

# Exe Estuary Annual Review 2010 / 2011



Dawlish Town  
Council



Exmouth Town  
Council



for birds  
for people  
for ever



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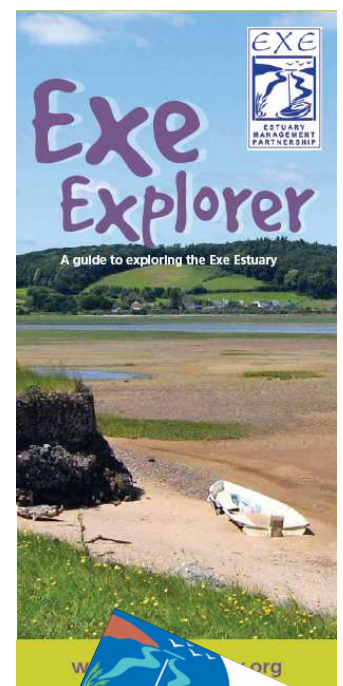
## 2010 / 11 Achievements

### Marine Litter Campaign with Local Schools



## 2010 / 11 Achievements

- **Exetravaganza** held at Dawlish Warren for 1<sup>st</sup> time
- Thirteen Educational sessions delivered at Exmouth
- New educational sessions launched at Exminster in coordination with RSPB. Seven sessions delivered
- More than 540 local pupils attended an education session on the Exe Estuary
- New Exe Estuary bus designs
- Partnership branded gazebo for events
- Estuary Species ID guide
- Two Exe Estuary Clean Ups
- Quarterly editions of Exepress Newsletters
- Winter Forum
- Twelve thousand visits to the website
- Exe Explorer updated twice
- Ten presentations delivered to local community groups
- Continuation of Disturbance Study
- Planning Proposal Guidance created
- Meetings to support local community groups
- Management Plan Review
- Five Exe Action Groups involving local communities in Estuary Management
- Successful funding Bid: Living with a Changing Coast



## Section 1 Management Plan Objectives Achieved

No.	Objective	Project Delivered By
2	Climate Change <ul style="list-style-type: none"> <li>• <b>Assess the effects of climate change on the SPA and identify suitable mitigation</b></li> </ul>	Exe Strategy / SMP Newsletter
3.1	Habitats and Designations: <ul style="list-style-type: none"> <li>• <b>Identify all habitat re-creation opportunities and progress with the priority sites.</b></li> <li>• <b>Produce and implement an integrated monitoring plan for the designated sites.</b></li> <li>• <b>Ensure all flood defence plans adhere to nature conservation legislation</b></li> <li>• <b>Ensure recreational access and use does not adversely affect the designated sites</b></li> <li>• <b>Ensure all farming activities within designated sites achieve nature conservation objectives</b></li> <li>• <b>Reduce diffuse pollution inputs through improved farming practice upstream.</b></li> </ul>	Volunteer Opps Newsletter Exe Strategy / SMP Forum Festival Disturbance Study Monitoring Plan Steering Groups (CSF)
3.2	Wildlife: <ul style="list-style-type: none"> <li>• Achieve greater appreciation and awareness of biodiversity</li> <li>• Ensure all biodiversity interest is appropriately monitored</li> <li>• Increase awareness of the threats posed to wildlife by the presence of litter and waste on the Estuary.</li> <li>• Limit conflict with recreation and protect biodiversity through revision of the zonation scheme</li> </ul>	Education Clean Up Events Website Newsletters Disturbance Study Forum Festival Planning policy guidance Estuary species ID guide
3.3	Landscape: Ensure that all relevant authorities treat the Estuary as a single landscape entity, and that land management advice is targeted to maintain its distinctive nature <ul style="list-style-type: none"> <li>• Ensure that existing landscape policies are respected when developing urbanised areas.</li> <li>• Promote low visual impact building when allowing the development of marine and other</li> </ul>	Planning Policy Guidance
3.4	History and Archaeology <ul style="list-style-type: none"> <li>• Raise awareness of existing reporting schemes when archaeological or historical discoveries are made on land, at sea or in the inter-tidal zone.</li> <li>• Improve the general level of understanding of the value and sensitivity of historical and archaeological sites, features and related evidence.</li> </ul>	Leaflets Heritage Trail
4.2	Fisheries <ul style="list-style-type: none"> <li>• Undertake regular surveys of crab tiles within the Estuary and promote the Crab Tiling Code of Conduct</li> </ul>	Newsletter Website
4.3	Recreation: <ul style="list-style-type: none"> <li>• Achieve a balance of interests on the Exe where conflicts arise.</li> <li>• <b>Increase awareness and understanding of each other's needs amongst users of the Exe.</b></li> <li>• Continue to work with recreation organisations such as those representing sailing, mooring and angling to</li> </ul>	Exe Action and Issue groups Leaflets Website Newsletter Forum Disturbance Study

