responsibility for Port Eynon & Caswell.
Mr G Di-Lulio Elmo's Kiosk (Kiosk 1)
Mrs A Di-Lulio Elmo's Kiosk (Kiosk 1)
Simon Fenton Gower Adventures
Cllr R Fisher Port Eynon Community Council
Sgt Emma Fox Gower Neighbourhood Policing Team
Sybil Gifford Langland Bay Residents Committee
Huw Griffiths Mumbles Jet Ski Club
Chris Griffiths Stand Up Paddle Surfing
Rob Grove Carreglywyd Caravan & Camping Site
Courtney Grove Burrows Caravan Park
Clive Henson Chairman, Langland Bay Golf Club
Richard Herbert Highmead Holiday Home
Hazel Herbert Highmead Holiday Home
Sara Holden Sculpture by the Sea
Phil Holden Phil Holden Photography
Nathaniel James Langland Board Riders Surf Club
Simon Jayham Surf GSD (Gower Surf Development)
PC Richard Jeavons Neighbourhood Beat Manager with responsibility for Langland & Bracelet
Bethan Jones PSM Security
Robert Jones Beach Clean Co-ordinator
Karen Jones Bishop's Wood Project Officer
L Lewis Smugglers Gift Shop
Cllr Richard Lewis CCS Councillor
Cllr Paul Lloyd CCS Councillor
Cllr Keith Marsh CCS Councillor
Mark McKenna Down to Earth
Andrew Minty          PGA Director of Golf, Langland Bay Golf Club
Angus Muirhead       Sea Thrift, Great House Court
Pam Muirhead         Sea Thrift, Great House Court
Sandra Mumby         Horton Farm
David Norman         Port Eynon Boat Club
Barbara Palmer       Langland Bay Residents Committee
Barbara Parry        Gower Walking Festival
Will Pountney        Langland Board Riders Surf Club
Dr John Thomas       Langland Bay Leaseholder Huts Association
Carwyn Thomas        Langland Cove B&B
Dawn Thomas          Nature Days
Clrl Miles Thomas    CCS Councillor
Dave Tonge           Gower Coast Adventures
Chris Vaughan        RNLI
Paul Whittaker       Mumbles Traders
Hugh Williams        Redcliffe Apartments Residents Association

The following CCS officers were present to support two or more of the consultation meetings:

Nerys Adams          City & County of Swansea
Chris Lindley        City & County of Swansea
Mike Scott           City & County of Swansea
Jamie Rewbridge      City & County of Swansea

Telephone interviews were also conducted with:

Nerys Adams          Tourism Development Officer City & County of Swansea
Colin Alford         Drainage and Coastal Management City & County of Swansea
Hannah Wilcox Brooke Coastal Communities Officer Keep Wales Tidy
Chris Dale           Countryside Access City & County of Swansea
Paul Garner          Central Services Manager for the Parks Section City & County of Swansea
Ben George           Transport Strategy City & County of Swansea
Paul Griffiths       Cleansing City & County of Swansea
Deb Hill             Team Leader, Nature Conservation City & County of Swansea
Chris Lindley        Gower AONB Team Leader AONB City & County of Swansea
Sam Naylor           Pollution Control City & County of Swansea
Judith Oakley        Nature Conservation (P/t Marine Biologist) City & County of Swansea
Jamie Rewbridge      Business & Partnership Unit Manager, Cultural Service City & County of Swansea
Mike Scott           Gower AONB Officer City & County of Swansea
Steve Sheriff        Deputy Parking Services Manager, Parking Services Swansea
APPENDIX TWO

Summary of Blue Flag criteria

What makes a beach a blue flag beach? Here is a summary of the criteria each beach must meet. For more detail information about the Blue Flag programme can be found on the FEE website.

