

Malin Head

Ocean Centre, National Marine Park & Biosphere Area



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EXECUTIVE SUMMARY

This document sets out the proposal for the development of an Ocean Interpretive Centre, Irelands First National Marine Park and a UNESCO Biosphere Area at Malin Head. The proposal includes cost models, a roadmap of required actions and a delivery timeframe (2014- 2020).

The concept outlined includes two phases for the development and marketing of Malin Head as a marine area of European importance, with international recognition for best practice sustainable marine resource management.

Phase One; Malin Head Ocean Centre:

The development of a sustainably built Interpretive Centre for visitors showcasing the unique marine environs surrounding Malin Head. This facility will also house complimentary education facilities and a research Lab focused on disseminating best practice sustainable management of marine resources. Financial models indicate the centre will be financially self sufficient with profits reinvested in education and research remits.

Projected capital costs in Euro for the establishment of the Ocean Centre

- 400,000 Site Purchase, Road access and Car park
 - 640,000 Centre Building
 - 255,000 Interpretive Displays, Auditorium, Education and Lab facilities
- Total 1,295,000

Phase Two; Malin Head Integrated Marine Zones:

To include the development of Irelands first National Marine Park and a UNESCO Biosphere Area. No purchase of additional land areas is required. The proposed marine zones encompass approx. 9 existing Natura 2000 coastal and marine designations and the state currently owns all marine areas, Inishtrahull Island, Tor rocks and the Garvan Isles. Appropriate funding avenues have been identified.

The establishment of the complimentary Marine Park and Biosphere Area will focus on collective Branding, Marketing and Signage.

Direct benefits from the delivery of this concept through 2014-2018 include:

- 20 temporary jobs during construction and development phase
- 6 full time permanent jobs and 2 part time permanent positions
- 5 full time seasonal positions
- 3 PhD level research posts and 9 Seasonal Masters level research posts
- The development of an Internationally recognised adventure tourism product
- Support the future of the commercial pot fishing industry within the Fishery areas by gaining recognition and branding of sustainably caught produce.
- The conservation of an Internationally significant natural marine resource

Achievement of this proposal will transform Malin Head, one of Ireland's remotest socially deprived areas with traditionally low levels of employment and education into a viable community with a sustainable future operating in relative harmony with their surrounding natural environment.

INTRODUCTION

Sustainable Resources, Living, Community

National Parks are an international brand recognised worldwide as places of outstanding natural beauty proactively managed for the enhancement of nature and sustainable visitor access. They showcase a country's natural environment and normally represent the most internationally unique, rare or naturally pristine habitat a country is host to.

Ireland's National Parks are mainly historical legacies with little international significance. Ireland as an island perched on the edge of Western Europe is known worldwide, for its wild Atlantic coastline and maritime nature. The natural marine heritage of Ireland is relatively intact and our marine habitats are regarded as the most diverse and environmentally pristine in Europe. Geographically, commercially, and visually the iconic waters around Malin Head are at the forefront of Ireland's marine heritage. They are host to a productive oceanic front of global significance and an unrivalled concentration of historic wrecks. Few better examples of marine biodiversity and historic heritage exist side by side anywhere in the world; Malin Head is the jewel in Ireland's crown.

Irish and Donegal tourism is at a critical stage in its development. The sector needs champion projects to raise its profile and showcase what the country and region has to offer both domestically and internationally. The Malin Head Strategic Tourism Plan (2011) estimates Malin Head receives approx. 100,000 visitors per annum but highlights the lack of facilities for those visitors. It identifies Malin Head as a 'drive through' destination, with an average stay time of less than 30mins. In order to hold visitors in an area appropriate facilities, activities and interpretation are required to aid and expand the experience. To date plans for the development of Malin Head have focused on the redevelopment of the historic Signal Tower above Banba's Crown, Ireland's most northerly point. Sadly legacy issues have prevented this development.

Malin Head is an internationally recognised brand for all things Marine and Maritime.

In this concept document we demonstrate that there is more to Malin Head than a derelict signal tower. Shifting the focus to the wider Malin Head area and its natural heritage will expand the scope and scale of the tourism product and ensure a cluster of complimentary experiences is developed in the area. Accordingly, the natural marine themes outlined in this concept document complement existing plans for the tower. It is not a case of either or but rather a case of 'together'.

This marine themed concept compliments existing plans for Malin Signal Tower and a Coastal centre at Buncrana on Lough Swilly. The success of this concept increases the likely development of a cluster of marine themed projects on the peninsula.

Since 2008 the Irish basking shark project has raised the public profile of Malin Head and delivered scientific research of international significance. A good working relationship has been formed between a group of key stakeholders including: The Inishowen Development Partnership (IDP), Queens University Belfast (QUB), Inishowen Basking Shark Study Group (IBSSG) and the Inishowen Coastal Communities.

INTRODUCTION

Sustainable Resources, Living, Community

Through the delivery of high impact projects (Inaugural Irish Shark Conference 2009, Shark Slime 2010, Depth Charge Project 2011, Monster Munch Project 2012, Shark Camp 2013) the IBSSG have highlighted the rich biodiversity within and the importance of the Malin head marine area. These projects brought together members of the fishing, tourism, conservation and academic sectors and have laid the foundation for an ambitious marine project of scale centred at Malin Head.

This concept brings together the marine tourism, fishing and research sectors under a single umbrella brand that is instantly recognisable worldwide.

During Recent years the Malin Head area has seen

- The basking shark successfully established as a community totem for the rich diversity of marine life encountered in Malin Head waters
- Malin Head as a viable and rewarding location to undertake marine research of international note
- Malin Head fisheries voluntarily implement sustainable fishing practices
- Malin Head established as the best site worldwide to view basking sharks
- Malin Head established as an international tourism destination for a variety of Marine adventure activities – Shark Angling, Wreck Diving, Wildlife watching, Marine focused conservation research, Sea Kayaking etc.
- Significant reduction in commercial fishing activity and profit levels
- Stark levels of unemployment and low level of education attainment
- A call for a diversification within and out of traditionally dominant employment sectors including fishing and farming
- A demand for a visitor focused facility at one of Europe's most iconic headlands
- Inishowen develop the highest density of eco-tourism operators in the country

The basking shark has been adopted as a totem for the wider marine environment by the local coastal communities of Inishowen and Malin Head is now regarded as the best location in the world to view and film basking sharks.

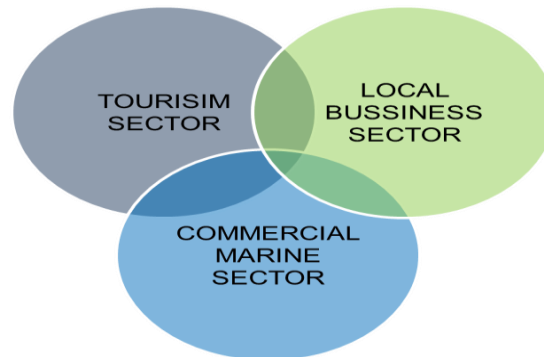
Many of the small coastal communities of Inishowen believe the future of commercial fishing is in doubt. Local fishermen feel disenfranchised from their own local natural resources. Government supported enterprise schemes delivered in the area have focused on drawing these communities away from their traditional marine industries and into more land focused sectors, such as call centres, construction and transport. This has not addressed the underlying issues and resulted in significant levels of unemployment, emigration and a depletion of traditional maritime skill sets and knowledge.

