



Business Plan 2020 - 2025

Executive Summary	3
Highlights to Date	3
Opportunity	3
User Group Analysis	8
Dog Walkers	9
Joggers	12
Bait Diggers	12
Anglers	12
Cyclists	13
Walkers	13
Wildlife Watchers	13
Kitesurfers	13
Budget	15
In Situ Public Engagement & Education	20
Project Works	26
Savvy Sea Dogs	26
Schools Engagement	27
Monitoring	29
Staffing	29
Five Year Plan	30
Organisation Summary	33
Project Management Group	33
Operational Group	34
Appendices	35
Thanet Coast Designation Maps	35

Thanet Coast SAMMS Business Plan 2020-2025

Image 1: Long Rock Sign Placement

Image 2: Sign at Long Rock

Image 3: Minnis Bay

Image 4: Location of Minnis Bay Sign

Image 5:

Image 6: Access Points for Pegwell Bay

Image 7: Calculation of the Standard Cost (Tariff per person- TDC)

Image 8: Investment Total

Image 9: Mind Map of Project

Image 10: General message for all leaflets

Image 11: Site specific guidance for main disturbance groups

Image 12: An example of Lew Stringer's Work. A Free Comic for Eurostar Trains

Table 1: Proposed Dwelling Type by Number of Bedrooms (TDC)

Table 2: Calculation of Average Tariff per Dwelling (TDC)

Table 3: Calculation of the Standard Cost (Tariff per person- TDC)

Table 4: Projected Housing Income Based on £350 Average Tariff per Dwelling

Table 5: Projected Housing Income Based on £569 Average Tariff per Dwelling

Table 6: Projected Housing Income Combined

Table 7: Funding Plan

Table 8: Survey Costs

Executive Summary

The Strategic Access Management and Monitoring Strategy (SAMMS) aims to reduce disturbance, from additional recreational activities, on coastal birds through contact with the local community. This will be achieved through; research, education, enforcement, monitoring, and mitigation promoting responsible and respectful use of the coast in regards to wildlife.

All new measures are to be scalable and flexible in regard to the location and amount of new dwellings being developed.

Highlights to Date

- Thanet SAMMS Board established - consisting of members from TDC and CCC, also from Natural England and the SAMM officer;
- Memorandum of Understanding has been utilised;
- Tariff collection, authority of expenditure, and investment policy has been agreed and established;
- SAMM officer appointed and in post October 2019;
- Branding established using Bird Wise East Kent and working with Bird Wise North Kent, Bird Wise Brand Identification Guide written;
- Education programme initiated with nine appointments diarised to date (two at University, seven at primary school key stage 1);
- Two university visits have fed back; very effective communication when booking, and very good delivery of content; and two school visits have given feedback; very effective communication when booking, and good delivery of content;
- Booked to attend three dog shows with a display stand.

Opportunity

The Thanet Coast & Sandwich Bay Special Protection Area (SPA) provides a very important habitat for wading birds and waterfowl, and is particularly important for overwintering birds. Due to the abundance of breeding little tern (*Sterna albifrons*) and non-breeding grey plover (*Pluvialis squatarola*), sanderling (*Calidris alba*), and turnstone (*Arenaria interpres*) alongside: invertebrate assemblages, combinations of fungal and algal species, tertiary fish and amphibia, and geological coastal features and habitats, the majority of the coast, with the exception of a stretch between Tankerton and Herne Bay and the part of coast surrounding Ramsgate Harbour, has been designated a Site of Special Scientific Interest (SSSI)¹. Additionally, the SSSI listed areas are also designated Ramsar sites due to the international significance of the wetland habitats². The foreshore and coastal waters from Birchington to Sandwich have been given Special Area of Conservation (SAC) status due to the reef systems and submerged or partially submerged sea caves, both of which are considered outstanding examples³.

Protected coastal areas are under pressure due to the requirement for development of additional homes in the remit of Thanet District Council (TDC) and Canterbury City Council (CCC) by 2031, 12,000 and 17,140 respectively⁴. TDC has built 1,555 since the plan's start date with a further 3,017 dwellings having received planning permission. Any new houses within a buffer zone (6km - TDC, 7.2km - CCC) of the coast is expected to have a significant impact on the protected sites due to a higher abundance of visitors to the coast⁴.

¹ "Thanet Coast SSSI - Natural England: Designated Sites."

<https://designatedsites.naturalengland.org.uk/SiteDetail.aspx?SiteCode=s1003560>. Accessed 22 Oct. 2019.

² "Thanet Coast and Sandwich Bay Ramsar - Designated Sites."

<https://designatedsites.naturalengland.org.uk/SiteGeneralDetail.aspx?SiteCode=UK11070&SiteName=thanet&countyCode=&responsiblePerson=&SeaArea=&IFCAAarea=>. Accessed 22 Oct. 2019.

³ "Thanet Coast - Special Areas of Conservation - JNCC." <https://sac.jncc.gov.uk/site/UK0013107>. Accessed 22 Oct. 2019.

⁴ "Strategic Access Management and Monitoring Plan - Planning."

<https://www2.canterbury.gov.uk/media/942240/CDLP-1011-Canterbury-CC-SAMM-MAIN-REPORT-Nov-14-Hyland-Bayne.pdf>. Accessed 22 Oct. 2019.

Thanet Coast SAMMS Business Plan 2020-2025

Birds become disturbed at different distances. This is known as the Flight Initiation Distance (FID) or flush distance. As a general rule the larger the bird the greater the FID.

Common Name	Name	Family	Mass (g)	FDI (m)
Turnstone	<i>Arenaria interpres</i>	Scolopacidae	105.00	25.12
Golden plover	<i>Pluvialis apricaria</i>	Charadriidae	200.00	63.26
Redshank	<i>Tringa totanus</i>	Scolopacidae	143.00	59.09
Sanderling	<i>Calidris alba</i>	Scolopacidae	54.00	26.44
Oystercatcher	<i>Haematopus ostralegus</i>	Charadriidae	500.00	77.74
Purple sandpiper	<i>Calidris maritima</i>	Scolopacidae	67.50	36.36
Curlew	<i>Numenius arquata</i>	Scolopacidae	751.00	214.29
Grey plover	<i>Pluvialis squatarola</i>	Charadriidae	215.00	69.01
Lapwing	<i>Vanellus vanellus</i>	Charadriidae	270.00	31.63
Dunlin	<i>Calidris alpina</i>	Scolopacidae	48.00	38.67
Brent goose	<i>Branta bernicla</i>	Anseridea	1450.00	66.41
Ringed plover	<i>Charadrius hiaticula</i>	Charadriidae	64.00	43.04

In order to mitigate the potential disturbance to the birds following the increase in visitors a strategic approach is required. In 2014 Footprint Ecology carried out research into disturbance types and visitor behaviour and coupled historic with current surveying data to compile a comprehensive Strategic Access Management and Monitoring Plan (SAMM) for the Thanet Coast between Swalecliffe, in the Canterbury District, to Pegwell Bay, in the Thanet District. The plan highlights key mitigation measures which are being undertaken by the Thanet Coast SAMMS Project Management Group.

The SAMMS highlights key mitigation approaches. These include: management of visitors on adjacent land, improvement of access provision on other sites in the area, management of car parking, restricting access in some areas, routing and design of paths, zoning, engagement officer, signs, interpretation, and leaflets, community and user group engagement, voluntary code of conduct, and Public Space Protection Orders (PSPO) and Dog Control Orders.

Long term solutions to deflecting visitors onto adjacent land will need to be established. Although there are limitations to appropriate sites where this can occur. Key sections of the coast need to be prioritised with an overview to establish a deflection strategy for each as part of a site specific management plan.

Provision of green space within development sites need to be established, with a dog walking focus. In addition “freedom fields” or “training fields” should be set up in areas where dog walking disturbance is causing most issues (table 1). These involve a fenced off area where a dog owner is permitted to access the area with their dog and having the dog off lead. These areas are designed for one dog owner to occupy the area, but may have more than one dog. An online booking system could be used, with Savvy Sea Dog members having free access, with a small fee for other users to cover maintenance costs.

Providing improved access for deflection sites need to be established long term. In addition restricting access for dogs to certain locations along the coast are required, this would involve alterations of the byelaws/PSPOs with year round dog bans.

With a high proportion of visitors going to the coast by car (65%)⁴ there is potential to limit parking availability to key sections of the coast, thereby encouraging visitors to access alternate locations.

Whilst visiting sites restricting access to some areas, in particular dog walking activities, routing and design of paths, and zoning of areas is to be completed. In

order to provide a holistic approach to access, management plans must be drawn up for long term works to be implemented.

Education and enforcement are key to the strategy working. In the first winter this role can be carried out in part by the project coordinator. In the second winter two engagement officers can be hired on a seven month contract. The main responsibility will be to effectively convey the importance of the coastal habitats for overwintering birds and alter attitudes and behaviour. The presence of a person in this role is an effective and fundamental method in giving information across to the public.

To effectively discourage dog walking on sites that are deemed to be unsuitable for that activity, PSPOs should be instigated in areas of the key sections. Firstly, education and engagement needs to be initiated, by the creation and placement of appropriate signage. Secondly, an engagement officer to lead on a dog awareness programme similar to that in Bird Wise North Kent's program Coastal Canines Club⁵. Thirdly, after reviewing the impact of engagement the Project Management Group needs to investigate implementation of enforcement measures for not adhering to the PSPO, that must be utilised with appropriate methods in the event of engagement and positive messaging not having the desired effect.

A dog project will also be set up to further provide education to dog walkers using the coast. The initial phase will consist of data gathering for frequency of dog walkers at key sections of the coast. From this, management plans can be drawn up for individual sections that are inclusive of specific education measures. Suggested programme of interpretation⁴ includes; interactive interpretation, signage, promotional leaflets, flyers, and activities to engage site users. A list of local dog groups has been drawn up with the intention of liaising with each group to act as a conduit of information. Means of providing information through these channels will be an email mailing list with relevant updates, leaflets to be given out to

⁵ "Bird Wise | Wising Up to Bird Disturbance." <https://birdwise.org.uk/>. Accessed 22 Oct. 2019.

customers/members, posters to be displayed at groups sites, and messages conveyed at dog training sessions with specific regard to codes of conduct at coastal sites. The media used will be branded, and the message further strengthened with the same branded interpretation and signage on site.

Regarding the branding there will have to be a coherent strategy with all parties; CCC, TDC, Kent Wildlife Trust, Natural England, Thanet Coast Project, Kent County Council, and Foreshore Services. Branding is to be based around the Bird Wise brand which has been established and used in North Kent. The name Bird Wise East Kent will be used with the social media handle @BirdWiseEK. The use of social media is an effective way of engaging with the public whilst promoting events and displaying the work the project is completing.

Within this five year business plan there will be an outline of activities due to be undertaken by the SAMMS. Implementation of this plan will allow for effective and meaningful use of the aforementioned spaces by a range of user groups, and will also benefit wildlife species. Use of the finances gained from tariff per newly built bedroom per dwelling, and additional gained interest will be used in an open and transparent way ensuring that all parties have an awareness of the mitigation measures being put in place⁶.

The table below highlights focus areas for mitigation work to be completed. The coast was split into twenty one sections for the surveys carried out by Footprint Ecology, a risk rating was applied to each section based on; historic turnstone numbers, birds recorded within the survey, biodiversity of coastal birds using Simpson's Index of Diversity, potential for disturbance based on recorded coastal users, and proximity to proposed housing development sites. A traffic light system is used; green - low risk, amber - medium risk, and red - high risk. Sections were then

⁶ "THANET STRATEGIC ACCESS MANAGEMENT AND"
<https://www.thanet.gov.uk/wp-content/uploads/2018/03/Thanet-SAMM-Revised-Tariff-17K.pdf>.
Accessed 22 Oct. 2019.

combined into zones and an average risk rating applied, rationale for using these as focus sites is included in the table.

Section	Location	Rationale
A	Pegwell Bay to West Cliff	High historical records of turnstone, designated NNR, compliment Kent Wildlife Trust management Disturbance Risk Rating = Green
C	North Foreland to Walpole Pool	High overall benefit for feeding for wading birds and waterfowl in the North Foreland section, potential to improve the Botany bay section. 2nd highest biodiversity (D=0.782) of bird species surveyed at North Foreland Disturbance Risk Rating = Green
D	Walpole Pool to Westbrook Bay	Despite covering a largely urbanised area there is a high number of feeding birds (803) with high potential for public education and engagement Disturbance Risk Rating = Amber
F	Epple Bay to Plum Pudding Island	Second highest bird count in survey (846) and 3rd highest biodiversity (D=0.744) of bird species surveyed at Plumpudding Island Disturbance Risk Rating = Amber
G	Plumpudding Island to Beltinge Cliff	Potential to be a good site for birds due to habitat and LNR status. Good prospects for public engagement and education due to visitor centre at Reculver Country Park Disturbance Risk Rating = Green
I	Hampton Pier to Whitstable Harbour	Historically high turnstone numbers with the highest overall bird count (854) within the Long Rock section having the highest overall biodiversity (D=0.807), and a good opportunity for education and engagement with the public Disturbance Risk Rating = Amber/Red

Table 1. Key Section Analysis

User Group Analysis

“Of the 272 respondents... more than 50% (134 interviewees) across all eight interview locations were unaware of any wildlife value at the site they were visiting. 15% of respondents (40 interviewees) were aware of the site’s value, but couldn’t identify any particular receptor. Wading birds were mentioned by 11% of respondents (29 interviewees), although only one interviewee identified the sites’ value for Turnstone, and no one mentioned its value for Golden Plover. The presence of other bird species was mentioned by 12% of respondents (32 interviewees)”

Footprint Ecology Wader & Visitor Survey Report

The above quote sets the scene that there is a severe lack of knowledge along the coast, and for any outreach program to work this needs to be addressed. Firstly, by raising the profile of Bird Wise and its work. Secondly, by running educational programmes to inform the public of the importance of the habitats and species within them. Understanding the reasons why disruptive behaviours must be changed and the impact these behaviours have will go a long way to successful mitigation.