	<p>optimise opportunities and minimise conflict and environmental damage.</p> <ul style="list-style-type: none"> <li>• Facilitate a responsible approach to any new recreation activities emerging on the Exe.</li> <li>• Identify and promote further recreation opportunities and resources on the Estuary.</li> <li>• Develop an effective strategy for ensuring that the disturbance caused by recreational activities is minimised</li> <li>• Seek to investigate the recreational capacity of the Estuary</li> </ul>	Monitoring Plan
4.4	<p>Tourism</p> <ul style="list-style-type: none"> <li>• Develop the Exe Estuary 'brand'.</li> <li>• Consider and limit the impact of coastal defences and coastal management on beach amenities, wherever possible</li> </ul>	Leaflets Newsletter Website Exe Strategy / SMP Planning Policy Guidance
4.5	<p>Public Transport and access:</p> <ul style="list-style-type: none"> <li>• Promotion of sustainable transport to access the Estuary</li> <li>• Encourage walking and cycling as a means of accessing and exploring the Estuary</li> </ul>	Leaflets Website Heritage Trail
4.6	<p>Commercial and Other Uses</p> <ul style="list-style-type: none"> <li>• Understand the effects of military and commercial and recreational activity on the Estuary</li> </ul>	Disturbance Study
5.2	<p>Water Quality</p> <ul style="list-style-type: none"> <li>• <b>Educate and inform about the impact of human activities on water quality.</b></li> <li>• <b>Continue to maintain and improve chemical and biological water quality</b></li> </ul>	Clean Up Events
5.3	<p>Waste Management and Recycling</p> <ul style="list-style-type: none"> <li>• <b>Reduce the amount of waste, litter and fly tipping on the Estuary.</b></li> <li>• <b>Promote regular beach and shoreline clean-ups</b></li> <li>• Prefer and choose businesses using and supplying sustainable packaging when purchasing or contracting services and suppliers.</li> </ul>	Volunteer Opportunities Clean Up Events Website Newsletter
6.1	<p>Education and Interpretation:</p> <ul style="list-style-type: none"> <li>• <b>Improve education and interpretation facilities around the Estuary</b></li> <li>• <b>Improve awareness and understanding</b></li> <li>• <b>Ensure that an improved consistent approach to interpretation of the many qualities of the Estuary is created</b></li> </ul>	Education Volunteer Opportunities Task and Finish Groups Leaflets Website Newsletter Forum
7.1	<p>Contingency Planning: Identify and put in place structures and procedures for the management of volunteers.</p>	Volunteer Opportunities Friends of
7.3	<p>Spatial Planning: Promote a planning protocol reflecting the views of EEMP through adopted and implemented Local Development Frameworks</p> <ul style="list-style-type: none"> <li>• Encourage a sustainable and long-term approach to development</li> <li>• Ensure that local plans are consistent with the objectives for the management of the SPA, SSSI and SAC</li> </ul>	Planning Policy Guidance Local Development Framework Disturbance Study