Many Inishowen fishermen feel disenfranchised from their own local resources, and lack trust in initiatives led from the top down.

INTRODUCTION

Sustainable Resources, Living, Community

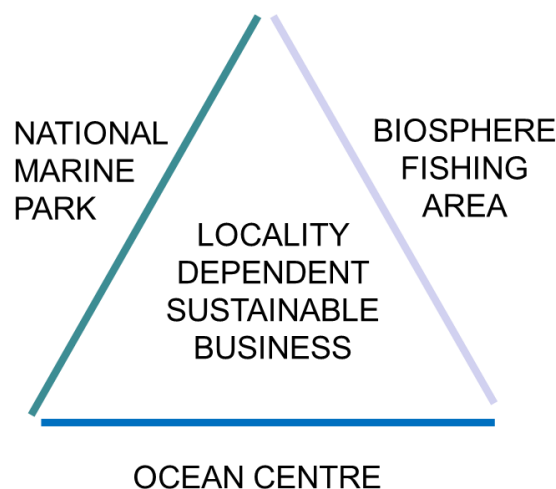
The development of Marine tourism will foster Inishowen's established marine heritage by linking sustainable business initiatives with core traditional skills within the community.



The enhancement of 'locally grown' expertise and improved ocean literacy is required before local communities can avail of future 'Blue Seas' and 'Pesca Tourism' opportunities. There is no plan for job creation north of the Derry/ Letterkenny road, there is no community liaison officer with a job creation role, exploitation of natural resources through fishing, farming and tourism are what the area has.

This concept sets out a reliable future for the local inshore fishing Industry, so its members can plan their future with secure and predictable employment, business rules and regulation.

Assisting people to manage the dynamic relationship between commercial fishing, fisheries research and indicated oceanic change is a vital stepping stone in the empowerment of local coastal communities to manage resources in an integrated and sustainable manor of their choosing. The Malin Head Marine concept brings the academic, fishing and tourism sectors together under a single umbrella. It strengthens the relationship Inishowen coastal communities have with the sea and ensures a mutually sustainable future.



OCEAN CENTRE

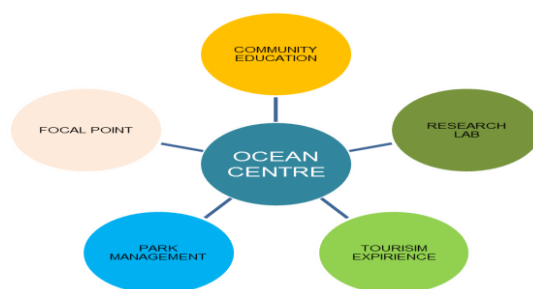
Awareness, Appreciation, Understanding

Malin Head Marine Concept Phase One: Malin Head Marine Centre incorporating three complementary facilities

1. Malin Head Ocean visitors centre
2. Malin Head Marine education and training facility
3. Malin Head Marine research Lab.

Introduction

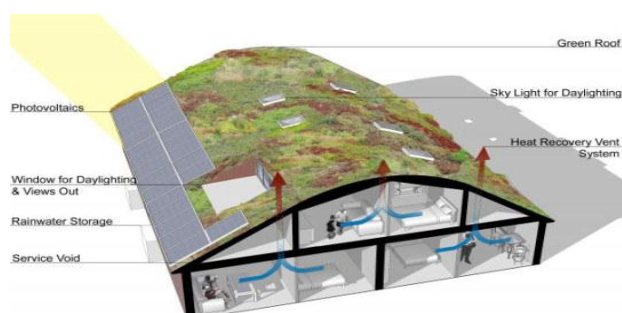
The Ocean centre interprets the surrounding maritime heritage for tourists and uses the visitor generated finance to fund the education and research activities. These in turn feed back into the knowledge base and proactive conservation of the habitats by the community, thus ensuring contemporary interpretation of a living landscape and a positive cycle of mutual benefit. The Ocean Centre themes will complement the themes planned for the Lloyds Signal tower at Banbas crown: communications/ naval history and shipping/emigration as well as the Malin Head Community Centre plans for interpreting: historic community life, persons and local historic/ archaeology sites.



Phase One: Malin Head Ocean Centre

The 'Ocean Wave Centre' and surrounding site will cater for visitors by offering an all-weather indoor and outdoor tourism experience incorporating interpretation of the areas natural marine and coastal resources. Coastal walks and viewpoints will compliment housed interpretation and provide continuity of branding and themes.

The building will be an example of best practice sustainable construction methods and house three levels of interpretation, a contact point, lecture theatre, education room, research Lab, shop and café. The new centre will be designed and constructed to showcase sustainable build principles and will resemble a Wave in form. Its design will prevent visual and physical deterioration of the natural landscape.



Example Green Building project which shows potential for the Ocean wave centre.

OCEAN CENTRE

Awareness, Appreciation, Understanding

The Ocean centre will house

A: Visitor experience and contact point offering three zones for interpretation of the marine environment through sight, touch, sound and smell.

Interpretation themes will include:

- 1: Level one ‘Surface’ to include: Weather, coastal habitats, birds and marine litter
- 2: Level two ‘Water Column’ to include: Oceanography, shark research and fishing
- 3: Level three ‘Seabed’ to include: Bathymetry, shipwreck habitats and pollution

B: Lecture/ video theatre: Hosting videos of ongoing research, lectures, guest speakers etc.

C: Education/ general purpose room: for facilitating school groups, mobile and visiting displays as well as open lab facilities.

The education and training facility will offer both indoor and outdoor on site facilities and outreach. It will cater for the primary and secondary school curriculum, university and special interest groups as well as facilitating accredited community and visitor focused training to develop the skills for complementary marine zone strands.

D: Research Lab with appropriate ‘wet’ facilities

The Marine lab will be an independent research lab which works in partnership with universities, government bodies and conservation groups to undertake internationally significant research on marine topics of local consequence. It will specialise in Shark ecology and sustainable marine resource management. Data gathered will inform visitor interpretation and education, marine zone establishment and management as well as raising the public profile of the facility.

E: Shop to stock marine conservation merchandise and showcase local crafts

The shop will offer an opportunity to generate additional revenue, showcase local produce and direct visitors to other local attractions.

F: Café themed for local and sustainable food produce

The Café provides an appropriate location to reinforce the principals behind the sustainable management and use of local marine food stocks. The Café will offer and showcase local produce sustainably taken from the surrounding reserves. It will also be a valuable outlet for the development of additional markets for local spinoff industries such as Seaweed and to educate consumers on sustainable food themes.

“Local business should look beyond local competition and work together to increase tourism footfall. Increased competition for tourists business is beneficial to all providers. For example, four outlets selling fresh crab & lobster instead of one creates an atmosphere difficult to resist once in the area. Each feeds off the other and only together can they create an international reputation for the produce of the area”.

