



Llwybr Arfordir Cymru  
Wales Coast Path

## Wales Coast Path Update

February 2012

Saturday 5th May 2012 will see the official opening of the Wales Coast Path (WCP). This will see Wales become unique in being the only country in the world with a continuous coastal path, stretching some 870 miles from the Welsh border, near Chester, in the North to Chepstow in the South. Combined with Offa's Dyke National Trail, walkers really will be able to 'discover the shape of a nation' – over 1000 miles of it! For those who have worked on the Coastal Access Improvement Programme since its inception in 2007, it is hard to believe what has been accomplished in 5 short years, given that most long distance paths of this nature can take decades to develop.

The Wales Coast Path has been developed by the Welsh Government in partnership with the Countryside Council for Wales (CCW), sixteen local authorities and two National Parks. In addition to funding from the Welsh Government and the coastal local authorities of approximately £2 million per year, the European Regional Development Fund has allocated nearly £4 million over four years in support of the project.

### Publicity

In November 2011, Coastal Wales was chosen as the No 1 region in the world to visit in 2012 by Lonely Planet and all because of the WCP – immediately bringing us to the attention an international audience. This, combined with the efforts of Visit Wales, has generated international media coverage in many journals and newspapers including the New York Times and the Chicago Tribune.

Details regarding the WCP can be found on the CCW website, including a full media pack and downloadable 1:25,000 scale pdf maps of the entire route. Go to [www.walescoastpath.gov.uk](http://www.walescoastpath.gov.uk) for further details.



Wales  
Cymru



Llywodraeth Cymru  
Welsh Government



ERDF  
Llywodraeth Cymru  
Welsh Government  
Ewrop & Chymru: Buddsoddi yn eich dyfodol  
Cronfa Ddiablygu Rhanbarthol Ewrop  
Europe & Wales: Investing in your future  
European Regional Development Fund

Quadrant Media and Communications have been contracted to organise a press campaign for the WCP within Wales in the run up to the official opening in May and will be working closely with Visit Wales to ensure the profile of the Path remains high. Press queries can be directed to Rhiannon Jenkins at Quadrant who can be contacted on:

[rhiannon.jenkins@quadrant.co](mailto:rhiannon.jenkins@quadrant.co), 02920 694888

We are also active on Facebook and Twitter, where regular feeds are placed online and interesting and relevant feeds from other site re-posted. We are always looking to increase the numbers using these sites, and they are also great ways of sharing what's going on with the WCP with your friends and family. Like us on Facebook or follow us on Twitter – just search for Wales Coast Path.

Facebook ([http://www.facebook.com/pages/Wales-Coast-Path/140486052706861?ref=tn\\_tnmn](http://www.facebook.com/pages/Wales-Coast-Path/140486052706861?ref=tn_tnmn))

Twitter (<https://twitter.com/#!/WalesCoastPath>)

### Official Opening

With the opening fast approaching, Quadrant has also been appointed to organise the celebration events. There will be 3 main events on the 5<sup>th</sup> May in Roald Dahl Plas, Cardiff Bay, Aberystwyth Promenade and Flint Castle, Flint. The precise details of these events will follow in due course. Other celebratory events are planned across the country through out the summer.

### Big Welsh Coastal Walk

To mark the official opening on 5<sup>th</sup> May, the Ramblers Cymru are organising the Big Welsh Coastal Walk, to take place over the whole of the bank holiday weekend. This will be a series of led walks along the WCP. Many of these walks will be hosted by the Ramblers but charity walks are also being organised by many other organisations. The ambition is to get as many people as possible walking around the coast of Wales in perhaps the largest mass participation event Wales has ever seen. Ramblers members across Wales will be inviting their local communities to join in a variety of walks which will introduce the beauty of the Wales Coast Path to a new audience who can continue to appreciate them long into the future. In addition to walks at each of the three launch events, the Big Welsh Coastal Walk will cover as much of the Welsh coastline as possible over the weekend of the 5<sup>th</sup> with walks for all abilities, including a walk up Snowdon to view the coast and a walk from the summit to the coast.

For more information of where the walks will be and to sign up go to [www.ramblers.org.uk/wales](http://www.ramblers.org.uk/wales). The free 'Big Welsh Walking Challenge' app for iphones was launched the end of January 2012 to encourage people to train for 5<sup>th</sup> May. This is available via the itunes store.



Wales  
Cymru



Some of the other organisations getting involved are the National Exercise Referral Scheme in Wales, the Scouts, and the Ordnance Survey. The YHA will also be involved, working with the Mosaic project to get young people staying and walking from their hostels on the coast. They are also happy to open the hostels during the day over the weekend for camping/refreshments/toilets where appropriate.

### Website

A new Wales Coast Path website is currently in development and should be live in April 2011. This will be the first point of call of all information relating to the WCP and will include interactive mapping as well.

### Marketing Areas and Leaflets

A series of leaflets are being designed to show the route of the path, and local points of interest, within each of our eight marketing areas. These are:

North Wales Coast & Dee Estuary  
Isle of Anglesey  
Menai, Llyn & Meirionnydd  
Ceredigion  
Pembrokeshire  
Carmarthenshire  
Gower & Swansea Bay  
South Wales Coast & Severn Estuary

Further details of their distribution will follow in due course.

### Further Information

Further updates will follow on a monthly basis.

