



Communication Plan 2016 – 17

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Purpose of Plan

The purpose of this document is to present the Wash and North Norfolk Coast European marine site (WNNC EMS) communication plan for 2016-17 through which the awareness of the management scheme and engagement with the Relevant Authorities and stakeholders is undertaken cost effectively. The aim of this plan is to ensure that the WNNC EMS is recognised for the internationally important habitats and species that reside or migrate here and that the issues affecting their vulnerability are highlighted and resolved through education and the work of the management scheme is recognised for achieving its objective of:

‘Safeguarding the conservation interest features and encouraging sustainable use of a living working environment that preserves local characteristics and biodiversity’

1. Introduction

In recognition of its important wildlife and habitats and to help safeguard the biodiversity that makes the area special, the Wash and North Norfolk Coast was designated a European marine site under UK and European law in 1996. This designation places strong responsibilities on public authorities and agencies to work closely with users and advisory groups, to promote the sustainable use of this living working coastal environment.

A review of the management scheme in 2011-12 identified the requirement to communicate where and why public money is being spent to many different groups including partners, stakeholders and interest groups, while demonstrating the value for money that the project provides to Relevant Authorities (RAs); in order for them to discharge their statutory duties under UK and European law. A decision was reached at a Full Management Board meeting in December 2012 to develop a communication plan in order to utilise the projects finite resources efficiently and effectively.

The management scheme was built upon a bottom-up approach of listening to coastal users and stakeholders, with the Project Manager in the position to liaise between with the RAs and to support and encourage engagement between partners. The importance of this mechanism still exists today through the three Advisory Groups ensuring that all views are considered at managerial level.

2. Communication Objectives, Principles and Key Messages

Implementation of the management scheme by:

-  Promoting the conservation objectives and associated statutory obligations
-  Identifying and informing partners and stakeholders
-  Agreeing and progressing management measures and actions
-  Assessing and interpreting progress and results
-  Agreeing and modifying the management scheme, management measures and actions as necessary

Ensuring that:

-  the importance of the site is understood by those directly involved and beyond
-  those involved are aware of their obligations to the site, scheme and partnership
-  the partnership meets regularly
-  actions are progressed, regularly updated and reported on
-  public awareness is raised and visitor good practice is encouraged
-  the project profile is raised in the public domain

Facilitation:

- 🦀 Achieve the above by encouraging effective liaison and appropriate administration partnerships, reporting format and programmes, alongside the development of publicity products, promotion, education, and co-operative and complementary working with other projects.

Means:

- 🦀 The Project Manager will coordinate implementation through and between partnerships, stakeholders and other projects, provide secretariat services supported by the lead authority for the progression of management actions; reports; updates; coordination of actions which are the responsibility of various authorities and coordination of actions with no obvious owner.
- 🦀 The Project Manager facilitates the work of Advisory Groups as focal point between them and Relevant Authorities in order to generate actions for successful implementation, while undertaking coordination with other related projects, developing and exploiting publicity events and promotional opportunities.

3. Stakeholders

The Wash and North Norfolk Coast EMS management scheme comprises of a wide variety of stakeholders. Table 1 demonstrates how it is possible to split the stakeholders into two focus groups. Identification of the dual ownership present within the project enables alternative communication methods to be developed thereby enhancing effective message delivery.

Table 1. An indication of the Stakeholder Groups and Representatives of the Management Scheme and the focus they have (1) those involved with day to day implementation of the WNNC EMS management scheme and (2) those with whom raising awareness, education and data gathering is a priority

Stakeholder Group	Comprised of	Focus
Full Management Board (FMB)	Officers representing authorities and agencies, elected members, principals, chairs of AGs, common rights holders & officers of related local projects	1
Core Management Group (CMG)	Executive grouping of the above	1
Advisory Groups (AG)	Representatives of various recreational groups, commercial interests e.g. fishermen, boat operators, farmers, landowners, NGOs, site managers, relevant authority representatives, common right holders, wildfowlers, volunteer wardens, police wildlife liaison officers and other interested parties	1
Other local projects	e.g. North Norfolk Coast Partnership (AONB), Greater Lincolnshire Nature Partnership	1
Individual interests in AGs	e.g. tourism operators, divers, sailors, NGOs, etc.	2
Other national projects	e.g. National SAC, SPA, EMS projects	2
Other related groups	e.g. Wash Wader Ringing Group, NNDC Coastal Issues Forum, Local Strategic Partnership, Holbeach Conservation Group, leisure users groups, scientific specialists, etc.	2

