

Draft Exe Estuary Annual Review 2009 / 2010



Dawlish Town
Council



Exmouth Town
Council



for birds
for people
for ever



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2009 / 10 Achievements

First ever Exe Estuary Festival

20 Educational sessions delivered to more than **500 students**

Exe Art Competition

2 Exe Estuary Clean Ups

Quarterly editions of **Exepress** Newsletters

Winter Forum

New **sightings feature** on website

Exe Activities leaflet refreshed

6 presentations to local community

Disturbance Study

Monitoring Audit

Planning Proposal Guidance

3 Radio Interviews, **1 TV interview** and **22 Newspaper articles**

Meetings to support **local community groups**

Exe Action Groups involving local communities in Estuary Management

Project Development: **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"> • Assess the effects of climate change on the SPA and identify suitable mitigation 	Exe Strategy / SMP Newsletter
3.1	Habitats and Designations: <ul style="list-style-type: none"> • Identify all habitat re-creation opportunities and progress with the priority sites. • Produce and implement an integrated monitoring plan for the designated sites. • Ensure all flood defence plans adhere to nature conservation legislation • Ensure recreational access and use does not adversely affect the designated sites • Ensure all farming activities within designated sites achieve nature conservation objectives • Reduce diffuse pollution inputs through improved farming practice upstream. 	Volunteer Opps Friends of Newsletter Exe Strategy / SMP Forum Festival Disturbance Study Monitoring Plan Steering Groups (CSF)
3.2	Wildlife: <ul style="list-style-type: none"> • Achieve greater appreciation and awareness of biodiversity • Ensure all biodiversity interest is appropriately monitored • Increase awareness of the threats posed to wildlife by the presence of litter and waste on the Estuary. • Limit conflict with recreation and protect biodiversity through revision of the zonation scheme 	Education Friends of Clean Up Events Website Newsletters Disturbance Study Forum Festival Planning policy guidance
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"> • Ensure that existing landscape policies are respected when developing urbanised areas. • Promote low visual impact building when allowing the development of marine and other 	Planning Policy Guidance
3.4	History and Archaeology <ul style="list-style-type: none"> • Raise awareness of existing reporting schemes when archaeological or historical discoveries are made on land, at sea or in the inter-tidal zone. • Improve the general level of understanding of the value and sensitivity of historical and archaeological sites, features and related evidence. 	Friends of Leaflets Heritage Trail
4.2	Fisheries <ul style="list-style-type: none"> • Undertake regular surveys of crab tiles within the Estuary and promote the Crab Tiling Code of Conduct 	Newsletter Website
4.3	Recreation: <ul style="list-style-type: none"> • Achieve a balance of interests on the Exe where conflicts arise. • Increase awareness and understanding of each other's needs amongst users of the Exe. 	Exe Action and Issue groups Leaflets Website Newsletter

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

Section 2 Projects Delivered

Strategic Estuary Coordination			
Activity	Target Delivery	Actual Delivery	Comments
Exe Strategy / SMP	Attend meetings as Required	4	Includes meetings about the Lower Clyst and planning for Exe Strategy
Disturbance Study	Coordinate Steering group	6	Regular meetings of the steering group coordinated to ensure project's success
Monitoring Audit	Review of research available on Exe	90 page report produced	Encompasses all past surveys and research of the Exe
Living with a Changing Coast	Unscheduled opportunity	6 meetings and proposal preparation time	Key future funding opportunity for the Partnership
Local Development Framework	Unscheduled opportunity	4 meetings and incorporations of elements to disturbance study	Key future funding opportunity for the Partnership
Planning Proposal	Guidance information for small scale proposals	Guidance leaflet produced and available from website	
MBS Cockle Trial	Provided support as required	None required	
Education Strategy	Developed session in Teignbridge	Established new session to be delivered from April 2010 at Exminster Marshes	In coordination with Sally Mills of the RSPB
Action Plan 10/11	Produce AP for 2010/11	Completed	
Total Number of Hours	326	376	
Percentage of Officer time spent delivering	21%	23%	
Community Projects			
Activity	Target Delivery	Actual Delivery	Comments
Education	10 days 300 students	20 sessions 500 students	Also established new session to be delivered from April 2010 at Exminster Marshes in coordination with Sally Mills of the RSPB
Volunteer Opportunities	5 events	5 events	Achieved including clean up of canal banks and discarded boats at Lympstone Big draw event at Topsham library