1. Information about the Blue Flag programme must be displayed.
2. Environmental education activities must be offered and promoted to beach users.
3. Information about bathing water quality must be displayed.
4. Information relating to local eco systems and environmental phenomena must be displayed.
5. A map of the beach indication different facilities available must be displayed.
6. A code of conduct that reflects appropriate laws governing the use of the beach and surrounding areas must be displayed.
7. The beach must fully comply with the water sampling and frequency requirements.
8. The beach must fully comply with the standards and requirements for water quality analysis.
9. No industrial waste, waste water or sewage related discharges should affect the beach area.
10. The beach must meet the EU revised bathing water directive standard of “Excellent”
11. The beach must comply with Blue Flag requirement for physical and chemical parameters.
12. The local authority / beach operator should establish a beach management committee.
13. The local authority/ beach operator must comply with all regulations affecting the location and operation of the beach.
14. There must be management of sensitive areas.
15. The beach must be visually clean.
16. Algae vegetation or natural debris should be left on the beach.
17. Waste disposal bins /containers must be available at the beach in adequate numbers and they must be regularly maintained.
18. Facilities for the separation of recyclable waste materials should be available at the beach unless other options are available.
19. An adequate number of toilets facilities must be provided.
20. The facilities must be kept clean.
21. The toilet facilities must have controlled sewage disposal.
22. There will be no unauthorised camping or driving and no fly tipping.
23. Access to the beach by dogs must be strictly controlled.
24. All buildings and beach equipment must be properly maintained.
25. Marine and Freshwater sensitive habitats (such as coral reefs or sea grass beds) in the vicinity of the beach must be monitored.
26. A sustainable means of transportation should be promoted in the beach area.
27. An adequate number of lifeguards and or lifesaving equipment must be available at the beach.
28. First aid equipment must be available at the beach.
29. Emergency plan to cope with pollution must be in place.
30. There must be management of different users and uses of the beach so as to prevent conflicts and accidents
31. The must be safety measures in place to protect users of the beach.
32. A supply of drinking water should be available at the beach
33. At least one Blue Flag beach in each municipality must have access and facilities provided for the physically disabled.

© Copyright 2015 Keep Wales Tidy
APPENDIX THREE

Draft terms of reference for Beaches Management Group

(A draft has been provided to members of the Steering Group. To be added)
APPENDIX 5

The following pages contain four maps, one for each of the Blue Flag beaches and their surrounding natural areas. They provide a point of reference point and enable a common understanding of the ownership and management of each beach area.

The maps were prepared for this project by Countryscape and were made available at each of the stakeholder workshops.
Caswell Bay
Map for Beaches Management Plan

- Special Area of Conservation
- Site of Special Scientific Interest
- Wales Coastal Path
- Public Right of Way
- Scheduled Monument
- Listed Building
- Council Ownership

Base map reproduced from the Ordnance Survey Digital Map with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright, and database right 2013 Ordnance Survey 100023509.
Langland Bay
Map for Beaches Management Plan

- Site of Special Scientific Interest
- Wales Coastal Path
- Public Right of Way
- Listed Building
- Council Ownership

Base map reproduced from the Ordnance Survey Digital Map with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright and database right 2015 Ordnance Survey 100023509.
<table>
<thead>
<tr>
<th></th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>4.1 Overall management</strong></td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>Introduce a Beach Management Group to CCS located within Cultural Services Department</td>
</tr>
<tr>
<td>b)</td>
<td>Clarify arrangements for management of the Blue Flag beaches and their facilities and infrastructure, including responsibilities associated with Blue Flag award, naming one dedicated officer as ‘Destination Co-ordinator’.</td>
</tr>
<tr>
<td>c)</td>
<td>Set out clear lines of communication, internal and external</td>
</tr>
<tr>
<td>d)</td>
<td>Identify and maintain a record of stakeholders associated with each of the Blue Flag beaches</td>
</tr>
<tr>
<td>e)</td>
<td>Ensure availability of accurate and consistent information about each of the Blue Flag beaches</td>
</tr>
<tr>
<td>f)</td>
<td>Maintain the success of CCS in achieving the Blue Flag award for each of the four beaches on Gower</td>
</tr>
<tr>
<td>g)</td>
<td>Ensure that property and equipment are maintained in good condition at all times</td>
</tr>
<tr>
<td>h)</td>
<td>Consider opportunities to invest in new or improved beach infrastructure and facilities, taking account of wider benefits and income generated</td>
</tr>
<tr>
<td>i)</td>
<td>Consider expenditure on beach management at Blue Flag beaches against income generated and wider benefits</td>
</tr>
<tr>
<td>j)</td>
<td>Investigate options for integrated management of facilities and infrastructure (car parks, toilets, waste management, beach cleaning, leisure facilities) at Blue Flag beaches</td>
</tr>
<tr>
<td>k)</td>
<td>Select a Blue Flag beach to pilot concept of integrated beach team</td>
</tr>
<tr>
<td>l)</td>
<td>Pay special attention to the Blue Flag beaches within future promotional activity</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>12</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g)</td>
<td>24</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h)</td>
<td>19</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>j)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>k)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>l)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4.2 Engaging with stakeholders

