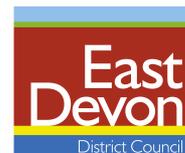


Exe Estuary Action Plan 2010 – 2011



for birds
for people
for ever



Exe Estuary Management Partnership



Exmouth Town
Council 1



Dawlish Town
Council



Jennifer Lockett
Exe Estuary Officer

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Summary Action Plan

Outcomes by March 2011

Strategic Estuary Coordination

Exe Estuary Strategy: Remained involved in process through Exe Strategy steering group and aided dissemination of results through consultation events

Disturbance Study: Continued to coordinate steering group to guide study, disseminate results and action management prescriptions as recommended by results

Local Development Framework: Continue to develop the evidence base to support a development levy for the estuary.

State of the Exe Report: Review and update the 2006 report

Annual Review 2009/10: Create report reviewing Partnership's achievements in 2009/10

Education Strategy: Continued to coordinate with other providers to create and deliver strategy for the whole estuary.

Action Plan 2011/12: Prepare 2011/12 Action plan for approval by Management Partnership

Community

Education: Delivered at least 10 education sessions at Exmouth LNR involving 300 students and 10 at Exminster Marshes involving 200 students

Volunteer Opportunities: Delivered at least 5 volunteer events

Friends Of: Continue to coordinate the group and recruit additional volunteers

Clean Up Events: Delivered two Clean Up events, one in spring and one in autumn, involving the coordination of the whole Estuary.

Exe Action and Issue Groups: Involved local communities in the management of the estuary and discussion of relevant issues through the organisation of Task and Finish groups to deliver specific actions or address current issues when required.

Public Awareness

Leaflets: A revised edition of the Exe Explorer

Heritage Trail and Exhibition: Depending on success of HLF bid, created new interpretation materials and collected information on the history of the estuary.

Website: Maintained a fresh interactive website that improves the transparency of the workings of the partnership and provides a broad range of information.

Newsletter: Produced and distributed four seasonal copies of Exepress Newsletter.

Signage: Investigate signage opportunities to raise awareness of appropriate use of the estuary

Forum

Spring: Delivered a festival style event celebrating the value of the estuary

Autumn: Delivered a formal presentation and workshop based event.

Partnership

Promoting the Partnership: Raised the profile and public awareness of the EEMP.

Representing the Partnership: Attended and contributed to all relevant meetings associated with the Exe Estuary on behalf of the partnership.

Partnership: Maintained regular contact with members and Supporting Officers through the Officers Working Group and Management Group.

Researching Funding: Investigated sources of long-term partnership funding as well as for one-off projects, events including development levies through the LDF.

Introduction

The Exe Estuary Management Plan 2006 - 2011

The Management Plan states the Exe Estuary Management Partnership’s (EEMP) objectives for a 5 year period from 2006 – 2011. The Management Plan incorporates the Scheme of management for the Special Protection Area (Regulation 34 Habitats Directive). Thereby identifying the actions needed to achieve favourable condition for the wildlife and supporting habitats protected under the SPA.

The Management Plan is the overarching document from which all further action plans will be prepared from within this 5 year period. Throughout this action plan each objective is followed by a list of the Management Plan aims which it will contribute to achieving. Where the aims appear in bold this indicates those aims which are a requirement to the Scheme of Management for the SPA.

The Management Plan is based on ‘The State of The Exe 2006’ a scientific report displaying the information currently available on the condition of the environment.

The Management Plan is the sole document from which the Exe Estuary Officer will be guided as an official representation of the Management Partnership’s views and objectives.

The Management Partnership

The structure of the management partnership has existed since the mid 1990s and is the management group responsible for the delivery of the scheme of management for the SPA. The Management Partnership consists of the organisations that fund the group; Devon County Council, East Devon District Council, Teignbridge District Council, Natural England, Exmouth Town Council, Dawlish Town Council and the RSPB along with organisations invited due to their relevance and knowledge of the Estuary but who do not contribute financially to the Partnership. These are Devon Sea Fisheries, The Environment Agency and Exeter City Council.