Dog Walkers

People walking with dogs pose the highest threat of disturbance. Dogs off of leads are the highest cause of causing birds to take flight. There are PSPOs used along the coast but are only in operation during the summer season, which does not have any effect on the bird populations. 61% of all coastal visitors are dog walkers, with 78% of those being off lead. The highest proportion of off lead dog walkers are to be found in; Long Rock - Hampton (16.2%), Minnis Bay (12.4%), Broadstairs (11.4%), Herne Bay East (10.5%), and Ramsgate Harbour & Beach (7.6%). Long Rock - Hampton & Minnis Bay have the highest overall percentage of dog walkers at 12.6% each (25.2% combined). With such a high potential for disturbance these two areas

are included in key sections, due to the high bird counts and biodiversity value. Long Rock has the highest biodiversity value (0.807) and the highest overall count (854) of any site.

The impact of dog walking at Long Rock is very high. Due to there being a coastal footpath surrounding Long Rock it has meant that there is a right to roam under the Countryside Rights of Way Act 2000 between the Coastal Footpath and the Mean Tide Line. This has meant that unofficial footpaths have been eroded into the habitat across the site and are frequently used by the public. Restricting access to this site will be difficult and some suggestions would be to install parking metres along Marine Crescent. Providing amended and new signage at entrance points (see below) and having a high engagement officer presence.

New or amended signage should not have its focus on birds, as there is a danger of attracting coastal users that are already interested in birds. The focus needs to be on dogs, to attract dog walkers to the sign, and then embed the message of birds within it.

Engagement officers should frequently visit the site and hold dog pit stops to engage with dog walkers, they should also run guided dog walks. Additionally, carrying out dog training programmes at Long Rock.

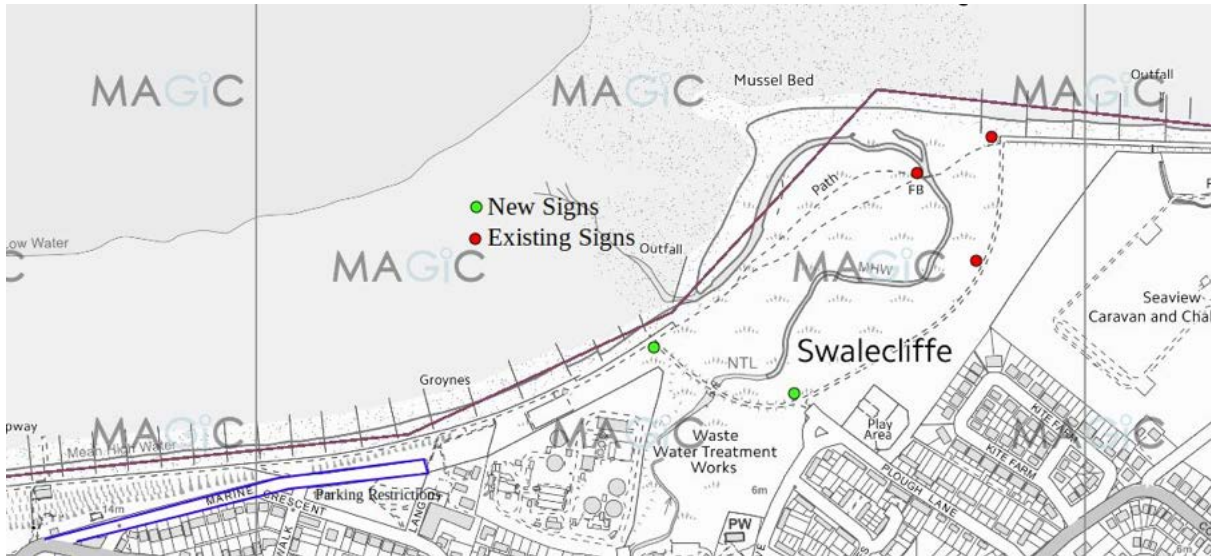


Image 1: Long Rock Sign Placement



Image 2: Sign at Long Rock

In Minnis Bay there is a high number of dogs also. However, this site is less accessible. From the west there is no settlement until Reculver where there is a site for static caravans, and the next settlement is Beltinge. Disturbance from this end is unlikely as it is believed there are mostly cyclists and some walkers. On the east is Birchington where most access is likely to occur from. Survey reports show that bird counts are low on this side.

An existing sign should be updated where the path from the car park goes down onto the seafront. The current sign uses cartoon images and is very brief in its instruction. The conflicting use of cartoons and serious messages may be lost on people. An

alternative would be a Bird Wise branded sign that clearly states why the birds should not be disturbed, and an inclusion of the “doggy do’s” code of conduct with links to the website. A map of alternative nearby dog walking sites can be included. These must be site specific. Providing a dog bin by locations where the sign is installed will ensure that dog walkers will see the sign, not only when accessing the promenade but also when they use the bin.

In areas of high bird populations and high off lead dog walking the messages must be focused on alternative walking sites, using a lead to avoid disturbance, and why disturbance needs to be avoided. A high engagement officer presence in these sites must be implemented to engage with members of the public and alter behaviours.

Further dog training events can be held at Reculver, Margate Sands and Pegwell Bay. Additionally dog pit stops must take place at all key sites, also guided walks, particularly at Reculver, Long Rock, Pegwell Bay, and Minnis Bay. Dog walking how to guides can be videoed and displayed on youtube and birdwise.org.uk. A guide of alternative walks will also be produced alongside local dog walkers, and influenced by Savvy Sea Dog club members, this will be made available in printed format and on birdwise.org.uk.

In order to transport items for dog pit stops and to attend events a van should be purchased and wrapped with bird wise branding and key messages to further highlight the project.

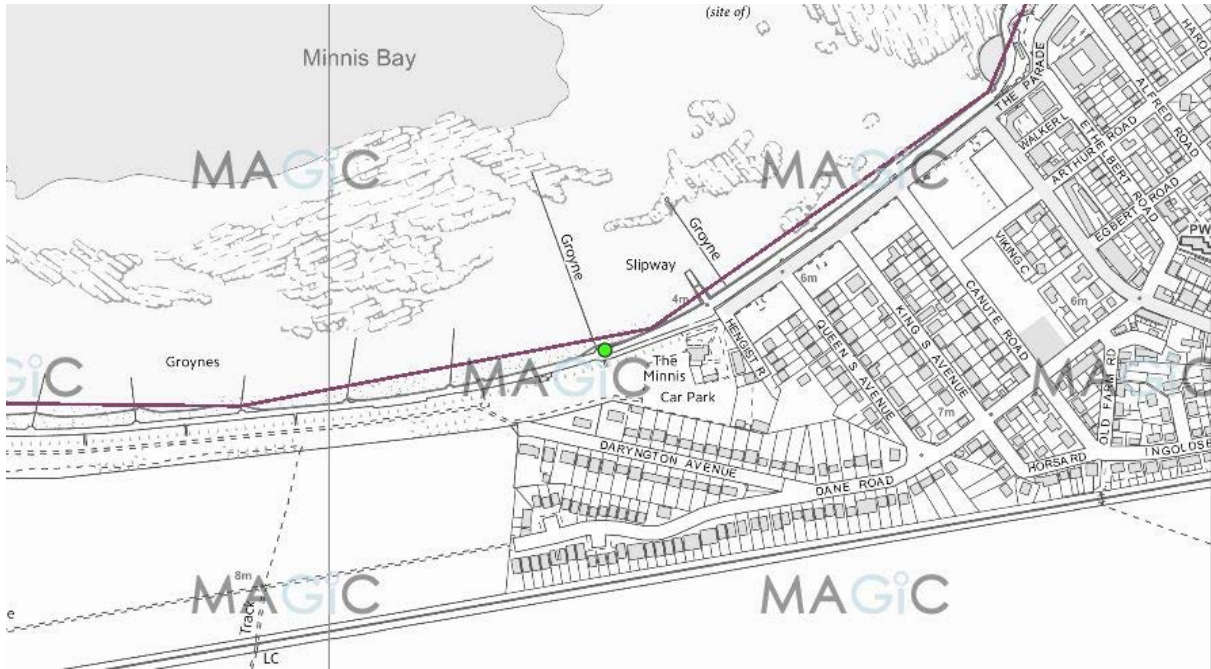


Image 3: Minnis Bay



Image 4: Location of Minnis Bay Sign

Joggers

Joggers have a low disturbance impact unless there is a high tide and the tide line is in close proximity to the path (within FID of bird species). The Footprint ecology report showed only two joggers recorded across all sections. In areas where high tides are within an estimated alert distance of a path further monitoring of this activity will occur. If the number increases to levels considered threatening then mitigation action will be incorporated.

Bait Diggers

Only one bait digger was recorded by Footprint Ecology during the study. It has been reported that this activity does occur but infrequently and at low intensity. Evidence of this activity will be recorded and monitored throughout the course of the project. If the number increases to levels considered threatening then mitigation action will be incorporated. Anecdotal evidence suggests that Pegwell Bay is the main site where this happens.

Anglers

Only six anglers were surveyed. Two at Long Rock, two at Hampton Pier, and two at Palm Bay. Whilst all these areas are considered key sections, the amount of visitors is low and therefore the impact is low. During the winter months this will be monitored. If the number increases to levels considered threatening then mitigation action will be incorporated.

Cyclists

Six cyclists were recorded along the coast, one in St. Mildred's Bay, two in Westgate Bay, one in Plumpudding Island, one in Reculver East, and one in Tankerton/Whitstable. As there is a national cycle route along the majority of the coast it is hard to mitigate for this potential disturbance. When it is low tide there should not be an issue. Mitigation for this will be hard to implement, but will consist of an online awareness campaign, and contact with local cycle stores, groups, and renters.

Walkers

The second largest group of visitors with 100 people surveyed, 45% of all visitors. Walking is potentially low impact. At low tide, people walking on the promenade offer little to no threat of disturbance. At high tide or walking on the beach at any time, there is an opportunity for disturbance. Mitigation for this will be to update seasonal winter signage to include walking on beaches and awareness of disturbance at high

tide. This will be mirrored in online material. There is a need to ensure that footpaths are clearly marked and used, as at Pegwell Bay and Long Rock there are many worn paths that are posing a high threat of disturbance. The importance of these footpaths is required.

Wildlife Watchers

Five people were observed watching wildlife. This is a low impact activity and is likely that awareness of disturbance amongst birds within this group is high. Engaging with people from this group may lead to volunteers or in the least reporting of disturbance behaviours, through a citizen science survey launched on the website.

Kitesurfers

One person was observed doing this activity at Pegwell Bay. The survey may not reflect the true population of this group as this activity is weather dependent and weather conditions were not given with the survey report. There have been multiple sightings of kitesurfing activities along the stretch of the coast. Easily accessible beaches with free parking and little to no rocks are desirable locations. Hence why Pegwell Bay is highlighted as a high kitesurfing destination. Pegwell Bay is reported to be an excellent place to learn to kitesurf as there are no rocks in which a surfer, board, or kite can be damaged. There is also a large, soft flat surface in which to run aground in case the wind picks up and blows the surfer off course. Kitesurfing requires a light, easy to carry assemblage and therefore can easily be carried across otherwise undesirable terrain.

Pegwell Bay has a layby nearby (pictured beneath), which has an accessible path to Pegwell Bay NNR to the west and access across the mudflats to the south and south east. There is some interpretation at the site. However, it is set back from the path and to read it one would have to cross the vegetation. The text is very lengthy and not user friendly. Mitigation for this particular site would include renewed interpretation at the exit of the layby to the path.

KWT currently have a working agreement with kitesurfing groups, but have had little success in reducing disturbance. Therefore, alongside renewed interpretation there also needs to be a presence to reduce kitesurfers accessing the mudflats. Alongside this, rerouting kitesurfers to sites that offer reduced disturbance is required.

After having a meeting with Kite Pirates Kite School, they suggest leaflets will have little impact and getting them to such a widespread community. Instead what they have suggested is placing interpretation boards at access points to Pegwell Bay with guidance on appropriate behaviour (which will be drawn up in agreement with Kite Pirates Kite School). They also suggest including information on the bird species present as most kite surfers are environmentally conscious. Image 6 shows access points (large red circles), routes to the coast (blue lines), and proposed signage sites (small blue dots). Kite Pirates have also invited Bird Wise East Kent to work with them on beach cleans, and also would like to make a “how to kite surf and not disturb the birds” video to be displayed on kitepirateskiteschool.com and birdwise.org.uk.

Message to go on signage for kite surfers

Kite Surfers for Wildlife

“Whilst kites are flying you may think they are competing for space in the skies with the birds. This isn’t the case, the wintering birds are here to rest and don’t want to spend energy flying. In fact they’ve spent about 227 hours flying across the arctic seas from as far as Baffin Island in Canada, to spend their winter here. This has cost them about 70,000 calories. That’s 1,703 cheeseburgers! 9 cheeseburgers a day throughout the winter!