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>Create a brand to engage stakeholders in the promotion and sustainable use of, and behaviour on, the beaches of Gower</td>
<td>15, 17, 18, 22, 23</td>
</tr>
<tr>
<td>b)</td>
<td>Engage with beach destination communities and build on local sense of pride</td>
<td></td>
</tr>
<tr>
<td>c)</td>
<td>Explore possibility of introducing &quot;Friends of...&quot; at individual beaches to demonstrate local pride through practical measures (eg beach cleaning, beach welcome ambassadors, reporting problems)</td>
<td>15+</td>
</tr>
<tr>
<td>d)</td>
<td>Engage with tourism businesses at each Blue Flag beach, looking for ways to share key messages with visitors and to reduce waste and litter</td>
<td>15, 17, 18</td>
</tr>
<tr>
<td>e)</td>
<td>Investigate use of agreements to influence business behaviour eg retail businesses to reduce or redesign packaging; construction guidelines etc.</td>
<td>15, 18</td>
</tr>
</tbody>
</table>

4.3 Water Quality

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>Ensure that all Blue Flag beaches fully comply with the standards and requirements of the revised EU Bathing Water Directive for water quality analysis</td>
<td>7-11</td>
</tr>
<tr>
<td>b)</td>
<td>Brief lifeguards and others on action to be taken in event of abnormal change being detected in the visible quality or odour of the water</td>
<td>11</td>
</tr>
</tbody>
</table>

4.4 Ensuring Safety

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a)</td>
<td>Investigate innovative ways to share safety information in advance of beach visits</td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>Monitor availability of mobile phone signal at all Blue Flag beaches</td>
<td>27</td>
</tr>
<tr>
<td>c)</td>
<td>Carry out regular checks on emergency phones at all Blue Flag beaches</td>
<td>27</td>
</tr>
<tr>
<td>d)</td>
<td>Keep intensity, time pattern and range of watersports and other beach activities under review, monitoring trends and pressures and anticipating inter-user conflicts</td>
<td>27, 30</td>
</tr>
<tr>
<td>e)</td>
<td>Maintain professional lifeguard cover to at least the current level of service</td>
<td>27</td>
</tr>
<tr>
<td>f)</td>
<td>Take steps to manage and minimise risks to beach users when no lifeguard is present</td>
<td>27</td>
</tr>
<tr>
<td>g)</td>
<td>Explore opportunities to improve safety awareness outside main bathing season</td>
<td></td>
</tr>
<tr>
<td>h)</td>
<td>Promote RNLI Guidance for beach users and surfers</td>
<td>27</td>
</tr>
<tr>
<td>i)</td>
<td>Explore opportunities to extend presence of lifeguards at busy times outside the main bathing season</td>
<td></td>
</tr>
<tr>
<td>j)</td>
<td>Introduce barbecue areas and/or guidance, together with facilities for safe disposal</td>
<td>31</td>
</tr>
</tbody>
</table>
### Environmental management

| a) | Monitor levels of beach litter and evidence of dog fouling | 15 |
| b) | Explore ways to improve adherence to, and enforcement of, dog control and dog fouling, in and out of the main bathing season | 23 |
| c) | Explore ways to improve adherence to, and enforcement of, litter controls, in and out of the main bathing season | 15 |
| d) | Improve facilities for recycling | 18 |
| e) | Determine key messages requiring behaviour change amongst beach users | 15, 17, 18, 22, 23 |
| f) | Review opportunities to promote and encourage behaviour change amongst beach users | 15, 17, 18, 22, 24 |
| g) | Make use of facilities (public spaces, car parks, public toilets etc.) to share key messages with visitors, exploring opportunities for innovation | 15, 17, 18, 22, 23 |
| h) | Explore opportunities available to community councils to authorise the issue of fixed penalty notices for littering and other offences | 15 |
| i) | Promote and follow best practice guidelines for construction on beaches | |
| j) | Co-ordinate, and if possible extend, current voluntary activity providing work parties for beach cleaning. | 15 |
| k) | Maintain partner support for the Gower Safe initiative | 22 |
| l) | Review guidelines and document approval procedures for events to be held on or near the beach, bearing in mind possible impacts on local communities, other users and biodiversity | 30 |
| m) | Clarify and manage regulation for number of dogs in control of one person | 23 |