John Hogan Muintir na Tíre President, Inishowen 2013

OCEAN CENTRE CAPTIAL FUNDING

Awareness, Appreciation, Understanding

Three potential sites have been identified with possibilities for the development of the centre. The desired criteria are demanding in the form of setting, access and security. Options in this regard remain open. Based on current valuations in the locality an estimated start up funds of approx. 300,000 are required for site purchase. After consultation the funding avenue identified with the most potential is a joint Public - Private partnership.

Initial design sketches and costing indicate the following cost estimates for the Ocean Centre development stage

- 400,000 Site Purchase, Road access and Car park
 - 640,000 Centre Building
 - 255,000 Interpretive Displays, Auditorium, Education and Lab facilities
- Total 1, 295,000

Preliminary breakdown of cost estimates for Ocean Centre build:

60,000 Architect, design team and sustainable build engineer
100,000 Groundwork and foundations
100,000 Internal walls/ framework and Glass
100,000 Roof
60,000 Inside and external flooring
40,000 Electrics
50,000 Renewable heat and ventilation system
20,000 Security and fire system
50,000 Natural bio-cycle sewage system
60,000 Fittings for Shop, Café, Toilets and store
100,000 Roads, access and car park
740,000 Total

Internal fittings and Interpretation

15,000 Audio systems
30,000 Audio visual projections
15,000 Background stands
90,000 x3 exhibit centre pieces: Ship wreck, Plankton column tanks/ Sea arch
30,000 x3 Interactive exhibits: Weather changer, Touch pool, Frontal mixer
75,000 Auditorium, Education and Lab facilities
255,000 Total

OCEAN CENTRE CAPITAL FUNDING

Awareness, Appreciation, Understanding

Capital Funding Sources

A public - private partnership model is proposed for the Centre with initial private purchase of the site and public bodies using their administrative experience and skills to act as partners or avenues for EU funding draw down to develop facilities.

Private Funding

Private business investors are in a position to support the concept through the initial purchase of a required site and commitment to match a percentage of start-up funding.

FLAG North: Ocean Centre Feasibility study.

- Identified FLAG theme “Development and Marketing Donegal Maritime Heritage” for the development of marine heritage attractions.

Donegal Co. Council development fund: Application submitted for feasibility study

EU Funding

The marine environment is one of three priorities for the 2014-2020 EU funding term. This concept dovetails with the Action plan for the Atlantic Ocean Area strategy for ‘Blue’ growth and ‘Pesca’ tourism.

Identified streams in the European Maritime and Fisheries Fund 2014-2020

- Smart, Green Fisheries
- Sustainable development of Fisheries Areas
- Integrated Maritime Policy

Funding Corridors Identified

- Donegal Co. Council – National Development Fund
- Fáilte Ireland –Wild Atlantic Way and Tourism Development Fund
- Inishowen Development Partnership - LEADER
- Board Iascaigh Mhara - European Fisheries Fund

OCEAN CENTRE CURRENT FUNDING

Awareness, Appreciation, Understanding

Running costs will be met from visitor receipts. The Malin Head Strategic Tourism Plan 2011 estimated current visitor numbers at 102,500 to Malin Head per year (Malin Head strategic Tourism Plan, Donegal Co. Council, 2011) In the current funding model a more conservative attendance number of 30,000 has been used for start-up, with visitors increasing as the establishment of the centre and park progresses. No increase in overall visitor numbers to the area is incorporated due to the predicted promotion and marketing campaign of the centre. An estimated entrance ticket price of 7 euro per person is allocated. Similar spend criteria to the 2011 Strategic Tourism Plan are used to generate café, and shop income levels. Visitor numbers of 40,000 are required to balance the books without potential loan considerations.

The final 'Balance' shown in the estimates does not include reinvestment and the Research and Education remits or potentially loan payments. These figures are estimates. Note: staff costs may not rise as predicted due to increases in visitor numbers but should additional staff be required, this in its self is a success. However a well chosen site should minimise staff costs for external duties and concentrate staffing on internal guiding of tours etc. This strategy maximises the funds available to undertake proactive research, training and up skilling of the communities as well as other stakeholders.

Staffing pay levels are low with regard to the required knowledge and skill base but a partnership arrangement similar to an apprenticeship is proposed. This will be run through collaboration with universities for staff members to avail of part time Phd and or Masters studies while working in the Centre and also gain additional practical qualifications in boat handling, diving etc. thus gearing staff for the real working environment. This provides for dedicated, interested and informed staff dealing with customers on a day to day basis.

Tourism is a seasonal business and the combined use of interpretation and educational facilities is envisioned to smoothen the transition between peak visitor tourism and peak educational tourism periods.

OCEAN CENTRE CURRENT FUNDING MODEL

Awareness, Appreciation, Understanding

Income Source	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
<i>No. of Admissions</i>	<i>30,000</i>	<i>60,000</i>	<i>70,000</i>	<i>80,000</i>	<i>90,000</i>
Admission total	180,000	360,000	420,000	480,000	540,000
Café	15,000	30,000	40,000	50,000	60,000
Shop	15,000	30,000	40,000	50,000	60,000
Total	210,000	420,000	500,000	580,000	660,000
Staff Costs	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Full time	150,000	150,000	180,000	210,000	210,000
Part time	20,000	20,000	20,000	30,000	30,000
Seasonal		30,000	50,000	50,000	50,000
Training	5,000	3,000	5,000	5,000	5,000
Total	175,000	203,000	255,000	295,000	295,000
Current Costs					
Light & Heat	5000	5,000	5000	5,000	5,000
Rates	2000	2,000	2000	2,000	2,000
Insurance	10,000	10,000	10,000	10,000	10,000
I.T.	3,000	3,000	3,000	3,000	3,000
Cleaning	3,000	5,000	5,000	5,000	5,000
Office	5,000	2,000	2,000	2,000	2,000
Bank	1,000	2,000	2,000	2,000	2,000
Accountant	5,000	5,000	5,000	5,000	5,000
Maintenance	5,000	6,000	7,000	8,000	9,000
Total	39,000	40,000	41,000	42,000	43,000
Total Outgoing	214,000	243,000	296,000	337,000	338,000
Total Income	210,000	420,000	500,000	580,000	660,000
Balance	- 4,000	173,000	204,000	243,000	322,000

Note: Figures are based on baseline data and financial modelling from the Malin Head Strategic Tourism Plan, Donegal Co. Council, 2011.

