

Newquay Cleaner Seas 2018-2019 Project Report

Project scope

Between June 2018 and March 2019 Environment Agency (EA) and Cornwall Wildlife Trust (CWT) entered a collaborative agreement (Porth Urban Drainage Investigations / COLLAB527) to address organic pollution at Porth Beach, through a community engagement project focused on urban drainage.

With EA permission, CWT approached Newquay Marine Group (NMG) to carry out the work on the ground, making the most of their local knowledge and network, strong local brand and legacy potential.

The objectives of the 'Newquay Cleaner Seas' project were to: *Raise public and business awareness of poor drainage and waste disposal practices that causes blockages, leaks and overflows that result in polluted drainage water reaching bathing beaches (e.g. Fats Oils Grease, 3Ps, Only Rain Down the Drain, Yellow Fish Campaign).*

The deliverables were as follows:

Tasks	Date for completion
>50 yellow fish symbol sites	31/03/19
15-20 visits to business to offer advice on urban drainage (Campsites, guesthouses, cafés, hotels)	31/03/19
4 community events to raise awareness with local people	31/03/19
3 school engagement visits (yellow fish)	31/03/19

After an initial briefing session with the EA, CWT and NMG, the Newquay Cleaner Seas coordinators employed a small number of volunteers outlining their roles and what was expected of them.

Yellow Fish

Target: >50 yellow fish painted

- Approximately 150 yellow fish painted in the Porth Catchment.
- 10 volunteers
- 30 yellow fish painted with schools



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Newquay Cleaner Seas 2018-2019 Project Report

Yellow Fish uses the message “Only rain down the drain” to raise awareness of water pollution issues.

The Yellow Fish campaign was an engaging way to talk about drains with the school groups who were excited about painting on roads! A group of NCS volunteers had painted on routes around the catchment being careful to include areas parents and children would use to get to school. Therefore, when they took part in the workshops they had seen the yellow fish on the roads and were excited to be part of a wider project. The group of volunteers went out on several occasions painting fish on the pavements next to highway drains. Several people stopped to ask what was happening and were positive about the message and were interested in the project.



Business engagement

Target: 15-20 visits to businesses to offer advice on urban drainage (campsites, guesthouses, cafes, hotels)

Campsites

- 6 campsites contacted with business packs left with 5 of them.
- 2 were engaged. 4 were closed and did not respond to the initial contact or the follow up contact.
- 140 stickers, 5 posters, 105 tent cards and 150 NMG leaflets were left with the 2 campsites engaged.



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Newquay Cleaner Seas 2018-2019 Project Report

- 1 misconnection survey completed.

Other businesses

- 26 other businesses were contacted. These included:
 - 9 hotels/B&Bs
 - 14 food outlets (including bars, restaurants, cafes and take-aways)
 - 3 other business types (dogs home, garden centre with café and the council)
- Of these businesses 19 were engaged. 6 were closed and 1 did not respond to initial email.
- A positive conversation with a varying level of engagement was had with all businesses that were open.
- 22 business packs handed out
- 130 stickers, 6 posters, 107 tent cards and 100 NMG leaflets handed out
- 5 misconnection surveys completed and a further 5 businesses potentially interested

Materials were designed and printed displaying clear messages focusing on the three key themes:

- A reduction in the disposal of Fat, Oil and Grease
- Only flushing Pee, Poo and Paper down the toilet
- Only rain down the drain

A business pack was made up containing samples of all materials. Initially, volunteers collated businesses found in the Porth Catchment on spreadsheets for schools, businesses and campsites. The first engagement was then by email with a letter attached from Laura as Chair with detailed information.

A few responses were received and followed up. However, because of the time of year; engagement with businesses did not gain adequate momentum.

It was therefore decided that a full day of cold calling was the best way forward. 4 volunteers spent a day cold calling and talking face to face to a number of businesses. Due to time and location and limited transport available, the cold calling targeted businesses around Porth and nearby villages. The volunteers were all provided with lanyards and ID, a branded t-shirt and a crib sheet with guidance notes as well as business packs.