Meeting Dates

Group	2010	2010	2011
Management Group	10 th February	June	Jan / Feb
Officers Working Group	14th January	July	Jan / Feb
Forum			

All meetings will convene at 10am unless previously agreed otherwise

Strategic Estuary Coordination

1.1 Exe Estuary Strategy

Delivery of consultation events for the dissemination and awareness raising of the strategy including locally based workshops and drop in sessions. Use website, database and newsletter to raise awareness of the proposals and consultation period as well as the implications of climate change on biodiversity.

Represent the Management Partnership on the steering group for the study and promote soft defences and habitat recreation opportunities to the group.

Management Plan Objectives

2. Climate Change:

- **Assess the effects of climate change on the SPA & identify suitable mitigation**
 - Evaluate the impact of climate change on estuary communities and identify future flood and coastal protection management options, as an outcome of the Coastal Management Study.
- 3.1 Habitats and Designations: **Ensure that, wherever suitable, habitats are seen as a natural form of sea defence & that opportunity is given to protect, maintain & enhance them.**
- **Ensure all flood defence plans adhere to nature conservation legislation**
- 4.4 Tourism: Consider and limit the impact of coastal defences and coastal management on beach amenities, wherever possible

1.2 Disturbance Study

Work with the steering group to manage the study and facilitate information assimilation from local clubs and organisations. Disseminate project results and work with partners to action the management prescriptions recommended by the study, where appropriate test and review the success of these tools. Investigate and support opportunities to extend and enhance the study.

Management Plan Objectives

3.1 Habitats and Designation: **Limit conflict with recreational activities and protect nature conservation through revision of existing zoning**

- **Ensure recreational access and use does not adversely affect the designated sites**
- 3.2 Wildlife: Limit conflict with recreation & protect biodiversity through revision of zonation scheme
- 4.3 Recreation: Develop an effective strategy for ensuring that the disturbance caused by recreational activities is minimised
- **Seek to investigate the recreational capacity of the Estuary**
- 4.6 Commercial and Other Uses: Understand the effects of military and commercial and recreational activity on the Estuary

1.3 Local Development Framework

Continue to develop the evidence base necessary to support the charge of a levy on new developments in areas adjacent to the estuary on the basis that any increase in population will cause a subsequent increase in pressure on the site. Money generated through this levy will be used, through future action plans, to implement actions that help to alleviate this pressure, such as a moorings strategy.

1.4 State of the Exe

The current 'State of the Exe' report was written in 2006 and is now in need of review. However, a great deal of time was spent on the report to create this publication and it is expected that much of the information remains accurate. The report will be reviewed and any relevant updates made while maintaining the integrity of the original document.

The updated report will be used to review the Management Plan in the following financial year so that it is completed by December 2011 when the current report expires.

Strategic Estuary Coordination Continued

1.5 Education Strategy (Continued from 2009/10)

Develop an education strategy for the Estuary identifying appropriate locations and topics for delivery of National Curriculum targets in order to best support local schools. Coordinate with existing education providers to ensure a consistent, joined up approach across the estuary limiting any overlap or competition between sites. Investigate opportunities to provide a variety of activities that can be used for groups with varying abilities and constraints.

Consider the creation of supporting documents (teacher's packs) that could be used to build on the information delivered through the session and provide consistency across the different sessions and sites. This information could also be available through the website in order to provide school activities for any group studying the estuary and promote the education activities provided.

Management Plan Objectives

6.1 Education and Interpretation: **Improve awareness and understanding**

- **Improve education and interpretation facilities around the Estuary.**

3.2 Wildlife: Achieve greater appreciation and awareness of biodiversity.

Community Projects

2.1 Education

- Delivery of 10 half day educational sessions at Exmouth LNR involving at least 300 students.
- Delivery of 10 half day or 5 full day educational sessions at Exminster Nature Reserve in coordination with RSPB

Complete and implement Exe Education Strategy including diversifying the delivery of curriculum objectives and themes to broaden the educational experience.

