



**BIRD WISE  
EAST KENT**

**ANNUAL REPORT**

2021 - 2022





# A MESSAGE FROM THE PROJECT MANAGER



Hello everyone

This has been a very exciting year for me. The reason for this has been that the management plan that was agreed a few weeks prior to the country going into a long and arduous lockdown due to the devastating pandemic has finally been put into practice.

As you can imagine the winter of 2020/21 wasn't the easiest time to begin a project based on engagement events. This meant that as an organisation we had to make adaptations to the planned delivery. It was my intention to have a team of engagement officers in place to meet the people of East Kent and tell them all about *Wising up to Bird Disturbance* of our Daring Dozen species that have travelled from across the Arctic Tundra, and how we can all share our coast with them. However, that responsibility fell upon my lone shoulders. The prescribed need to work at home whilst homeschooling two restless youngsters meant that engagement opportunities were trying, but delivered online. The success of which was somewhat mixed. Thankfully, in October 2021 I was delighted to finally welcome two exceptional Engagement Officers who were able to quickly make up for the previous years limited delivery.

Alice & Greg have been amazing and very well received by nearly 3,000 locals in the last 10 months. Taking our exceptionally well decorated van across the two district's coastline on Pit Stops and other events. As a team we have fostered a culture of experimentation and review which has lead to trialling different types of events including strengthening links with partner organisations to deliver a photo competition, a coastal birdwatch and many other ways of meeting as many people as we can. From what we have done we are excited to give a more rounded programme next year.

Unfortunately for Bird Wise East Kent, and the Daring Dozen, Alice is undertaking a journey across Europe and is leaving us. We are very sad to see her go and wish her all the best. As we embark on this new season we are excited to see how Alice's replacement will alter and enhance our deliver.

To build on 2021/22's brilliant year of success we are hoping to reach out to more schools, more groups and more people that enjoy our coast. You may have seen our temporary signage on the coast, another trial. From your feedback we have been able to work with our friends at Kent Wildlife Trust, Thanet Coast Project and Pegwell Bay Nature Reserve to have permanent signage and sculptures designed to be installed along the coast. Watch out for this exciting addition welcoming you to our coast.

We are really looking forward to seeing you all again this coming winter and welcoming back, watching and monitoring and then bidding farewell to our feathered coastal visitors.

Thank you for your continued support

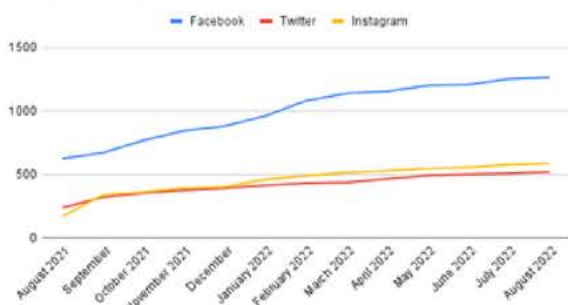
*Michael Lee*



# ONLINE MEDIA

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

Social Media Growth



## Website & Social Media

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

Having interactive elements on the website; whereby users can sign up to newsletters, book onto events and submit disturbance reports, which 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. A huge increase has been experienced across our social media platforms.

## SOCIAL MEDIA



### TWITTER

2020/21 2021/22

237 < 520  
FOLLOWERS FOLLOWERS

### FACEBOOK

2020/21 2021/22

625 < 1,265  
FOLLOWERS FOLLOWERS



### INSTAGRAM

2020/21 2021/22

169 < 588  
FOLLOWERS FOLLOWERS



+119%



+102%



+248%



# ON SITE ENGAGEMENT

One person engaged with every 9 minutes and 50 seconds at a Pit Stop or Event

## Printed Media

Through Birchington Bird Club during the pandemic around a thousand leaflets were distributed. Since September at the Pit Stops and at other events more printed media as leaflets, ID guides, event calendars and posters have been given out and displayed in public areas.

Our events have also been featured in local newspapers this winter season.

## Interpretative Signage

Lots of temporary signage has been installed along the coast with the majority aimed at dog walkers, some aimed at kitesurfers and some general ones with a migration map included. Each sign has a QR code embedded that links to the reporting page on the website with the aim of encouraging coastal users to report disturbances. This data is shared with Thanet Coast Project and Kent Wildlife Trust (at Pegwell Bay).