MALIN HEAD INTEGRATED MARINE ZONES

Protect, Enhance, Secure

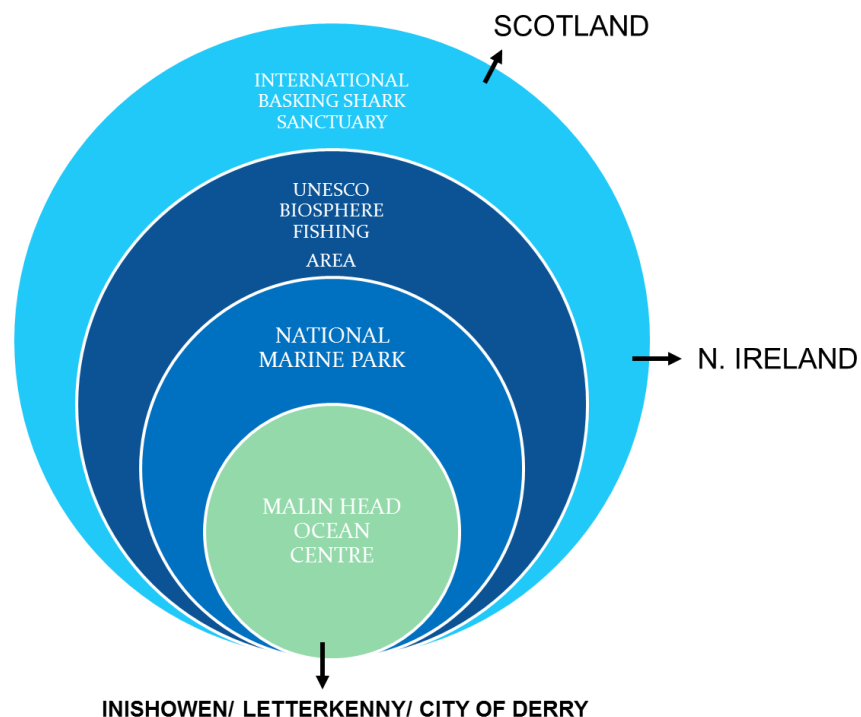
Malin Head Marine Concept Phase Two: Malin Head Integrated Marine Zone incorporating two complementary initiatives

1. MALIN HEAD NATIONAL MARINE PARK
2. MALIN HEAD UNESCO BIOSPHERE FISHING AREA

The Malin Head Integrated Marine Zone concept seeks to use national and internationally established structures and formats for the sustainable management of local natural resources by local people. Through the fostering and enhancement of existing resources, produce and knowledge the zones can deliver employment opportunities for a variety of differing skill sets and education levels.

IMPORTANT:

- The establishment and on-going management of the marine zones proposed will depend entirely on community engagement, desire and agreement.
- The decision of the communities involved on the marine zones will be final and no Government agency or external body will seek to enforce these concepts from the top down.
- The communities informed by local knowledge, relevant research and guided by best practice will decide the boundaries and regulations for the proposed zones.



VISITOR MANAGEMENT

Humans Welcome

The Concept outlined here is not seeking to preserve a historic landscape or maintain things the way they are now. The concept seeks to improve and restore the health of habitats and ecological processes and thus increase the level of produce available for sustainable harvest within the Park and Biosphere. This concept sets out a new path where humans and the environment share a mutually beneficial relationship and human activities are beneficial to the marine environment.

Visitors should not feel they are a problem in the marine zones. Visitor management should be subtle and welcoming. Promotional materials and signage will aim to avoid the ‘do not walk on the grass’ presentation often experienced in wildlife reserves and national parks. Where appropriate, emphasis should be on what is encouraged not what activities are disallowed.

Example: Shark Angling Visitors

- Visiting anglers trained and encouraged to tag sharks caught.
- Anglers encouraged to work with researchers on board their own vessels.
- Regular anglers provided with training on best practice shark handling, tagging and marine litter control.

Example: Tours to Sensitive Areas

A more difficult but not uncommon example is the use of remote locations such as Inishtrahull Island for visitor tours. The island's wildlife is sensitive to disturbance during particular seasons. Balancing the ‘welcome’ and ‘wild’ experience of visitors while also encouraging them to restrict their movements to avoid trampling or raising ground nesting bird nests is difficult. A potential answer may be the use of trained guides/wardens to provide a range of interpretive tours throughout the different seasons. Increasing awareness, appreciation and understanding of the marine environment in visitors and tourism providers is an essential form of training provided by the park and centre as well as associated tourism and produce providers.

“The uninhabited Inishtrahull exerts a fascination for cruising sailors, although just 6 miles offshore, it has an ineffable air of remoteness.”

Mike Balmforth & Norman Kean, Cruising Ireland

The Visitors Role

The role and contribution that visitors make to the sustainable management and protection of the natural resources should be acknowledged in all publications and interpretive material. Without paying visitors or persons willing to pay a premium for ‘sustainable produce’ the concept will not work.

Example: Breakdown of the visitor's entrance fee for the ocean centre can be printed on the back of the ticket. i.e. 40% euro centre/park maintenance, 40% euro staff costs, 20% euro research and education. Thus the visitor receives entrance to the centre for their payment and also receives a feel good factor knowing that they are part of the process in protecting and enhancing the marine environment.

VISITOR MANAGEMENT TREE

Humans Welcome



MALIN HEAD NATIONAL MARINE PARK

Ireland's First

Introduction

The development of a national marine park at Malin Head would raise the profile of Malin Head above other coastal areas within the EU. Importantly unlike terrestrial national parks a national marine park does not require the state to have a significant land holding because the area covered is in the majority classified marine/sea and coastline which the state already owns. All adjacent coastal areas to the proposed park are part of existing Natura 2000 sites and landowners already live and work within a system of heavy regulation which restricts their activities to ensure environmental protection. However, to date landowners have not capitalised on the potential benefits or spinoffs from such regulation.

“cruising by the shattered cliffs and stacks of the west facing Malin Head... the view changes as the glorious vista of coast to the west opens up: Dunaff Head, Fanad Head and Horn Head, and the distant summits of Muckish and Errigal. The tide slackens, and the turbulence of the sounds gives way to the long easy rhythm of the ocean swell.”

Mike Balmforth & Norman Kean, Cruising Ireland

Malin Head marine area is uniquely positioned to develop Ireland's first National Marine Park because

1. It is one of the most ecologically and aesthetically diverse marine habitats in the world,
2. One of the world's most productive thermocline and halocline fronts (Malin Front) is active all year round in the area increasing productivity levels significantly.
3. The Malin front links Scotland, Northern Ireland and Malin head by forming a productive marine highway for migrating species.
4. It is home to numerous endangered mammals, seabirds, fish, invertebrates and plants.
5. The area around Malin Head is recognised by the state and EU through the Natura 2000 network as one of the last 'wild' coastal environs and best examples of Atlantic maritime coast in Europe (North Inishowen Coast SAC, Inishtrahull Island SAC and SPA, Trawbreaga Bay SPA, Hemptons Turbot Bank SAC, Fanad Head SAC).
6. Nationally and internationally the name or brand of Malin is already associated by the public with the 'wild' marine environment.
7. The unique blend of skill sets, experience and knowledge present locally and actively working towards a lasting solution for Malin Head's maritime future.
8. The significant amount of research and preparatory community work that have already taken place in the Malin Head area.
9. Unique heritage in Historic maritime wrecks and wreck habitats
10. A strong and active community network

“There are more Ocean liners and U- Boat sunk off Malin head, than anywhere else in the world”, Geoff Miller, Dive North.

MALIN HEAD NATIONAL MARINE PARK

Ireland's First

Management

The National Marine Park brand is an internationally recognised concept of resource protection, research, education, and public use which may only be appropriate for a limited zone centred at Malin Head. Using the existing International Union for Conservation of Nature (IUCN) framework an appropriate type of category can be selected. Oversight may be provided by a stakeholder representative steering committee with day to day management blended into roles of the staff at the Ocean Centre, Fishermen's Coop's and or regulatory bodies.