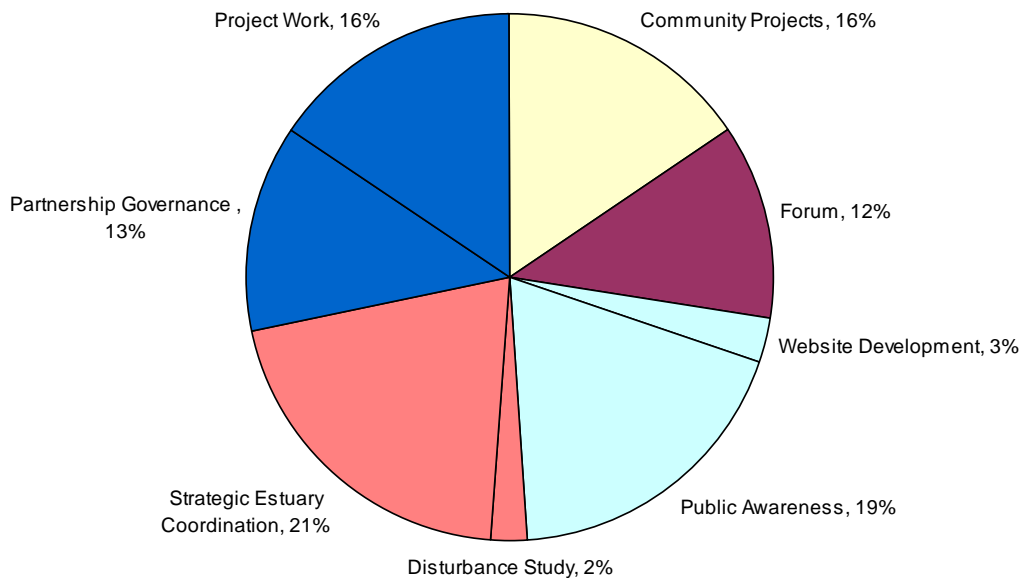
Friends Of	0	0	
Clean Up Events	2	2	Achieved
Exe Action and Issue Groups	As needed	7 meetings held	Achieved Issue: Lypstone access Action: Festival
Number of Hours	333	263	
Percentage of Officer time spent delivering	20%	16%	
Public Awareness			
Activity	Target Delivery	Actual Delivery	Comments
Leaflets	Exe Explorer Updated for 2009 Refresh / reprint as required	<ul style="list-style-type: none"> • Exe Explorer 2009 • Exe Activities refreshed • Exe Wildlife reprinted 	Achieved
Exe-press	4 Editions	4 editions	Achieved
Heritage Trail	Created new materials	Developed project ready to be submitted in May 2010	Heritage Trail project has been developed into £128,000 scheme to include an oral history project and trail
Website	Maintained Fresh interactive website that improves transparency. Create new pages	Regular updates have kept the website current and informative. A new sightings feature has been included	Achieved
Number of Hours	562	356	
Percentage of Officer time spent delivering	33%	22%	
Forum			
Activity	Target Delivery	Actual Delivery	Comments
Summer Festival Spirit of the Exe Extravaganza	Interactive event	1 st ever celebration of estuary included presentations, stalls, creative workshops and entertainment. Received several thousand visitors	Achieved
Winter Forum	Interactive event	Presentations and workshops covering the Disturbance Study, Exe Strategy, Dye Tracing, Finding Sanctuary and Marine Act More than 80 attendees	Achieved
Number of Hours	111	204	
Percentage of Officer time spent delivering	7%	12%	

Partnership			
Activity	Target Delivery	Actual Delivery	Comments
Presentations to Community Groups	As Required	3 presentations delivered	<ul style="list-style-type: none"> •Topsham Community Assoc AGM •3rd Age Project •Phoenix friendship group
Attendance at Public Events e.g. kite festival		3 exhibits at public events	<ul style="list-style-type: none"> •County Show •Exmouth kite festival •Exe Festival
Relevant Conferences / training		17 events attended	<ul style="list-style-type: none"> •Exmouth Visioning •GI strategy •CPWG •DMF •Biodiversity Partnership • Marine biodiversity
Meetings		20 local steering group meetings attended	<ul style="list-style-type: none"> •Exmouth user group •MCZ group •Exmouth LNR •Exmouth Regeneration •RNLI lifeboat •Estuary officers •Exmouth Visitor Centre •DESWG •Marine Ed network •Catchment sensitive farming
Press and Publicity	Develop opportunities to raise the profile of the Partnership	3 Radio interview 1 Spotlight interview 22 Newspaper article	Key Media Interest <ul style="list-style-type: none"> • School visits •Festival • Exe Film • Forum •Clean up
Management Group	4 meetings 30 hours predicted		Extra meeting convened – Partnership Summit
Number of Hours	363	481	
Percentage of Officer time spent delivering	19%	29%	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 Local Development Framework and LiCCo project are excellent examples of where the Partnership has been able to allow sufficient time to develop these essential funding opportunities while maintaining delivery of pre-agreed actions. In fact in some areas, such as Education, the Partnership has been able to expand delivery to meet community demand.

