

2023

annual update
report



Bird Wise
EAST KENT



Thank you for wising up to bird disturbance

A MESSAGE FROM THE PROJECT MANAGER



Hello everyone

The difficult second season.

All change at Bird Wise towers as we wave farewell to Alice who initially left to travel Europe in a hopeful van and now does stellar work at Bumble Conservation Trust. We miss her but do occasionally see her out on the coast and love seeing her excel. With Alice gone we were fortunate to find Jasmine who quickly laid down the challenge to Greg in who is the better wildlife photographer. The two of them have been battling all year and have both been instrumental in the progression and execution of the Photography Competition and Exhibition.

Building on the foundations laid by Greg & Alice in the first season. Jasmine has helped Greg expand on our outreach and engage with more people than we could have possibly predicted. The gratitude I have for my team is not expressional in writing. As a team over **7,500** more people are wise to bird disturbance.

We ran our first conference, welcoming experts in the sector and having talks from a range of amazing speakers from professors to presidents (of the Magic Circle). The Engaging the Community in Nature Conservation Conference was a massive success. Thank you to everyone who attended and spoke. But especially the staff at the Canterbury Cathedral Lodge for helping us run a well received event and the volunteers who helped us on the day, without who the day would not have been possible.

Our plans for changes across the coast have hit many a delay and restrictions but we are pushing on regardless. Long Rock is still awaiting new signage as designs and plans are altered and finalised. The carvings were made and now sit in a workshop gathering dust as we look to install them still!

We have again extended our schools programme following limited success in 2022/23 and have already booked loads of places for 2023/24.

Bring on season three...

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

Website & Social Media

The online presence has been very successful over the last year with the development of the website and social media platforms. Adding TikTok has been challenging and Threads useful. Twitter have slain the bird and installed an X. Should Twitter proceed with their plans to charge users we will be closing our account.

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.



13%

11%



39%

NEW in '22



143%

@BirdWiseEK

NEW in '23



ON SITE ENGAGEMENT

One person engaged with every 6 minutes and 59 seconds at a Pit Stop or Event

Printed Media

A review of the leaflet with local stakeholders showed a heavy focus on text and not enough imagery. It was also requested the migration map be included and info on our events. The new leaflet is in circulation and is very well received.

Interpretative Signage

The Bird Wise logo has been included alongside a brief reference to the issues we aim to address on the new Thanet District Council coastal signs. In addition to this, dog walking signs have been added to dog walking hotspots. Know your daring dozen signs are being placed along the coast alongside a larger