## Section 2 Projects Delivered

<b>Strategic Estuary Coordination</b>			
<b>Activity</b>	<b>Delivery Target</b>	<b>Actual Delivery</b>	<b>Comments</b>
Exe Strategy / SMP	Attend meetings as Required	4	Includes meetings about the Lower Clyst and planning for Exe Strategy
Disturbance Study	Coordinate Steering group	2 meetings held	Regular meetings of the steering group coordinated to ensure project's success
Living with a Changing Coast	Support progression and submission of bid	5 meetings held All Partner support documents submitted to ensure submission of bid on time	Key future funding opportunity for the Partnership. Decision date 10 <sup>th</sup> March 2011
Local Development Framework	Support progression of LDF evidence base	3 meetings and incorporations of elements to disturbance study	Ongoing in 2011/12 Key future funding opportunity for the Partnership
Planning Proposal	Guidance information for small scale proposals	Guidance leaflet produced and available from website	Target Achieved
MBS Cockle Trial	Provided support as required	None required	
State of the Exe report	Update the report for 2010	Some work progressed but main update postponed to coincide with LiCCo project	Encompassing revision of State of the Exe within LiCCo project will allow for a much more detailed review
Management Plan Review	Additional Achievement	Reviewed objectives achieved from MP so far and identify gaps	Now need to incorporate unachieved objectives into future Action Plans
Action Plan 11/12	Produce AP for 2011/12	Completed	Target Achieved
<b>Total Number of Hours</b>	463		
<b>Percentage of Officer time spent delivering</b>	28%		
<b>Community Projects</b>			
<b>Activity</b>	<b>Delivery Target</b>	<b>Actual Delivery</b>	<b>Comments</b>
Education	10 ½ day sessions at Exmouth 5 full day sessions at Exminster 500 students	13 at Exmouth  7 at Exminster  542 students	Targets Exceeded Delivered series of brand new sessions at Exminster in coordination with RSPB
Estuary Species ID Guide	Additional Achievement	Secured funding to create estuary guide to support delivery	Will be made available to other marine educators across the UK
Volunteer Opportunities	5 events	5 events	Target Achieved

Clean Up Events	2	2	Target Achieved with more than 150 volunteers involved
Exe Action and Issue Groups	As needed	5 meetings held	Achieved Issue: Lypstone access Action: Festival, Patrol Boat
<b>Number of Hours</b>	311		
<b>Percentage of Officer time spent delivering</b>	18.7%		
<b>Public Awareness</b>			
<b>Activity</b>	<b>Delivery Target</b>	<b>Actual Delivery</b>	<b>Comments</b>
Leaflets	Exe Explorer Updated Refresh / reprint as required	<ul style="list-style-type: none"> <li>Exe Explorer updated twice (in early 2010 and 2011)</li> <li>Exe Wildlife reprinted to meet demand</li> </ul>	£1087 of additional funding received for second update of Exe Explorer
Exe-press	4 Editions	4 editions	Target Achieved
Heritage Trail	Submit application to HLF	1 <sup>st</sup> application unsuccessful – to be resubmitted in 2011/12	Carried forward
Website	Maintained Fresh interactive website that improves transparency. Create new pages	12,152 visits* this year (almost 3,000 more than last year) 32,785 page views* Average of 33 visits/day	Target Achieved Regular updates have kept the website current and informative. * Google Analytics
Estuary branded buses on Exeter to Exmouth route	Additional Achievement	Worked with Stagecoach and RSPB to create estuary branding	
Created Exe Estuary Branded Gazebo	Additional Achievement	Created branded gazebo to help raise the profile of the Partnership at public events	Used at 3 events this year
<b>Number of Hours</b>	413		
<b>Percentage of Officer time spent delivering</b>	24.8%		
<b>Forum</b>			
<b>Activity</b>	<b>Delivery Target</b>	<b>Actual Delivery</b>	<b>Comments</b>
Summer Festival Spirit of the Exe Exe-travaganza	Interactive event	Celebration of estuary with marine litter awareness theme. Received several thousand visitors	Target Achieved
Winter Forum	Interactive event	Presentations and workshops covering the Disturbance Study, Exe Strategy, Patrol boat and an update from the Partnership	Target Achieved 86 attendees