Investigate opportunities to expand education delivery through recruitment of volunteers capable of supporting this action.

Management Plan Objectives

6.1 Education and Interpretation: **Improve awareness and understanding**

- **Improve education and interpretation facilities around the Estuary.**

3.2 Wildlife: Achieve greater appreciation and awareness of biodiversity.

2.2 Volunteer Opportunities

Organise at least 5 volunteer events, exclusive of Estuary Clean Up events, involving local volunteers in Estuary management e.g. habitat creation.

Maintain and build links to volunteers through local organisations, clubs and societies, press involvement and community liaison. Investigate opportunities to expand delivery through recruitment of volunteers capable of leading this action.

Management Plan Objectives

6.1 Education and Interpretation: **Improve awareness and Understanding**

3.1 Habitats and Designations: **Identify all habitat re-creation opportunities and progress with the priority sites.**

5.3 Waste Management and Recycling: Prefer and choose businesses using and supplying sustainable packaging when purchasing or contracting services and suppliers.

Community Projects Continued

2.3 Friends of the Exe Estuary

Continued development and recruitment of the Exe Estuary 'Friends of' group with involvement in estuary events.

Management Plan Objectives

3.1 Habitats and designations: **Produce and implement an integrated monitoring plan**

3.2 Wildlife: Ensure all biodiversity interest is appropriately monitored

- Achieve greater appreciation and awareness of biodiversity

3.4 History and Archaeology: Raise awareness of existing reporting schemes when archaeological or historical discoveries are made on land, at sea or in the inter-tidal zone.

2.4 Clean up Events

- Spring Clean up: Saturday 15th May 2010, low tide: 2.21 pm (0.4)
- Autumn Clean up: Saturday 18th September 2010, low tide: 9.34

Continue the success of the 5 events completed so far over the past 3 years with 2 further events during 2010 continuing the 6 monthly theme of delivery that volunteers have become accustomed to. Where possible, coordinate with different sites to maximise coverage of the event over the whole estuary and attract press coverage. Consider maximising volunteer involvement when planning the date, times, refreshments and additional activities for the event (the autumn event is to continue to coincide with the MCS National Beach watch event). Continue to actively seek support and assistance from local organisations to aid with delivery of the events.

Management Plan Objectives

3.2 Wildlife: Increase awareness of the threats posed to wildlife by the presence of litter and waste

5.2 Water Quality: **Educate and inform about the impact of human activities on water quality.**

5.3 Waste Management and Recycling: **Promote regular beach and shoreline clean-ups**

- **Reduce the amount of waste, litter and fly tipping on the Estuary.**
- Increase public awareness of waste and recycling

2.5 Exe Action and Issue Groups (Task and Finish Groups)

These groups will be used to involve the local communities in the work of the management partnership and to facilitate discussion of relevant issues.

Exe Action and Issue Groups will:

- Have a clear, specific objective or purpose for meeting
- Will meet over a clearly defined time schedule
- Will seek to invite all relevant groups as well as be open to any interested individuals
- Address issues from the Management Plan identified by the EEMP

All groups will be chaired by either the Forum Chair or Vice Chair. The Estuary Officer will attend and will accept agreed actions in order to achieve the group's objectives. Where actions are proposed that would incur a notable cost or are outside of those agreed in this action plan the Chair and Officer will present the recommendations to the EEMP for approval. Details of the groups, including minutes, will be available on the Estuary website with further opportunity for comment and input from those who have not attended.

Management Plan Objectives

4.3 Recreation: 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.**
- Continue to work with recreation organisations such as those representing sailing, mooring and angling to optimise opportunities and minimise conflict and environmental damage.