Every winter they make the perilous journey as their summer home freezes over and restricts access to food; insects, crustaceans and molluscs. In order to make it back they need to replenish and rest. Each time they are disturbed they are burning

precious calories by taking flight. Which means they may not make the return journey back to their summer homes and to raise their chicks. The birds need space to feed and as a general rule the larger the bird the larger the distance needed. A small bird, such as a dunlin or plover, needs at least 30 metres, and a large bird, such as a curlew, needs about 200 metres.

Please help by sharing the coast with our feathered friends by:

- Waiting until you've crossed the flats to launch your kite*
- Giving the birds room when getting to the water (at least 100 metres)*
- Watch the birds and if you see them stop feeding, calling out, or looking towards you. Slow your pace to give the birds a chance to move aside slowly*
- If the birds start to move quickly. Stop and crouch down before changing your walking direction away from the birds and continue slowly*
- Once launched stay clear of the shoreline by at least 100 metres*
- Enjoy the coast and the wildlife"*



Image 5: Layby with accessible path to Pegwell Bay NNR

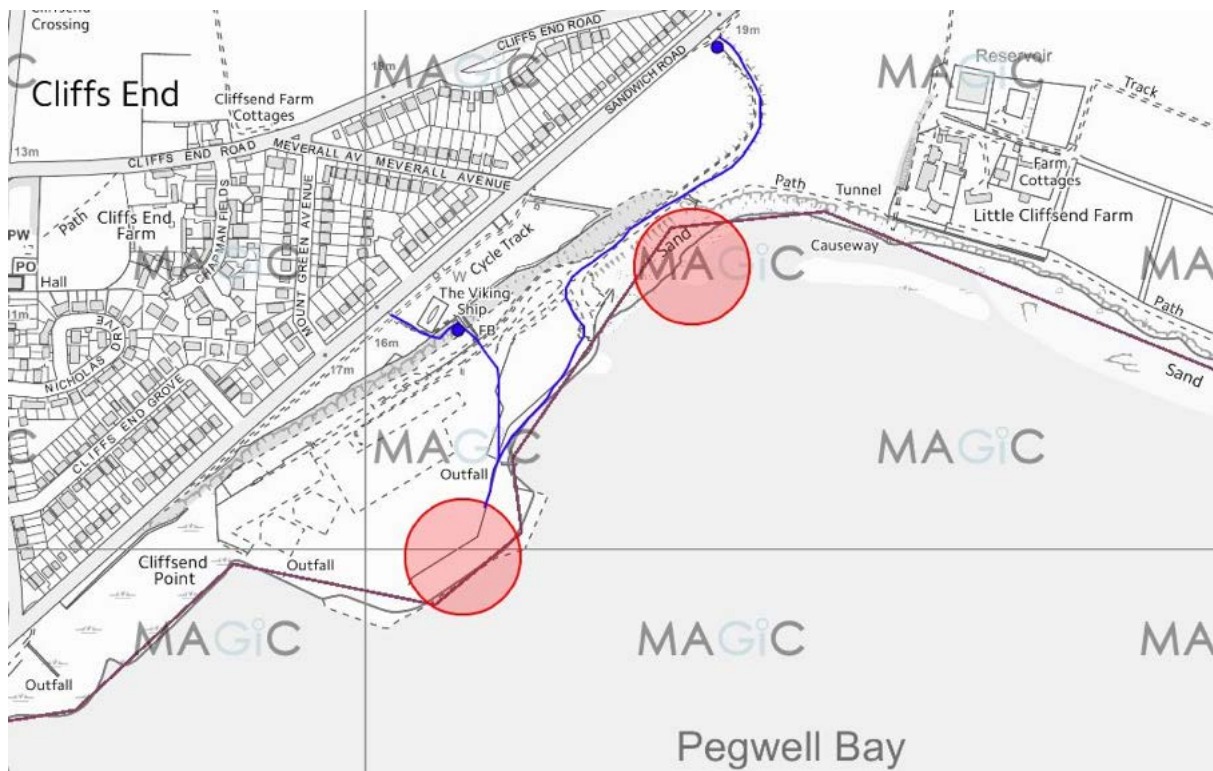


Image 6: Access Points for Pegwell Bay

Budget

Table 1: Proposed Dwelling Type by Number of Bedrooms (TDC)

Thanet Coast SAMMS Business Plan 2020-2025

TDC	Market Housing %	Market Housing @ 70% of Total	Affordable Housing	Affordable Housing @30% of total	Totals
1 bed	12.5%	1500	37.5%	1928	3428
2 bed	42.5%	5100	32.5%	1671	6771
3 bed	32.5%	3900	22.5%	1156	5056
4+ bed	12.5%	1500	7.5%	385	1885
Totals	100% (of 70% total housing)	12000	100% (of 30% of total housing)	5140	17140

Table 2: Calculation of Average Tariff per Dwelling (TDC)

Item	Cost£	Notes
SAMM projects	£1,315,415	Mitigation plan cost estimate
Contingency @10%	£131,542	10% contingency
Overall Total Cost	£1,446,957	Overall Total Cost
Revenue Funding per dwelling	£115	Overall Total Cost divided by expected development
Capital Investment per dwelling	£235	
Total Average Tariff per dwelling	£350	Revenue funding per dwelling + Capital investment per dwelling [100% of tariff contribution]

Image 7: Calculation of the Standard Cost (Tariff per person- TDC)

Item	Cost	Notes
Number of dwellings	12,568	Forecast delivery within 7.2km of the SPA
Total Revenue Required	£1,446,957	Sum required for mitigation = Revenue funding per dwelling x number of dwellings
Total Sum Required for Investment	£2,953,480	Invested into the long-term fund = Capital investment per dwelling x number of dwellings
Total Required	£4,400,437	Investment + Revenue = Total required
Average tariff per house	£350	Original total divided by expected development = Total average Tariff per house
Occupancy	2.2	Census 2011 data
Total number of residents	26146	Number of dwellings multiplied by occupancy based on housing size
Tariff per person	£168	Original total divided by Total number of residents = Tariff per person

From the above tables a budget has been drawn up which starts with 2020/21 being year 1 due to years prior to this date having been tariff collection only and no mitigation measures being in place. The five year plan includes 2019/20 into the year 2020/21 as these years are based on financial years and no one was in post prior October 2019.

Table 4: Projected Housing Income Based on £350 Average Tariff per Dwelling

Thanet Coast SAMMS Business Plan 2020-2025

Thanet		Projected Builds	Avg. Tariff per Dwelling	Total	Revenue Funding	Capital Investment
Year 1.1	2019/20	352	£350.00	£123,200.00	£40,480.00	£82,720.00
Year 1.2	2020/21	811	£350.00	£283,850.00	£93,265.00	£190,585.00
Year 2	2021/22	1,753	£350.00	£613,550.00	£201,595.00	£411,955.00
Year 3	2022/23	2,235	£350.00	£782,250.00	£257,025.00	£525,225.00
Year 4	2023/24	1,729	£350.00	£605,150.00	£198,835.00	£406,315.00
Year 5	2024/25	1,411	£350.00	£493,850.00	£162,265.00	£331,585.00
Totals		8,291	£350.00	£2,901,850.00	£870,555.00	£2,031,295.00

CCC has a lower projected housing because only a proportion of the District is within the zone of influence. Based on those sites within the zone of influence which are allocated in the Local Plan or large scale windfall, table 5 demonstrated the projected housing income.

Table 5: Projected Housing Income Based on £569 Average Tariff per Dwelling

Canterbury		Projected Builds	Avg. Tariff per Dwelling	Total	Revenue Funding	Capital Investment
Year 1.1	2019/20	50	£569.00	£28,450.00	£7,700.00	£20,750.00
Year 1.2	2020/21	138	£569.00	£78,522.00	£21,252.00	£57,270.00
Year 2	2021/22	335	£569.00	£190,615.00	£51,590.00	£139,025.00
Year 3	2022/23	621	£569.00	£353,349.00	£95,634.00	£257,715.00
Year 4	2023/24	793	£569.00	£451,217.00	£122,122.00	£329,095.00
Year 5	2024/25	657	£569.00	£373,833.00	£101,178.00	£272,655.00
Totals		2,594	£569.00	£1,475,986.00	£442,795.80	£1,033,190.20

Table 6: Projected Housing Income Combined

Total CCC & TDC		Projected Builds	Avg. Tariff per Dwelling	Total	Revenue Funding	Capital Investment
Year 1.1	2019/20	402	£377.24	£151,650.00	£48,180.00	£103,470.00
Year 1.2	2020/21	949	£381.85	£362,372.00	£114,517.00	£247,855.00
Year 2	2021/22	2,088	£385.14	£804,165.00	£253,185.00	£550,980.00
Year 3	2022/23	2,856	£397.62	£1,135,599.00	£352,659.00	£782,940.00

Thanet Coast SAMMS Business Plan 2020-2025

Year 4	2023/24	2,522	£418.86	£1,056,367.00	£320,957.00	£735,410.00
Year 5	2024/25	2,068	£419.58	£867,683.00	£263,443.00	£604,240.00
Totals		10,885	£396.71	£4,377,836.00	£1,352,941.00	£3,024,895.00

With a total of 10,885 projected dwellings being built over the first five years an estimated £4,377,836 will come into the project. It is proposed that an average estimated 33.3% per average tariff per dwelling is used as revenue (£1,352,941), with 66.6% used for capital investment (£3,024,895). The above table demonstrates how much is proposed for use as revenue and investment based on the projected housing as a breakdown for TDC, CCC, and combined.

Table 7: Funding Plan

	Proposed Revenue Funding	Actual Revenue Funding	Proposed Capital Investment	Actual Capital Investment	In Perpetuity (based on 1% interest rate)
2019-2021	£162,697.00	£177,890.61	£351,325.00	£336,131.39	£341,873.63
2021/22	£253,185.00	£119,732.58	£550,980.00	£684,432.42	£1,036,569.11
2022/23	£352,659.00	£126,058.78	£782,940.00	£1,009,540.22	£2,066,570.42
2023/24	£320,957.00	£106,541.84	£735,410.00	£949,825.16	£3,046,559.54
2024/25	£263,443.00	£130,261.22	£604,240.00	£737,421.78	£3,821,821.13
Total	£1,352,941.00	£660,485.03	£3,024,895.00	£3,717,350.97	£3,821,821.13

Proposed Revenue Funding is based upon 33% of Average Tariff per Dwelling multiplied by projected housing numbers. Actual Revenue Funding is based upon the need for finances to carry out project works. Proposed Capital Investment is based on 66% of Average Tariff per Dwelling multiplied by projected housing numbers, whereas Actual Capital Investment is based upon projected housing numbers

Thanet Coast SAMMS Business Plan 2020-2025

multiplied by average tariff per dwelling (for each council) minus Actual Revenue Funding.

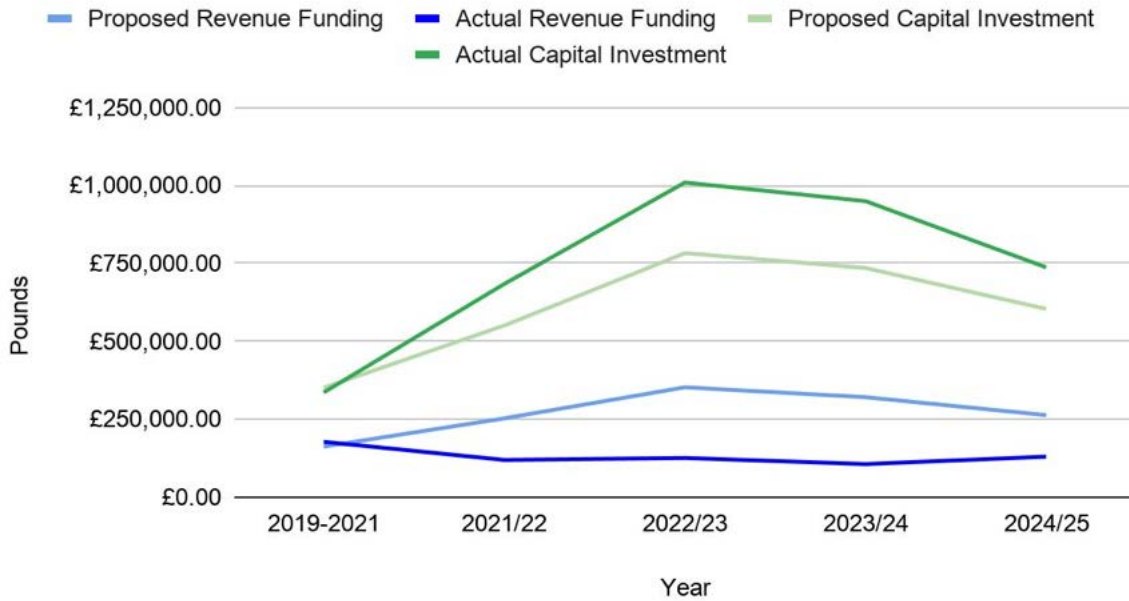
Over the initial plan period there is potentially less spent on the project and potentially a larger amount invested than the 66:33 ratio suggests. This amounts to £706,675.24 over five years, or £141,335.05 on average per year (an 85:15 ratio). This money could be used to safeguard the investment should targets on housing numbers not be met, spent on project works, or a combination of the two.