"The north and west coasts of Ireland offer so many cruising attractions that recommending a suitable landfall is almost impossible",
Jimmy Cornell, World Cruising Routes, Sixth edition 2008.

This concept could provide a destination of choice on the North west coast.

Funding

Day to Day funding may be supplemented by receipts from visitors to the Ocean Centre, activity permit fees and or sale of sustainably harvested produce from the area. Initial set up funding will be required to aid branding, marketing, literature and signage. Branding and marketing literature could be blended with Ocean Centre and other marine zone materials to create consistency of message and association. Once established, funding will then be focused on improving and managing access to the park, interpreting the site and disseminating messages on how visitors can aid the management of the park.

Funding Corridor

FLAG North: Feasibility and consultation study for the establishment of complimentary marine zones.

FLAG Theme identified: 'Integrated Marine Community', mapping and quantifying of resources for marine tourism, fisheries and environment. This study can tease out the potential boundaries and zonation of the areas through extensive consultation.

Donegal Co Council development fund: Application submitted for feasibility study

- Donegal Co Council – National Development Fund
- Fáilte Ireland – Wild Atlantic Way and Tourism Development Fund
- European Maritime and Fisheries Fund 2014-2020
- LIFE+ - Environmental Management

MALIN HEAD NATIONAL MARINE PARK REGULATION

Ireland's First

The objective of the park is to enhance the ecological systems and populations of species that lie therein. Regulations provide for effective management of the identified marine area but should not be to the exclusion of human activity. If deemed necessary regulation within the park can be either through appropriately trained members of the community or 'official' representatives on behalf of the community. Deciding regulations will be a matter for the communities and regulatory bodies through key stakeholders to debate and agree on.

Potential regulation outcomes may include:

- No change to current practices
- Voluntary bag limits for anglers
- Voluntary catch & release species list for anglers
- Provision for essential training for park users
- Voluntary waste management adopted by users and communities
- Provision for a wildlife reporting network
- Training and guidelines for invasive species management



MALIN MARINE PARK CROSS BORDER POTENTIAL

Europe's First Basking Shark Sanctuary

There is significant potential for the Malin Head Marine Park to be a catalyst for the development of Europe's first Basking Shark Sanctuary. Irish waters, in particular the Malin Head marine area host the productive Malin front which lies between Ireland and Scotland. Complimentary research initiatives have been undertaken by Scottish institutions on the northern end of this front (Tiree and coll) and by the Irish Basking Shark Study Group (IBSSG) on the southern end of the front (Malin Head). Research findings show that basking sharks move between Irish, Northern Irish and Scottish territorial waters on a daily basis within this area. Accordingly the scale of management should match the mobile requirements of the species and their habits.

The basking shark, a huge docile marine creature with an iconic public image is the perfect totem for the wider Malin Head marine environment. It has been the catalyst and medium through which the Malin Head area has gained an increased public profile. Due to the IBSSG numerous television programs have been produced about the basking shark at Malin Head including: BBC N.Ireland Waterworld 2006, RTE Wild Journeys 2010, BBC Two Monty Halls Great Escape 2011, BBC One News 2012, OB Netherlands 2013, Ulster Wildlife Trust Living Sea's DVD 2013, RTE 'Living the Wildlife' 2014, Lesser Spotted Ulster 2014 and Discovery Channel Shark Week 2014.

Malin Head is now established as one of the top locations in the world to view and study basking sharks. The Malin Head area also holds many specimen records for other shark species such as Tope, Porbeagle, Skate and Blue shark, these catches have given rise to its international reputation as an exceptional area for shark angling.

Irish waters in particular Malin Head are host to an exceptional number and quality of different shark species. Shark conservation and in particular the practice of shark finning' has become the big ticket wildlife issue of this generation. Sharks have a well developed public image and are easily marketed. Shark-week is now the single biggest annual event for Discovery Channel. Numerous developing countries have realised the value and marketing potential of the creatures and have declared shark protected areas in their territorial waters. However there are no shark protection areas in any developed nation waters to date.

Case Study: UNESCO, Cocos Island National Park

Located 550 km off the Pacific coast of Costa Rica, Cocos Island National Park is inscribed under UNESCO and IUCN natural criteria. It is designated because of the critical habitats the site provides for marine wildlife including large pelagic species, in particular large seasonal aggregations of Hammerhead sharks. Recognition by UNESCO and IUCN provides the international audience with a reference to the parks standards.

"The UNESCO accreditation is like a badge of honour for us, without it outsiders wouldn't know what we have done here" "A landed shark only provides one payday but a shark left alive, can provide me with payments indefinitely through eco-tourism, that's why I make sure nothing happens to them. I know the next time I see one it will be bigger and result in a bigger pay day for me", Coca's eco – tourism guide.

Malin HD marine area is similarly host to crucial habitats for large pelagic shark species, in particular large seasonal aggregations of Basking sharks.

MALIN MARINE PARK CROSS BORDER POTENTIAL

Europe's First Shark Sanctuary

Shark Sanctuary Management

The focus of the Shark Sanctuary could be to create a regional size cross border marine zone where the development of best practice shark management guidelines is pursued through ethical research. Over time the Shark Sanctuary should aim to become known for not what it prevents from happening to sharks but what it encourages to happen to sharks. Oversight will be provided by an appropriate stakeholder representative steering committee and day to day management and research facilitation blended into roles of the Coop members and Ocean Centre staff.

Over time the Shark Sanctuary should aim to become known for not what it prevents from happening to sharks but what it encourages to happen to sharks.

The development of a positive working relationship and mutual understanding with neighbouring national organisations in Northern Ireland and Scotland is essential to ensuring an appropriate scale of management for species which respect no boundaries and carry no passport.

Scotland is currently investigating the development of Marine Protected Areas (MPA) for basking sharks on the northern end of the Malin Front at the islands of Tiree and Coll. These could be complimentary sites to the proposed Malin Head marine park which lies on the southern tip of the Malin front. Working these sites together offers the potential for an integrated transnational Malin Front sanctuary for basking sharks between, Ireland, Northern Ireland and Scotland.

Funding Sources:

- Environment Life: Biodiversity issues: halting marine biodiversity loss – sharks
- INTEREGG and EMFF (shared management) fund

Regulation

The objective of the Shark Sanctuary would be to ensure the sustainable management of selected shark species and enhance key habitats for their survival. Regulations provide for effective management of the identified marine area but should not be to the exclusion of human activity. If deemed necessary regulation within the area can be either through appropriately trained members of the community or 'official' representatives on behalf of the community. Deciding regulations will be a matter for the stakeholders to debate and agree on.

Potential regulation outcomes may include:

- No change to current practices
- Voluntary seasonal go slow and or no net fish zones
- Provision for essential training and guidelines for marine area users & shark anglers
- Provision of additional tagging programmes
- Provision for a shark reporting network

MALIN HEAD UNESCO BIOSPHERE AREA

Sustainable Viable Communities

Introduction

“The biosphere reserve concept can be used as a framework to guide and reinforce projects to enhance people's livelihoods and ensure environmental sustainability” UNESCO

The UNESCO Biosphere Area model may be used to engage the local community in the process of sustainably managing and protecting their natural resources. Terrestrial land management and regulatory methods are difficult to apply in the marine environment where ownership of resources is poorly defined. Integrated coastal zone management initiated from community level is now regarded as best practice in the management of marine resources held in ‘commonage’ and the UNESCO Biosphere Area is an internationally recognised brand of such management structures.

