

# Angus Coastal Festival 2018

## Facilitating Community Action

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### Introduction

The Tayside Biodiversity Partnership (TBP) held the first "Angus Coastal Festival" in September 2018. The festival's aims were to increase public understanding and awareness of issues impacting on coastal ecosystem health; empower communities to participate in safeguarding the coast; and to provide opportunities for communities to enjoy their coast. Strategically the festival contributed to the Tayside Local Biodiversity Action Plan 2016-26 'Coastal & Marine Action Plan' Objective to "Mainstream biodiversity conservation action by raising awareness and the enjoyment of marine and coastal ecosystems of local communities"<sup>1</sup>.



### Methods

The TBP Coastal & Marine Working Group developed and delivered the festival programme<sup>2</sup>, which included 43 free events (fig.1) through engagement with coastal communities and 21 partner agencies. The 11 day period in September 2018 was chosen to coincide with the Great British Beach Clean weekend (GBBC) 2018. Community engagement and marine litter issues were at its core and the TBP set itself the task of increasing the number of volunteers taking part in beach cleans in Angus during GBBC.



Figure 1. Location and a summary of event types during the Angus Coastal Festival 2018.

### Results

The Festival proved to be very popular amongst Angus residents and visitors from within the neighbouring Tayside region. Local schools and businesses participated in a range of activities (fig.2). A summary report was produced to share with participants, funders and to use as a marketing tool to encourage participation in further coastal festivals<sup>3</sup>.

The Angus arm of the GBBC was launched at Ferryden beach on 14th September. The event was attended by coastal communities and partner agencies including children from Ferryden Primary School, local businesses, the local MP, a number of Angus's Species & Habitat Champions and the Minister for Rural Affairs and the Natural Environment. Volunteers removed 893 items of litter (17kg) from a 100m stretch of foreshore.

During the weekend, nine beach cleans took place on the Angus coast with more than 170 participants removing 5175 items of marine litter. In comparison to 2017 statistics<sup>4</sup> this equates to an 11% increase in beach cleans (n-9), a 3% increase in the number of marine litter items removed from the sites (n-5175) and a 47% increase in volunteers (n-170).



Figure 2. Quantifiable results of the Angus Coastal Festival 2018 focussing on engagement and beach clean effort.

### Communications #AngusCoastalFestival

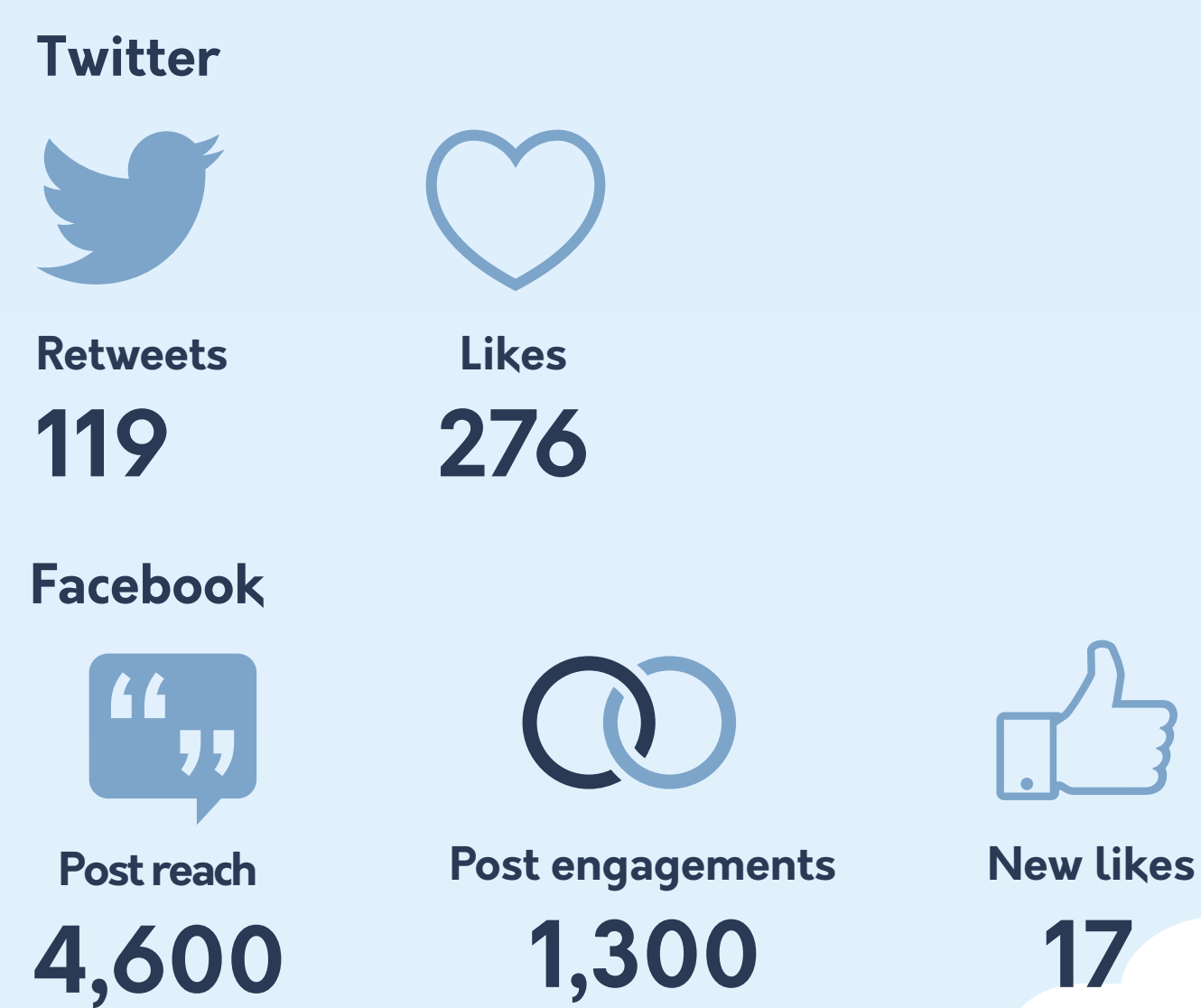


Figure 3. A summary of communications around the Angus Coastal Festival 2018 can inform future communication and marketing strategy.

### Conclusion

Feedback from the 2018 Angus Coastal Festival was positive. Angus Council and the TBP will continue to engage with communities and partners to host a second Angus Coastal Festival in 2019. The Marine Conservation Society's GBBC will continue to be the anchor of the festival. The 2018 inaugural festival was experimental but seems to have facilitated an increase in GBBC volunteers. The use of traditional and social media communications (fig. 3) perhaps played a role. This will be built on in 2019. We will continue to champion community engagement and marine litter in innovative ways, using public consultation tools such as Angus Social Pinpoint and by building stronger relationships with partners. Ultimately the TBP's aim is to work with North East Scotland neighbours to hold a large-scale festival in 2020, celebrating Scotland's Year of Coasts and Water.



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### References

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2. Dempsey, KA & Lloyd, C 2018. Angus Coastal Festival Programme of Events.
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4. Marine Conservation Society, 2017. Marine Conservation Society Great British Beach Clean Report 2017.