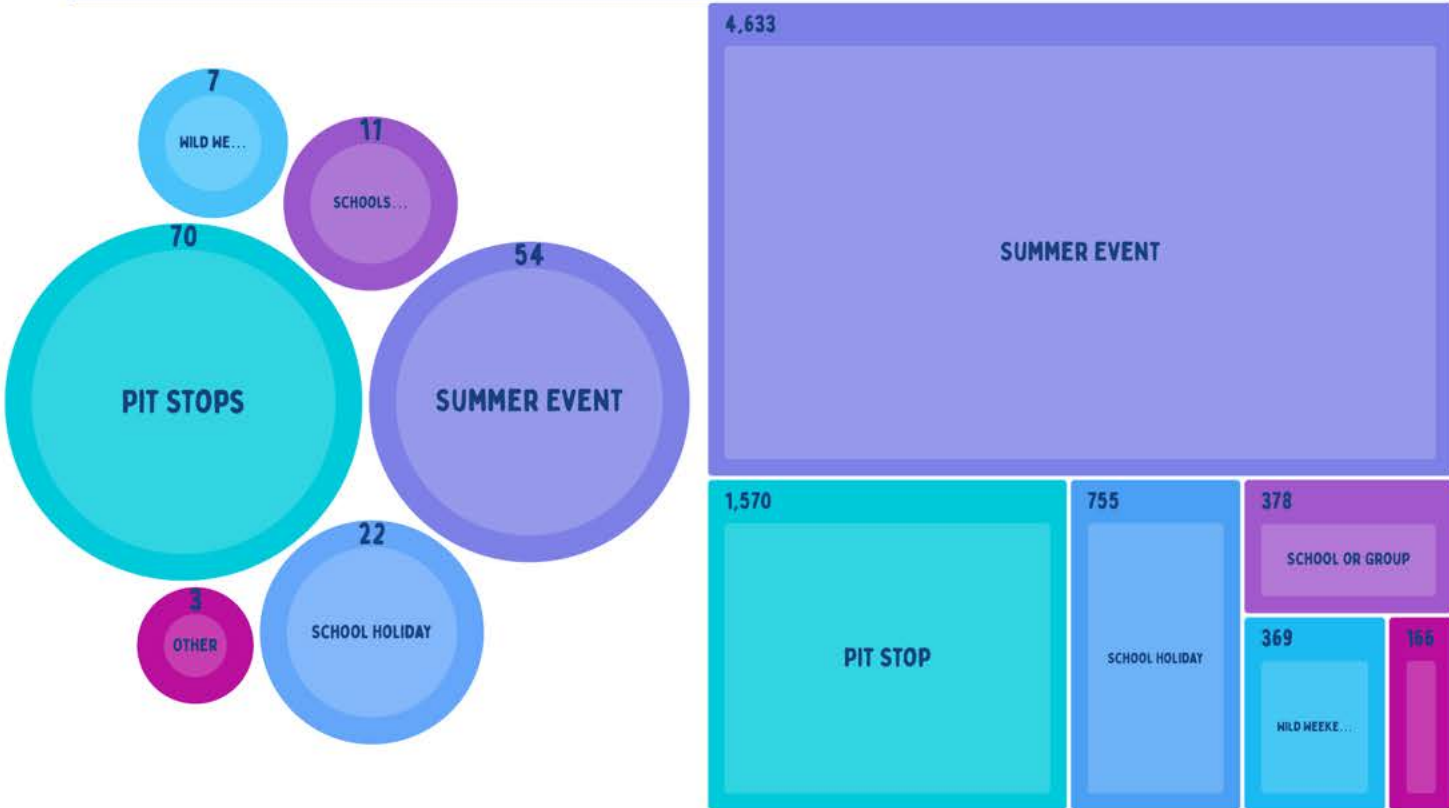


"Know your..." sign

"Wising up..." sign

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



Number of Events
Total - 167

Event Attendees
Total - 7,871



ON SITE ENGAGEMENT

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PIT STOP 2022-23 WISING UP STANDINGS

PDS	PIT STOP LOCATION	HOURS	PEOPLE MET	ENGAGEMENT RATE
1	JOSS BAY	17	134	07:30
2	BIRCHINGTON	10	75	07:48
3	HAMPTON	12	88	08:18
4	HERNE BAY	17	113	09:15
5	WHITSTABLE	24	150	09:46
6	MINNIS BAY	23	143	09:47
7	LONG ROCK	31	189	10:06
8	RECVLVER	8	47	10:13
9	BOTANY BAY	20	110	10:41
10	ST. MILDRED'S BAY	14	67	12:19
11	RAMSGATE	11	54	12:30
12	PEGWELL BAY	9	42	13:13
13	BROADSTAIRS	10	45	13:13
14	DUMPTON	10	39	14:37
15	WESTGATE	24	97	14:51
16	BISHOPSTONE GLEN	3	11	15:55
17	MARGATE	21	76	16:47
18	CLIFTONVILLE	13	40	18:45
19	WEST UNDERCLIFF	14	35	23:43

DISCLAIMER

PIT STOPS ARE POP UP EVENTS THAT OCCUR ON OUR COAST. THE RESULTS ABOVE DO NOT INCLUDE ANY OTHER EVENTS THAT BIRD WISE EAST KENT HAVE UNDERTAKEN IN THE LAST YEAR.

OUR COAST ENGAGEMENT 2022-23 WISING UP TO WILDLIFE DISTURBANCE STANDINGS

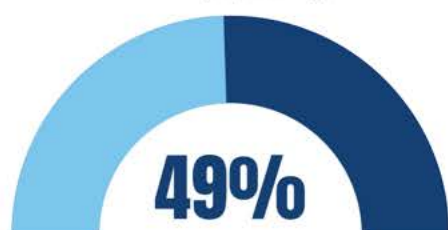
PDS	LOCATION	HOURS	PEOPLE MET	ENGAGEMENT RATE	
1	BIRCHINGTON	13	164	04:40	9
2	RECVLVER	88	1097	04:47	11
3	WHITSTABLE	122	1284	05:43	5
4	MARGATE	219	2250	05:51	13
5	HADLOW COLLEGE	4	36	06:40	NEW
6	CANTERBURY	27	237	06:42	5
7	JOSS BAY	17	133	07:33	NEW
8	MONKTON NR	8	56	08:01	5
9	LONG ROCK	55	403	08:08	3
10	HAMPTON	12	88	08:18	5
11	MINNIS BAY	47	327	08:40	2
12	PEGWELL BAY	53	325	09:42	5
13	BOTANY BAY	24	145	09:46	1
14	RAMSGATE	78	472	09:57	↔
15	HERNE BAY	22	123	10:41	3
16	BROADSTAIRS	28	155	10:58	14
17	ST. MILDRED'S	14	67	12:19	1
18	DUMPTON	10	39	14:37	13
19	WESTGATE	24	97	14:51	16
20	BISHOPSTONE GLEN	3	11	15:55	↔
21	CLIFTONVILLE	32	112	16:53	10
22	WESTERN UNDERCLIFF	14	35	23:43	3
TOTAL		910	7656	07:08	↑