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Newquay Cleaner Seas 2018-2019 Project Report

This turned out to be incredibly positive and successful. The misconnection surveys were also a hit with a large number of businesses signing up. (However, a few got back to us after that day with a few concerns and queries.)

Community Awareness/Events

Target: 4 community events to raise awareness with local people

- Total of 7 events attended. 5 external events that the group were invited to and 2 of our own events. These were:
 - Newquay Fish Festival
 - Blue Film Screening at the Lighthouse Cinema, Newquay
 - Newquay RNLI day
 - Newquay Marine Group talk by Gillian Burke held at Cornwall College Newquay
 - Visit Newquay's Tourism conference held at the Headland Hotel
 - Newquay Library's Plastic Free Community event
 - Cornwall Wildlife Trust's Your Shore Conference held at Royal Cornwall Showground, Wadebridge

In addition to events, the NCS Project was publicised on the Newquay Marine Group website (www.newquaymarinegroup.com) and Facebook page. It was shared by friends of the group on Facebook and by other organisations and the volunteers wrote newspaper articles and held interviews with Newquay radio.

A photography and videography company were commissioned to produce a film about yellow fish and a competition was created by a volunteer.

Each beach clean by Newquay Beach Care included discussion about the NCS project and the beach cleaners were engaged when they realised it was us who had painted yellow fish.

- 4 radio interviews
- 3 newspaper articles
- Yellow fish rock competition in collaboration with Newquay Rocks and with prizes donated by local businesses including a gym, a pub and the CWT.
- Film commissioned for a yellow fish 'journey through the drains'.



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Newquay Cleaner Seas 2018-2019 Project Report

- Over 6 Social media posts. The announcement of the yellow fish rock competition reached 5,985 people and had a 451 engagement rating. The others were around 700 person reach and a 50 engagement rating.



Gillian Burke getting involved with the fatberg



Yellow Fish rock competition!



One of 4 newspaper articles



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Newquay Cleaner Seas 2018-2019 Project Report

School Engagement

Target: 3 school engagement visits (yellow fish)

- 5 Schools contacted
- 4 schools engaged: 3 primary schools and 1 nursery school
- Total of 145 children engaged
- Total of 5 teachers engaged
- Evidence the parents were indirectly engaged
- 5 volunteers
- 6 stickers handed out
- Lesson plans, risk assessments and workshops created
- Feedback forms received

After initial contact and meetings with the lead teacher, a lesson plan and risk assessment were written and approved by the school. Workshop materials were created and the volunteers were given a briefing.

The workshops discussed several points:

- Different type of drains that are found in Porth
- Fatbergs and blocked drains as a consequence of what happens when objects are thrown down drains. These objects included everyday items the children would recognise from home including cotton buds, wet wipes, chewing gum, sweet wrappers and dental floss.
- Highway drains and 'only rain down the drain' concept using yellow fish. Where weather and risk assessment allowed, children had the opportunity to paint a fish by the drains. For the smaller children, they chalk drew fish in the playground and then watched the volunteers paint on the road.

One Teacher said *"The workshop and activities were perfectly pitched for this age of students. They engaged well and were really interested and involved. They enjoyed the workshop activities and also liked painting the yellow fish. Thank you very much for our morning, the session is highly recommended."*



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Newquay Cleaner Seas 2018-2019 Project Report



School 'only rain down the drain' resources

Monitoring

Ammonia

After a conversation with Leah from the EA about water quality on Porth from the main stream, one of the volunteers tested ammonia levels every day for 7 months. A test kit was purchased and a data collection sheet created to capture the basic information and photos were taken. The data is shown below.

