

Preseli Venture – Our Environment

OUR LOCATION

The Preseli Venture lodge is located deep in the heart of the Pembrokeshire Coast National Park, an awesome location just a 10 minute walk through National Trust woodland to a secluded local beach.

The Pembrokeshire Coast National Park is the UK's only coastal National Park. At 230 square miles it's also one of the UK's smallest National Parks, and it is certainly one of the longest, taking in 180 miles of the Pembrokeshire coastline as well as all of its offshore islands.

Much of the coastline consists of natural cliffs, broken up by Wales' most beautiful sandy beaches and small picturesque rocky coves.

The Preseli Venture Lodge sits nestled in a green valley, just up from the secluded beach at Abermawr. Our nearest village is Mathry, a small and friendly Welsh village on a hilltop, commanding impressive views of the Preseli Hills.



OUR ENVIRONMENTAL COMMITMENT

Preseli Venture is committed to remaining an economic force for sustainable use of wilderness areas, such as our National Park setting.

Our aim is to deliver the perfect blend of outdoor adventure and unique Pembrokeshire hospitality in an environmentally sustainable and socially aware manner and we endeavour to consider our impact, both environmentally and socially, in all of our business activities.

Our staff have a commitment and interest in sustainable living, and we do hope that our approach and practise will be of interest to you. We do not 'preach' sustainability, but instead aim to illustrate how low impact living can be incorporated into day to day, as well as to business, life with the minimum of fuss or inconvenience.

We aim to share our passion for the outdoors and for our beautiful county with all of our clients, and imbue them with an understanding of, and a commitment to, the ethos that our enjoyment of the Pembrokeshire Coast National Park must be in a sustainable manner. We believe that this approach will ensure the economic and environmental longevity of our inspirational land and coastline.

Our commitments include:

Green Dragon Environmental Standard

In 2005 we achieved our **Level 2 Green Dragon award** – these awards set quality standards for environmental good practice from energy conservation to recycling, and promote awareness of the intrinsic value of the environment in which we live and work.



Some believe carbon offsetting schemes have their place, but we prefer to take localised action to reduce the amount of Co2 we produce in our day to day activities. For example;

- using a ground source heat pump to produce the hot water and heating in the lodge
- sourcing the electricity that we do use through a green energy supplier
- using LCD lighting technology to reduce energy usage
- encouraging our clients to use public transport, and providing free bus and train station transfers
- running our minibuses on locally sourced bio diesel (used chip fat)
- sourcing as much local food as possible, along with using local materials, and employing local trades people and staff

Additionally we like to:

- use recycled paper and as many recycled products as possible in the office
- recycle all glass and cans in the lodge
- compost the food waste
- use environmentally friendly cleaning products
- source plenty of fair trade tea and coffee for our guests

Outdoor Charter Group

This Charter was developed by local outdoor adventure and environmental education centres, working closely with the National Park and the National Trust and has been operating since 1993. The aim of the Charter is to foster commitment by those involved to an environmental code of practice to preserve the unique landscape and wildlife of this beautiful, unspoilt coastline. The key is to develop sustainable management of outdoor recreation on the Pembrokeshire Coast.



Preseli Venture has been a key player in the inception of the Outdoor Charter, and fully endorses its code of good environmental practice. Our staff aim to pass on their knowledge about the importance and diversity of Pembrokeshire's natural environments and minimise disturbance to wildlife during activities.



The Abermawr Coastcare Group

Under the auspices of "Keep Wales Tidy Campaign", the Clean Coasts Project has set up voluntary and community "Coastcare" groups around the Pembrokeshire coast.

Their aim is to enhance the value of the coastline by reducing the impact of litter. This in turn enhances the aesthetic appeal and increases the amenity and economic value of the coast to the community and visitors.