MEASURING SUCCESS

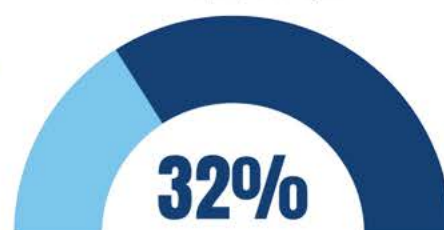
Footprint Ecology have repeated the 2019 survey which was undertaken before Bird Wise East Kent was in operation

Survey Responses

Wildlife Value

2019*272 people surveyed

Not Aware of any
wildlife value

2023*278 people surveyed

32%

Aware of wading
birds



10.6%



14.6%

Aware of
turnstone



0.4%



4.2%

Aware of
other birds



11.7%

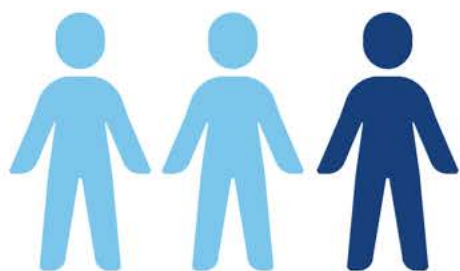


16.1%

During January and February Footprint Ecology were once again commissioned to repeat the coastal user survey undertaken prior to the start of the project. From the question on awareness of the coasts value for wildlife we have seen a reduction in people that are not aware of any wildlife value. Down from 133 responses to 89. Also noted were the increase in awareness of the sites value for bird species - wading birds up from 29 to 40, turnstone up from 1 to 12, and other birds up from 32 to 45. This demonstrates an increase in awareness since we started.

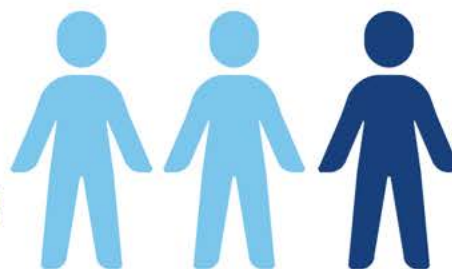
MEASURING SUCCESS

Footprint Ecology have repeated the 2019 survey which was undertaken before Bird Wise East Kent was in operation



32% of people have heard of Bird Wise East Kent

Of which 35% of people have actively changed behaviour and started to avoid the tideline



and 19% of people have actively changed behaviour and started to avoid visiting the coast at high tide