<b>Number of Hours</b>	145		
<b>Percentage of Officer time spent delivering</b>	8.7%		
<b>Partnership</b>			
<b>Activity</b>	<b>Delivery Target</b>	<b>Actual Delivery</b>	<b>Comments</b>
Presentations to Community Groups	As Required	10 presentations delivered	Target Achieved
Attendance at Public Events e.g. kite festival		3 exhibits at public events	<ul style="list-style-type: none"> <li>•Exe Festival</li> <li>•Cycle Sunday</li> <li>•Trail Opening</li> </ul>
Relevant Conferences / regional meetings / training		9 events attended	<ul style="list-style-type: none"> <li>• CPN</li> <li>• MCZ local group</li> <li>•Estuary Officers update</li> </ul>
Local Meetings		16 local steering group meetings attended	<ul style="list-style-type: none"> <li>•Exmouth user group</li> <li>•Exmouth Regeneration</li> <li>•Exmouth Visitor Centre</li> <li>•Catchment sensitive farming</li> <li>•Exe Strategy</li> </ul>
Press and Publicity	Develop opportunities to raise the profile of the Partnership	Capitalised on Partnership events, such as clean up and festival, to ensure high exposure	Target Achieved Bus branding Festival coverage Bus campaign for festival posters
Management Group	4 meetings	6 meetings	2 Extra meetings convened to discuss budget scenarios
Fundraising	Investigate opportunities for additional funding	£6,829 of additional sponsorship secured	<ul style="list-style-type: none"> <li>• Partners in a European Funding application</li> <li>• Developed a future fundraising opportunity with Rotary Club of Exmouth</li> </ul>
<b>Number of Hours</b>	356		
<b>Percentage of Officer time spent delivering</b>	19.8%		Includes all time spent responding to enquiries, attending team meetings

As can be seen from the table above, the majority of actions have been completed to schedule and a consistent approach has been taken to the development of the Partnership's profile as well as support for relevant projects and community groups. While it is important that the Partnership adopt proactive management of the estuary the action plan must also be flexible to allow time to respond to issues as they arise and capitalise on opportunities. The Estuary species ID leaflet and stagecoach branding are excellent examples of where the Partnership has been able to allow sufficient time to capitalise on opportunities as they arise. In fact in some areas, such as Education, the Partnership has been able to expand delivery year on year in order to meet community demand.

## Section 3 Achievements in Focus

### Education Sessions

In addition to the educational sessions that have been delivered at Exmouth for some time, the Partnership have been able to expand this programme to deliver sessions on the Western side of the estuary near the Turf Locks as well. The sessions are delivered in coordination with the RSPB providing a new element to the variety of information delivered. The unique location allows the students to study and compare both freshwater and saltwater ecosystems as well as the species that can be found on the surrounding grass lands. This provides a fantastic opportunity to emphasise the importance of the different habitats of the estuary and their use by birds. These sessions are delivered as full days events and during 2010 seven sessions were delivered to local primary schools.

Teacher Mr Rich Millard of Cockwood Primary commented:

*"I know offering improvements is used to be constructive but I genuinely couldn't think of an improvement as the day was perfect.*

*The whole trip from the advertisement of the opportunity, to the booking and liaising with Jenny and the day itself, was superb. The children were captivated by the whole day and the fact that it was literally on our doorstep it really couldn't have been a better trip.*

*Having two fun, relaxed and knowledgeable leaders made a huge difference as they were the ones who made the day what it was."*

