

# World Oceans Week 2010



5<sup>th</sup> – 13<sup>th</sup> June 2010  
Dumfries and Galloway



**Scottish Natural Heritage**  
All of nature for all of Scotland



the National Trust  
for Scotland  
a place for everyone



*World Oceans Day Celebration at Port William. Photo by Sue Hall*

## **1. Summary**

- WOW 2010 was the second World Oceans Week held in Dumfries and Galloway, and was organised to promote the United Nation's World Oceans Day message on June 8<sup>th</sup>. World Oceans Day has been celebrated in Dumfries and Galloway for over 15 years
- WOW 2010 also provided a platform to showcase Dumfries and Galloway's marine environment and coastline, plus tourist venues, activities and facilities
- WOW 2010 promoted stewardship of the marine environment, and provided a chance to learn about a wide range of marine natural history topics and an opportunity to become actively involved in conserving and protecting our marine heritage.
- The week's events comprised 2 Celebration Days, Beach Blitz, Glow interactive Beach Watch Day, Explore the Seashore guided walk, Sea shells exhibition at the Stewartry Museum, Kirkcudbright and illustrated talks at the Stewartry Museum, Kirkcudbright
- Around 30 organisations and agencies provided displays and activities at the Celebration Days
- Around 300 visitors attended each of the Celebration Days
- Many local businesses and charities benefitted from WOW 2010, directly and indirectly
- WOW 2010 has developed into a high quality event, actively supported by a huge range of individuals and organisations.
- WOW 2010 was generously funded by The Crown Estate, E-ON Climate and Renewables and Scottish Natural Heritage.
- WOW 2010 was supported by Cream O' Galloway ice cream, HSS Tool Hire and Colvend Café
- WOW 2010 was organised by Solway Firth Partnership with assistance from the National Trust for Scotland and the National Scenic Area Ranger Service.

## **2. Introduction**

World Oceans Day, celebrated world-wide on June 8<sup>th</sup> each year, was first proposed in 1992 at the Earth Summit in Rio de Janeiro. It has been celebrated annually in Dumfries and Galloway for many years, at Rockcliffe from around 1999 until 2007, and then at Port William in the west of the region to involve a wider section of the Dumfries and Galloway population, in response to a request from the Port William community. Dumfries and Galloway's World Oceans Day celebrations have grown each year, and in 2009 World Oceans Week (WOW) was launched. This format proved so successful that it was decided to hold another WOW event for 2010 running from June 5<sup>th</sup> – 13<sup>th</sup> 2010.

## **3. The aim of World Oceans Week 2010**

WOW 2010 aimed to promote Dumfries and Galloway's unique and spectacular marine environment and its stewardship, and raise public awareness of the region's high conservation designations and the issues facing its marine communities, industries and biodiversity. WOW 2010 also aimed to help families and individuals, locals and visitors alike, to learn about, and become more involved with, the many aspects of the marine environment. This was done by bringing together a wide range of local expert knowledge, such as Dumfries and Galloway and National Trust for Scotland Rangers, Geo-D (Dumfries and Galloway Geology organisation), Newton Stewart Sub Aqua Club, local fisheries groups and local marine biologists with national organisations including Scottish Natural Heritage, RSPB and the Scottish Ornithological Society.

WOW 2010 was targetted at as broad a spectrum of the public as possible through its two Celebration events at Rockcliffe (5<sup>th</sup> June) and Port William (13<sup>th</sup> June), plus a programme of Beach Blitz beach cleans, Open Days at the Mull of Galloway and Mersehead RSPB reserves, guided walks, and talks at the Stewartry Museum in Kirkcudbright.

Additionally, WOW 2010 promoted the World Oceans Day message with a ground-breaking interactive 'Beach Watch' session, utilising the Glow schools intranet service, with Dumfries and Galloway rangers and Eco-Schools officer who streamed live on-the-beach observations and activities directly into 15 local schools.

WOW 2010 also aimed to use and promote as many Dumfries and Galloway organisations, services and facilities as possible to additionally help the local economy through World Oceans Week.

## 4. World Oceans Week 2010 Events

WOW 2010 comprised 9 events, mainly across the Stewartry and Wigtownshire regions.

### ***Full day Celebration Events***

6<sup>th</sup> June          Rockcliffe  
13<sup>th</sup> June          Port William

### ***Week long events***

5<sup>th</sup> – 12<sup>th</sup> June          Beach Blitz, a week of beach cleans along the Dumfries and Galloway coast  
7<sup>th</sup> – 12<sup>th</sup> June          Solway Sea Shells, Mill on the Fleet Visitor Centre

### ***Day events***

6<sup>th</sup> June                  Mull of Galloway RSPB Visitor Centre Marine Day  
8<sup>th</sup> June                  Schools' World Oceans Day Beach Watch Live through Glow intranet  
9<sup>th</sup> June                  Explore the Seashore guided walk  
12<sup>th</sup> June                 Beach Art Day at RSPB Mersehead  
11<sup>th</sup> June                 Solway Sea Shells talk at the Stewartry Museum

### ***Additional events***

Newton Stewart Sub Aqua Club (NSSAC) arranged a weekend of Seasearch dives at Port William, during which Scottish Natural Heritage presented NSSAC with a 'cheque' for £1500 to support their Seasearch underwater habitat and species recording in Luce Bay.