Section 3 Time Spent Per Project

Proportion of Time Spent on Each Project Area



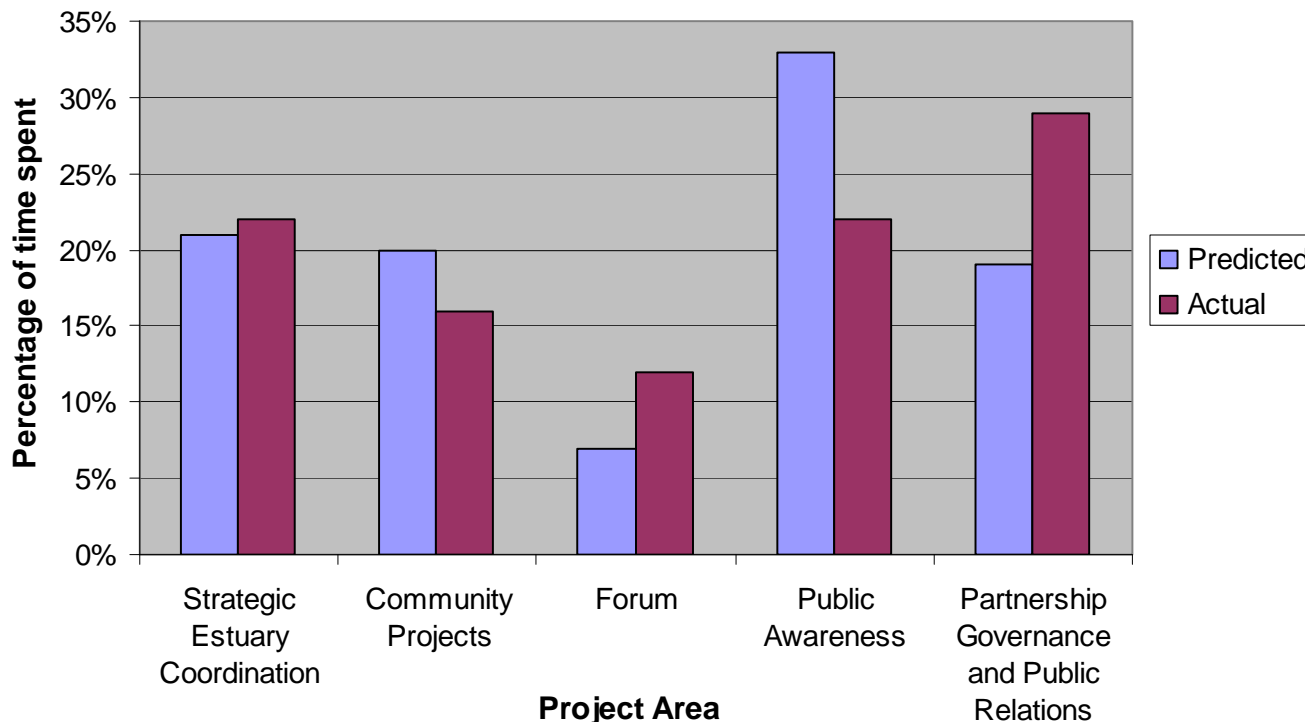
** Website Development and Disturbance Study have been shown separately from their respective project areas, public awareness and supporting strategies, as these continue to be key areas for Partnership development and are therefore monitored individually. The Disturbance Study will be ongoing in 2010/11 and we should expect to see an increase in officer time as the report is completed and the Partnership initiate its recommendations.*

The Partnership has been successful 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 £10,000 of additional funding from the Environment Agency for delivering the consultation necessary for the Exe Strategy during 2010/11.

Section 3 Time Spent Per Project

Figure 2: Comparison of Predicted vs Actual Project Time



Overall the predicted time spent in each area of Project work is consistent with the forecast made in the 2009/10 Action Plan. There were some small savings made in the amount of time spent on Pubic Awareness, which were instead spent on Partnership Governance. Towards the end of the financial year there were concerns as to the viability of the Project Budget for 2010/11. These were resolved but required additional officer time to address. The amount of time spent organising the Forum was higher than anticipated but as it was the first year of the Exe Estuary Festival it is to be expected that an increase in officer time would be necessary. These small variations will be taken into account when preparing future Action Plans.

Generally the Action Plan has served well to provide a transparent overview of the objectives of the Partnership for 2009/10 whilst allowing enough flexibility to adapt management and react appropriately to new opportunities and issues.

Section 4 Expenditure

Activity	Predicted Cost *	Actual Partnership Spend	Percentage of Budget spent	Comments
Supporting Strategies	£1300	£1,922	15%	Additional support necessary to complete Monitoring Audit due to scale of report
Community	£2500	£2,349	18.7%	£100 Sponsorship for clean up events from EA
Public Awareness	£7,700	£6,779**	54%	Additional copies of Exe Explorer 08 printed
Forum	£1000	£1,020	8%	£3,120 of Sponsorship for festival from SWW, Exmouth Management Partnership, Devon Cliffs Holiday Park and Darts Farm
Partnership	£1000	£492	4%	Meetings hosted for free by partners, particularly EA
Total	£13,500	£12,562		
Additional funding		£3,400		

* As estimated in the 2009/10 Action Plan

** £2,623 worth of deferred payments from 2008/09 that were paid in 2009/10 has not been shown for clarity of the 2009/10 budget.

Securing additional sponsorship throughout the year and savings made on predicted budget expenses in certain project areas have created some savings in partnership spending, allowing the partnership to carry forward an additional £932 worth of funding. This will help the Partnership to realise its Project Budget for the 2010/11 financial year.

Overall the Project Budget was spent to target with some savings being made on Public Awareness and Partnership costs. Additional funds were spent developing the Exe Estuary Monitoring Audit in order to make the report as comprehensive as possible.