Year	Invested	Project Spend
2019-2021	65.58%	34.42%
2021/22	85.17%	14.83%
2022/23	88.94%	11.06%
2023/24	89.96%	10.04%
2024/25	85.03%	14.97%
Total	84.98%	15.02%

If only 50% of housing were completed then a total of £2,188,918 would go into the project. If proposed mitigation work were still carried out, £1,562,702.80 could still be invested. With all things being equal, this would allow for 14 years of in perpetuity funding on a project running at £121,236.20 per annum (predicted average cost of the project based on first 15 years average). It is therefore possible to spend more in the early stages to ensure effective brand awareness, providing that future development meets targets.

Image 8: First Five Years Financial Projections

First Five Years Financial Projection



Investment Total

Based on 1% Interest Rate

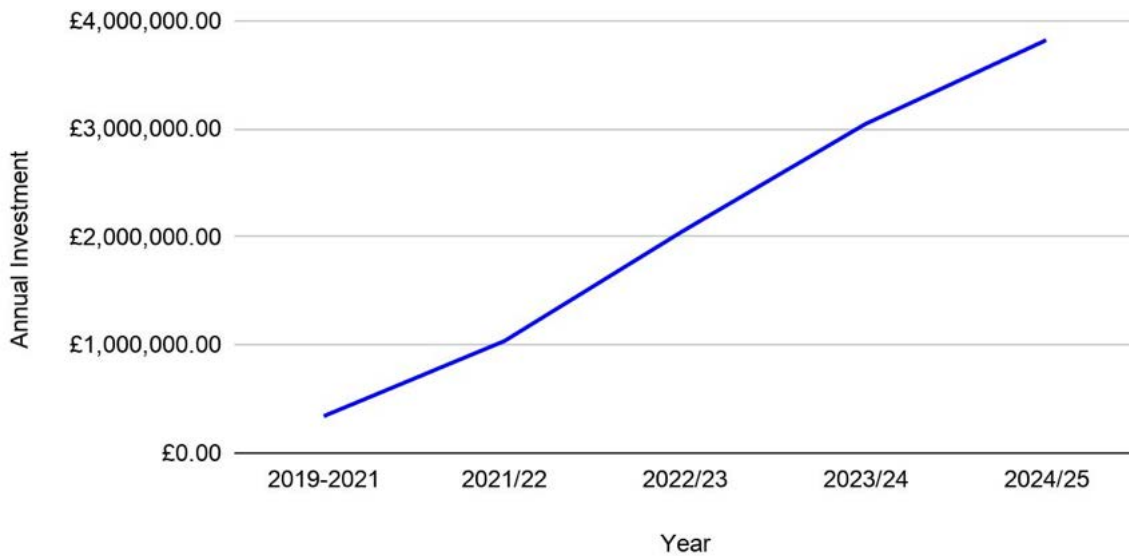


Image 8: Investment Total

The above graph shows the SAMMS Total which is a required budget and the Actual Revenue Funding which is the Required Budget plus a 10% contingency, which can be rolled over each year if not used.

The budget is made up from four essential requirements; in situ public engagement and education, staffing, monitoring, and project works.

	On Site Education & Enforcement	Staffing Costs	Monitoring & Survey Costs	Management Project Costs	SAMM Total	SAMM + 10% Contingency
2019/20	£12,774.48	£27,044.15	£3,151.00	£7,286.07	£50,255.70	£55,281.27
2020/21	£9,064.50	£75,387.87	£9,585.78	£22,706.64	£116,744.79	£128,419.26
2019-2021	£21,838.98	£102,432.02	£12,736.78	£29,992.71	£167,000.49	£183,700.53
2021/22	£18,590.06	£74,324.74	£3,310.52	£14,622.09	£110,847.41	£121,932.15
2022/23	£15,216.00	£75,790.01	£3,393.28	£22,268.75	£116,668.04	£128,334.85
2023/24	£8,242.34	£77,283.99	£3,478.11	£9,992.56	£98,997.00	£108,896.70
2024/25	£4,269.06	£83,707.99	£10,580.07	£22,055.48	£120,612.60	£132,673.86
Total	£68,156.44	£413,538.74	£33,498.76	£98,931.59	£614,125.54	£675,538.09

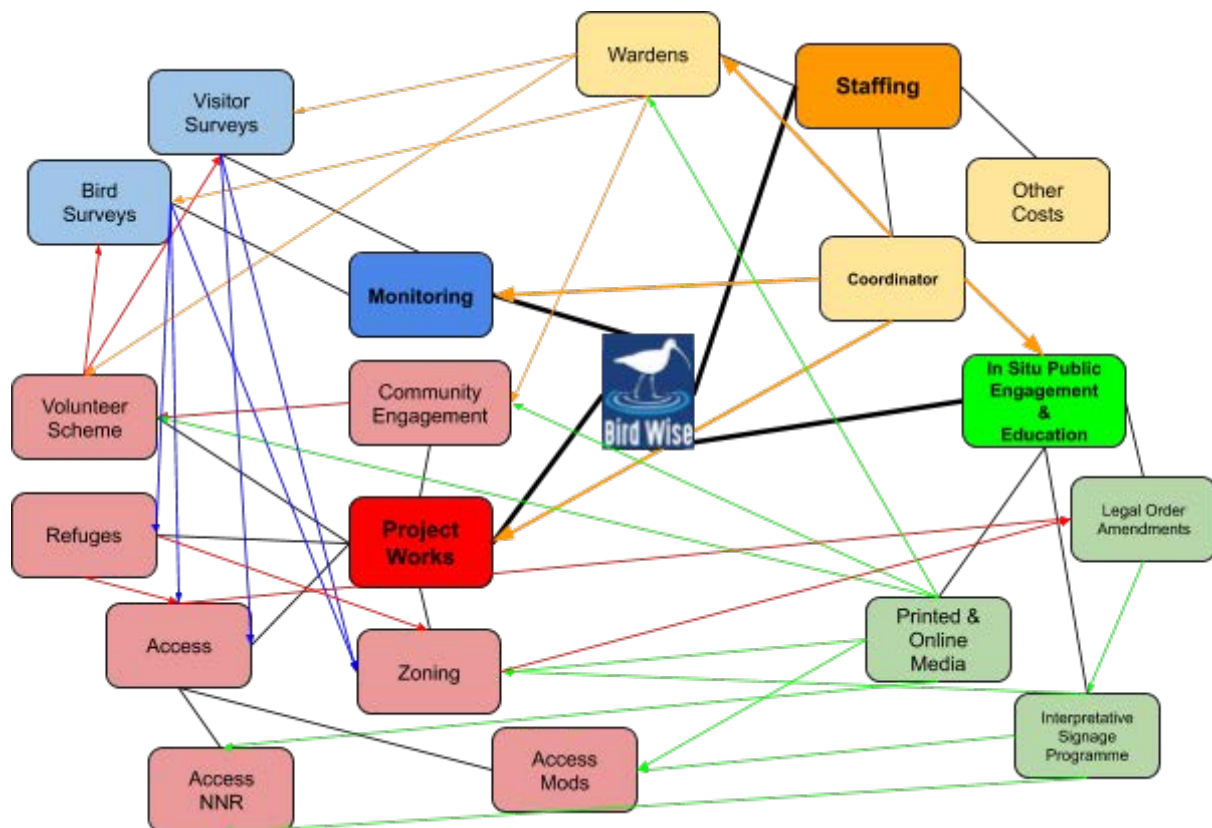


Image 9: Mind Map of Project

In Situ Public Engagement & Education

In situ public engagement and education is threefold; an interpretative signage program of works, legal orders and amendments, and printed and online media.

Initially a leaflet for a generic audience needs to be designed and printed (see below). The purpose of this is to hand out when engaging with members of the public to raise the profile of Bird Wise East Kent and to inform the public of its work and the need to reduce disturbance to overwintering birds. A map is included highlighting where large numbers of birds are found. This may encourage more people there, however, as only 11% of respondents to Footprint Ecology's survey knew of the importance of the coast of wintering birds, the awareness of this must be raised in order to achieve any of the scheme's objectives. There is an outline to the project:

"Bird Wise is a partnership between local authorities and conservation organisations in Canterbury & Thanet districts. It is our job to ensure people enjoy the coast whilst protecting the birds.

The Thanet Coast has been designated a SPA which means a Special Protected Area. This is because it is home to a vast number of birds whose populations are in trouble. Some of the birds are winter visitors and don't spend all year here. "

Why do the birds need your help?

Bird Wise is a partnership between local authorities and conservation organisations in Canterbury & Thanet. It is our job to ensure people enjoy the coast whilst protecting the birds.

The Thanet Coast has been designated a SSSI which means a Site of Special Scientific Interest. This is because it is home to a vast number of birds whose populations are in trouble. Some of the birds are winter visitors and don't spend all year here.



One of those birds is the plucky little Turnstone who travels vast distances to feed on the rocky beaches of the Thanet Coast. Some of the Turnstones migrate from Canada and Greenland, whilst some use our coast to stock up en route from Scandinavia and Russia to West Africa. Whilst the Turnstone are with us it is important for them to stock up on energy, by feeding on the small invertebrates under the stones. Hence their name, as they turn the stones to find the food.

Whilst any of the birds are feeding it is important that they are not disturbed, as they are easily scared, and waste energy flying away from us. This loss of energy can mean they won't make the return journey back to their summer breeding grounds, or be able to breed. Which will, of course, mean that there will be less birds.

For more information visit birdwise.org.uk

How can you help?

- Read this leaflet
- Visit our website or social media pages
- Join our mailing list
- Speak to one of our ranger team when visiting our beautiful coast
- Put litter in the bins or take it home with you
- Be respectful where are feeding birds, especially at high tide

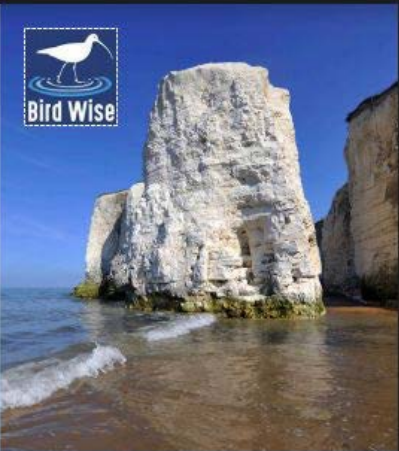
Water Users Guide

- **Do** keep to speed limits
- **Do** use authorised launch sites
- **Do** keep noise levels as low as possible
- **Do** keep your distance when viewing wildlife
- **Do** avoid roosting birds at high tide
- **Do** avoid marshes and mudflats

Doggy Do's

- **Do** keep a safe distance from birds, so as not to disturb them
- **Do** follow signs and keep to paths
- **Do** keep your dog under close control
- **Do** keep your dog on a lead when requested
- **Do** clean up after your dog, and use designated bins
- **Do** visit our website, birdwise.org.uk

Join the Coastal Canine Club to receive your free goodie bag!



Working together to protect the birds of the Thanet Coast






Image 10: Front and rear of generic leaflet

Where can you find Thanet coast's birds?

Turnstone


Golden Plover


Redshank


Ringed Plover


Sanderling


Oystercatcher


Purple Sandpiper






Bird Wise East Kent

@BirdWiseEK





Following on from the introduction to why the project is required. A short piece of information focusing on the Turnstone is included, this written to endear the reader to the bird in order for them to be more mindful of sharing the coast:

“One of those birds is the plucky little Turnstone who travels vast distances to feed on the rocky beaches of the Thanet Coast. Some of the Turnstones migrate from Canada and Greenland, whilst some use our coast to stock up en route from Scandinavia and Russia to West Africa. Whilst the Turnstone are with us it is important for them to stock up on energy, by feeding on small invertebrates under the stones. Hence their name, as they turn the stones to find the food.

Whilst any of the birds are feeding it is important that they are not disturbed, as they are easily scared, and waste energy flying away from us. This loss of energy can mean they won't make the return journey back to their summer breeding grounds, or be able to breed. Which will, of course, mean that there will be fewer birds.”

Once the reader has been engaged, they may ask themselves how they can help, the back panel of the leaflet has this answer, with specifics as a water user, and as a dog walker included:

“How can you help?”