*Dahlia anemone in Luce Bay – some of the fabulous underwater marine habitats photographed by NSSAC on their WOW 2010 Seasearch dives, using an underwater camera funded by SNH. Photo by Jim Gibson*

## 5. Rockcliffe Celebration

Exhibitors included

- E.ON Climate and Renewables
- The Crown Estate
- National Trust for Scotland
- Dumfries and Galloway Ranger Service
- Geo-D (Dumfries and Galloway geology group)
- RSPB
- Rockcliffe Marine and Coastguard Agency
- Jim and Pauline Logan – Solway Sea Shells
- Solway Firth Partnership
- Marine Conservation Society
- GreenBlue
- Scottish Wildlife Trust
- Galloway Activity Centre

Activities including a Photography Masterclass with Dumfries and Galloway Council Ranger Service, Rockpool Rambles with National Trust for Scotland Ranger Service, a guided natural history walk to Castlehill Point with the Scottish Wildlife Trust, Beach Art with Scottish Wildlife Trust and Sand Soldiers with Dumfries and Galloway Ranger Service. These activities all proved very popular and were well attended. Galloway Activity Centre provided Beach Laserquest which was funded by E-ON Climate and Renewables, and which attracted a huge number of participants.

Refreshments were provided by Colvend Café and Cream O’Galloway ice cream.



**Rockcliffe World Oceans Day Celebration-** a huge number of visitors attended the Rockcliffe World Oceans Day Celebration, enjoying both the attractions and the beach. Photo by Keith Kirk.

## **6. Port William Celebration**

Exhibitors included

- Dumfries and Galloway Rangers
- Eco Schools
- Galloway Activity Centre
- Galloway Fisheries Trust
- Galloway Static Gear Fishermen's Assoc
- Geo-D
- the GreenBlue
- David Hirst, Port William Residents' Association
- Jim and Pauline Logan - Solway Sea Shells
- Marine Conservation Society
- National Scenic Area Ranger Service
- Newton Stewart Sub Aqua Club
- Port William Inshore Rescue Service
- RSPB
- Scottish Natural Heritage
- Scottish Ornithological Society
- Solway Firth Partnership

The exhibitors included displays and activities such as a chance to meet Larry the Lobster and his friend, a huge edible crab, as well as learn about Solway Sea Shells and the fascinating creatures that call the Solway shores 'home', and an opportunity to be a scientist and experience first-hand the effects of carbon dioxide on our seas.

Outside the marquee, activities included Beach Laserquest with Galloway Activity Centre, Beach Treasure Hunt with Dumfries and Galloway Rangers and Rockpool Rambles with local National Scenic Area Ranger Service. The Port William Inshore Rescue Boat and crew were also on hand to show visitors their life boat, an independent rescue service operational since 1982 following the withdrawal of the RNLI's support.



*The Port William Inshore Lifeboat is always a popular attraction. Photo Jim Logan*

An illustrated talk of the underwater world of Luce Bay was given by Newton Stewart Sub Aqua Club (NSSAC), who also arranged a series of dives to promote their [Seasearch](#) programme (a national project for volunteer sports divers to record underwater habitats and marine life) from Port William during the Celebration. Scottish Natural Heritage have recently provided a training and funding package to NSSAC to help with their Seasearch data collection and recording, and this was celebrated at Port William Celebration with a presentation 'cheque' and a feature in the local news paper.



*Vicki Warren and Denise Exton of Scottish Natural Heritage (centre right) present a cheque for £1500 to Jim Gibson and Chris Harrison of NSSAC (centre left). Also present are Callum Duncan of the Marine Conservation Society (extreme left) and Sue Hall of Solway Firth Partnership (extreme right).*

Refreshments sold at Port William resulted in valuable contributions to the funds of local charities HeartStart and Port William Community Association. Proceeds from Cream O' Galloway ice cream went to Port William Inshore Life Boat.

## 7. Advertising and promotion



*New banners (which can be used for future events) placed at prominent sites promoted the Celebrations in advance of the day. Photo Sue Hall*

Advertising and promotion of WOW 2010 was through a wide range of media

- *Web sites*

The full programme of events for WOW 2010 was posted on the Solway Firth partnership web site and updated regularly. Additionally, WOW 2010 was advertised on a large number of web sites including those of [the Ocean Project](#), VisitScotland, BBC Scotland news, local radio, the town of Port William, and many local What's On web sites, which targeted residents and national and international visitors

- *Local press*

Adverts and press releases were published in the Galloway Gazette, Dumfries and Galloway Standard, Galloway News, and Raring2Go magazine which is distributed free of charge throughout all Dumfries and Galloway schools.

