

**BIRD WISE
EAST KENT**

ANNUAL REPORT

2020

**PREPARED BY
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WHERE WE ARE NOW

So much has been achieved in the first year amidst all of the setbacks due to Covid

Since the adoption of the Bird Wise branding in December 2019 the team have been busy engaging with the public along the coast between Whitstable and Pegwell Bay.

The varying coastal habitats found along these shores are home to thousands of wintering birds. The numerous different species flock to this section of coast every winter to feed, as their summer breeding grounds in the Arctic freeze over.

Between December 2019 and March 2020 primary schools were being visited and people on the coast were being met. Unfortunately, due to the global pandemic these activities have been halted.

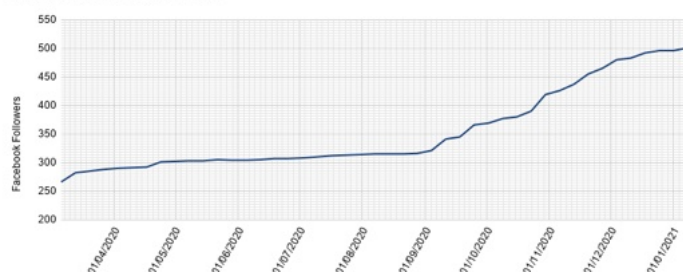
This has meant that a change of tack has been needed. A switch to online delivery has meant that Bird Wise East Kent is still meeting people during these trying times.



ONLINE MEDIA

With school visits, pit stops, and social media we have been successful in engaging with a variety of different coastal users this year

Facebook Followers vs Date

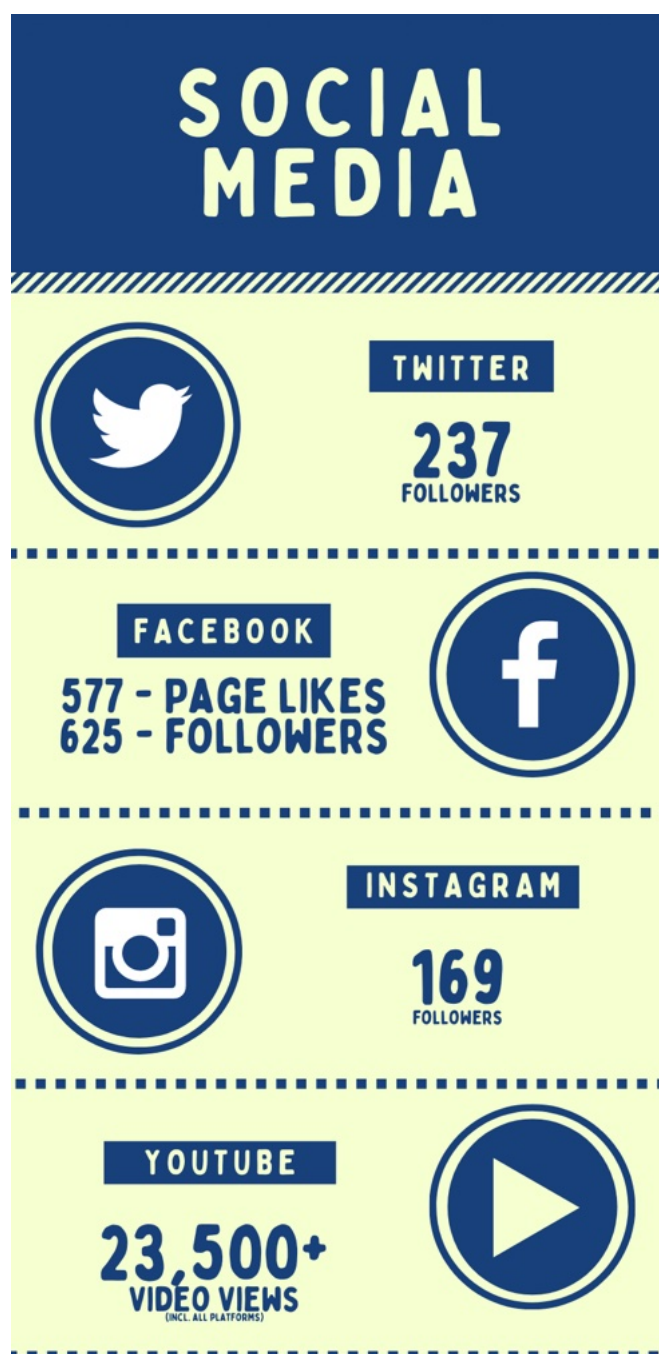


Website & Social Media

The online presence has been very successful over the last year with the launch of the website and social media platforms.