1. *Read this leaflet*
2. *Visit our website or social media pages*
3. *Join our mailing list*
4. *Speak to one of our ranger team when visiting our beautiful coast*
5. *Put litter in the bins or take it home with you*
6. *Be respectful of other seaside users*
7. *Avoid areas where there are feeding birds, especially at high tide*

Water Users Guide

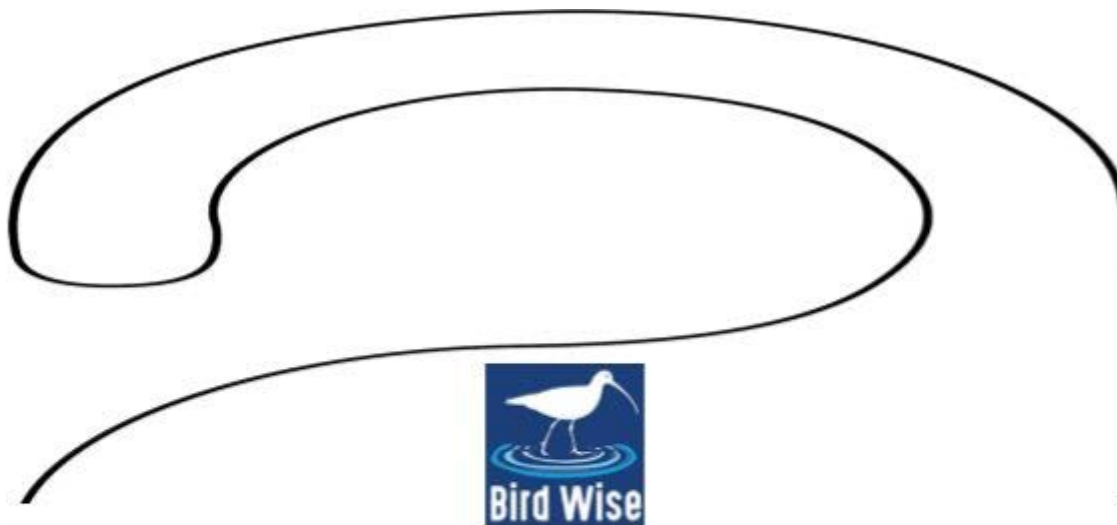
- ***DO*** keep to speed limits
- ***DO*** use authorised launch sites
- ***DO*** keep noise levels as low as possible
- ***DO*** keep your distance when viewing wildlife
 - ***DO*** avoid roosting birds at high tide
 - ***DO*** avoid marshes and mudflats

Doggy Do's

- ***DO*** keep a safe distance from birds, so as not to disturb them
 - ***DO*** follow signs and keep to paths
 - ***DO*** keep your dog under close control
 - ***DO*** keep your dog on a lead when requested
- ***DO*** clean up after your dog, and use designated bins
 - ***DO*** visit our website, birdwise.org.uk

Then the reader is encouraged to join the Savvy Sea Dogs, where a goodie bag is offered as an incentive (see project works section). As the leaflet is opened the question “Where can you find Thanet Coasts bird?” is asked. There is a map included that shows the locations and images of the birds to be found. Artwork for this leaflet, website, and future signage is being completed by White One Sugar at a cost of £80 per image.

The web domain birdwise.org.uk will have a shared landing page that will have two subdomains Bird Wise North Kent and Bird Wise East Kent. The amendments to birdwise.org.uk are expected to cost around £2,950. On Bird Wise East Kent's subdomain there will be tabs dedicated to dog ownership and responsible walking, kitesurfing in Thanet, a section about the birds of the coast, and a further section on the project, including the work completed and to be completed including a newsletter. Alongside this social media will be used in the form of Facebook, Twitter, and Instagram which will be promoted to users in the local area and managed on Hootsuite. A scope and phone attachment has been purchased in order to take good quality photographs to use on social media pages @BirdWiseEK.



Pegwell Bay ***Please Do Not Disturb***

The plucky little turnstones have just spent 227 hours flying across the arctic seas, from as far as Baffin Island in Canada, to spend their winter here. This journey has cost them about 70,000 calories. That's 1,703 cheeseburgers!!

Every winter they make the perilous journey as their summer home freezes over and restricts access to food: insects, crustaceans and molluscs. In order to make it back to Canada they need to replenish and rest. Each time they are disturbed they are burning precious calories by taking flight. Which means they may not make the return journey back to their summer homes and to raise their chicks.

**Please help by responsibly sharing the coast
with our feathered friends.**

Image 10: General message for all leaflets

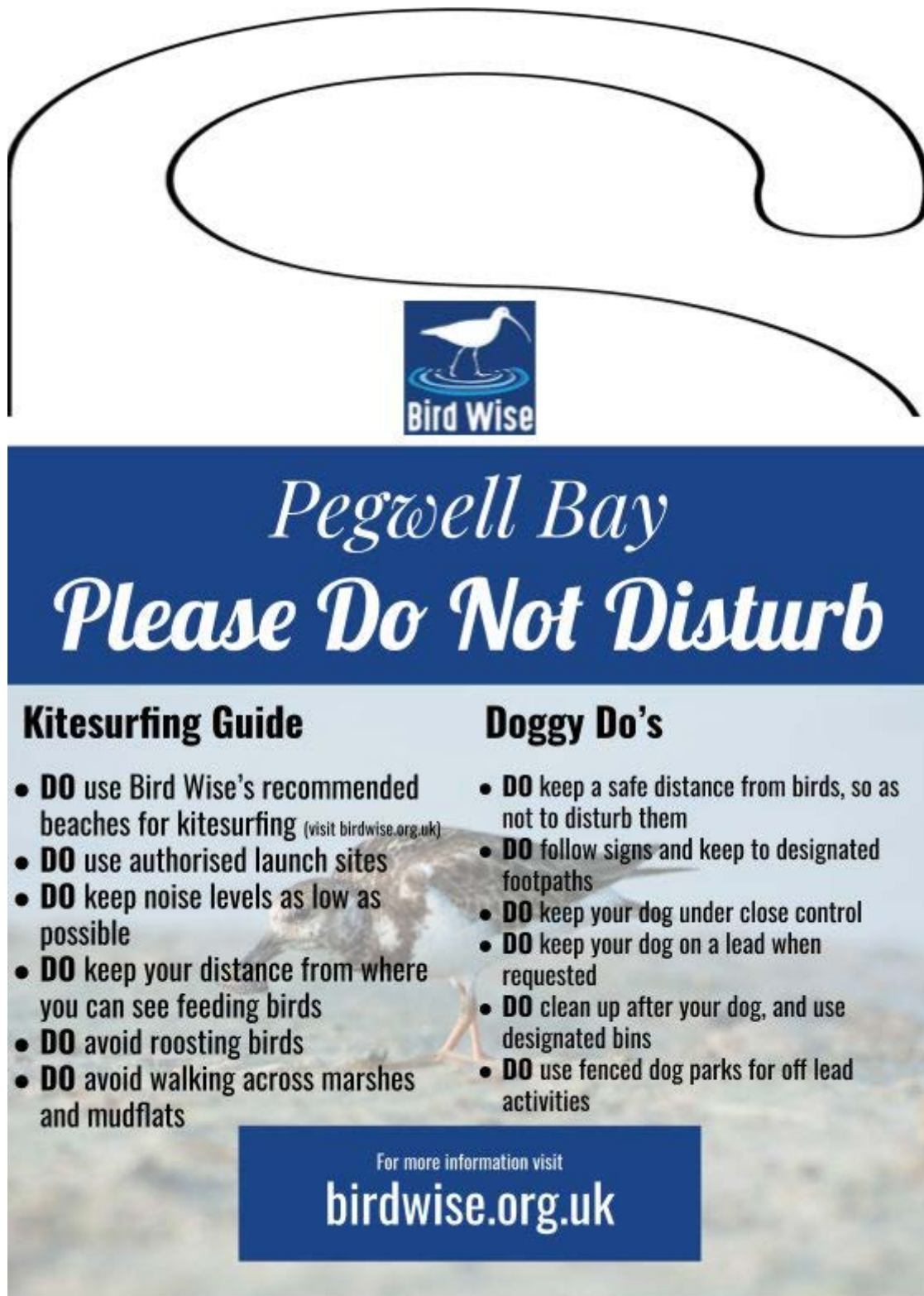


Image 11: Site specific guidance for main disturbance groups

Looking out for our wintering birds

Kent is host to a variety of coastal and marine habitats, all of which support important wildlife. This section of coast mainly comprises of intertidal mudflats, a highly productive habitat providing food for many species of bird and fish. Large numbers of wildfowl and wading birds rest and feed on these extensive mudflats in winter and during their spring and autumn migrations.

Why do the birds need my help?

- When the birds are disturbed they stop feeding or worse still, fly away. It can take them a whole day just to refuel the energy this uses
- Cold, wet and windy weather makes survival even tougher
- Short daylight hours in winter mean feeding time is even more precious
- At high tide the birds need to rest to conserve energy. There is often little beach above the high water where they can rest undisturbed
- Many birds can only feed at low tide so feeding time is again limited



Sanderlings and Turnstones foraging at the shoreline

How YOU can help...

- Look out for birds feeding and resting on the coast
- Exercise your dog away from resting or feeding birds to avoid disturbing them
- Take care not to scare or disturb them
- Keep your dog in sight and on a short lead if you cannot rely on its obedience
- Move further away if a bird becomes alert and stops feeding
- Don't forget to clean up after your dog



Bird Wise



canterbury city council

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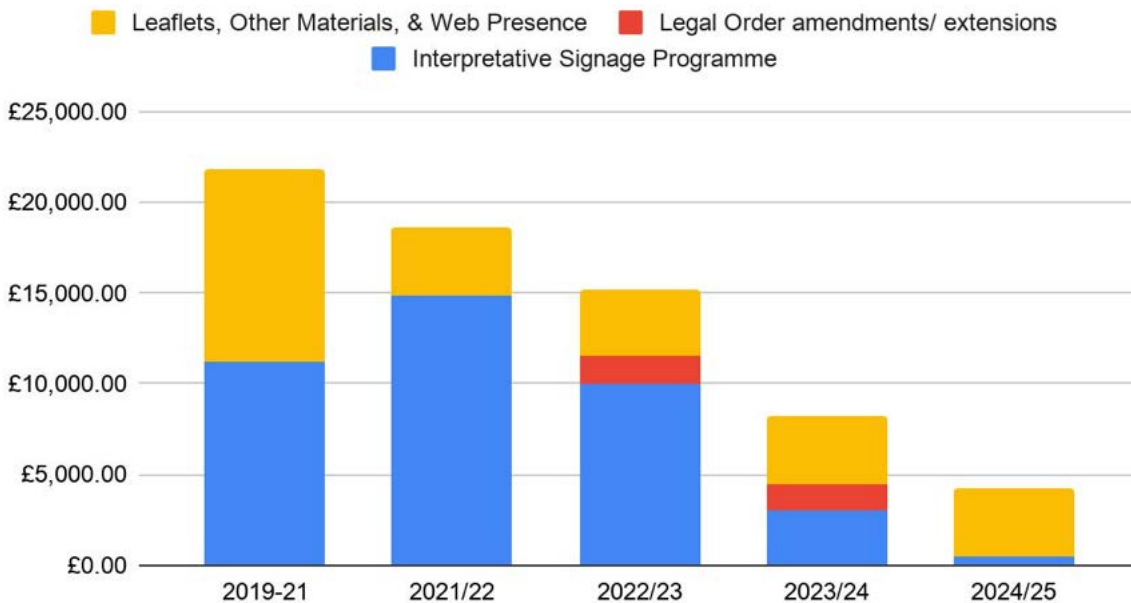
Bird Wise



thanet district council

Image 14: Proposed Informative Signage

In Situ Public Engagement & Education



Project Works

Savvy Sea Dogs

The club will be available online, and the goodie bag will cost £2.87 (includes: a branded dog-lead, poop bag dispenser, postcard, pen, and keyring which all comes in a branded tote bag). Also, there will be free dog training sessions held at Reculver and Margate Sands by a dog training expert. The sessions will cost the scheme £150 each time and hold 15 people per class. There will be a maximum of three a year and must be fully booked to run. There will also be pit stops along popular dog walking sections of the coast to engage dog walkers and deliver information. Walks and Talks will be provided from key sections of the coast also.

“1,325 Savvy Sea Dog members by 2025”

Based on an uptake of 10% of all dog walkers that have engaged with the engagement team there will be 1,325 Savvy Sea Dog members or 7.09% of all of the area's dog owners by 2025. There will be 69.89% of all of the area's dog owners engaged with by 2025. This has been calculated using a target of two officers engaging with ten dog walkers per working day over twenty seven weeks, in addition to the coordinator engaging with ten people over two weeks. The target of ten per week will increase each year by 2.5%. This also takes into account population increase in the area due to development, with each dwelling having an average of 2.2 occupants, rising from an estimated population of 224,100 to 262,361 by 2025. Whilst also allowing for the UK national average for people moving into and out of the area, set at 12.5% per annum.

*“cost... £4.85 per member by 2025 and 33 pence per
dog owner”*

The costs of running the club will be £4.85 per member by 2025 and 33 pence per dog owner engaged with. The total cost of the canine club by 2025 will be £4,912.98. The dog owners who do not decide to join the canine club will still have received the information that will also be supported by the interpretation and engagement officers presence, and therefore a change in behaviour will be noted. The additional pressure from Savvy Sea Dogs members spreading the word about dog walking etiquette on the coast and setting an example will have a further positive influence in reducing disturbance.

Schools Engagement

There are 57 primary schools that are in close proximity to the SPA, fourteen in Canterbury and forty three in Thanet. There are 18,382 pupils in these schools. By engaging with this group not only are you educating future generations but also allowing these children to inform and further engage their parents, guardians, grandparents, and other family members.

As part of the engagement, year two will be taught following an interactive lesson plan that highlights the energy expense of the turnstone and how they need energy to get back to their breeding grounds. There are an estimated ninety six year two classes, reaching 2,588 pupils. The wider engagement from this is estimated as an additional 62%, or 1,605 people. By spreading the ninety six classes over three years, thirty two classes per year, there will be 863 pupils reached with an estimated total of 1,432 in total, from word of mouth. This averages as 0.8 classes delivered per week over the school year. With the employment of engagement officers it will be possible to engage more schools per year.

As part of the year two lesson educational materials will need to be purchased, at the sum of £62.36 which will be reused year on year. At the end of the lesson the pupils will be given an activity pack, which will contain colouring pages, a story around bird disturbance, mazes, drawing pages, word searches, and other activities that are related to Bird Wises objectives and are educational. The activity pack is being collaboratively designed with Lew Stringer, a comics artist of forty years who has worked on the Doctor Who comic, The Beano, and Viz. Artwork for the activity book comes in at £2,500 approx.

