

SOUTH WEST NATURE MAP – Action Plan (Summer / Autumn 2006)

Leads have been suggested. These people are responsible for taking forward delivery of that action and reporting back on progress to the Nature Map working group. The leads include:

AN – Antonia Nichol

MR – Mark Robins

SB - Simon Brenman

BG – Basil Greenwood (EN)

PT – Phil Tolerton

SWBC – SW Biodiversity Co-ordinator

HB - Harry Barton

RC – Roger Covey

LJ - Lyn Jenkins

RF – Rachael Fickweiler

Costs are only suggested and are not based on accurate quotes. They do not include staff time.

Time required is an estimate approximation based on the following -

Short = task will take up to 2 days

Medium = task will take between 3 and 14 days

Long = task will take over 14 days

Continuous = task will require input over a continuous period but may only be short inputs each time

| | Activity from Development Plan | Action | Lead | When | Costs | Time required |
|---|---|--|-----------|---------------|-------|---------------|
| | 1 Advocacy at the regional level Goal: <i>NM named and used in all relevant regional policies and programmes. Decision makers at this level find it easy to understand how to implement the NM approach.</i> | | | | | |
| a | Establish, develop, and support a group of regional NM advocates from the RBP. Each partner to act as advocate within own organisation. | Regional advocates have been agreed. Organise meetings of the NM working group as needed to facilitate progress. Ensure that NM is on SWRBP agendas. | SWBC | Ongoing | None | Continuous |
| | | Investigate the logistics and interest in having a field trip (for regional and local advocates) to Holland to learn from their work on landscape scale conservation projects. | MR | Summer 2006 | ? | Medium |
| b | NM stays in RSS development through sign off (final issue by ODPM due 2008) and gets stronger, especially through the implementation plan. | Liaise with SWRA during formal consultation and respond to enquiries. | BG | June - Aug | None | Long |
| | | Prepare evidence for consultation/EIP – | SWBC / BG | End June 2006 | None | Short |

June 2006

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| | | produce summary brief. | | | | |
| | | Integrate NM in GI planning around SSCT growth areas via working group. | BG | Ongoing | None | Medium |
| | | Work with group responsible for sign off of LDFs to raise awareness of NM and the need for this to be included within every LDF. | BG | Summer 2006 | None | Medium |
| | | Prepare for EIP - dependant on responses from consultation process. | SWBC / BG | Winter 2006 | None | Long |
| c | RES delivery plan explicit on NM and an implementation approach (short term in 2006), plus NM is developed into a delivery approach whose value for economic development is explored and advocated for the major refreshment of the RES (due in 2009?). | Liaise with SWRDA and organise Environment driver workshop | BG/MR | Summer 2006 | ? | Medium |
| d | RBP members promote NM in their work, in their strategic approaches, programmes, etc. Consider an endorsement approach. Organisation representatives on SWRBP responsible for ensuring their regional directors are aware. | Each advocate to ensure NM is on own organisation's agenda and promote its use in decision making, including use in business plan, land acquisition and land management aims. Shift organisation's thinking from a site-based conservation approach to the landscape scale. | Regional advocates | Summer/ Autumn 2006 | None | Continuous |
| | | Consider what form of endorsement from partners may be appropriate. | NM working group | Summer 2006 | None | Short |
| | | Identify a process whereby NGOs can work together on co-ordinated land acquisition within SNAs. | MR/AN/SB | Autumn 2006 | None | Long |
| | | Identify the key institutional landowners, | PT? | Autumn 2006 | None | Medium |