Due to the complexity of marine legislation and fishing methods the focus of the Biosphere should be on working within existing systems to enhance inshore locally harvested Pot caught produce such as Crab and Lobster. The objective of the Biosphere Area will be to a) to market and promote produce which is managed and harvested in a sustainable manor from the area, b) to ensure a sustainable yield of produce is taken from the area indefinitely c) to develop new methods of enhancing fishing practices, key habitats and protecting ecological processes which impact on produce.

The sustainable management of a fishery by its very nature sets out to protect indefinitely the species it targets and associated fishing practices.

Fishing based employment and income on Inishowen has been reduced due to a wide variety of factors but a lack of legislative clarity within the sector is not conducive to good business. The current management system is based on the adversarial approach to enforcement. Collaborative management between local communities and regulatory bodies is a different management model which has been successful in other countries.

At present the fishing sector believe they are the scapegoat of ill thought out theories regarding the management of fisheries. Previous experiences have scared the sector into a defensive position such as the proactive Greencastle Cod box initiative and the Salmon drift net ban, which did not result in the predicted increase in Salmon caught on the rod, and or its associated economic spinoff’s.

Trust needs to be built between the fishing sector, regulatory bodies, environmentalists and the public. A Good Friday type arrangement with collaborative management as its end goal is possible using a series of choreographed evidence based steps by both sides. Fishermen need to become the scientists and environmental advocates for fishery management. Enforcement agencies and environmentalists need to develop trust in and proactively work to enable the fishing sector to manage their own fishery appropriately. The Biosphere Area model and the Marine Strategy Framework Directive may offer an opportunity to proactively develop a collaborative management of the north coast’s inshore fisheries.

MALIN HEAD UNESCO BIOSPHERE AREA

Sustainable Viable Communities

Produce Branding

A new brand for Pot caught produce from the Biosphere Area will be styled on 'Maine Lobster'. The brand will be created to collectively market local marine produce sustainably harvested from within the Biosphere Area.

Case Study: Maine Lobster Brand:

Maine Lobster is marketed as a Totem of Maine's natural Environs. It showcases all that is good and natural about the area. It has come to represent the best of sustainable sea food.

"The Maine lobster brand is a great example of government and private sector cooperation as the state of Maine and its lobster harvesters share management responsibilities. Modern lobster harvesters operate much like their predecessors did – hauling lobsters by hand in traps. And, just as it was when the industry was in its infancy, lobstering in Maine is often a family affair – techniques and territories are passed from one generation to the next. It's a close-knit community of harvesters who take care of and watch out for each other. They also take great care to make certain lobsters are not over-harvested and that breeding stock remains in Maine's cold clean waters".

The Maine Lobster Marketing Collective

Integrated Environmental and Culinary Tourism Marketing

The Biosphere reserve model can also be used to market and develop the communities' environmental and culinary tourism offering by providing a medium for the community to demonstrate their environmental credentials through food. Over time many aspects of community life can be developed in the sustainable area framework: energy generation, building construction and adaptation, fishing, agriculture, aquaculture, waste management etc. This type of collective marketing can be used to develop unique brands which are anchored to specific locations. Champagne, Harris Tweed and Armagh Apples are examples of intrinsically local industry's which have developed a uniquely local product.

With the correct branding and marketing everyone who visits Malin Head and Inishowen will do so, with the aim to try at least once the local sea food and in particular 'Malin Crab' from the Biosphere Area.

Malin Crab could be the 'Blarney Stone' of Inishowen.

Management

There is an existing set of criteria which an area must meet under the UNESCO Statutory Framework for Biosphere Areas. Oversight can be provided by an appropriate steering committee and day to day management and research facilitation blended into staff roles at the fishermen's Coop's, Ocean centre and relevant statutory bodies.

"At the national level, biosphere areas can serve as pilot sites or 'learning places' to explore and demonstrate approaches to conservation and sustainable development, providing lessons which can be applied elsewhere", UNESCO

MALIN HEAD UNESCO BIOSPHERE AREA

Sustainable Viable Communities

Funding

Day to day funding can be provided from branded produce profits. Marketing and branding may be blended with the Ocean Centre through a lobster Hatchery facility or similar initiative. Other integrated marine business models can be supported through the provision of marine business incubation pods throughout the whole Biosphere Area. A consistency of message and association is essential to capitalise on mutual marketing opportunities. Once established, funding will then be focused on improving the quality and sustainability of produce harvested within the area and the communities involved.

Funding Sources

FLAG – Funding for feasibility and fisheries economics study under the ‘Community Seafood Plans’ measure.

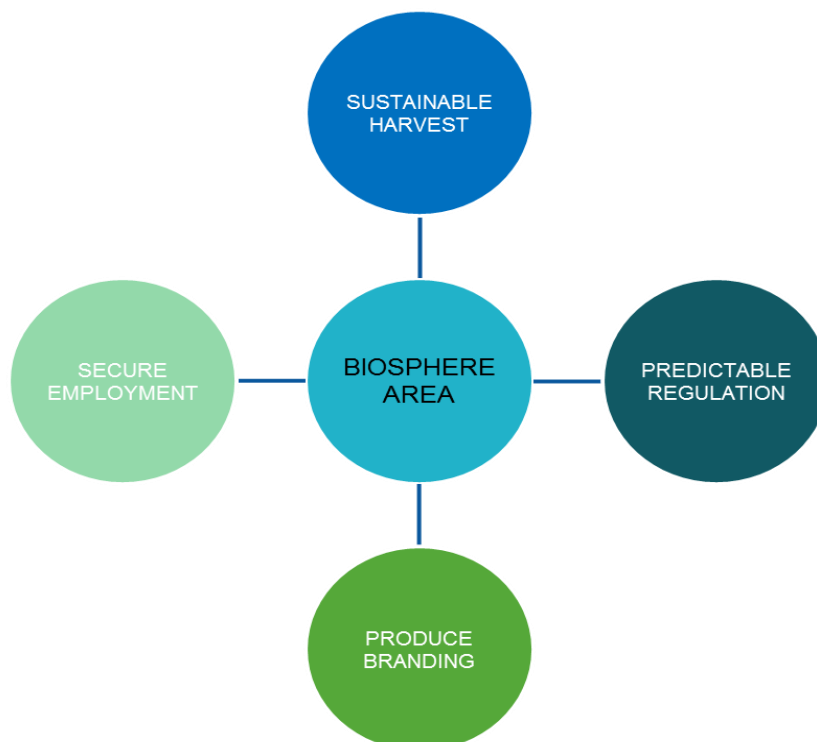
Donegal Co. Council development fund: Application submitted for feasibility study

European Maritime and Fisheries Fund 2014 -2020

- Smart, Green Fisheries
- Sustainable Development of Fisheries Areas
- Integrated Maritime Policy (IMP)
-

LIFE+ Environment: Environmental management: sustainable fish brand

IDA – Spin off business incubation pods



MALIN HEAD UNESCO BIOSPHERE AREA

Sustainable Viable Communities

Regulation

Regulation within the Biosphere may be Brand led and through appropriately trained fishermen and or Coop/ Centre staff or statutory bodies if desired by the members. The majority of required 'Responsible Practices' are already undertaken within the proposed zones, so there is little change needed to begin marketing. The new marine statutory framework directive offers the legislative potential to develop inshore and closed fishery areas on both a social and scientific basis. The development of a common Brand should be an 'opt in' cooperative model for those Coop's and or individuals who choose to participate. If operators want to sell produce under the associated Biosphere Brands they must adhere to the criteria agreed by the members. There are a number of nationally and internationally recognised sustainable fishery schemes available such as ISO and Marine Stewardship Council. These existing schemes can if deemed appropriate be used to compliment brand marketing and gain market credibility.