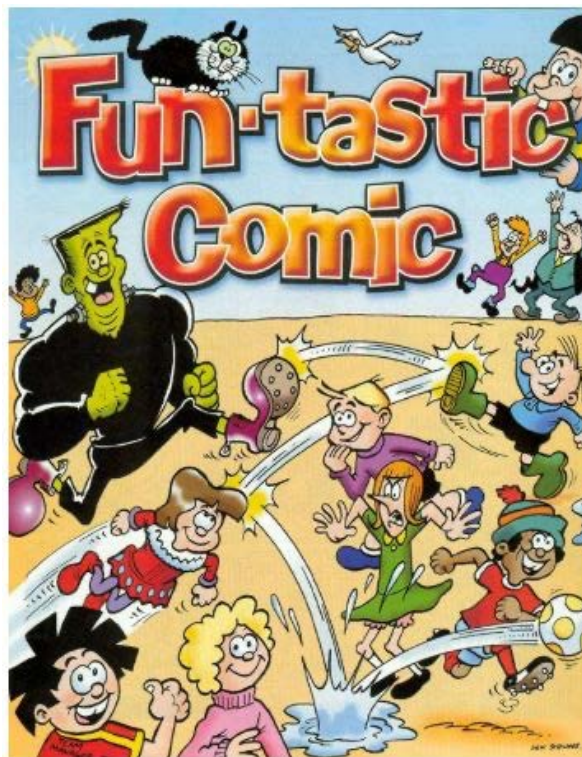


Image 12: An example of Lew Stringer's Work. A Free Comic for Eurostar Trains

As part of this programme the coordinator will also be going out to universities in Kent that run programmes relating to ecology and conservation; Greenwich University at Hadlow College, and Durrell Institute of Conservation and Ecology at the University of Kent. The talk will highlight the need for the project and outline its objectives. A proposal will be made to the students to complete work placements and projects with Bird Wise. This will provide monitoring data for the scheme and valuable experience for the students.

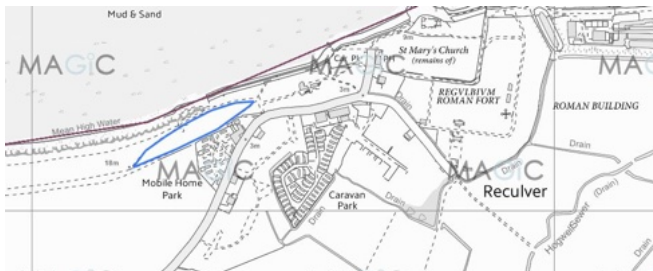
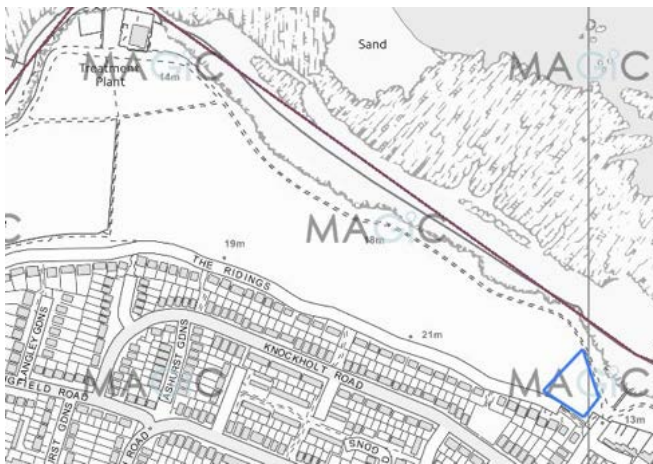
Zoning & Dog Parks

By having alternate walking areas in Thanet and Canterbury the pressure from the coast will be relieved. To take pressure from the key sections; Long Rock, Reculver, The Ridings in Cliftonville, Ellington Park or King George VI Park in Ramsgate, and Pegwell Bay Country Park should have off leash fenced off dog areas with poo bins, seating areas, agility equipment, and a water source for the dog. There must also be rules, along the lines of;

- Dogs must be properly vaccinated and it is recommended that they be spayed or neutered
- Puppies under 4 months of age and female dogs in heat are prohibited
- Do not bring dog foods into the dog park
- Owners must clean up after their dogs
- Dogs with a known history of aggressive behavior are prohibited
- Dogs must wear a collar with identification at all times
- Dogs must be leashed when entering and leaving the park
- Leaving dogs unattended is prohibited
- Children under the age of 16 must be supervised by a parent or guardian
- Maximum of three dogs per person, per visit

Thanet Coast SAMMS Business Plan 2020-2025

- Watch for dogs on the other side of the entry gate when entering or leaving to prevent escapes.

Location	Perimeter (m)	Area (m ²)	Image
Long Rock	303.2	3,189.6	
Reculver	539.1	6,879.9	
The Ridings, Cliftonville	236.9	3,216.5	

Thanet Coast SAMMS Business Plan 2020-2025

King George VI Memorial Park, Ramsgate	269	4,018.4	
Pegwell Bay	339.1	3,403	

Thanet Coast SAMMS Business Plan 2020-2025

Build	Location	Perimeter (m)	Area (m²)	Deer Fencing & Posts	Equipment & Installation	Total
2024/25	Long Rock	303.2	3,189.60	£1,970.80	£9,900.40	£11,871.20
2020/21	Reculver	539.1	6,879.90	£3,504.15	£12,259.40	£15,763.55
2026/27	The Ridings, Cliftonville	236.9	3,216.50	£1,539.85	£9,237.40	£10,777.25
2028/29	King George VI Memorial Park, Ramsgate	269	4,018.40	£1,748.50	£9,558.40	£11,306.90
2022/23	Pegwell Bay	339.1	3,403	£2,204.15	£10,259.40	£12,463.55
		1687.3	20,707.40	£10,967.45	£51,214.98	£62,182.43

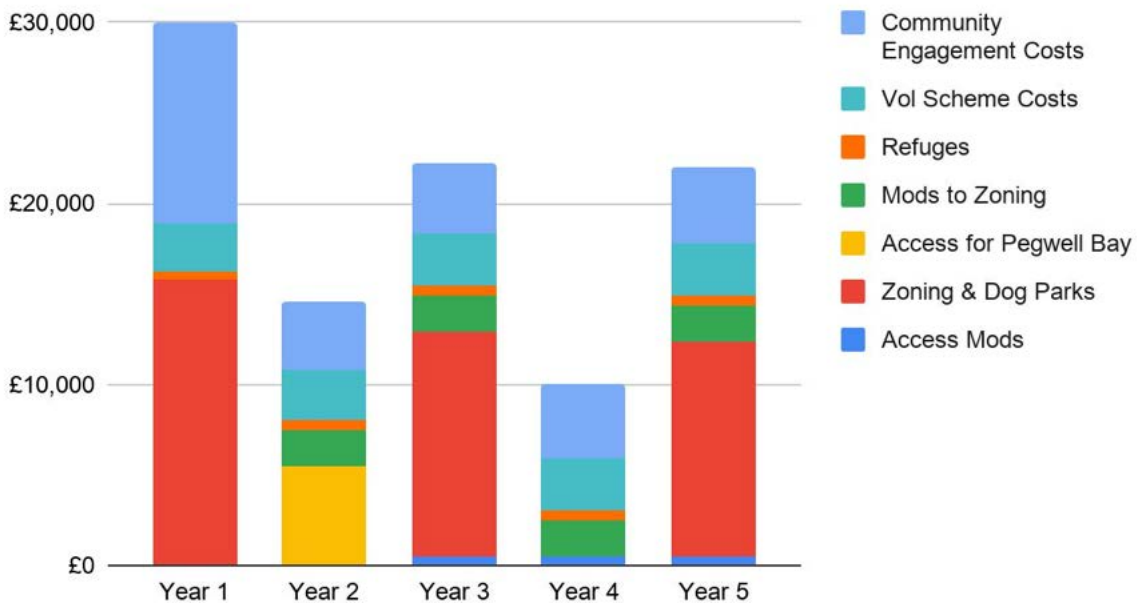
Volunteer Scheme

Volunteers will be used as coastal guardians. At present the volunteers are being operated by Thanet Coast Project, but with the potential of that due to end soon, Bird Wise East Kent aims to absorb those volunteers into carrying disturbance and bird surveys at their assigned section of the coast, or using the Thanet Coast Project to carry out the surveys and continue reporting disturbances directly to Bird Wise East Kent.

Refuges

Turnstone refuges will need to be established at key sections. To ensure their longevity and protection, they should be accompanied by signage. Surveying for refuge sites also needs to take place.

Project Works



Monitoring

Monitoring can be carried out by volunteers under the tutelage of the coordinator, also by any undergraduates wishing to undertake their work placement or their dissertation projects with Bird Wise. Also, monitoring can continue with the Sandwich Bay Bird Observatory and Footprint Ecology. A breakdown of surveying costs are provided below. This is dependent on the surveyors used. If volunteers and undergraduates only this cost will be reduced, whereby only travel expenses may be required.

Birdwise.org.uk will also have a page for the general public to submit data on disturbance and bird sightings. Whilst this is informal it still has the ability to give a snapshot of what is happening. Additionally, when a volunteer programme has been established, each volunteer will be designated a section where they will be expected to carry out a monthly bird survey consisting of a one hour belt transect walk along their stretch of coast. They will also be expected to submit a weekly disturbance report that involves four weekly twenty minute (one morning between 05:30 - 11:59,

one afternoon 12:00 - 18:30, one evening 18:31 - 10:00, and one weekend survey) observations of their stretch of coast. The data will be submitted via an app.

Table 8: Survey Costs

	Bird Surveys	Visitor Surveys	Total
2019/20	£3,151		£3,151
2020/21	£3,230	£6,356	£9,586
2021/22	£3,311		£3,311
2022/23	£3,393		£3,393
2023/24	£3,478		£3,478
2024/25	£3,565	£7,015	£10,580

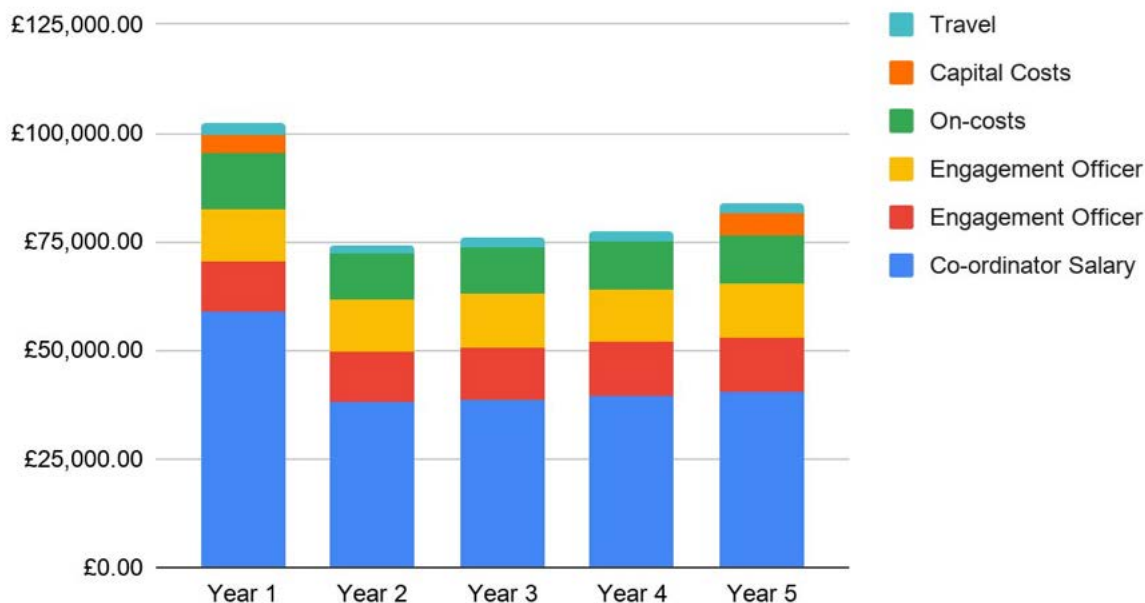
Staffing

Four elements of staffing are to be considered; salary, travel, on costs, and capital costs. The salary of the coordinator in the winter of 2019. In the winter of 2020 the coordinator and two seasonal engagement officers positions will be salaried. The engagement officers salary will be based on 0.6 fte as they will be contracted between October and April, 37 hours a week.

Travel expenses will be required as there will be an element of travel for all of these positions to access areas of the coast. The lease of a van is worked into the staff on costs budget, at around £170 per month and £1,500 to have the van wrapped from the interpretation budget.