*278 people surveyed

In 2019 78% of dogs were not kept on a lead

The behaviour of other dogs is unknown



*135 dogs surveyed

Now 24% of dogs are kept on a lead

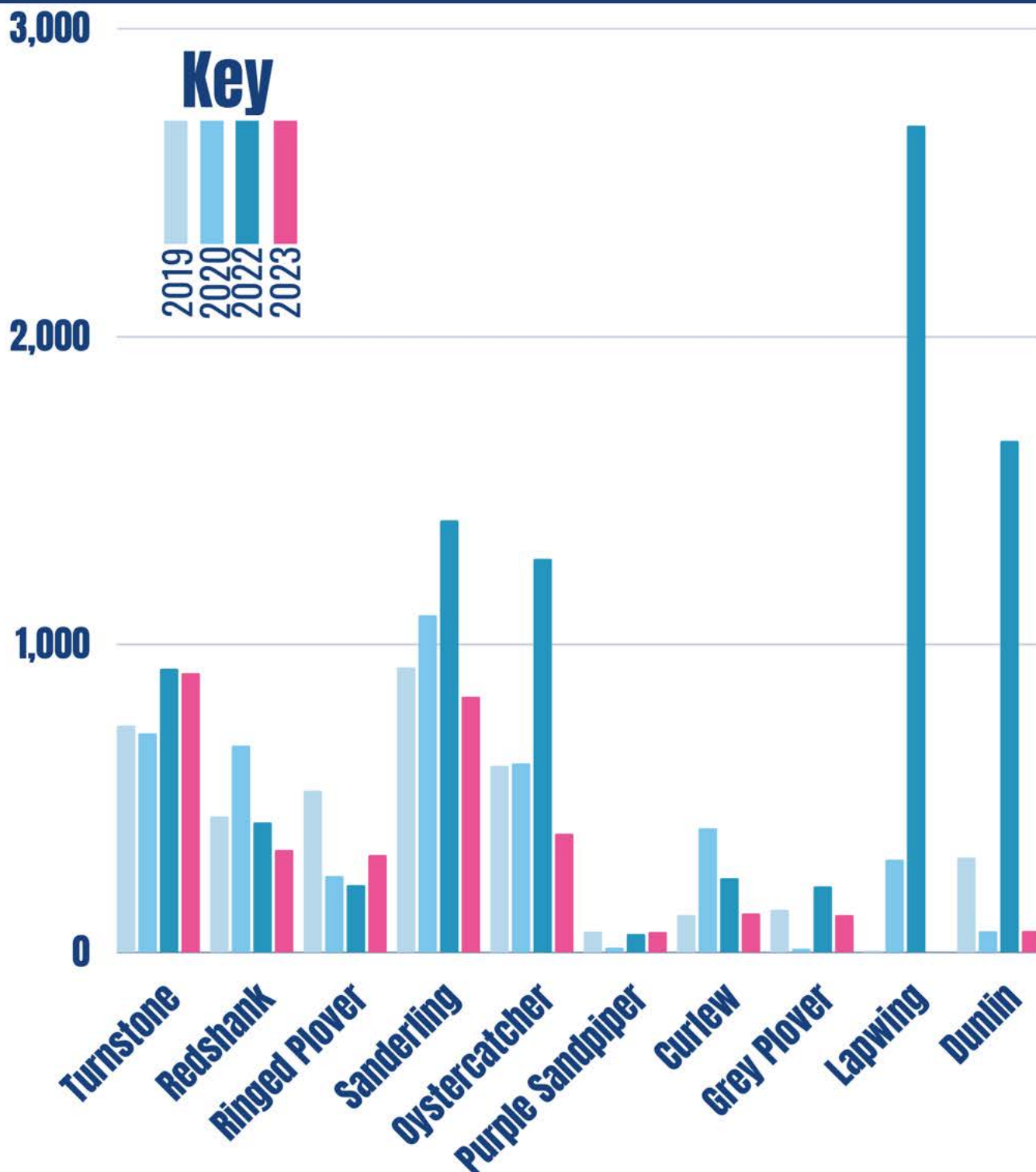
The behaviour of other dogs is unknown



*118 dogs surveyed

MONITORING BIRD NUMBERS

Sandwich Bay Bird Observatory carry out our bi-annual bird count



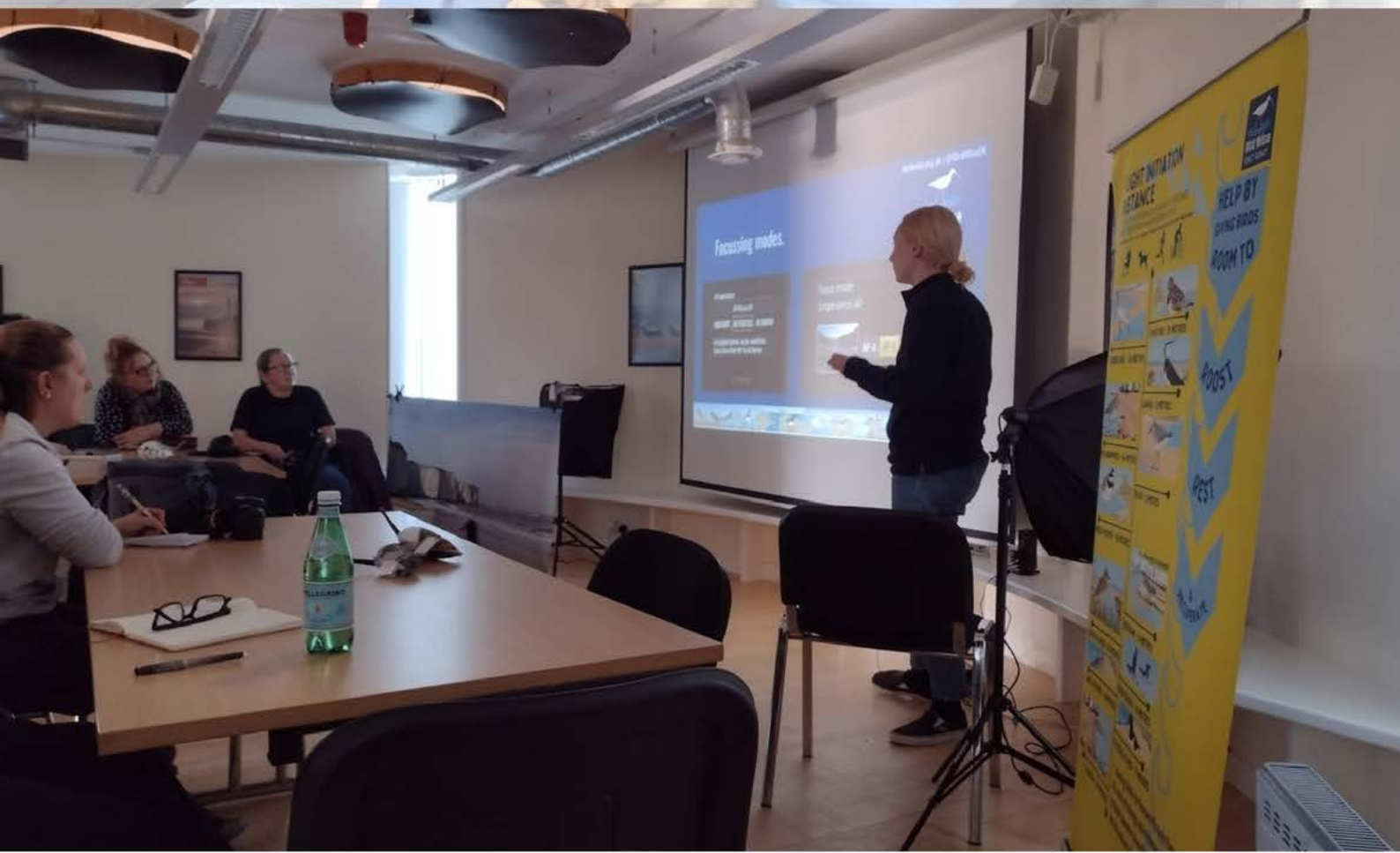
ONGOING WORK

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.

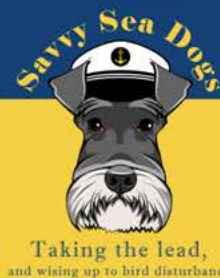
Engagement

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,



COLLABORATION & COMMUNITY

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



Working With Other Organisations

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

At Pegwell Bay we continue to work alongside Kent Wildlife Trust and in particular Nina Jones. We link up with Nina whenever we can at Pegwell working hard to reduce wildlife disturbance together with the help of Kite Pirates Kite School.

On November the 11th we hosted the Mitigation Meet Up, where similar projects from around the UK joined us in Canterbury. Plover Rovers helped us organise the event and Hayley at Bird Wise North Kent showed us the ropes when they hosted the event in 2019. Speakers from Stephen Jenkinson to Paul Hadaway to Megan Swann and Bob Smith were all there to make the day special.

We hosted our second photo competition and exhibition. The event kicked off at the Crab Museum again and travelled around East Kent to Hathats at Reculver, Droit House in Margate and The Horsebridge in Whitstable.

Thank you to everyone we have worked with over the last year.



THE FUTURE

We are planning some exciting things for the next year

Long Rock

We are currently in a monitoring period whilst new signage is being installed. With Huq monitoring the number of visitors to Long Rock, where they spend their time and for how long we will be able to see whether the signage is being effective.

The Wantsum Stretch

This is our largest roost site and excitingly the nest site for some of our waders. We hope to improve this site over the next year and add to the already newly installed fence around the lagoons, new signage and put in offshore roosts and develop adjacent areas into wildlife friendly habitats.

Pegwell Bay

Working closely with Kent County Council and Kent Wildlife Trust we have been able to install an off lead dog walking area, which has proven to be very popular. We have also had new signage put in and are moving the path alongside the saline lagoon (garage pool). We hope to further improve our outreach here by adding a classroom and information centre on the site.