Having interactive elements on the website; whereby users can sign up to newsletters and submit disturbance reports, has enabled question and response between the public & Bird Wise East Kent. This has enabled us to focus on geographical areas suggested by users and adapt our social media output accordingly.

Having locally based Facebook groups across the SPA has allowed a small localised community to exist where issues are freely discussed and monitored.



ON SITE ENGAGEMENT

With school visits, pit stops, and social media we have been successful in engaging with a variety of different coastal users this year

Printed Media

3,000 leaflets were printed in January 2020, and we are down to the last 500. These have been placed in libraries, veterinary surgeries, community centres, cafes, and pet shops across Thanet & Canterbury. In addition, they have been handed out to coastal users during Pit Stops and events.

The popular leaflets with their retro railway poster artwork have been given out by volunteers as well, in Birchington and Whitstable.

Interpretative Signage

Placing signage along key sections of the coast remains a priority. Discussions with Bird Wise North Kent and the foreshore team from Canterbury City Council have lead to a clear design aimed at dog walkers which includes the "Doggy Do's", guidance on best practice on the coast. These signs are to go in at Long Rock, Hampton, Herne Bay, and Reculver, making use of the current sign boards.

As part of the Coastal Path, we have been working with Natural England and



ENGAGEMENT THROUGH EDUCATION

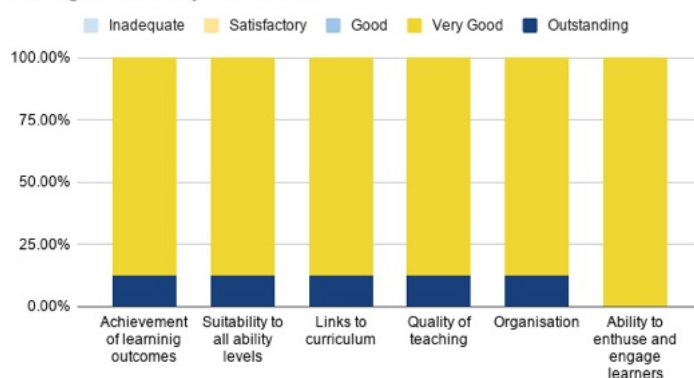
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the Thanet Coast Project to design and establish signage between Reculver and Minnis Bay. Additionally, further signage is being discussed with the Thanet Coast Project and Kent Wildlife Trust to be placed around Pegwell Bay.