Thanet Coast SAMMS Business Plan 2020-2025

Staffing



Five Year Plan

Year 1 - January 2020 - March 2021	1. public engagement and education	1.1 Create & install interpretive signs for Long Rock, Reculver, and Pegwell	1.1.1 Collaborate with Foreshore Services on Long Rock & Reculver signs design and install at agreed sites 1.1.2 Collaborate with NNR Steering Group for signage at Pegwell, incorporating Bird Wise information on new signage.
		1.2 Create & distribute informative leaflets aimed at key user groups	1.2.1 Have generic leaflet agreed by board and printed in house to hand out to coastal users by engagement officers presence 1.2.2 Design and board agreed targeted leaflets for distribution to key coastal user groups; kite surfers, dog walkers, park runners.
		1.3 Promotion and running social media	1.3.1 Promote Facebook and Twitter pages to local areas 1.3.2 Apply Hootsuite software to manage social media accounts
	2. staffing	2.1 Put in place engagement officer presence	2.1.1 Initially carried out by project coordinator - visiting sites and speaking with key users and informing of the disturbance 2.1.2 Employ engagement officers to visit sites, have a presence and distribute and communicate messages around reducing

Thanet Coast SAMMS Business Plan 2020-2025

		2.2 Have Bird Wise Van in operation 3.1 Carry out bird surveys 3.2 Carry out visitor surveys 4.1 Commence volunteer scheme 4.2 Carry out path routing works at Reculver, Pegwell Bay & Long Rock 4.3 Initiate schools programme 4.4 Initiate Savvy Sea Dogs 4.5 Design and Build Dog Park at Reculver	disturbance. 2.2.1 Purchase/lease van and have it wrapped 3.1.1 Discuss with SBBOT to carry out survey 3.1.2 Discuss with local universities to carry out wintering bird surveys disturbance behaviours 3.2.1 Discuss with Footprint Ecology to carry out visitor survey and visitor behaviour 3.2.2 Utilise engagement officer presence to collect data 3.2.3 liaising with local universities to look at coastal user behaviour and impacts 4.1.1 Collaborate with Foreshore services, Kent Wildlife Trust, and Thanet Coast Project to utilize volunteers to spread the key messages 4.1.2 Engage students of local universities to employ volunteer wardens to further engage the public 4.2.1 Use sign markers and engagement officer presence to guide users to the footpath at Long Rock 4.2.2 Restrict access to the western beach at Reculver with signage 4.2.3 At Pegwell Bay, close off cut through path adjacent to saline lagoon 4.3.1 Draw up a list of local schools in highlighted areas in table 1 4.3.2 draw up lesson plan for key stages 1 4.3.3 liaise with schools to visit to carry out class based sessions and/or coastal visits (Reculver Country Park, Pegwell Bay, Margate Sands). 4.4.1 Create webpage within birdwise.org.uk 4.4.2 Have promotional goodie bags produced and dispatched to members 4.4.3 Hire dog trainer to lead training events 4.5.1 Seek and secure landowner approval 4.5.2 Seek and secure additional funding 4.5.3 Design dog park 4.5.4 Employ contractors or use local community to build park 4.5.5 Open park by local celebrity
Year 2 - April 2021 -	1.public engagement and education	1.1 Create interpretive trail along coastline	1.1.1 Design & print Coastal Champions activity pack to go into school project 1.1.2 Design & create etching plates, to use

Thanet Coast SAMMS Business Plan 2020-2025

March 2022			with Coastal Champions activity pack, that are placed at key sites with information signs 1.2 Promotion and running social media 1.2.1 Promote Facebook and Twitter pages to local areas 1.2.2 Apply Hootsuite software to manage social media accounts 2. staffing 2.1 Re-employ engagement officer presence 2.1.1 Employ engagement officers to visit sites, have a presence and distribute and communicate messages around reducing disturbance. 2.1.2 engagement officers to take more active role in providing schools education 2.1.3 engagement officers to take more active role in managing volunteers 3. monitoring 3.1 Carry out bird surveys 3.1.1 Use volunteer scheme, work placement students to carry out surveys 4.project works 4.1 Schools Programme 4.2 Savvy Sea Dogs 4.3 Access for Pegwell Bay & Sandwich Bay NNR 4.1.1 engagement officers to be more active in delivering schools lessons alongside coordinator 4.2.1 Monitor Savvy Sea Dogs membership (est. 611) 4.3.1 Collaborate with KWT on Pegwell Bay access paths 4.3.2 Reroute path around saline lake 4.3.3 Collaborate and viewing area and signage on rerouted path
Year 3 - April 2022 - March 2023	1.public engagement and education	1.1 Leaflet review 1.1.1 Assess effectiveness of leaflets. Using Savvy Sea Dogs Membership, and reports of disturbance as a guide 1.1.2 Create focus group to review whether core message is effective 1.2 Promotion and running social media 1.2.1 Promote Facebook and Twitter pages to local areas 1.2.2 Apply Hootsuite software to manage social media accounts	
	2. staffing	2.1 Re-employ engagement officer presence 2.1.1 Employ engagement officers to visit sites, have a presence and distribute and communicate messages around reducing disturbance.	
	3. monitoring	3.1 Carry out bird surveys 3.1.1 Use volunteer scheme, work placement students to carry out surveys	
	4.project works	4.1 Schools Programme 4.2 Savvy Sea Dogs 4.1.1 engagement officers to be active in delivering schools lessons alongside coordinator 4.2.1 Monitor Savvy Sea Dogs membership	

Thanet Coast SAMMS Business Plan 2020-2025

		4.3 Design and Build Dog Park at Pegwell Bay	(est. 923) 4.3.1 Seek and secure landowner approval 4.3.2 Seek and secure additional funding 4.3.3 Design dog park 4.3.4 Employ contractors or use local community to build park 4.3.5 Open park by local celebrity
Year 4 - April 2023 - March 2024	1. public engagement and education 2. staffing 3. monitoring 4. project works	1.1 Redesign leaflets upon review 1.2 Repair any damaged signage 1.3 Running and managing social media 2.1 Re-employ engagement officer presence 3.1 Carry out bird surveys 4.1 Schools Programme 4.2 Savvy Sea Dogs 4.3 Monitor zoning and access modifications	1.1.1 Use review feedback to redesign leaflets and engage user groups 1.1.2 Print and distribute new leaflets 1.2.1 Complete signage audit and repair any damaged signs 1.3.1 Promote Facebook and Twitter pages to local areas 1.3.2 Apply Hootsuite software to manage social media accounts 2.1.1 Employ engagement officers to visit sites, have a presence and distribute and communicate messages around reducing disturbance. 3.1.1 Use volunteer scheme, work placement students to carry out surveys 4.1.1 engagement officers to be active in delivering schools lessons alongside coordinator 4.2.1 Monitor Savvy Sea Dogs membership (est. 1,243) 4.3.1 Survey user behaviour at access and zoning sites 4.3.2 Adapt and modify sites as appropriate
Year 5 - April 2024 - March 2025	1. public engagement and education 2. staffing	1.1 Review of signage effectiveness 1.2 Consideration of enforcement options 1.3 Running and managing social media 2.1 Re-employ engagement officer presence	1.1.1 Use review feedback to redesign signage and engage user groups 1.1.2 Recover signage and put in situ 1.2 Should signage and other existing methods be deemed ineffective, review of PSPO's and enforcement options need to be considered 1.3.1 Promote Facebook and Twitter pages to local areas 1.3.2 Apply Hootsuite software to manage social media accounts 2.1.1 Employ engagement officers to visit sites, have a presence and distribute and communicate messages around reducing disturbance.

Thanet Coast SAMMS Business Plan 2020-2025

	3. monitoring	3.1 Carry out bird surveys	3.1.1 Use volunteer scheme, work placement students to carry out surveys
		3.2 Carry out visitor surveys	3.2.1 Discuss with Footprint Ecology to carry out visitor survey and visitor behaviour 3.2.2 Utilise engagement officers presence to collect data 3.2.3 liaising with local universities to look at coastal user behaviour and impacts
	4.project works	4.1 Schools Programme	4.1.1 engagement officers to be active in delivering schools lessons alongside coordinator
		4.2 Savvy Sea Dogs	4.2.1 Monitor Savvy Sea Dogs membership (est. 1,571)
		4.3 Monitor zoning and access modifications	4.3.1 Survey user behaviour at access and zoning sites 4.3.2 Adapt and modify sites as appropriate
		4.4 Design and Build Dog Park at Long Rock	4.4.1 Seek and secure landowner approval 4.4.2 Seek and secure additional funding 4.4.3 Design dog park 4.4.4 Employ contractors or use local community to build park 4.4.5 Open park by local celebrity

Organisation Summary

Project Management Group

The Project Management Group provides overall strategic oversight and direction to the Project. This group will consist of:

Authority One: TDC

Strategic Planning Manager

Strategic Planning Officer

Strategic Access Monitoring and Management Officer

Authority Two: CCC

Planning Manager (Planning Policy and Heritage)

Planning Policy Officer

Advisory Consultant:

Lead Advisor - Natural England

The Project Management Group will provide strategic management at Project and workstream level. It consists of representatives from each of the parties, and an advisor. The Project Management Group shall have responsibility for the creation and execution of the project plan and deliverables, and therefore it can draw technical, commercial, legal and communications resources as appropriate into the Group and it will regularly update and accept input from Natural England as appropriate.

The Project Management Group shall meet every three months, or as agreed between the parties. The purpose of the meetings shall be to ensure that the mitigation measures are appropriate for both authorities and that there is equal input into any necessary reviews or modifications to the mitigation model or the management plan.

Operational Group

The operational group will be managed by the Strategic Access Monitoring and Management Officer (SAMM Officer). Who will oversee two seasonal engagement officers, who in turn will oversee volunteers. During the off season (April to October) the SAMM Officer will oversee the volunteers.

