

Sep 05 waterway press release

Jamie Owen was back in his home town of Pembroke Dock this week to work with festival and event organisers from towns and communities along the Milford Haven Waterway. Jamie led a review and planning session of the organising group of *Experience Pembrokeshire's Waterway*, a project which promotes events and festivals on or near the water, with the water as a backdrop, or with a water theme, and aims also to create links between communities and events.

Jamie was very pleased with the response at the meeting and commented: "I was surprised and delighted about how positive it all was it was so constructive I could hardly believe it". Participants discussed lessons learnt from their events this year, looked at ways in which they might build on the success of their events for next year, and discussed ideas for new events for 2006.

A DVD was shown of the *Relay around the Waterway* event which took place in July, in which *Experience Pembrokeshire's Waterway* banners were distributed to representatives of participating communities by teams of rowers, runners and cyclists. The first rowing team left Dale at 7am, and the event finished at 7.45pm when the final leg of runners crossed the finishing line in Angle.

Richard Brown of Pembrokeshire Triathlon Club outlined exciting plans for the reinstigation after a three-year break of the Pembrokeshire Challenge, a team challenge event which consists of the three disciplines of longboat rowing, running and cycling. The Pembrokeshire Challenge will take place in September 2006, and organizers are considering extending the event to incorporate a quadrathon event for individual entrants with the four disciplines of swimming, kayaking, running and cycling.

Experience Pembrokeshire's Waterway is funded through PLANED's EU LEADER+ project, which is part-funded by WDA, WAG, ELWa, and Milford Haven Port Authority. The waterway initiative is sponsored by Texaco (Pembroke Plant) and has received funding from Pembrokeshire Tourism and South West Wales Tourism Partnership.

Jamie launched the project in January, and led the first meeting of the organising group in March. He will be invited back to Pembrokeshire to work with the organising group again in 2006.

Contact:
Helen Thomas, PLANED
Telephone 07900 243668, 01646 682972