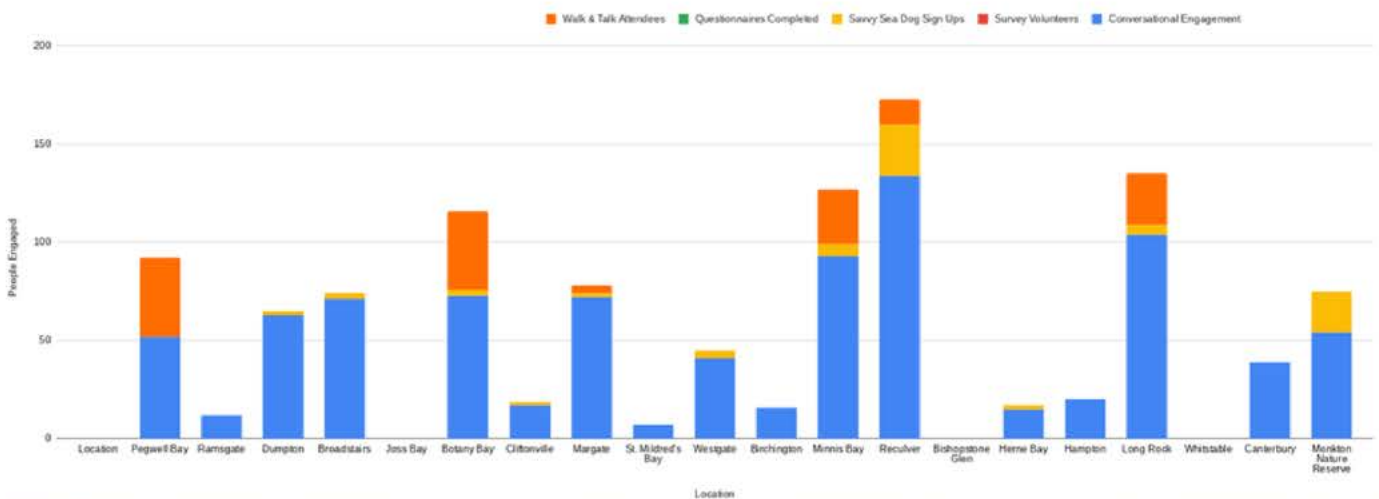




# ON SITE ENGAGEMENT

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Total Engagements



## Pit Stops

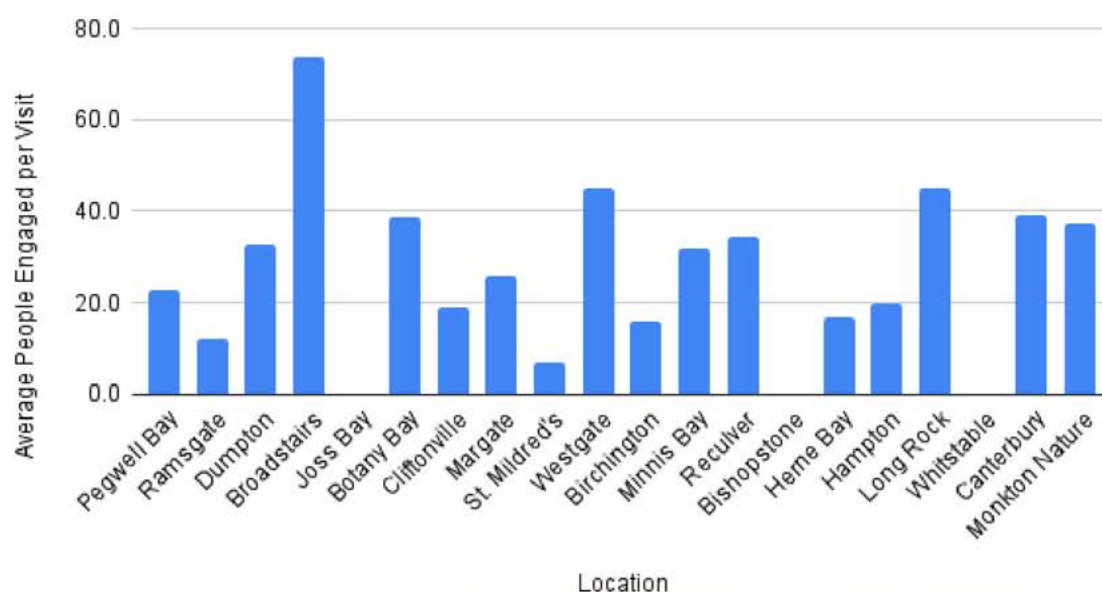
This season we have been able to launch our Pit Stops. The Bird Wise van "The Bird Wise Flier" has been travelling up and down the East Kent coast stopping off at all of the accessible 21 sections of coast with 101 Pit Stops and events taking place. Greg & Alice have been busy meeting with coastal users and have met 2,601 people so far this winter. 3.31% of which have signed up to the Savvy Sea Dogs and agreed to our Doggy Do's. We have had 325 Walk & Talk attendees so far at our Big Six sites: Long Rock (28), Reculver (15), Minnis Bay (57), Margate (39), Botany Bay (53), and Pegwell Bay (133). At each Pit Stop the team have been carrying out Daring Dozen surveys to monitor the wintering birds and in the school holidays running family events.