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| | | e.g. MOD, local authorities, Duchy, and raise their awareness of their ownership within SNAs and how this fits within the NM vision. | | | | |
| e | ERDP07, the SW Regional Implementation Plan (RIP) explicitly captures NM as an approach to its funding programmes. | Ensure that NM is included via SWEFF meetings and other routes. | MR/PT | July – Aug 2006 | None | Medium |
| f | Cohesion Funds (post 2007): RBP explore opportunities for NM delivery in this programme (short term) and embed in programme if appropriate (through 2006). | | MR | | | |
| g | Funding - identify and enact a funders advocacy plan. | Produce funding strategy for NM delivery. | SB | Summer 2006 | £1,000 | Medium |
| | | Identify funders to target for discussion on how to use NM in focusing funds, e.g. lottery, landfill, small project funds etc | SB? | Autumn 2006 | None | Medium |
| | | Work with L&RSIG targeting landfill funders and ensure that NM message is used. | LJ | Ongoing | None | Short |
| h | Regional presence (1): RBP websites and publications have a NM presence, and that this signposts a quality support system. Partners' websites and publications also have a NM presence. See section 2. | Produce generic information pack for partners' websites and contact web administrators to have this added. Produce a similar generic article for partners' publications. | SWBC | Summer 2006 | None | Short |
| i | Regional presence (2): regional events: NM material (display, leaflets, etc) located and supported as appropriate. See section 2. | Finalise the production of the NM leaflet, posters, and display materials. | SWBC / RF | July/Aug 2006 | £1,200 | Long |
| | | Consider events that NM could be presented or displayed at, and inform the SWBC. Support this where applicable. | All partners | Ongoing | None | Continuous |
| | | Ensure that posters and leaflets are | SWBC | Ongoing | Postage | Continuous |

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| | | available for events as necessary | | | | |
| j | Regional presence (3): design and carry out a roadshow to critical regional audiences at regional and county level (e.g. SW NFU, CLA corporates, RTPi, etc). See section 2. | Organise launch for NM | SWBC / NM Launch working group | By Sept 2006 | £1,500 | Long |
| | | Follow up the launch with a series of targeted events around the region. | NM Launch working group | Autumn/ Winter 2006 | £3,000 | Long |
| k | Regional presence (4): develop a crib sheet on key messages about NM. See section 2. | Write a series of crib sheets with key messages for target audiences i) NM and farming community ii) NM and planners iii) NM and local action iv) NM and funders v) NM and climate change vi) NM and the economy | i) PT ii) BG iii) HB iv) SB v) SB vi) BG | Summer 2006 | None | Short |
| | | Circulate crib sheets to relevant audience, regional and local advocates, and on website. | SWBC | Summer 2006 | None | Short |
| l | Other English regions: connect with similar approaches to seek synergy, value added, England level activity. | Circulate information about Nature Map to other regional co-ordinators and national contacts. | SWBC | Aug 2006 | None | Short |
| | | Attend organised events in other regions as they arise. | Regional advocates | Ongoing | None | Continuous |
| m | NM to assist in AES targeting. | Consider how this will work and publicise to partners, advocates and LBAPs. | PT | August 2006 | None | Medium |
| n | NM to be used in implementation of Water Framework Directive and Catchment Sensitive Farming | Ensure that NM is included in MOU for statutory organisations re: CSF. | LJ | July 2006 | None | Medium |
| o | NM to be used in directing planning gain. | Action in future action plan | - | - | - | - |
| p | Rural enterprise and rural economic development | Ensure NM is familiar to and used by SW CORE and GOSW. | MR/PT | Autumn 2006 | None | Medium |
| q | NM to be used in regional equivalent of | | MR | | | |

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| | LAA's. | | | | | |
| | | | | | | |
| 2 | Excellent communications from RBP regards NM Goal: <i>RBP provides an excellent turn around on communications regards NM and its development</i> | | | | | |
| a | NM Communications plan agreed and enacted ASAP: materials/resources/capacity | NM Communications plan agreed. Manage Pam Beddard, marketing consultant, to co-ordinate delivery. | RF | Summer 2006 | £5,000 | Medium |
| b | NM contact 'wizard' concept developed – simple mechanism for finding out appropriate person to talk to or source of information. | Provide information on the NM website about local and regional advocates. | SWBC | June 2006 | None | Short |
| | | Develop system on NM website whereby SNAs can individually be interrogated to identify projects in SNAs, who is working there, and what the vision is. | SWBC | Future | ? | Long |
| c | Launch communications plan through SWRBP and LBAPs. | Circulate communications plan and ensure that all LBAPs and partners are aware. Engage appropriate deliverers as required. | SWBC | Aug 2006 | None | Medium |
| d | Consider an annual event- to update/stimulate/plan action/promote. | Action in future action plan. | - | - | - | - |
| e | Coordinators to have sufficient work time and resources planned in work programme for NM delivery. | Manage the work programme of co-ordinators such that there is sufficient time for NM. | SWRBP Steering group / NM working group | Ongoing | None | Continuous |
| | | | | | | |
| 3 | Enabling local NM advocates to be excellent at their work Goal: <i>A strong network of local advocates</i> | | | | | |
| a | Identify NM advocates across the region at the local level, ideally through LBAPs. | Ensure that local advocates that have been identified are comfortable in their role and discuss whether there are any limiting factors. Confirm advocates for Gloucestershire and Wiltshire. | RF | July 2006 | None | Short |