### Improving accessibility

| a) | Seek opportunities to improve access for those with disabilities, including wheelchair users | 33 |

### Actively managing multiple use

| a) | Together with RNLI, monitor beach activity for any change in user patterns or arrival of new user groups in order to identify emerging risk of conflict | 30 |
### 4.8 Improving facilities

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Seek opportunities to invest in improved (replacement or refurbished) facilities, making use of latest design features and technologies.</td>
<td>19</td>
</tr>
<tr>
<td>b</td>
<td>Improve or refurbish public toilet facilities on rolling programme, especially bearing in mind needs of families with babies and small children (family friendly facilities with access arrangement for male and female carers, cubicle size to accommodate buggy etc.)</td>
<td>19</td>
</tr>
<tr>
<td>c</td>
<td>Add or incorporate new facilities, including additional heated showers and changing rooms.</td>
<td>19</td>
</tr>
<tr>
<td>d</td>
<td>Ensure that all public toilets are operational and available during published opening hours</td>
<td>19</td>
</tr>
<tr>
<td>e</td>
<td>Keep condition of car park surfaces, including line marking, under review and plan for rolling programme of investment</td>
<td>31</td>
</tr>
<tr>
<td>f</td>
<td>Promote availability of all day parking ticket and its transferability to other beach and foreshore car parks on day of purchase</td>
<td></td>
</tr>
</tbody>
</table>

### 4.9 Sustainable management

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Identify opportunities to introduce design features for facilities and infrastructure which reduce use of resources (energy, water)</td>
<td></td>
</tr>
<tr>
<td>b</td>
<td>Introduce alternative technologies to improve efficiency of facilities and infrastructure, including renewable energy and rainwater harvesting</td>
<td></td>
</tr>
</tbody>
</table>

### 4.10 Planning for change

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Consider the Blue Flag beaches of Gower as a year round asset for residents and visitors, taking account of an extended tourist season</td>
<td></td>
</tr>
<tr>
<td>b</td>
<td>Anticipate future events arising from predicted climate change</td>
<td></td>
</tr>
<tr>
<td>c</td>
<td>Monitor changing shoreline characteristics and review for implications for future beach uses</td>
<td></td>
</tr>
<tr>
<td>d</td>
<td>Inspect beach infrastructure and facilities following storm and other extreme events, and arrange to repair damage</td>
<td>24</td>
</tr>
</tbody>
</table>

### 4.11 Biodiversity management

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>a</td>
<td>Identify and maintain a record of sensitive natural areas at all council-owned/Blue Flag beaches</td>
<td>14</td>
</tr>
<tr>
<td>b</td>
<td>Generate interest in the importance of life of the seashore, through all forms of interpretation backed by the Seashore Code</td>
<td>4</td>
</tr>
<tr>
<td>c</td>
<td>Continue to deliver the popular programme of Environmental Events</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Screen for presence of sea grass beds at each Blue Flag beach - unlikely as not included amongst sites mentioned in Draft LBAP action plan for coastal habitats</td>
<td>25</td>
</tr>
<tr>
<td>---</td>
<td>-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
<td>----</td>
</tr>
<tr>
<td>4.12</td>
<td><strong>Adding visitor interest</strong></td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>Seek opportunities to add interest at each beach, offering new ways to promote visitor enjoyment, enhance understanding and extend dwell time.</td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>Make information available to visitors about nearby visitor attractions and services.</td>
<td></td>
</tr>
<tr>
<td>4.13</td>
<td><strong>General access</strong></td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>Recognise the Wales Coast Path as a major asset for all Gower's Blue Flag beaches</td>
<td>26</td>
</tr>
<tr>
<td>b)</td>
<td>Consider options for improvements to the Wales Coast Path that would benefit beaches and their users</td>
<td>26</td>
</tr>
<tr>
<td>c)</td>
<td>Keep schedules of relevant bus services under review and intervene where service standards may be threatened</td>
<td>26</td>
</tr>
<tr>
<td>d)</td>
<td>Maintain rights of way and open access areas, including any footpaths previously maintained.</td>
<td>26</td>
</tr>
<tr>
<td>e)</td>
<td>Identify funding to support continuance of a Sunday bus service on Gower</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>Action</td>
<td></td>
</tr>
<tr>
<td>---</td>
<td>-----------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>8.1 Overall management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>Incorporate future use of lifeguard hut into beach management plan</td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>Seek opportunities to position Bracelet Bay in collaboration with Mumbles</td>
<td></td>
</tr>
<tr>
<td>c)</td>
<td>Highlight particular strengths of Bracelet Bay in promotional material, indicating activities, such as the play area, which do not depend on entering the water</td>
<td></td>
</tr>
<tr>
<td>8.2 Engaging with stakeholders</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Please refer to All Beaches Action Plan - no specific actions currently apply to Bracelet Bay</td>
<td></td>
</tr>
<tr>
<td>8.3 Water quality</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Please refer to All Beaches Action Plan - no specific actions currently apply to Bracelet Bay</td>
<td></td>
</tr>
<tr>
<td>8.4 Ensuring safety</td>
<td></td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>Ensure adequate safety warnings remain in place in absence of lifeguard service</td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>Continue to include Bracelet Bay in future schedule of risk assessments</td>
<td></td>
</tr>
<tr>
<td>c)</td>
<td>Identify location of first aid equipment in absence of lifeguard service</td>
<td></td>
</tr>
<tr>
<td>d)</td>
<td>Consider any safety issues associated with exploration around the islands on foot, by kayak and SUP and exploration</td>
<td></td>
</tr>
<tr>
<td>e)</td>
<td>Monitor condition of all access points, paths and steps</td>
<td></td>
</tr>
<tr>
<td>f)</td>
<td>Select one main beach access route for improvement and signing</td>
<td></td>
</tr>
<tr>
<td>g)</td>
<td>Provide interpretation relating to Mumbles Lighthouse and dangers present in the sea, including Mixon Shoal</td>
<td></td>
</tr>
<tr>
<td>8.5 Environmental management</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## DRAFT Action Plan - Bracelet Bay