Public Awareness

3.1 Leaflets

Exe Explorer will be updated during the spring to include the opening of the next section of cycleway between Exton and Lymptstone and then monitored throughout 2010/11 with a view to keep distribution outlets continuously stocked. The date will not be included on the front cover so that the lifespan of the leaflet may be extended. Monitor popularity and stocks of the wildlife and activity leaflet in order to ensure availability.

The production of users information as and when necessary in relation to specific issues on the Estuary e.g. the Crab tiling leaflet which was produced to address issues relating to crab collection for bait.

Management Plan Objectives

4.3 Recreation: Identify and promote further recreation opportunities and resources on the Estuary.

4.5 Public Transport and access:

- Promotion of sustainable transport to access the Estuary
- Encourage walking and cycling as a means of accessing and exploring the Estuary.

6.1 Education and Interpretation:

- **Improve education and interpretation facilities around the Estuary**
- **Ensure that an improved consistent approach to interpretation of the many qualities of the Estuary is created**

3.2 Heritage Trail and Exhibition

Complete and submit a Heritage Lottery Fund bid with the aim to begin delivery of project from June / July. Manage a Project Officer to deliver the objectives of this project to create a heritage trail around the Exe Estuary.

An Exe Action Group, consisting of local history group, museum and community group representatives as well as relevant organisations, will support and guide the outcomes of the project.

Management Plan Objectives

3.4 History and Archaeology:

- Improve the general level of understanding of the value and sensitivity of historical and archaeological sites, features and related evidence.
- Take opportunities to celebrate the historic heritage of the Exe

4.5 Public Transport and access:

- Promotion of sustainable transport to access the Estuary
- Encourage walking and cycling as a means of accessing and exploring the Estuary.

6.1 Education and Interpretation:

- **Improve education and interpretation facilities around the Estuary**
- **Ensure that an improved consistent approach to interpretation of the many qualities of the Estuary is created**

3.3 Website

Dedicate a minimum of 2 hours per week to keep the website up-to-date and fresh. Incorporate new services regularly to keep the website interesting and interactive to encourage regular visitors. Raise awareness of how and to whom to report incidents to. Increase usage of the website where possible through promotion and competitions. Continue to incorporate an 'art' element to the website by promoting and displaying personal interpretations of the Exe by local schools and artists. Promote use of the recently added sightings page of the website as well as the website in general.

Public Awareness Continued

3.4 Newsletter

The 2009/10 trial of the newsletter as a quarterly edition proved successful with minimal increase in officer time and very positive public response. The newsletter will therefore be continued in this format with a copy each season. Consider opportunities to provide 'cut out' ID cards to promote biodiversity aimed at adults and children.

Create clear links between all of the information services that the partnership provides ensuring a cohesive approach to information dissemination. Where possible display and promote the use of the Exe as an inspiring landscape for the creation of art

Incorporate specific articles on climate change, the implications of the designations, and water quality.

Management Plan Objectives for Public Awareness

2. Climate Change: Encourage responsible behaviour and increase public understanding of their contribution to climate change and the likelihood of potential impacts.

3.1 Habitats and Designations: **Improve understanding of the implications of climate change on management of the Estuary.**

- **Increase awareness of all users of the implications of the designated sites**

3.2 Wildlife: Improve understanding of the implications of climate change on biodiversity

4.4 Tourism: Facilitate the promotion of the Estuary. Develop its promotion as a year round destination for ecologically-based activities.

- Develop the Exe Estuary "brand".
- Ensure that an improved consistent approach to interpretation of the many aspects of the Estuary is pursued.
- Increase awareness and understanding of sustainable tourism issues.

5.2 Water Quality: **Educate and inform about the impact of human activities on water quality.**

3.5 Signage

Investigate the use of signage on the Estuary in relation to the results of the Access Strategy and in response to concerns that areas of foreshore are being used by vehicles.