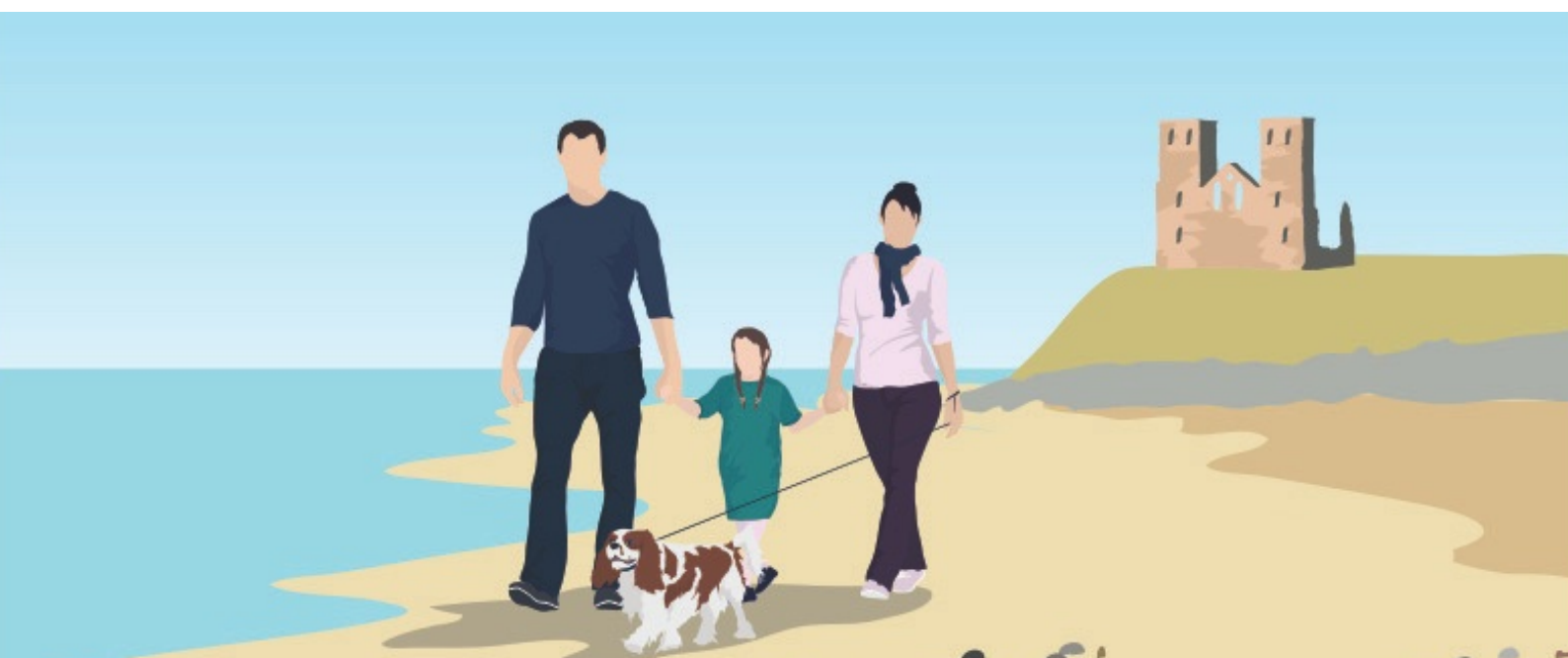
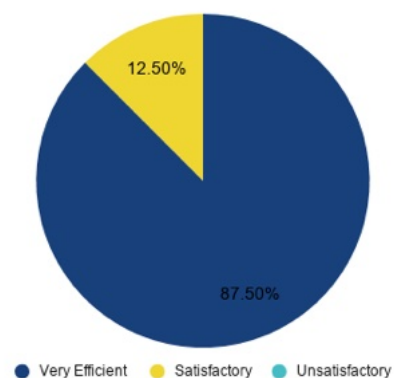
Schools Programme

Between January and March nine year 2 classes across primary schools in Margate and two degree programmes at Hadlow College were given an interactive lesson/lecture. The feedback from this was positive with ratings (based on Ofsted inspection categories) given as either very good or outstanding. Further to this two lectures have been given to degree students via Zoom.

Rating of Delivery of Content



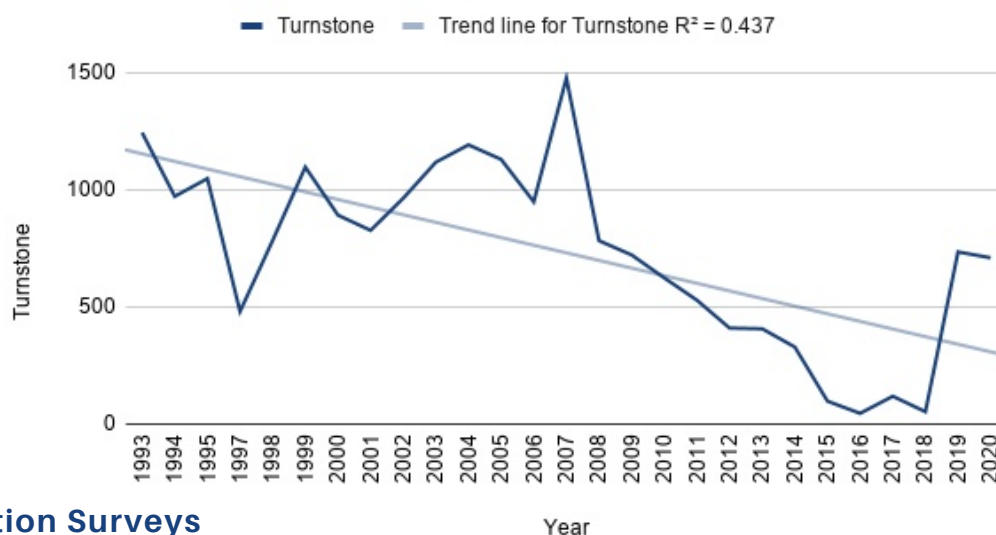
Rating of Communication When Booking



MEASURING BIRD POPULATIONS

Sandwich Bay Bird Observatory Trust undertook an extensive bird survey which showed a general decline in populations