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a)</strong> Introduce some soft landscaping to break up extensive area of tarmac</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8.8</strong> Improving facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>a)</strong> Provide simple facilities/shelter for group educational visits</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>b)</strong> Explore new opportunities to make use of extensive car park area, including for events</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>c)</strong> Investigate possibility of making space available in Bracelet Bay car park to accommodate limited number of well managed overnight camper vans</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8.9</strong> Sustainable management</td>
<td>Please refer to All Beaches Action Plan - no specific actions currently apply to Bracelet Bay</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8.10</strong> Planning for change</td>
<td>Please refer to All Beaches Action Plan - no specific actions currently apply to Bracelet Bay</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8.11</strong> Biodiversity management</td>
<td>Actively promote the Seashore Code of Conduct for group visits</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8.12</strong> Adding visitor interest</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>a)</strong> Provide interpretation celebrating the cultural history of Bracelet Bay in its heyday as a popular resort, including past commercial activity such as hire of bathing machines and boat trips</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>b)</strong> Encourage exploration of beach and its natural assets, supported by strong interpretation of seashore and seashore code</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8.13</strong> General access</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>a)</strong> Extend promoted cycle route from Mumbles to Bracelet Bay</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>b)</strong> Provide secure cycle racks in car park area</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Action</td>
<td>Blue Flag Criteria</td>
<td>Priority</td>
<td>Lead</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>6.1 Overall management</strong></td>
<td>Please refer to All Beaches Action Plan – no specific actions currently apply to Caswell Bay</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6.2 Engaging with stakeholders</strong></td>
<td>a) Invite concession holders and approved surf schools to form the basis of an active stakeholder management group for the beach at Caswell Bay</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6.3 Water quality</strong></td>
<td>a) Closely monitor Caswell bathing water quality results</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6.4 Ensuring safety</strong></td>
<td>a) Review and improve the management of traffic through Caswell Bay, to increase safety and minimise congestion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) Review and improve the arrangements for beach users to cross the road in safety between the car park/toilets to the beach and other facilities at Caswell Bay</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>c) Manage flow of pedestrians through car park area</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>d) Increase awareness of risk to beach users of tidal cut-off</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>e) Alert beach users with a physical disability to the absence of accessible arrangements to exit/evacuate the Redcliff side of beach in case of tidal cut-off</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>f) Investigate options to improve pedestrian safety along the highway when returning to the car park if tidal cut-off requires evacuation via the steps on the Redcliff side of the beach</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>g) Revisit proposals for a revised high tide route for the Wales Coast Path, including opportunities to improve the safety of the necessary section of the route that follows the highway</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>h) Check arrangements for emergency vehicles to access Redcliff side of beach at high tide</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### DRAFT Action Plan - Caswell Bay