Preseli Venture have adopted their local beach of Abermawr, (just one mile away), and organise a number of beach cleans throughout the year, or whenever the need arises. Abermawr is an extremely clean beach, due mainly to the fact that the beach faces north-west and so is relatively unaffected by any rubbish blown onto the coast by the prevailing south-westerly winds and waves.

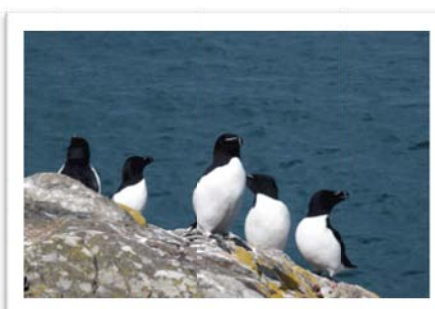
Due to its remoteness, Abermawr also attracts relatively few visitors throughout the year and so is a perfect place for your beach frolics and moonlit walks.

The North Pembrokeshire Transport Forum (NPTF)

Sophie Hurst, a director of Preseli Venture, is an active executive committee member of the NPTF, a campaigning and pressure group that tirelessly works towards improving public transport to, from and within north Pembrokeshire. The NPTF recognises the vital role of public transport in the sustainable development of peripheral rural areas such as north Pembrokeshire.

NPTF lobby and campaign for improved rail services to Fishguard Harbour, an otherwise excellent integrated transport node with bus, taxi, Irish ferry, cycle track and coastal path links. We work for improved bus services and access for disadvantaged and remote communities with innovative community transport schemes.

THE PEMBROKESHIRE ENVIRONMENT – Flora and Fauna



Birds

The Pembrokeshire coastline is home to a wide variety of seabirds. Guillemots and razorbills are members of the auk family and they nest on rocky ledges on the high sea cliffs from March to July. Cormorants and shags, prolific fish-feeders due to their ability to swim underwater, and the noisy oystercatcher are often seen on the lower cliff slopes of the coast. Kittiwakes and fulmars, with their dramatic straight wings, also nest on grassy cliff ledges and along the shore rock pippits flit

among the rocks. The rare chough nests in holes and crevices on the cliff and feeds on insects on the grassy cliff-tops. Ravens can often be seen from the coast path, and often you'll hear skylarks with their beautiful song!

Cetaceans

Cetaceans, the collective word for whales, dolphins and porpoises, can be seen along the coast, particularly off headlands such as Strumble Head. From Strumble Head it is possible to observe bottle-nosed dolphins and the smaller harbour porpoise swimming past the headland. Other larger cetaceans, such as the fin whale, basking shark and bottle-nosed whale, are found further offshore with occasional sightings close to land.



Grey Seals

Seals are our most sighted sea mammal and they gather and breeds around the rocky shores, inaccessible coves, sea caves and rocky islands from summer to autumn. The largest population is on Ramsey Island off the St David's peninsular, and the highest number of mainland animals are found here, in our "playground" between St David's Head and Fishguard.

These playful, inquisitive creatures and their pups are a joy to see on our coastal adventures, but care must be taken to avoid disturbing the white beach-bound pups and their mothers who suckle their young for the first 3 weeks. Once weaned, the pups moult their white coat and then venture into the sea to start fishing for themselves. Seals are amazing divers and can remain below the surface for up to 30 minutes.

Wildflowers and Lichens

From March to July wild flowers appear in a beautiful colourful succession on the coastal slopes and inland hedgebanks. The most common are spring-squill, sea campion, pink campion, kidney vetch and rock samphire. These plants flourish in the salt-laden winds and clean air, as does the community of lichens and mosses which pattern the rock surfaces all along the coast.

Bordering the lanes and in the wooded valleys close to the coast, primroses, lesser celandine, pink campion, lesser stitchwort and foxgloves bloom, as well as the beautiful bluebells, particularly found in the Abermawr woods and coastal area.



Please let us know if you have any questions or if we can give you any more information by calling us on **01348 837709** or e mail info@preseliventure-corporate.com



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