### Estuary Species ID Leaflet

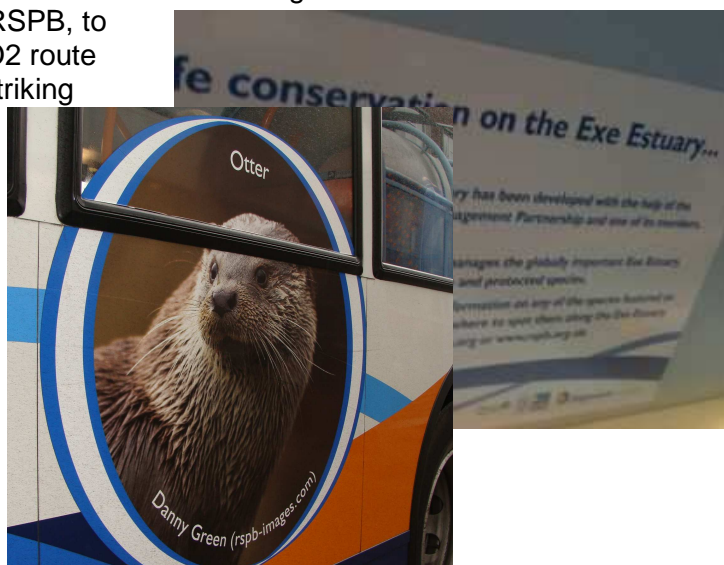
For the delivery of the Exminster sessions we were able to purchase Identification guides, from the Field Studies Council, on freshwater species. This increased the educational value of the sessions by allowing the students the opportunity to identify the freshwater creatures themselves, thereby going through a decision making process as well as learning about species diversity. A similar guide for estuarine species was not available and many of the children commented that they had preferred using the key to having to ask the Estuary Officer to ID species for them each time.

The Partnership has since secured funding from the Crown Estate and is working with the Marine Biological Association to create an ID guide for this purpose. The guide will be ready for the 2011 Exminster sessions as well as made available to other Marine Educators across the UK.

### New Stagecoach Bus Designs

Through new links that the Partnership were able to establish with Stagecoach we have been able to work with the bus company, as well as RSPB, to create new livery designs for the number 57 GO2 route between Exeter and Exmouth. As well as the striking images on the outside of the bus and on the cab door, information about the Partnership's management of the estuary is also available for passengers on the inside and on the associated timetable.

The new designs are an excellent opportunity to capture local communities' interest in the estuary and highlight the wildlife watching opportunities available to them. The Partnership's logo is featured on the rear of the bus and timetable increasing exposure for the Partnership brand.



### Police Patrol Boat Negotiations

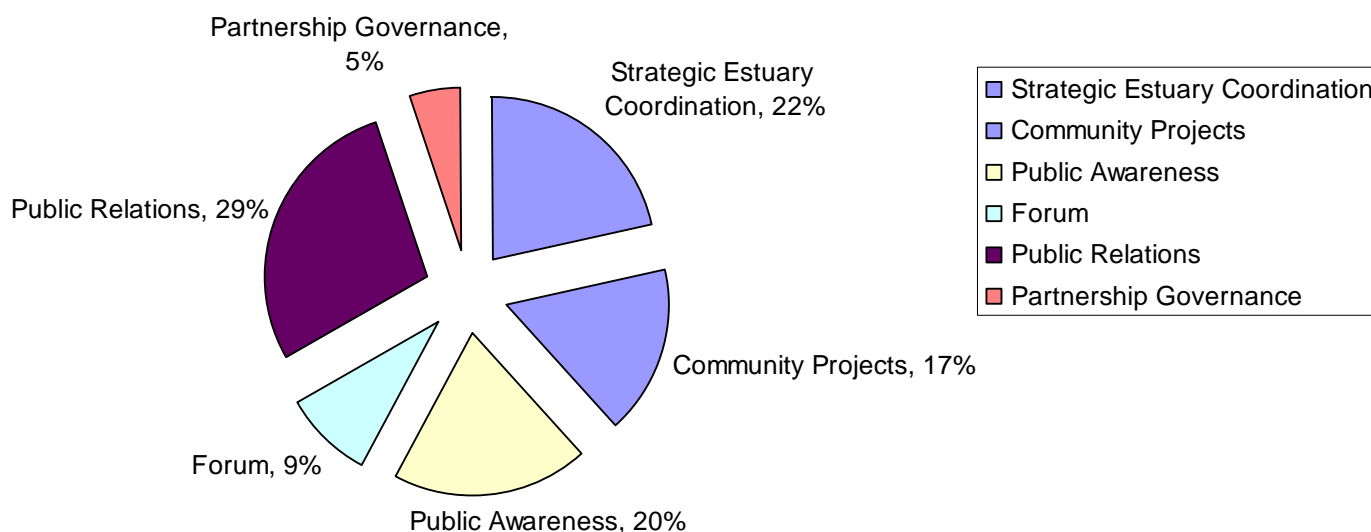
Due to a lack of funding the Estuary Patrol Boat has not been coordinated by the Harbour Authority, Exeter City Council, since the late 90s. For several years the patrol boat was coordinated by local volunteers and police but with the withdrawal of police support in 2008 the service ceased to function.