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>i) Continue to manage group surf activity through approval of Licensed and Permitted Surf Schools at Caswell Bay</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6.5 Environmental management</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Monitor reports from bathing water quality analysis to track performance and identify possible reasons for occasional failure to meet the 'Higher' standard (twice in 2012, three times in 2013)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Improve management and housekeeping of local footpaths including Wales Coast Path</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Introduce flexible response to deal with additional management requirements on peak days</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) Ensure that every step is taken to complete property repairs in a safe and timely fashion, by whoever is the responsible party</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6.6 Improving accessibility</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Review the special needs of those with a physical disability to safely negotiate the highway</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Identify Caswell Bay as meeting the highest levels of accessibility amongst the Blue Flag beaches</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Seek to improve on levels of access and facilities already in place for the physically disabled</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) Consider opportunities to improve access to the water for individuals with a physical disability at Caswell Bay</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e) Enter into an agreement with the licensed surf school to provide accessible changing facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f) Consider options for making a beach accessible wheelchair available for hire</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6.7 Actively managing multiple use</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a) Clarify information about measures in place to manage horse riding on beach</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6.8 Improving facilities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**DRAFT Action Plan - Caswell Bay**

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Investigate options to introduce screened or sheltered changing facilities for beach users, including visiting groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Improve provision and facilities for visiting groups of beach users with a disability, including dedicated parking bays, drop off arrangements, changing facilities, and ease of access and movement,</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Provide toilet facilities appropriate for use by families</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) Investigate opportunities to heat water for showers using renewable energy</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e) Investigate opportunities to provide storage facilities for licensed/permitted users</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f) Improve security to reduce or eliminate car crime</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g) Renew arrangements for the Surfer Security scheme</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**6.11 Biodiversity management**

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Encourage exploration of beach and its natural assets, supported by strong interpretation of seashore and seashore code</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Evaluate the success of the Beach School programme recently introduced by Bishops Wood</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**6.12 Adding visitor interest**

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Strengthen interpretation of cultural heritage of area</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**6.13 General access**

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Encourage responsible exploration of Bishops Wood Nature Reserve, supported by signing and interpretation</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Encourage responsible exploration of headlands/open access areas via Wales Coast Path, supported by good information</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Press for scheduled bus service in winter months</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 7.1 Overall management

<table>
<thead>
<tr>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Consider options for future letting of beach huts as they become available</td>
</tr>
<tr>
<td>b) Review role and duties of Resort Officer and consider new opportunities for service provision</td>
</tr>
</tbody>
</table>

### 7.2 Engaging with stakeholders

Please refer to All Beaches Action Plan - no specific actions currently apply to Langland Bay

### 7.3 Water quality

Please refer to All Beaches Action Plan - no specific actions currently apply to Langland Bay

### 7.4 Ensuring safety

<table>
<thead>
<tr>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Investigate experience of introduction at Fistral of voluntary lifeguard cover on busy weekends in winter</td>
</tr>
<tr>
<td>b) Introduce further measures to control inappropriate use of the Wales Coast Path, including the promenade, by cyclists</td>
</tr>
<tr>
<td>c) Inform beach users of return route in event of tidal cut off at Rotherslade (unsuitable for those with restricted mobility)</td>
</tr>
<tr>
<td>d) Discuss opportunities for further collaboration with St John Ambulance in providing, planning and promoting first aid cover to beach users</td>
</tr>
</tbody>
</table>

### 7.5 Environmental management

<table>
<thead>
<tr>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Monitor drainage issues, including storm water, following periods of heavy rain</td>
</tr>
<tr>
<td>b) Maintain the high amenity value of the beach chalets and neighbouring public spaces in keeping with the designation of Langland Bay Conservation Area</td>
</tr>
<tr>
<td>c) Ensure that resources allocated to cleaning are sufficient to provide an excellent service</td>
</tr>
</tbody>
</table>
## DRAFT Action Plan - Langland