- *Posters and fliers*

These were distributed extensively throughout Dumfries and Galloway in Tourist Information Centres, shops, businesses, camp sites and local tourist venues.

- *Schools*

All schools in Dumfries and Galloway received WOW 2010 posters and brochures

- *Libraries*

Posters and brochures were circulated throughout all D&G libraries.

- *Participants*

All participants received posters and brochures for distribution

- *Local TV and radio*

WOW was advertised through local radio 'What's On' slots,

- *Ayrshire libraries*  
Posters and fliers were sent to libraries in Girvan where we have identified a large number of WOW visitors come from.
- *Through the Solway Firth Partnership*  
WOW was advertised and promoted through Solway Firth Partnership's 'Tidelines' newsletter (circulated extensively throughout Dumfries and Galloway and Cumbria) and their 'Beachcomber' members' newsletter.
- *Promotional banners*  
Funding from our sponsors was used this year for the purchase of eye-catching promotional banners which were placed at strategic sites for maximum exposure

## **8. Celebration Visitor numbers and feedback**

An accurate evaluation of visitor numbers to the events is difficult to ascertain, but it is believed that at both Rockcliffe and Port William there were in excess of 300 visitors. The unprecedented issue of the need for overflow car parking was raised at Rockcliffe, which indicated the record number of WOW visitors at this event. It also highlighted the ideal location of WOW events at Rockcliffe and Port William, with regard to easy beach access, easy and adequate parking, and the provision of local facilities (toilets, shops etc).

## 9. Other WOW 2010 events

### 9.1 Beach Blitz



*Volunteers of all ages helped at the Beach Blitz. Photo Sue Hall.*

A programme of beach cleans on the Dumfries and Galloway coast, including Rockcliffe, Southernness, Rascarrel, Mersehead, Mossyard, Isle of Whithorn, and Philip and Mary Bay and Second Sands Beach at Port William, was co-ordinated by the Dumfries and Galloway National Scenic Area Ranger. The Beach Blitz covered 7 beaches during World Oceans Week, clearing 7.5km of shoreline of approximately one ton of litter. 95 volunteers took part in the Beach Blitz, and the event has prompted some local community groups to continue the good work with local-initiative beach clean events.

Several issues were raised by the beach blitz, including the quantity of litter of Northern Irish origin especially at Port William, and the number of car and lorry tyres dumped on or near the shore, which incurred a significant cost (£10 per tyre) for disposal by the Council. The possibility of tyre recycling will be investigated for future reference.

Future risk assessments will include the possibility of adders and nesting birds in the habitats immediately adjacent to the beach. Beach cleans were carried out in accordance with the [Marine & coastal litter plan for Dumfries and Galloway 2009/11](#)

## **9.2 'Glow' Beach Watch, World Oceans Day.**

Glow is the world's first national intranet for education, and is a core element of support. Glow is funded by the Scottish Government, and managed by Learning and Teaching Scotland.

Using Glow, Dumfries and Galloway Ranger Service, together with the Eco-Schools Officer for Dumfries and Galloway and with the support of Port William resident David Hirst, carried out a ground-breaking live transmission from Port William direct into 15 Dumfries and Galloway Schools on World Oceans Day, 8<sup>th</sup> June. The aim of the broadcast was to promote the World Oceans Day message by showing pupils live footage of shore and marine life, followed by a question and answer session with Rangers afterwards. The event was saved from being washed out by rain by holding the broadcast from Port William resident David Hirst's sitting room, whilst Rangers collected specimens from the adjacent seashore!

Despite a few teething problems with this innovative project, the feedback from both schools and Rangers was extremely positive, and it was felt that using Glow live broadcasts was a highly effective method of both celebrating World Oceans Day, and also taking the World Oceans Day message to pupils whose access to a beach environment (by cost or proximity) was limited.



*Liz Gunby (Eco Schools with Energy Co-Ordinator) and Elizabeth Tindal (Dumfries and Galloway Ranger Service) go live with Glow! Photo David Hirst*

## **9.3 Guided walks**

Local NSA Rangers and volunteers arranged an 'Explore the Seashore' guided walk during the week which unfortunately had to be cancelled due to bad weather. These walks are very popular and will probably be included in any future WOW events.

## **9.4 Solway Sea Shells; exhibitions and talks.**

The Stewartry museum held a week-long exhibition of Jim Logan's sea shell collection as part of WOW 2010. Additionally, Jim gave two illustrated talks at the Stewartry museum on his sea shell collection which were very well received.