# ON SITE ENGAGEMENT

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Average number of People Engaged per Visit

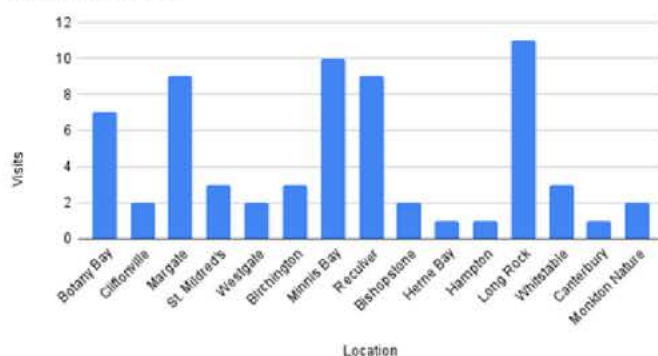


## Wise Birds Education Programme

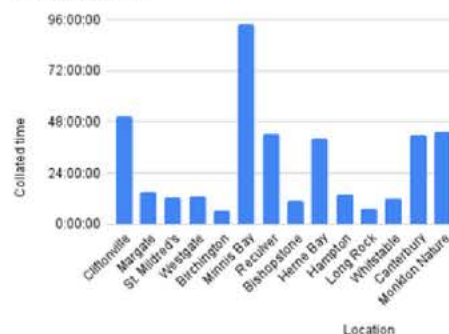
The uptake for our Wise Birds programme has not been as high as expected. This is most likely due to the nervousness around having external speakers in, due to the COVID pandemic. However, we hope this will improve with time.

So far we have visited four primary schools and engaged with 237 pupils and one college, with seven classes and 216 students. We have also hosted 2 beaver groups and a cub scout group.

Number of Visits



Time at Event

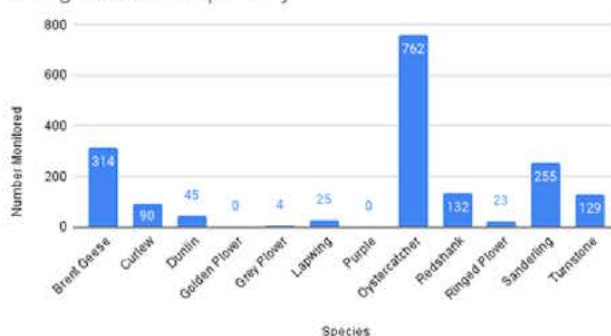




# MEASURING BIRD POPULATIONS

Our engagement team have been undertaking surveys to monitor the population numbers