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>for the extensive areas public areas at Langland and Rotherslade</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>d)</strong> Investigate opportunity to trial Surfers Against Sewage 'No Butts on the Beach' campaign or ASH campaign to ban smoking on beach</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7.6 Improving accessibility</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>a)</strong> Increase number and visibility of disabled parking bays in both parts of car park, positioned close to ramped access on to promenade and to disabled toilets at Alma Road end.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>b)</strong> Improve car park surface to facilitate easy movement for those with restricted mobility, especially in area of disabled toilet (NB manhole covers, uneven surface)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>c)</strong> Review specification of ramped access from car park to promenade (restricted width, tight turns). Keep clear of debris and vegetation.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>d)</strong> Consider options for making a beach accessible wheelchair available for hire NB beach access via ramps currently restricted by build-up of stones on beach</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>e)</strong> Improve the width and condition of the Wales Coast Path towards Caswell, to provide full wheelchair access to a safe and accessible lookout point at Snaple Point</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>f)</strong> Monitor access for the physically disabled to the beach at Langland; NB beach access via ramps currently restricted by build-up of stones on beach</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7.7 Actively managing multiple use</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>a)</strong> Review with RNLI further opportunities to separate surfing and other activity from areas identified for swimming and bodyboarding</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7.8 Improving facilities</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>a)</strong> Continue rolling programme of investment in beach huts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>b)</strong> Improve car park security to increase confidence of surfing community thereby reducing pressure on on-road parking</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>c)</strong> Review use and benefits of tennis courts</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>d)</strong> Consider opportunities to reduce or reconfigure number of tennis courts to provide new opportunities to generate income</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Action</td>
<td>Blue Flag Criteria</td>
<td>Priority</td>
<td>Lead</td>
</tr>
<tr>
<td>---</td>
<td>------------------------------------------------------------------------</td>
<td>--------------------</td>
<td>----------</td>
<td>------</td>
</tr>
<tr>
<td>e)</td>
<td>Support position of Langland as a prime UK destination for surfers by investing in new facilities, including hot showers, changing facilities, and lockers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f)</td>
<td>Consider extension of opening hours for public toilets</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g)</td>
<td>Review opportunities to make use of the Resort Office</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h)</td>
<td>Review suitability of current facilities for events and identify any improvements required</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i)</td>
<td>Maintain, or if possible extend, arrangements for the Surfer Security scheme</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>j)</td>
<td>Discuss opportunities for further collaboration with St John Ambulance to make greater use of the building</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>k)</td>
<td>Clarify current usage of building occupied by Langland Lifesaver Club</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.9</td>
<td><strong>Sustainable management</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>Investigate opportunities to heat water for showers using renewable energy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.10</td>
<td><strong>Planning for change</strong></td>
<td>Please refer to All Beaches Action Plan - no specific actions currently apply to Langland Bay</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.11</td>
<td><strong>Biodiversity management</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>Take steps to control, and if possible eradicate, Japanese Knotweed (Fallopia japonica) and other invasive alien species</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>Encourage exploration of beach and its natural assets, supported by strong interpretation of seashore and seashore code</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7.12</td>
<td><strong>Adding visitor interest</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>Provide interpretation of cultural history of Langland Bay, including former use of car park/tennis court area as kitchen garden to Llan-y-Llan, and visits of Alfred Sisley</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>Take full advantage of micro-climate to manage attractive amenity planting along the promenade and identify new areas to extend into</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
DRAFT Action Plan - Langland

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>c) Explore opportunities to introduce additional surf events, including youth events</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) Encourage responsible exploration of surrounding headlands via the Wales Coast Path, highlighting opportunity to walk to Caswell Bay</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

7.13 General access

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>a) Resolve access issues identified in relation to the golf course through improved information and signage</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Explore opportunities to extend Active Travel Routes to include Bracelet Bay/Langland.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Display information presenting Langland and Rotherslade as a combined destination with two distinct beach areas at lower states of the tide</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### DRAFT Action Plan - Port Eynon and Horton