The need for a patrol service is recognised by local clubs and organisations such as, ECC and the Marine and Coastguard Agency, but for it to be effective the Officers on board have to be acting under the authority of ECC or the police.

The Partnership has been working with local clubs and organisations for the last few months of 2010 in order to establish a means of reinstating the service. An agreement has been formed with ECC for suitable volunteers to be able to act under their authority, volunteers have been recruited, a policy for the boat's operation has been agreed and the service is due to commence in Easter 2011.

## Section 4 Time Spent Per Project

### Proportion of Time Spent on Each Project Area



The Partnership has again been successful this year in delivering a wide range of projects and activities to meet the different needs of the site and local communities which it serves. The Action Plan has been carefully tailored to deliver this holistic approach, the success of which is reflected by the even spread of officer time spent dealing with each project area.

The different project areas also function to compliment the delivery of each other and to attract funding. For example the newsletter, which is shown under Public Awareness, plays a key role in raising awareness of the results of monitoring / strategy work, such as the Disturbance Study. The newsletter and website are seen as key communication tools for the Partnership and external organisations and as such have played a substantial role in securing almost £5,000 of additional funding from the Environment Agency for delivering the consultation necessary for the Exe Strategy during 2011/12.

## Section 5 Expenditure

Activity	Predicted Cost *	Actual Partnership Spend	Percentage of Budget spent	Comments
Strategic Estuary Coordination	£450	£443	2.4%	An additional £2,579 of funding secured for Partnership's role in delivery of Exe Strategy consultation.
Community	£1,300	£2,817	15.6%	An additional £1,500 of funding secured to create Estuary Species ID guide
Public Awareness	£7,500	£9,698	53.7%	Includes purchase and branding of gazebo not previously budgeted for but paid for through savings made from Estuary Officer's pension scheme.
Forum	£1,000	£3,949	21.9%	An additional £2,750 was secured in sponsorship for the festival
Partnership	£1,000	£1,148	6.4%	Includes part time cover for the Partnership while Officer on 4 weeks Annual Leave
<b>Total</b>	<b>£11,250</b>	<b>£18,055</b>		Additional funding was accrued through savings in the Estuary Officer's pension scheme during the first few months of the year
<b>Additional funding</b>				

\*As estimated in the 2010/11 Action Plan

Overall the project budget was spent within an acceptable margin of the predicted project costs, except for Public awareness in which savings from the Estuary Officer's pension scheme allowed for additional project budget to create a Partnership branded gazebo to help raise the profile of the Partnership at public events including our own Exe-travaganza festival.

An additional sum of £6,829 was raised through sponsorship to support the delivery of the Partnership's targets such as the festival and support for the consultation of the Exe Strategy which will continue into 2011/12.