Stakeholder Group	Comprised of	Focus
Education Centres	e.g. Holt Hall Field Study Centre, Wells Field Study Centre, Gibraltar Point, RSPB Visitor Centres, etc.	2
General public	e.g. visitors, locals, families, students, walkers, dog walkers etc.	2
Media	e.g. local radio, TV & newspapers, local & national newsletters, magazines, etc.	2

4. Resources

Currently, The Wash and North Norfolk Coast EMS resources are limited due to budget, resulting in a single staff member being employed. The project finances have been constrained since support from central government via Defra ceased in 2014. Despite this, commitment to the project from Relevant Authority's (RA) is as strong as ever with 2016/17 income for each as laid out in the WNNC EMS Memorandum of Agreement 2015-18.

It is considered that the outputs within this plan are achievable and flexible. The needs of stakeholder engagement and partnership working are at the forefront of this plan, and they will be conducted through the most cost and time efficient mechanisms. The Project Manager will endeavour to generate and co-ordinate liaison, and utilise expertise within partnership organisations across the whole site to achieve this. It is with resource restriction in mind that the communication plan has been developed with focus on electronic mechanisms and shared resources, principally working alongside the management scheme's lead authority Eastern Inshore Fisheries and Conservation Authority (EIFCA) the three Advisory Groups and Norfolk Coast Partnership.

5. Communication and Engagement Activities

The Wash and North Norfolk Coast EMS key communication and engagement activities for the financial year 2016–17 are shown in Table 2. Further detail on each activity is provided in the subsequent tables. These tables include a brief description of each project, the expected outputs and resources required. While following an agreed business plan helps to ensure that the management scheme is meeting its targets, a degree of flexibility is essential in order to maximise efficiencies in communication and engagement. Communication and engagement activities will be reviewed in the Annual Report 2016-17.

Table 2. Communication and Engagement Activities for Financial Year 2016-7

Communication Activity
Full Management Board meetings
Core Management Group meetings
Advisory Group meetings
Kiters Working Group meeting
Website maintenance / revised website
Social media
Present to different stakeholder groups
Attend partnership events
Support Advisory Group satellite events
Good Practice Guide
Information advice articles for various user groups

Communication Activity
Communication & Engagement Plan 2017-18
Annual Report 2016-17
Partnership Working
Continuation and development of the Incident Report Process

The following tables set out the primary activities that the Project Manager will undertake during the 2016-17 financial year.

Full Management Board (FMB)					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
Biannual FMB meetings		•		•	
Description	<p>The FMB will oversee progress on implementing the project through the Project Manager. The FMB will receive an annual report at least 2 weeks prior to an Annual General Meeting (AGM) and discuss and agree the report at an AGM. At an AGM a costed annual work programme and any increase / decrease in resources therein will be discussed and agreed before commitment to the next financial year.</p> <p>In carrying out its work the FMB will continue to foster a spirit of mutual co-operation and partnership between all parties to the Project.</p>				
Resources Required	It will take around 20 staff hours per quarter to organise the venue, compile and distribute the agenda and minutes, contact stakeholders and liaise with representatives from the Relevant Authorities and attend these meetings.				
Success Criteria	Meeting held, good attendance, minutes published and actions completed.				

Core Management Group Meetings (CMG)					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
Biannual CMG meetings		•	•		
Description	A working group taking forward functions delegated from FMB, sets programme & manages project manager, reports to & advises Full Management Board.				
Resources Required	It will take around 20 staff hours per quarter to organise the venue, compile and distribute the agenda and minutes, contact stakeholders and liaise with representatives from the Relevant Authorities and attend these meetings.				
Success Criteria	Meeting held, good attendance, minutes published and actions completed.				