The Brand is an 'opt in' cooperative model and only those who choose to participate, will be required to adhere to the criteria agreed by the Brand members.

This concept lays out the base for an Integrated Coastal Zone Management system through the ecosystem approach identified in the BIM 'Managing Irelands Inshore Fisheries' documentation. This type of fishery is the chosen model for fisheries management by the EU and Irish government bodies. Fishermen within the Malin Head area can wait to see how the ecosystem approach will impact when imposed from the top down through statutory regulation or they can choose to take the initiative by making voluntary decisions today regarding their own local resources.

Fishermen operating in the area are already undertaking much of the required works including: Breeder stock replacement, juvenile friendly pot design, buy back scheme for landed breed stock, maximum and min caprice size harvesting etc. Achievement of existing schemes such as BIM/ISO accreditation will determine the additional criteria which must be attained. However active fishermen can also choose a range of actions for their own brand which could offer more financial protection for the local operator.

Potential brand criteria may include:

- Brand Cooperative management
- Apprentice Program: New harvesters could apprentice with veterans and the BIM/ ocean centre to learn the agreed practices. This may prevent the outsourcing of work from local areas.
- Harvesting by day boat only.
- Produce is landed and handled in ports only within the Biosphere
- Local processing
- Integrated waste management adopted by users and communities
- Collection of scientific data, record keeping and reporting integrated into fishing practices

MALIN HEAD UNESCO BIOSPHERE AREA

Sustainable Viable Communities

CROSS BORDER POTENTIAL

The Biosphere concept is a transnational idea for the sustainable management of natural resources. Contact has been established with a similar initiative in adjacent Northern Irish waters at Binevenagh. The potential for collaborative initiatives, link up and funding stream access is greatly enhanced by working together for the achievement of common goals.

The Biosphere concept is not just about fishing but the entire local marine sector. Accordingly marine business incubation units could be developed in conjunction with the IDA to foster spinoff businesses in local urban centres throughout

MANAGEMENT & OVERSIGHT

Effective, Balanced, Informed

Malin Head Ocean Centre Management

Malin Head Marine Ltd will be a new company formed to purchase the Ocean Centre site, gain planning for, develop, build and run the Ocean Visitor Centre and associated facilities. Depending on initial funding sources the company can take the form of a private commercial business or a company limited by Guarantee which ensures funds generated through business activities can only be directed back into maintaining and enhancing the standards of existing facilities as well as the education, research and integrated marine zone remits.

Malin Head Integrated Marine Zones (IMZ) Steering Committee

A steering committee and or board will be formed with appropriate stakeholder representatives to provide oversight and direction onto those who will manage the day to day tasks of delivering the National Marine Park and Biosphere Area.

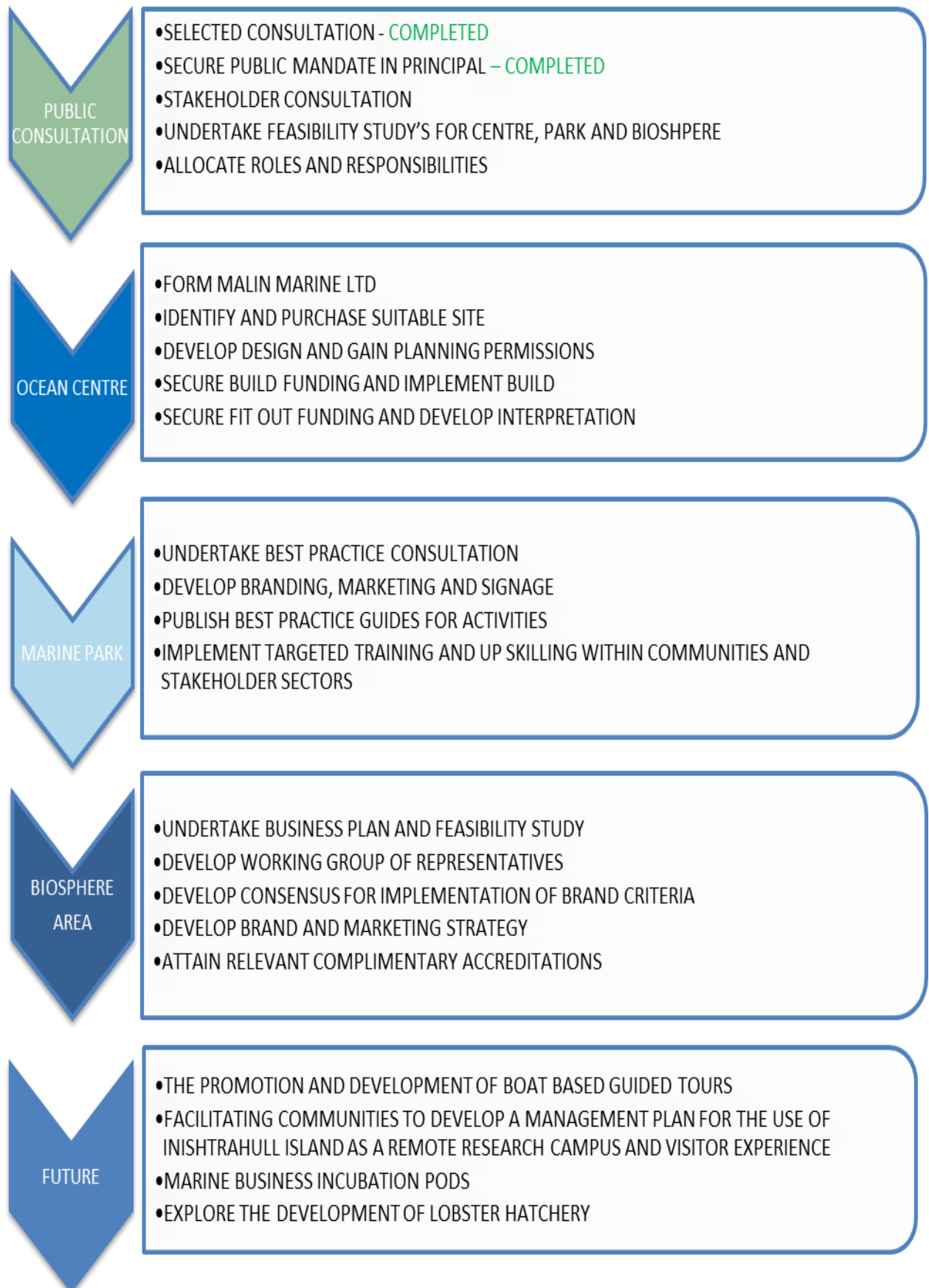
The role of Malin Head Marine Ltd. will be to:

- Run the centre, education/ training facility and the research lab
- Provide informed guidance, training and support for communities on sustainable resource management.
- Aid the establishment of the identified Integrated Marine zones
- Aid in the development of the Integrated Marine zones and associated spin off businesses reach their objectives through sustainable practices.