Management Plan Objectives for Public Awareness

3.1 Habitats & Designations: **Ensure all estuary users comply with designated site legislation.**

- **Ensure recreational access and use does not adversely affect the designated sites.**

4.3 Recreation: Promote a comprehensive approach to safety

Exe Estuary Forum

4.1 Exe Estuary Festival – Spirit of the Exe

Continuing the success of the first ever Exe Festival in 2009 the Partnership will again host an event to celebrate the conservation and amenity value of the Exe Estuary and promote local businesses and the role of the partnership.

A task group of relevant representatives from DW nature reserve, tourism group, district council and town council has been established to develop the event and ensure that it coordinates with other activities and events in the town.

Activities will focus on the impacts of litter and the importance of limiting waste and recycling

Date: Saturday 10th July

Time: 11.00 till 5.00pm

Venue: Dawlish Warren

Entry: Free

Transport: Sustainable transport promoted, working with First Great Western to agree competition for those travelling by train with family day tickets as the prize donated by FGW.

Stalls: Local organisations clubs and business involved with the estuary e.g. RSPB, DWT, National Trust, Darts Farm, Exmouth Mussels, sailing clubs, Edge Water sports, local art studios etc would be invited to host a stand.

Funding: £800 budgeted from partnership in Action Plan, Teignbridge District Council to fund some of the activities as part of their recycling awareness work. Will seek funding from relevant organisations

Example Activities:

- Junk band
- Workshops to create puppets / masks from recycled material
- Street Theatre
- Workshops
- Marine Litter display from local schools
- Litter Sculpture
- Pond dipping / mini beast hunt with Dawlish Warren Rangers
- Stalls from local organisations, clubs and community groups

4.2 Exe Estuary Forum

The autumn / winter Forum will remain a more formal presentation based event to be hosted at the Council Chamber at County Hall. The theme of the evening will depend on relevant issues at the time and will be agreed by the Management Partnership in due course.

Management Plan Objectives

3.1 Habitats and Designations: **Achieve a wide understanding amongst all users of the implications of the designated sites**

3.2 Wildlife: Achieve greater appreciation and awareness of biodiversity.

5.3 Waste Management and Recycling: Prefer and choose businesses using and supplying sustainable packaging when purchasing or contracting services and suppliers.

- Increase public awareness of waste and recycling

6.1 Education and Interpretation:

- **Improve awareness and understanding**

Partnership

5.1 Management Group

The MG will convene twice during the duration of the Action Plan firstly during June in order to assess progress so far and then during January / February 2011 in order to approve the 2011/2012 Action Plan.

5.2 Officers Working Group

The OWG will meet at least twice to monitor progress a minimum of two weeks prior to the MG Meetings, to prepare items, additional meetings will be added if appropriate. The OWG will comprise of the Supporting Officers from each of the funding bodies.

5.3 Promoting the Partnership

Liaise with local organisations and community groups whenever appropriate in order to raise the profile of the EEMP. Wherever possible use events, such as the Estuary Clean Up, to involve local organisations, clubs, societies, community groups in the management of the Estuary.

Consider press coverage as a key component of any event, delivery outcome (e.g. Exe Explorer launch) in order to raise public awareness of the EEMP.

Keep abreast of current local and National events and issues in order to respond promptly to enquiries and make the most of possible linkage with National events e.g. The Marine Conservation Society National Beach Clean Day, and Low Tide Day.

Attend relevant conferences and training events in order to network with other Estuary Partnerships and exchange best practice whilst keeping informed of current issues and increasing knowledge base e.g. Coastal Futures Conference

5.4 Representing the Partnership

Continue to represent the partnership on Estuary Related Projects such as:

- Exmouth Visitor Centre PPG
- Police Boat Patrol Planning Meeting
- Devon Estuary Officers Meeting
- Exmouth Local Nature Reserve Management Committee
- Dawlish Warren Management Committee
- Habitat Recreation projects e.g. The Lower Clyst Project when active

Management Plan Objectives (Catchment Sensitive Farming Steering group)

3.1 Habitats and Designations:

- **Ensure all farming activities within designated sites achieve nature conservation objectives**
- **Reduce diffuse pollution inputs through improved farming practice upstream.**

6.5 Researching Funding

Investigate potential sources of funding to improve the sustainability of the partnership by encouraging additional partners to join as well as applying for one off grants to deliver a specific project or events such as the Heritage trail.