Appendices

Thanet Coast Designation Maps

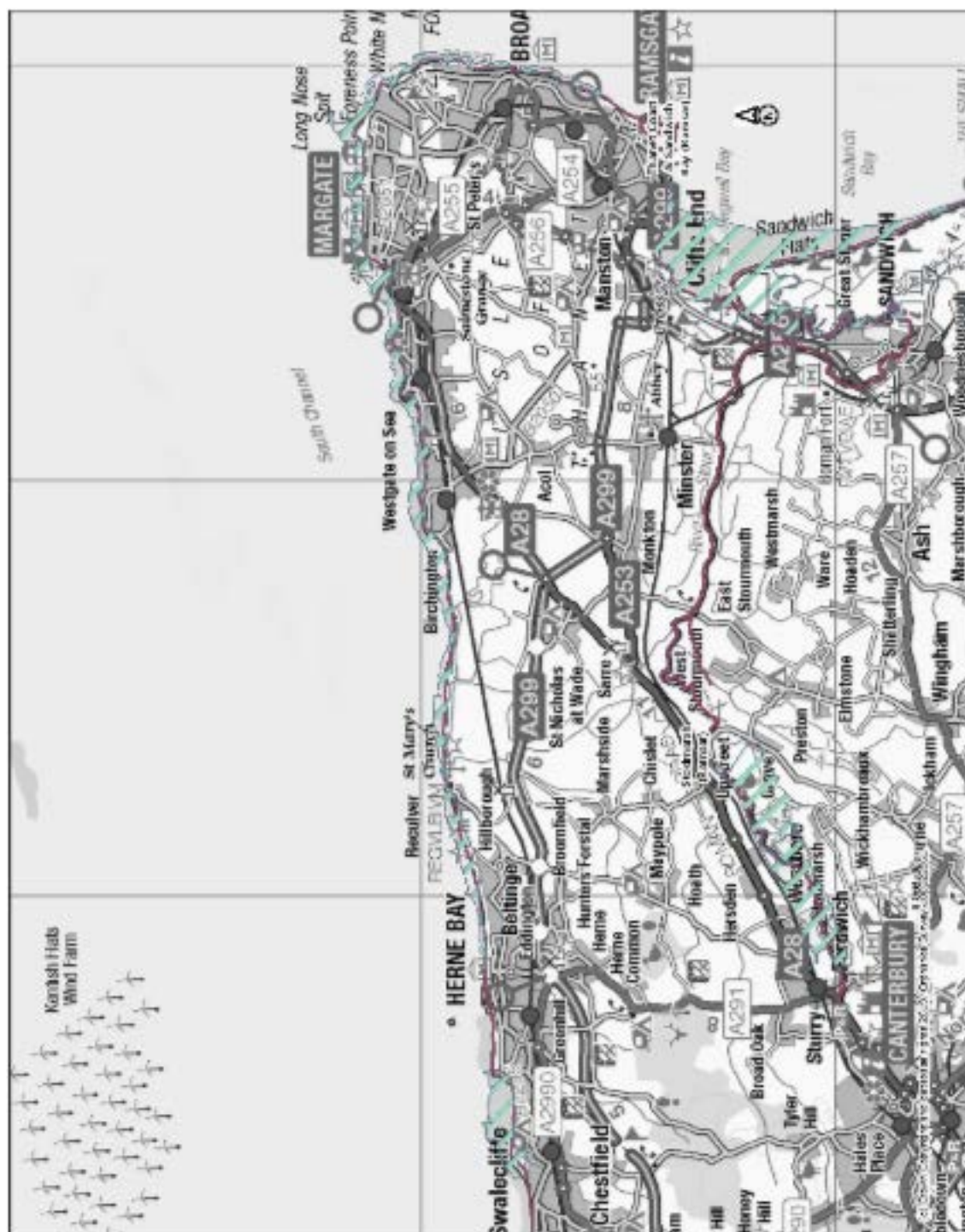


Figure 1. Map of Thanet Coast Ramsar Designated Sites

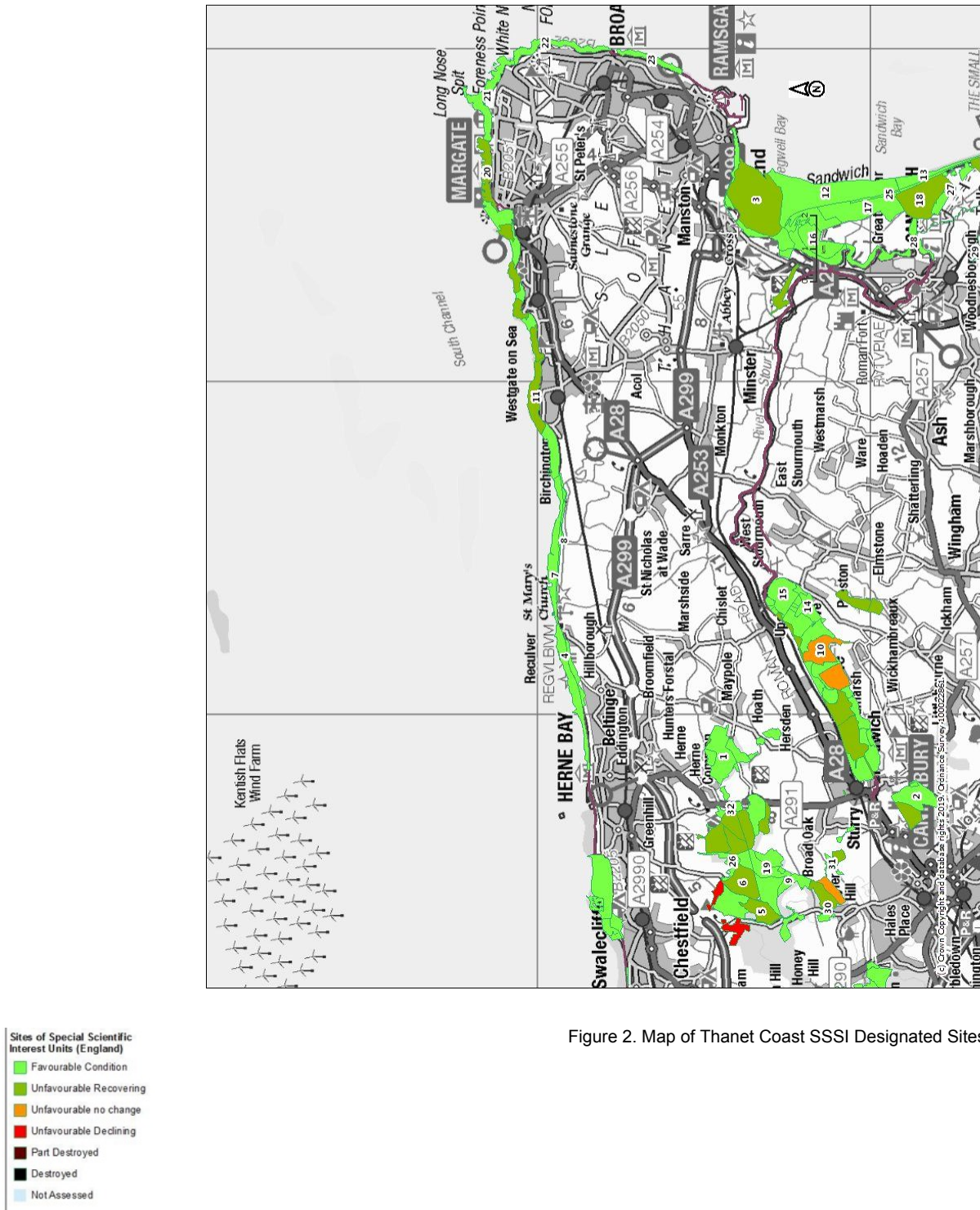


Figure 2. Map of Thanet Coast SSSI Designated Sites

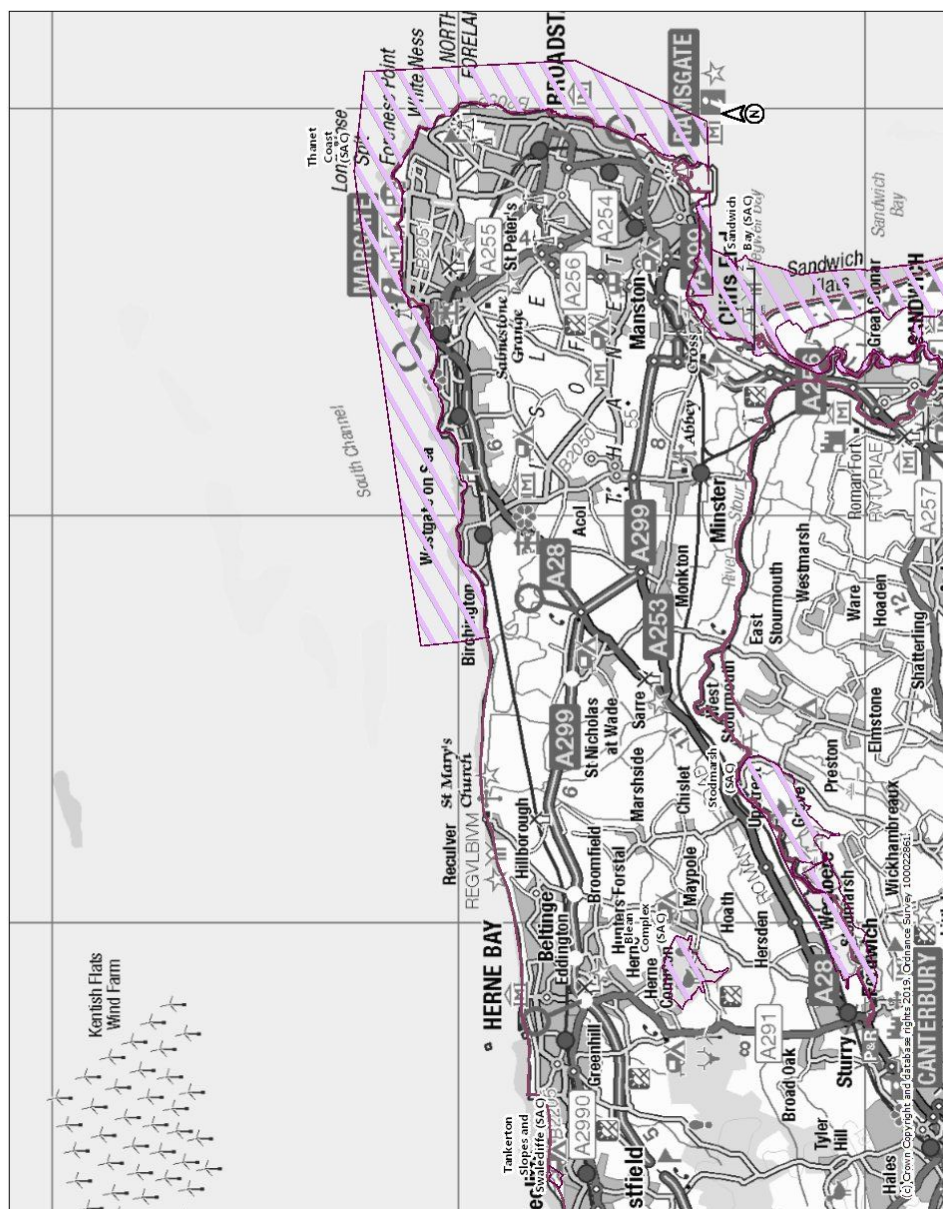
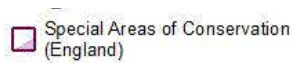


Figure 3. Map of Thanet Coast SAC Designated Sites



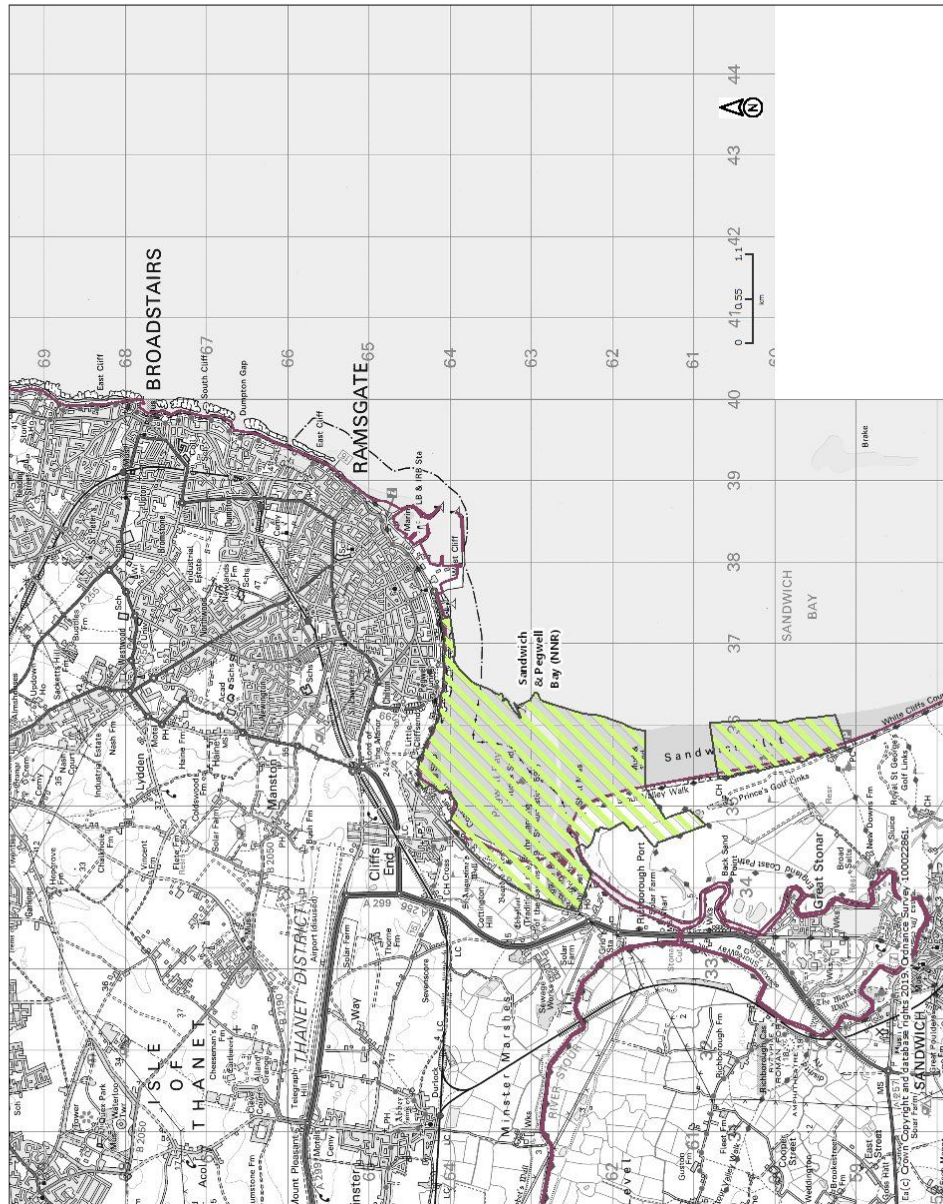
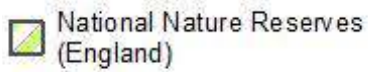


Figure 4. Map of Pegwell Bay NNR



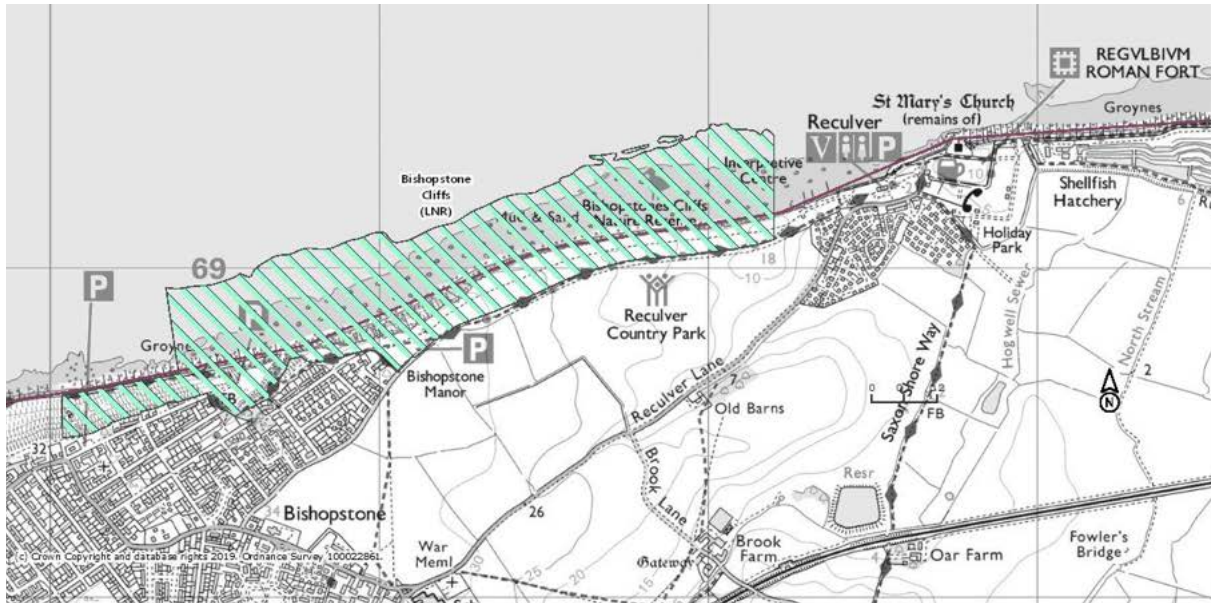


Figure 5. Map of Bishopstone Cliffs LNR and Reculver Country Park

Local Nature Reserves (England)

Caveat

COVID 19 may affect the project and the implementation of this business plan as development may slow due to less building works or disruption within the supply chain. There may also be less public engagement opportunities due to social distancing regulations or lockdown procedures. This would hamper the ability of Bird Wise East Kent going into schools or being able to run events.