Turnstone numbers over the years (1993-2020)



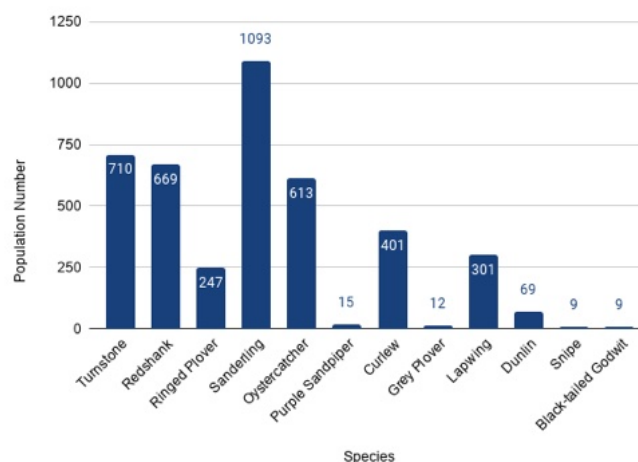
Bird Population Surveys

Sandwich Bay Bird Observatory Trust undertook a survey of the 23 sections of coast between Pegwell Bay and Whitstable on behalf of Bird Wise East Kent during January and February 2020.

The results of this demonstrate a continuation of an overall decline of turnstone, no presence of golden plover were sighted in this survey, but have been spotted on the coast. An increase in redshank, curlew, lapwing, and sanderling, with a decline in; ringed plover, grey plover, dunlin, and purple sandpiper. An increase of 235 individuals overall from 3,895 in 2019 to 4,130 in 2020.

2019/20 Winter Survey Results

carried out by Sandwich Bay Bird Observatory Trust



FACE TO FACE PRESENCE

Contact with people whilst on the coast provides us with valuable feedback and enables effective delivery of the service

Future Benefits From Education Visits

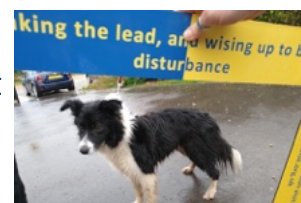
By visiting primary schools assumptions are made that a high proportion of young people will attain knowledge gained in future to some degree. So far 244 year 2's have been engaged in this way. Additionally, visiting university students may not have a direct reduction on bird disturbance on the SPA. However, as a result from speaking to 120 students two have volunteered for work placement which will directly support our work.

Engagement

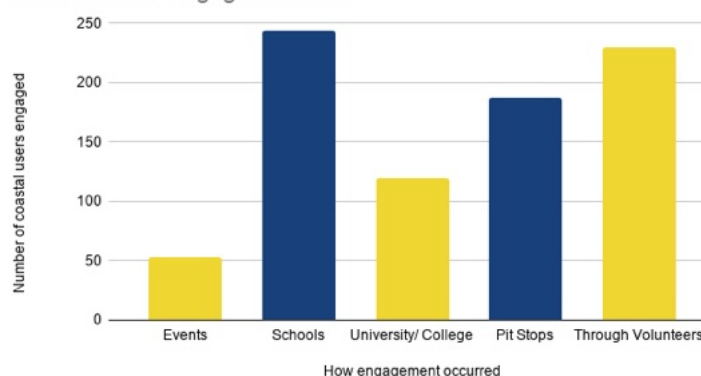
Through contacts provided by working with Thanet Coast Project and through social media a few local coastal users have volunteered to give out leaflets and speak with the public. This will form

the basis of future volunteering projects. Alongside this, Pit Stops have provided a great opportunity to engage and discuss the issues with coastal users.

Over the last 12 months we have spoken with over 800 people that use the coast through face to face engagement. Either at the coast or through educational lessons.