Advisory Group (AG) meetings					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
Triannual AG meetings
Description	Three geographical groups (Boston, King's Lynn and North Norfolk Coast) each one meeting 3 times per year as arranged by AG Chair, secretary and Project Manager. Project Manager provides feedback to and from management groups. Meetings may fall within any quarter.				
Resources Required	It will take around 10 staff hours per quarter to organise the meeting in liaison with the secretary and AG Chair, check draft minutes and distribute hard copies where necessary to stakeholders and follow up issues.				
Success Criteria	Meeting held, good attendance, minutes published, issues followed up and actions completed.				
Kiters Working Group meeting					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
Annual meeting		.			
Description	Representatives from National Trust, Brancaster Parish Council, Kiters, Natural England, RSPB, Common Rights Holders and Norfolk Coast Partnership and WNNC EMS meet once a year (or as required) to discuss voluntary management measures along the North Norfolk Coast. The WNNC EMS provides secretarial support to this meeting.				
Resources Required	It will take around 7 staff hours per quarter to organise the meeting in liaison with the Chair, meeting location, arrange agenda, circulate invites, compose meeting notes and distribute and where necessary				
Success Criteria	Meeting held, good attendance, meeting notes published, issues followed up and actions completed.				
Website Maintenance / Revise Website					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
The website reviewed and updated as required Revision of the website using a volunteer/student
Description	The website will be checked, updated and developed (when required) at least as required by the Project Manager to ensure that all information is relevant and up-to-date. Investigate the potential of revising the website using a volunteer (or college student)				
Resources Required	The Project Manager will be responsible for uploading and refreshing content to ensure that it is kept up to date. It will take between 2-4hrs to complete the above dependent on task. Expected cost for domain hosting for 2016-17 is £100.				
Success Criteria	Website is functional and up-to-date. Website is revised and designed for greater functionality and modern design.				

Social Media					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
A regularly updated Facebook profile
Description	Social media is free to use and can be updated regularly. Facebook will be used to keep followers informed of: <ul style="list-style-type: none"> • European Marine Site news • Attendance at events • Advisory Group meetings • FMB and CMG meetings • The work of the management scheme Other relevant news items				
Resources Required	Social media is expected to consume maximum 2 staff hours per week.				
Success Criteria	Facebook regularly updated and active.				

Support Advisory Group Satellite Events					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
The WNNC EMS Management Scheme will be recognised and heard by the local community through supporting community events undertaken by AGs		.	.		
Description	The opportunity to support and nurture the enthusiasm of AG members to undertake satellite events which will promote the diversity and sustainable use of EMS resources will be encouraged. Possible events for 2016-17 are listed in Appendix 2. Where applicable events will follow the desire of the AG members for theme and format and where possible run in partnership with a wide range of interest groups. These will provide a platform for WNNC EMS to reach a wide range of sea and coast users and the media to facilitate the exchange of best practice information.				
Resources Required	Depending on the scale of satellite event it may take between 5 - 20 staff hours to assist in organisation and promotion. Attendance at these events will vary between 5 – 8 hours for the Project Manager.				
Success Criteria	Event is successfully held, sea and coast users engaged and media opportunities fully exploited.				

Good Practice Guide					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
Seek funding to redesign / launch third version		.	.	.	

Launch of third version					•
Description	Originally launched in 2004, and reviewed and reproduced again in 2007, because of cost associated with reproducing a third version the out of date contact details have been amended and these are used for distribution at events and to centres either on request, when giving presentations or at other occasions. Recommended that the Project Manager seek potential funding / partnership allocation for the development of a third version.				
Resources Required	It is estimated that about 70 staff hours may be required to obtain funding for and develop new guides.				
Success Criteria	Funding is obtained and third version developed.				

Information advice articles for various user groups					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
Information advice articles tailored to different stakeholder groups	•	•	•	•	•
Description	<p>In order to continue the good working practice between the WNNC EMS management scheme and user / interest groups the production of advice articles and letters tailored to promote the Good Practice of certain recreational activities is likely to be effective. Two such activities include:</p> <ol style="list-style-type: none"> 1. Recreational aircraft 2. Water based craft <p>Historically the project has had a good working relationship with aviation clubs in promoting sensible flight heights / zonation over the EMS in order to reduce disturbance to birds. Building upon this existing network and developing a similar network, with water based sports shops and clubs, will form the basis of a proactive approach to management.</p>				
Resources Required	Approximately 60 staff hours to include building a contact data base, drafting suitable articles and disseminating information to clubs and shops.				
Success Criteria	Articles / information disseminated to all possible interest groups.				

Communication & Engagement Plan 2017-18					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
A Communication & Engagement Plan for 2017-18				•	•
Description	The Communication & Engagement Plan for 2017-18 will build upon the successes and lessons learnt from this plan. It will be used to guide communication work streams.				
Resources Required	The plan will take around 8 hours to write and will require additional time for amendments and agreement with Full Management Board members and stakeholders.				
Success Criteria	A strategy for 2017-18 is approved before end April 2017.				