Daring Dozen Pit Stop Survey

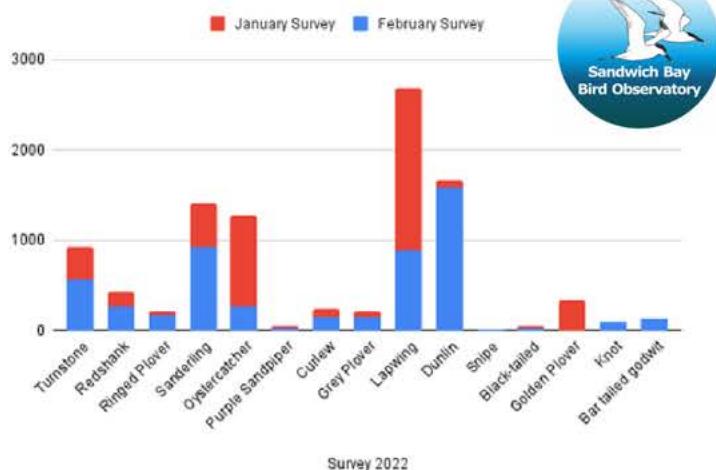


## Bird Population Surveys

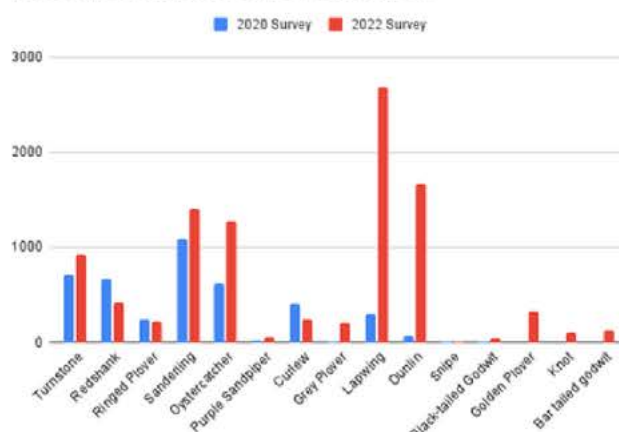
The decision was made to not undertake a population survey as the disturbance rates were higher than usual due to more people accessing the coast at unusual times and we did not want Sandwich Bay Bird Observatory Trust to undertake a survey in January and February 2021 to replicate their survey of the previous year due to concerns around social distancing when training volunteers.

However, the team have been out completing surveys across the coast this winter, with a further carried out by Sandwich Bay Bird Observatory Trust in January and February 2022.

Sandwich Bay Bird Observatory Survey Results



2020 Survey and 2022 Survey Comparison





## ONGOING WORK

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.

Additionally, visiting university and/or students may not have a direct reduction on bird disturbance on the SPA but it does further knowledge and engagement with their peers.

### 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,

whereby the two projects are already discussing ways in which to best utilise this. Alongside this, Pit Stops have provided a great opportunity to engage and discuss the issues with coastal users.

### Project works

We are currently working on path rerouting at Long Rock with the intention of protecting the nesting and roosting birds on the SSSI and also rerouting a path at Pegwell Bay and Long Rock.

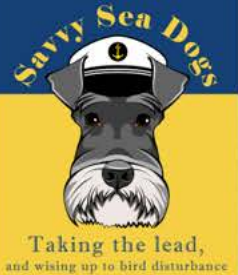
There is due to be some relief carvings being installed along the coast with interpretation boards accompanying them soon!





# COLLABORATION SUCCESSES

After only two years, a community has built up around this project which has enabled valued information sharing and project working



## Working With Other Parties

We have been successful in building working relationships with a number of local organisations.

At our Pegwell Bay Walks & Talks the Kent Wildlife Trust have joined us to enhance our content. We are working with the Plover Rovers on organising a Community Engagement themed conference in November 2022. The Thanet Coast Project are collaborating with us on developing a surveying app. Beeching Animal Behaviour Consultancy have been running dog training sessions and have made some training videos as a part of our Savvy Sea Dogs programme. Canterbury College are designing the interior of some off lead dog areas we are currently developing. The local RSPB group have provided us with some birding workshops. TAG Pet Rescue are signing up Savvy Sea Dog members in their charity shops. We have been working with many others on various projects.





# 2022/23 BUDGET

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](http://eastkent.birdwise.org.uk)

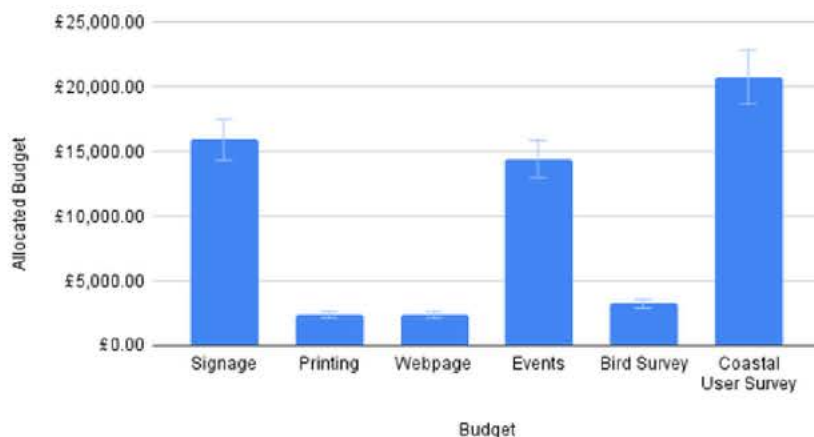
## 2021 Budget

Due to the global pandemic many projects have been delayed. 2022/23 will be the year that these projects can commence.

## Education & Engagement

Last year £81,949.71 was spent on on the project. The 2022/23 budget is £61,758.31 with; Education & Engagement at £20,670, Events at £14,440, Monitoring at £24,020. An additional budget for staffing and training is £73,623.93.

2022/23 Budget



Payments in and Monies Spent