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| b | Create space for this advocates group to meet, share, learn, build solidarity and share success. Support and enable this group to strengthen and grow by, establishing a communications network, and enabling learning and improving activities (e.g. master classes, field trips, exchanges). | Create and share an email group for the local advocates as a means to facilitate communication. | RF | July 2006 | None | Short/ Continuous |
| | | Organise meetings/activities for the local advocates as necessary and as opportunities arise. | RF | Ongoing | Hospitality | Continuous |
| c | Support & grow by providing tools for NM delivery identified by local advocates (e.g. case studies, roadshows for LDF planners and decision makers, NM in Parish Plans, LAAs, etc). | Finalise the production of guidance: <i>SW Nature Map: Helping to shape spatial planning for biodiversity in LDFs</i> . Disseminate via local advocates to local authority planners and biodiversity practitioners. | BG | July/Aug 2006 | None | Short |
| | | Support a second series of county events on NM use in LDFs with an audience of local authority forward planners and biodiversity practitioners. | BG/ GOSW? | July/Aug 2006 | £5,000 | Medium |
| | | Collate examples for case studies from LBAPs and partners and use standardised format for information gathering. Produce in electronic format on website. See also 4c. | SWBC | Summer/Autumn 2006 | None | Long |
| d | Ditto: consider an 'innovation engine': how to do NM – better and new ways. What would this look like? | Move forward thinking on what an innovation engine would look like. | MR | Summer 2006 | None | Short |
| | | | | | | |
| 4 | Know sufficient about NM activity across the region to be able to sense progress, then spot and fill gaps. Goal: to have a progress reporting and response framework in place | | | | | |
| a | Survey NM activity within SNAs at a local level, identify activities, effectiveness, partnerships, funding | Produce standard format for information gathering and circulate to LBAPs and partners for completion. | SWBC | Summer 2006 | None | Short |

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| | situation, identify gaps. | | | | | |
| b | Synthesise information from (a) at the regional level & corroborate. | Collate information from 4a. Use information to identify gaps and who will lead on projects to fill those gaps within SNAs. | SWBC / Local Advocates | August 2006 | None | Long |
| c | Identify case studies for the integration of biodiversity projects within SNAs with other sectors. | Collate examples for case studies from LBAPs and partners, especially from other sectors, e.g. SWPLF, SWRDA, HE. Use standardised format for information gathering. Produce in electronic format on website. See also 3d. | SWBC | August 2006 | None | Long |
| d | Monitor biodiversity success and project delivery within SNAs and link to data management by LRCs. | Begin thinking about what such monitoring may look like. Engage LRCs. | NM working group | Autumn 2006 | None | Short – meeting discussions |
| e | Produce annual progress report on NM and communicate/publicise main messages/successes from this. | Action in future action plan. | - | - | - | - |
| | | | | | | |
| 5 | Nature Map technical development Goal: <i>to continually improve the technical basis for NM</i> | | | | | |
| a | Programme for improvement of Rebuilding Biodiversity methodology and Nature Map process to be identified, supported and enabled | Organise meeting with landscape ecologists to discuss points behind the methodology and share information / best practice. | SB | July/Aug 2006 | None | Short |
| | | Ensure that NM process is understood by all advocates through the communications mentioned above (2a). | SWBC | August 2006 | None | Medium |
| b | Climate change 'proof' NM by identifying key habitats and landscapes at risk in SW and providing examples of change. | Identify key habitats/species that will be put under pressure from climate change and use modelling systems (e.g. from MONARCH) to assess the change that will occur and identify whether NM accommodates this change. | SB | Autumn 2006 | ? | Long |
| c | Improve the coastal areas of NM | Consider what improvements need to be made to coastal SNAs for identifying | RC | Summer/ Autumn 2006 | ? | Long |

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| | | the vision and aims within each. Engage LBAPs in developing these further. | | | | |