Coastal Users Engaged in 2020



COLLABORATION SUCCESSES

After only one full year, a community has built up around this project which has enabled valued information sharing

Savvy Sea Dogs

The launch of this project has been delayed as Covid restrictions have not allowed for groups to meet for the training sessions. Meeting with a local qualified dog owner and a renowned dog behaviourist lead to the Doggy Do code, the idea of training days (for dog owners and for dog trainers), and designated off lead areas.



Working With Other Parties

Had the two Engagement Officers been employed arrangements had been made for the RSPB local group to provide bird ID training. Lots of support and valuable advice has been given from staff from Thanet Coast Project, Bird Wise North Kent, Bird Aware Solent, Dorset Dogs, Tees Wildlife Trust, Keith Ross, Geoff Taylor, Terry Wilson (Birchington Bird Club), White One Sugar, Kent Wildlife Trust, Hat Hats Coffee, Anna Outdoors, NEKSCAG, and many local birders and dog owners.



2021 BUDGET & FUTURE WORK

Bird Wise East Kent is solely funded through developer contributions within 6KM of the SPA in Thanet and 7.2KM in Canterbury District. A scaled tariff is used based upon bedrooms per dwelling. More information on this is available at eastkent.birdwise.org.uk

2021 Expected Expenditure



2021 Budget

Due to the global pandemic many projects have been delayed. 2021 will be the year that these projects can commence.

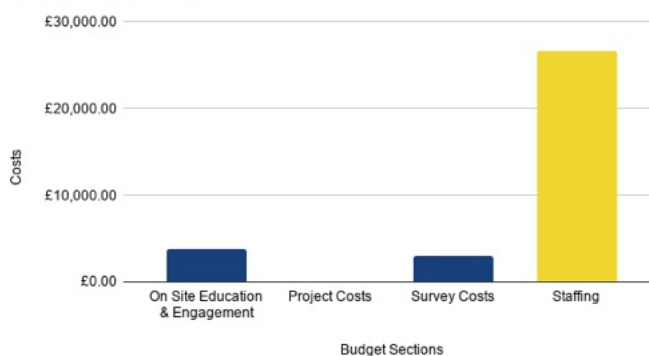
Education & Engagement

Last year £3,836.27 was spent on equipment and printing to engage and educate coastal users and school groups. The 2021 budget is £18,297.56 for Education & Engagement to be spent on signage, including artwork (£15,920), posters & leaflets (£2,334), and online media (£2,327).

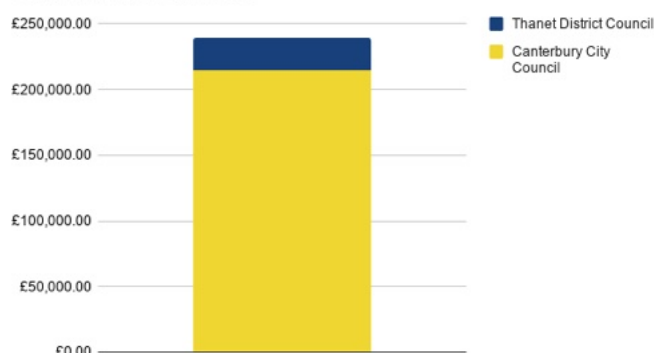
Project Costs

2020 saw no money spent on projects due to the pandemic. However, should it be appropriate, commencement on zoned

2020 Money Spent



Contributions Paid 2020



2021 BUDGET & FUTURE WORK

A revenue budget of £161,034.29 has been designated for in year spend. This leaves a remainder of £705,760.68 to be put aside to ensure the project in perpetuity.

off-lead areas (£15,764), access modifications (£5,500), and turnstone refuges (£500).

Survey Costs

A survey of the wading bird species was undertaken during 2020 across most of the SPA, within the next twelve months an extended survey covering the complete SPA (into Dover District) will be undertaken alongside a visitor survey to determine visitor behaviour and usage.

Staffing

Since the project started there has been one person managing the project and delivering content. This was due to be extended to an additional two Engagement

Officers. Due to the pandemic this has been delayed until September 2021.

Whilst this will be the largest expenditure there is lots of research and evidence that shows face to face engagement to be the most effective method in changing behaviour.

There is a **Contingency Budget** (£14,649.38) set at 10% of the revenue budget to cover any additional expenses.