ROADMAP

Revise practices – Restorative works – Future reward



STAKEHOLDER TREE

A rising tide floats all boats



A CONCEPT FOR THE FUTURE

Community Vision, Pension, Security

The concept outlined in this document is not a quick fix solution to problems which have developed over many generations. It is not possible to predict exact timeframes for measures to take effect; one can only learn from similar examples internationally. To implement this concept today's generation will most likely have to undertake new works for little immediate reward.

This concept is similar to a pension plan, it asks people to make the hard decisions and take action now for a future reward. It asks today's business and commercial enterprises to put faith in their community and to invest in their and the next generation's future. Making significant changes today can ensure the next generation see a more sustainable future and today's generation grow older in a more secure environment.

The process of change will need to be managed effectively to assist participant communities onto the new path of sustainable business and living. Achievable targets should be set out within a structured framework to maintain momentum over time. However static targets can quickly become obsolete and the communities should be encouraged to develop an overarching dynamic vision for a sustainable future. This 'community vision' will ensure plans and targets can adapt and evolve over time to new and unforeseen challenges.

It should be noted that neighbouring communities and sectors may over time see the dividend provided by collaborative business and the sustainable management of resources. They may seek to join or develop similar integrated marine zones. This should be seen as a measure of success and be welcomed; it is not a dilution for existing members but rather an enhancement of the idea. Bigger is better, when it comes to managing natural resources, but an effective scale of management also needs to be maintained. Accordingly appropriate criteria should be set for adjacent communities and sectors to achieve membership should they seek to participate.

INISHOWEN BASKING SHARK STUDY GROUP

Global Knowledge Applied Locally

The Inishowen Basking Shark Study Group is a locally based initiative which aims

To promote the conservation and scientific study of basking sharks in Inishowen, Irish and International waters by ensuring their protection, increasing awareness and improving our understanding of their ecology and habitat requirements.

The group has a strategic plan and constitution which lays out the long-term aims and objectives for the species and important habitat areas. A core value of the group as highlighted in their mission statement is the sustainable management and protection of the species and local marine resources. Group members are Marine biologists, Fishermen, Community leaders, Wildlife enthusiasts, Lifeboat crew, University lecturers, Leisure boat owners and interested members of the community.

Note: The IBSSG is an integral part of the Irish Basking Shark Study Group founded in Greencastle, Inishowen at the first Irish Shark Conference, 2009 and the lead organisation of the Irish Basking Shark Project.

The IBSSG are the umbrella under which leading marine academics and local coastal communities work together to produce consistently high impact marine research and education initiatives.

Previous internationally significant research successes include:

- The deployment and recovery of Timed Depth Recorders on basking sharks
- The assisted development of a benign basking shark genetic sampling method (shark slime)
- The deployment of pop off Argos satellite transmitters with Fastloc GPS on basking sharks in the Atlantic
- The tracking of basking sharks into tropical waters in the eastern Atlantic
- The deployment of ARGOS position fixing tags on basking shark dorsal fins
- The deployment of Accelerometers and Gyroscopes on basking sharks
- The deployment of high definition video recorders on basking sharks

Previous nationally significant community conservation project successes include:

- The delivery of a shark focused conference for a divergent audience
- The development of best practice shark encounter guidelines
- The development of weather dependent zones for most probable shark encounters
- The development of a publicly accessible Google maps shark tracking system
- The development and delivery of a primary school shark education programme
- The development of a Google maps based shark encounter reporting system
- The development and delivery of a shark biologist summer camp for youths

INISHOWEN BASKING SHARK STUDY GROUP

Global Knowledge Applied Locally

Since 2009 the IBSSG have successfully engaged with local coastal communities on Inishowen at a personal level. They have nurtured a positive working relationship between the local fishing industry and the scientific community undertaking research on the Inishowen coast. The shark focused initiatives undertaken to date have successfully demonstrated the ability of well delivered high profile projects to increase the awareness, appreciation and understanding of Inishowen's and Ireland's dominant habitat – the marine ecosystem. Through the delivery of these projects the IBSSG team have laid the foundation and gained the knowledge and experience necessary for the delivery of a top grade marine eco-tourism product at Malin Head.

The IBSSG have generated a significant amount of publicity for the promotion of basking sharks and Malin Head. Our research has been featured in numerous media articles, radio and TV shows. It has been in the top 10 articles on Google news and featured on national and International radio shows and news programs numerous times.

Below is a list of television productions we have assisted, guided and facilitated for filming of basking sharks at Malin Head.

- Waterworld – BBC Northern Ireland production in 2006
- Wild Journey's the flagship Crossing the Line/ RTE HD wildlife production in 2010
- Monty Halls Great Irish Escape for BBC Two in 2011
- BBC One News in 2012
- OB Netherlands - Brabant Wereldwijd in 2013
- Ulster wildlife Trust Living Sea's DVD in 2013
- RTE 'Living the wildlife' 2014
- Lesser Spotted Ulster 2014
- Discovery Channel – Shark Week 2014

These programs have established our reputation as a professional operation who can deliver. For the 2014 field season we have confirmed that we will work with Crossing the Line films on the production of a documentary for the International market.

TV production companies come and go over short periods of time, during which they can highlight specific issues. They often clamour for the latest thing and in the conservation scene that is currently the plight of Shark species globally. However the IBSSG want to develop a legacy from the facilitation of TV productions not just in recording what is here now, but to secure our rich natural marine heritage for the future.

The aim of the IBSSG is to use their shark research and facilitation of TV productions to develop a legacy for local communities by securing the rich natural marine heritage of the Malin Head area into the future.

FEEDBACK AND COMMENTS

Your knowledge, your say

YOUR FEEDBACK IS ESSENTIAL TO THE FUTURE OF THIS CONCEPT

To help us learn from and organise your feedback please assign your comments to one of the following headings.

1. Past Experience
2. Ocean Wave Centre
3. National Marine Park
4. Biosphere Area

Want to know more, discuss this document or send your feedback

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ABREVIATIONS

Understanding small talk

IBSSG – Inishowen Basking Shark Study Group

IMZ – Integrated Marine Zone

ICZM – Integrated Coastal Zone Management

IBSSG – Inishowen Basking Shark Study Group

MPA – Marine Protected Area

BIM – Board Iascaigh Mhara – Irish Sea Fisheries Board

FLAG – Fishery Local Action Group (FLAG North) – Irish Sea Fisheries Board

IUCN - International Union for the Conservation of Nature

MHMSTF – Malin Head Marine Social Trust Fund

UNESCO – United Nations Educational, Scientific and Cultural Organization

IDA – Irish Development Authority

MSC – Marine Stewardship Council

ISO - International Organization for Standardization