Annual Report 2016-17					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
An annual report detailing progress made during 2016-17				.	.
Description	Production and distribution of an electronic annual report, outlining achievements from the Annual Management Plan Actions and other milestones.				
Resources Required	The annual report will take around 30 hours to write including additional time for amendments and agreement with Full Management Board members and stakeholders.				
Success Criteria	An annual report is approved end May 2017.				

Partnership Working					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
Continuation and rebuilding of partnerships with other related projects and groups e.g. NCP, Little Tern Working Group, NNC BAP, Greater Lincs Nature Partnership
Description	Partnership working is crucial to the effectiveness and efficiency of the WNNC EMS management scheme. Key partner organisations for the project include the funding Relevant Authorities alongside Norfolk Coast Partnership, local biodiversity/nature partnerships, site managers and NGOs e.g. National Trust, RSPB, the Wildlife Trusts. Attendance of relevant meetings by the Project Manager is essential to ensure a continued working relationship. As part of the project's commitment to partnership working the Project Manager is keen to seek out and develop future opportunities for partnership working with both new organisations and those previously engaged with.				
Resources Required	It will take around 8 staff hours per meeting to prepare for and travel to and attend the meetings.				
Success Criteria	Meeting held, minutes published, actions completed and new streams of working devised.				

Continuation and development of the Incident Report Process (IRP)					
Output	Q1 (2016)	Q2 (2016)	Q3 (2016)	Q4 (2016)	Q1 (2017)
The IRP recording system continues, data collection enhanced to improve robust statistical outcomes. Current data sets are analysed and results incorporated into the Annual

Management Plan. High priority IRP incidents are responded to.						
Description	As part of the management schemes remit through the IRP, the Project manager engages with land managers and volunteers in order to coordinate reporting and act as a record hub for disturbance incidents across the EMS and act accordingly. The IRP recording system will continue in partnership with users; training will be provided where necessary. The Project Manager must respond to all high level disturbance incidents and act accordingly. All data sets will be analysed and results incorporated into the Annual Management Plan and presented to site managers through meetings. Development of funding proposal to support the creation of a recreational 'toolkit' which will comprise of volunteer training, creation of stewardship around the coast and a smartphone app.					
Resources Required	The continuation of IRP system will take about 150 hours to undertake data analysis, report production, responding to incidents, liaising with users and incorporating comments. Extra time may be required ad hoc for responses as incidents arise. The development of a funding proposal is estimated to take 400 hours.					
Success Criteria	An effective IRP system is kept up to date and high level incidents responded to. Site managers feel that awareness of best practice is reducing high level incidents across the EMS.					

6. Summary of Communication and Engagement Activities: April 2016 - March 2017

Table 3. Summary of Communication and Engagement Activities Timetable for the Financial Year 2016-17

Activity	Month											
	A	M	J	J	A	S	O	N	D	J	F	M
Full Management Board meetings												
Core Management Group meetings												
Advisory Group meetings												
Kiters Working Group meeting												
Website maintenance												
Social media												
Present to different stakeholder groups												
Attend country shows, partnership events												
Good Practice Guide												
Information advice articles for various user groups												
Communication & Engagement Plan 2016-17												
Annual Report 2016-17												
Partnership Working												
Continuation of the Incident Report Process												

Appendix 1. Comprehensive Details of Country Shows, Carnivals and Game Fairs

Detailed below is a list of relevant shows which the Project Manager potentially may attend in partnership with Skegness and Boston Wildfowlers and Eastern IFCA to promote The Wash and North Norfolk Coast European Marine Site management scheme, the Good Practice Guide and the biodiversity interests of the European Marine Site.

Event	Dates	Venue
Cromer & Sheringham Crab and Lobster Festival	22 nd May	Sheringham
Wrangle Show	3 rd July 2016	Wrangle

Appendix 2. Potential Advisory Group Satellite Events

Detailed below is a list of potential events which the Advisory Groups (AG) members are keen to undertake to promote the sustainable longshore economy and use of the Wash and North Norfolk Coast European Marine Site, as well as promoting the Good Practice Guide and the biodiversity interests of the EMS.

Event	Dates	Venue
Sea Wall Walk in conjunction with Skegness & Wainfleet Wildfowlers & The RSPB	TBC	Lincolnshire coast
North Norfolk Coast AG Satellite Event	TBC	North Norfolk Coast
King's Lynn Heritage Day in conjunction with King's Lynn Conservancy Board.	11 September 2016	King's Lynn Conservancy Board