<table>
<thead>
<tr>
<th></th>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.1</td>
<td><strong>Overall management</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>See All Beaches Action Plan - no specific actions currently apply to Port Eynon and Horton</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.2</td>
<td><strong>Engaging with stakeholders</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) Acknowledge the two communities associated with this beach by referring to 'Port Eynon Bay' or 'Port Eynon and Horton' wherever appropriate</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) Explore opportunities arising from presence of Port Eynon Youth Hostel and Borfa House to promote best practice amongst beach users and influence the behaviour of others</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>c) Discuss with Horton and Port Eynon RNLI Lifeboat Station any opportunities that may exist for wider education and engagement offered by their presence as a 'Discover' station welcoming visitors in the summer months</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.3</td>
<td><strong>Water quality</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>See All Beaches Action Plan - no specific actions currently apply to Port Eynon and Horton</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.4</td>
<td><strong>Ensuring safety</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a) Monitor slipway and positioning of boat lane in order to maintain safe conditions for boat launch in the light of changing shoreline and sand movement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>b) Review annually the agreement with Port Eynon Boat Club and success of procedures introduced for safe management of boats through registration scheme</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>c) Maintain and if possible take steps to improve the frequency of occasions when safe conditions can be provided for the embarkation and disembarkation of passenger boats at Port Eynon, in the light of changing shoreline and sand movement</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>d) Maintain steps and boardwalks that have been provided to improve access between the Burrows and the beach</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>e) Monitor and manage risks presented by hidden hazards in the dune area, including historic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### DRAFT Action Plan - Port Eynon and Horton

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Presence of wire and broken glass as well as waste discarded by current visitors (including needles)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>f) Remove obsolete structures from beach (eg concrete drainage pipe at Port Eynon, fencing along dunes by Horton) as opportunity arises</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>g) Welcome community and business provision of defibrillators at Horton, monitor and encourage new additions, and share information about their position and access</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 5.5 Environmental management

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a) Seek ways to reduce illegal/unwelcome use of the dunes for firelighting, camping and anti-social behaviours, including maintaining partner support for the Gower Safe initiative</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>b) Ensure that events and activities designed to share skills in foraging, fire lighting and shelter building are accompanied by clear guidance about responsible behaviour</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>c) Improve co-ordination between current organisers of beach cleans and arrange a schedule of more regular, bigger and better beach cleans</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>d) Keep under review arrangements for zoned dog control on Port Eynon and Horton beach; consider alternative arrangements</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>e) Review condition of/access issues along the byway/bridleway route between Port Eynon and Horton</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 5.6 Improving accessibility

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a) Review specification of access to disabled toilet at Port Eynon (restricted width, tight turns). Keep clear of debris and vegetation.</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 5.7 Actively managing multiple use

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a) Maintain stakeholder support for the agreement in place for using vehicles/trailers/boats on and around the beach at Port Eynon</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### 5.8 Improving facilities

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>a) Draw up plans to create an integrated and interesting public space between the shops and</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## DRAFT Action Plan - Port Eynon and Horton

<table>
<thead>
<tr>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>seashore at Port Eynon, if necessary reconfiguring roundabout and pedestrian areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b) Consider opportunities for including covered space to provide shelter for beach users</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>c) Consider the feasibility of reconfiguring the siting and layout of permanent and temporary structures at Port Eynon car park to improve the initial impression to visitors, and their welcome and orientation on arrival.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>d) Review use of current space in toilet block not currently available for public use</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>e) Work towards removal of containers from car park area through replacement with appropriate permanent facilities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>f) Seek opportunities to create new facilities, including public facing family friendly toilets and showers. Investigate options for community asset transfer or shared use between beach users and Port Eynon community.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>g) Consider opportunities to broaden the daytime catering offer at Port Eynon, with indoor and outdoor space</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>h) Keep under review the contract to mow and maintain the car park at Port Eynon, considering new opportunities for local provision of services.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>i) Review summer opening hours for the car park to accommodate evening use on longer summer evenings</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### 5.9 Sustainable management

See All Beaches Action Plan - no specific actions currently apply to Port Eynon and Horton

### 5.10 Planning for change

a) Invest in improved or new facilities in order to accommodate and encourage visitors who wish to enjoy the beach out of season

### 5.11 Biodiversity management

a) Identify position and extent of petrified forest and review management requirements
### DRAFT Action Plan - Port Eynon and Horton

<table>
<thead>
<tr>
<th></th>
<th>Action</th>
<th>Blue Flag Criteria</th>
<th>Priority</th>
<th>Lead</th>
<th>Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>5.12</strong></td>
<td><strong>Adding visitor interest</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>Mark the 20th anniversary of Port Eynon and Horton as a Blue Flag beach in 2017.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>5.13</strong></td>
<td><strong>General access</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>a)</td>
<td>Clarify route of Wales Coast Path (now along the beach) and improve consistency of signage and information maps</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>b)</td>
<td>Encourage responsible exploration of Port Eynon point, including the Salthouse</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>