Budget - Predicted Expenditure Items

Item	Activity	Predicted Cost	Delivery	Total
1	Strategic Estuary Coordination			
1.1	Exe Strategy			External
1.2	Disturbance Study and implementation			0
1.3	Local Development Framework			External
1.4	State of the Exe Report			£300
1.5	Education Strategy			£50
1.6	2009/10 Annual Review			£50
1.7	Action Plan 2010/11			£50
			Total	£450
2	Community			
2.1	Education	£100	20	£100
2.2	Volunteer Opportunities	£40	5	£200
2.3	Friends of	£400		£400
2.4	Clean Up Events	£200**	2	£400
2.5	Exe Action/Issue Group			£200
			Total	£1,300
3	Public Awareness			
3.1	Exe Explorer 2010 Update			£2,000
3.1	Monitoring leaflet availability / reordering			£1,500
3.1	Other appropriate info creation			£500
3.2	Heritage Trail and Exhibition		1	External
3.3	Website		1	£500
3.4	Newsletter	£1000**	4	£3,000
			Total	£7,500
4	Forum			
4.1	Spring		1	£800
4.2	Autumn		1	£200
			Total	£1,000
5	Partnership			
5.1	Management Group (e.g. venue)	£125	2	£250
5.2	Officers Working Group	£125	2	£250
5.3	Promoting / representing the Partnership			£500
	Total		Total	£1,000
			Total	£11,250

Note: * Single identifiable print charges will be charged to the partnership.

** Possible offset with sponsorship

*** Possible offset by the partners taking it in turn to host meetings.

Predicted Time Frames

Item	Activity	Time Allotted (in days)	Percentage
1	Strategic Estuary Coordination		
1.1	Exe Strategy	28	12
1.2	Disturbance Study and implementation	12	6.6
1.3	Local Development Framework	8	3.5
1.4	State of the Exe Report	5	2.2
1.5	Education Strategy	5	2.2
1.6	2009/10 Annual Review	3	1.3
1.7	Action Plan 2010/11	3	1.3
	Total	64	28
2	Community		
2.1	Education	15	6.6
2.2	Volunteer Opportunities	7	3
2.3	Friends of	10	4.4
2.4	Clean Up Events	3	1.3
2.5	Exe Action/Issue Group	8	3.5
	Total	43	18.7
3	Public Awareness		
3.1	Exe Explorer 2010 Update	6	2.6
3.1	Monitoring leaflet availability / reordering	1	0.4
3.1	Other appropriate info creation	5	2.2
3.2	Heritage Trail and Exhibition	20	8.7
3.3	Website	10	4.4
3.4	Newsletter	15	6.6
	Total	57	24.8
4	Forum		
4.1	Spring	15	6.6
4.2	Autumn	5	2.2
	Total	20	8.7
5	Partnership		
5.1	Management Group	2	0.9
5.2	Officers Working Group	2	0.9
5.3	Promoting the Partnership	5	2.2
5.4	Awareness of relevant issues & events	5	2.2
5.5	Conferences / training	6	2.6
5.6	Researching and applying for Funding	5	2.2
	Responding to Enquiries	10	4.4
	Corporate tasks: timesheets, team meetings etc	10	4.4
		45	19.8
		229	100
	Total	229	
	Total Number of days		
	Total Number of Days Available		

For more information about the Partnership please contact:

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With Thanks to our Funding Partners for Their Continued Support:



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