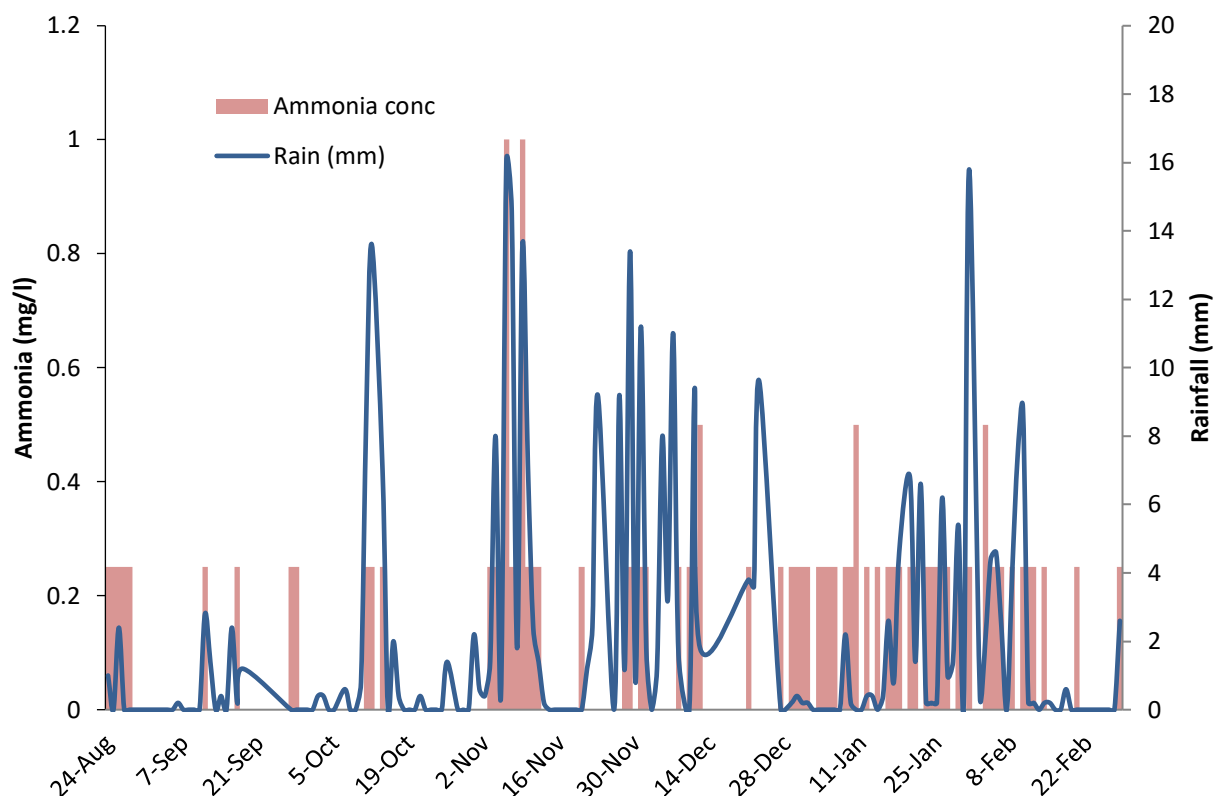


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Newquay Cleaner Seas 2018-2019 Project Report



Ammonia concentration in Porth Stream & rainfall

Riverfly

Target: 'Any Riverfly...training associated with this project will be delivered by CWT. NMG and its volunteers will be welcome to take part.'

A Riverfly training day was organised for 15th October 2018 held at Mawgan Porth. Of the 11 attendees, 6 were the NCS volunteers. At the time of writing this report, none of the volunteers have undertaken a survey.



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Newquay Cleaner Seas 2018-2019 Project Report

Evaluation

- The timing of the money was not easy to manage. We understand that this isn't the fault of the partners but for a very seasonal catchment such as Porth the months in which we had to reach our task targets were difficult. The money was given to us in June just as it was getting busy. There is no point speaking to anyone during July – September. Ideally – to reach full project expectation and to manage the volunteers and budgets properly, the project should run for a year.
- The Id badge, lanyard, t-shirt and business pack made the volunteers feel important and safe. The business packs were a real asset as a tool and conversation starter.
- Public engagement on all fronts was positive. Questions were asked by passers-by to those who were painting the yellow fish. The social media posts reached a good audience. The businesses and schools were all really involved and interested. What we learnt mainly is that it is the kids who run the show. They will tell their parents and the yellow fish rock competition was a fabulous idea and hugely popular on social media.
- There weren't many alternatives we could help with regarding FOG – could Olleco be involved somehow?
- A number of the businesses were not known to the NMG team as they haven't been involved in any other conservation event. They were however, extremely engaged in this – because it benefits them and can be easy wins for them. It shows that it could have real impact.



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