## **10. Economic benefit to the Dumfries and Galloway community**

The organisers of World Oceans Week were mindful of the potential economic benefit to the local community, aiming to promote and support local businesses where possible.

- Marquees, portaloos and generators were hired from local organisations.
- Consumables used for organising WOW 2010 were sourced locally where available.
- Design and printing of leaflets and materials was done professionally by Dumfries and Galloway businesses (Dumfries and Stranraer)
- Advertising space was bought in 3 local newspapers and a local magazine
- An exhibition of sea shells and illustrated talks was held at the Stewartry Museum in Kirkcudbright. These events were advertised extensively along with all the other WOW activities and helped to raise the profile of the local Museum service.
- Local café Colvend Café provided refreshments at the Rockcliffe celebration.
- Local Cream O' Galloway ice cream was sold at both the Rockcliffe and the Port William events, with Port William proceeds going to the Port William Inshore Lifeboat.
- At Port William the local community provided refreshments with profits going to local charities Heartstart Newton Stewart & the Machars and Port William Community Association.
- The local shops in Port William benefitted from increased sales on the day of the Celebration
- NSSAC's SeaSearch programme continues to record underwater marine life in Luce Bay never before recorded. This information will be pivotal in helping to best manage Luce Bay and Sands Special Area of Conservation, with maximum benefit to local marine ecology, industries and occupations, and communities.
- Many visitors to the WOW events were on holiday or visiting the region, and by attending WOW 2010 events learned more about Dumfries and Galloway's coastline, visitor attractions, activities and facilities than they might otherwise have done so. This could also result in a considerable long-term economic benefit to the region with WOW showcasing and promoting the region's unspoilt marine and coastal environment to a wide audience.
- Over a ton of rubbish was collected at the Beach Blitz from seven beaches, promoting stewardship of the Dumfries and Galloway coastline and helping to make it clean and safe for locals, visitors and wildlife alike.

## **11. Visitor feedback**

The Celebration events of WOW 2010 attracted a wide range of visitors from all over the UK, predominantly Cumbria and Lancashire because of the half term holidays, but also visitors from London, the USA, Canada, Glasgow and Devon as well as a large number of local residents.

#### Comments about the Celebration Days included

- Fantastic day
- Great idea
- Interesting, good for children's awareness
- Children loved it, makes us all want our beaches and wildlife to be looked after
- Fantastic day, see you all next year!
- Fun and lots of stuff to do
- Vey very very very good

The most effective form of advertising appeared to be, for locals, through schools, who had all received posters and fliers for distribution amongst their pupils.

For visitors from further away, posters, internet sites and word of mouth were key means of advertising.

Additionally, the new banners, and the erection of the marquees the night before, attracted 'passing trade'.

Overall, visitor and exhibitor feedback appears to be very positive, with exhibitors enjoying the opportunity to network with other organisations, and visitors enjoying the wide range of activities, the sea shore location and the ambience of WOW 2010.

## **12. Conclusion**

WOW 2010 was a successful and exciting initiative aimed at promoting the marine environment of Dumfries and Galloway through a wide variety of activities and exhibitions, and also aimed to show-case Dumfries and Galloway to visitors and tourists who may not otherwise have experienced the natural history, adventures and activities available in this beautiful and largely unspoilt region of the British Isles. World Oceans Week is unique to Dumfries and Galloway, and one of only two places in Scotland celebrating World Oceans Day (the other being a one day event at an aquarium in Aberdeen)

The success of WOW 2010 can be measured in part by the large numbers of visitors attending the Celebration events, the positive feedback from both participants and exhibitors, the reported increases in businesses locally, the large amount of litter collected from the beaches, and an increased awareness of local marine biodiversity, environment, activities and issues. Whilst continuing to attract new visitors, many visitors to the Celebrations were people who had attended the events in previous years. The 'ripple effect' of introducing new visitors to the area, and the knock-on effect of increased local trade on a wider range of local businesses is harder to quantify but we are confident that WOW 2010 has had a significant positive impact on the local economy and businesses, which is reflected in the interest we have had in new faces and organisations being involved in future events.

We believe that World Oceans Week is a very successful initiative on many fronts.

## **13. Organisation of WOW 2010**

WOW 2010 was organised principally by Solway Firth Partnership, with assistance from National Trust for Scotland Ranger Service, National Scenic Area Ranger Service, David Hirst of Port William Residents' Association, and the communities of Rockcliffe and Port William.

WOW 2010 was generously funded by The Crown Estate, E.ON Climate and Renewables and Scottish Natural Heritage.

WOW 2010 was kindly supported by Colvend Cafe (refreshments at Rockcliffe), Cream O'Galloway ice cream, HSS Equipment Hire Dumfries, and the large number of volunteers who generously gave their time to support and organise the many events and Celebrations of WOW 2010.