

SOUTH EAST DEVON JOINT HABITATS MITIGATION COMMITTEE

Date: Wednesday 29 March 2017

Time: 6.00 pm

Venue: Knowle, Sidmouth

Members are invited to attend the above meeting to consider the items of business.

If you have an enquiry regarding any items on this agenda, please contact [Hannah Whitfield](#), 01395 517542 (or group number 01395 517546).

Entry to the Civic Centre can be gained through the Customer Service Centre, Paris Street.

Membership -
Councillors Clemens, Moulding and Sutton

Agenda

Part I: Items suggested for discussion with the press and public present

1 Public Speaking

2 Minutes

Minutes of the South East Devon Habitat Regulations Executive Committee meeting held on 21 September 2016.

3 Apologies

4 Declarations of Interest

5 Matters of Urgency

6 Confidential/exempt items – there are two items which officers recommend should be dealt with in this way.

7 Rebasing the South East Devon European Site

The report updates the Executive Committee on work undertaken to rebase the South-East Devon European Site Mitigation Strategy and highlights significant deviations from the original assumptions.

(Pages 5 -
14)

8 **Financial Report**

The report seeks to update members of the Executive Committee on the overall financial position. (Pages 15 - 26)

9 **2016 Annual business plan – progress report**

The Habitat Regulations Delivery Manager provides a progress update on delivery of the 2016 Annual Business Plan. (Pages 27 - 44)

10 **Dawlish SANGS Marketing Strategy**

The Habitat Regulations Delivery Manager provides a report to seek the Executive Committee's approval of the Dawlish Countryside Park Marketing Strategy and marketing budget. (Pages 45 - 60)

11 **The Chairman to move the following:**

“that under Section 100(A) (4) of the Local Government Act 1972 the public (including the press) be excluded from the meeting as exempt information, of the description set out on the agenda, is likely to be disclosed and on balance the public interest is in discussing this item in private session (Part B)”.

Part II: Items suggested for discussion with the press and public excluded

12 **Suitable Alternative Natural Green Space (SANGS) Strengths, Weaknesses, Opportunities and Threats (SWOT) – Analysis of options**

Habitat Regulations Delivery Manager (Pages 61 - 76)

13 **Suitable Alternative Natural Green Space (SANGS) – Proposal in SANGS Zone B**

Habitat Regulations Delivery Manager (Pages 77 - 88)

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Decision making and equalities

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Date of Next Meeting

The next scheduled meeting of the Executive will be held on **Wednesday 28 June 2017** at 6.00 pm in the Civic Centre.

A statement of the executive decisions taken at this meeting will be produced and published on the Council website as soon as reasonably practicable.

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SOUTH EAST DEVON
HABITAT REGULATIONS
PARTNERSHIP

South East Devon Habitat Regulations Executive Committee

Rebasing the South East Devon European Site Mitigation Strategy

Neil Harris
Habitat Regulations Delivery Manager
March 2017

Legal comment/advice:

The report identifies that there is likely to be a funding shortfall due to a number of factors which are explained. It is going to be necessary for the Committee to resolve the potential difficulty this presents in terms of seeking to deliver the mitigation measures in the Strategy for the number of homes to be built. A further report will be brought with recommendations as to how this will be achieved. It is expected that Legal input will be required and given in the preparation of that report and specific legal implications (including those raised by Natural England in their comments) will be addressed in the report and legal observations.

Finance comment/advice:

The report highlights a fundamental financial problem with the assumed income to be generated from new homes as set out in the original 2014 Strategy when compared with what's been charged to date. The report identifies significantly lower charges have made on certain housing and in some cases no charges at all. To recoup this lost income over future developments would see a significant rise in requested sums (report indicates a 69% rise – ranging from £626 to £2,397 per property). Expenditure assumptions also need updating and it is recommended that a further report is presented to the Committee with a suggested way forward.

This does however put members in a difficult position with the need to consider approving mitigation expenditure without the clear certainty that funding through the Joint Approach will be available. This will be considered in each report on the agenda presented to the Executive Committee where approvals are sought.

Public Document:	Yes
Exemption:	None
Review date for release	None

Recommendations

It is proposed that the Executive Committee:

1. Notes the work that has been undertaken to rebase the South-East Devon European Site Mitigation Strategy and acknowledges the significant deviations from the original assumptions that have been revealed.
2. Receives a further paper setting out the final assessment and proposed strategic way forward.

Equalities impact: Low

Risk: High. The paper sets out the work that has been undertaken to re-validate the core assumptions underpinning the Mitigation Strategy. It reveals some discrepancies between the quantum of new homes that will be making a full financial contribution to the delivery of the Strategy and that which was assumed when the Strategy was finalised in 2014. This goes to the heart of the delivery of the Strategy and meeting our legal obligations. Further assessment and legal advice will be required in order to mitigate these risks and formulate a strategic response.

1. Summary

1.1 Implementing the South-East Devon European Site Mitigation Strategy (“the Strategy”) is the core purpose of the Executive Committee. The Strategy is predicated on assumptions of the likely number of new homes that would come forward within the zones of influence of the three European sites and the potential cost of the mitigation measures (both on-site and off-site) needed to protect their integrity.

1.2 We have now reached a stage where it is important to re-validate these assumptions in order to provide a credible platform for future financial decision making. The reports detail the initial findings from this work and highlights the significant variants that have been revealed. A further report will be needed to the next Executive Committee meeting to provide further detail on specific dimensions of this and also, more fundamentally, to set a strategic way forward.

2. Background

2.1 The Strategy was published in June 2014. It provides a strategy to mitigate the impact of the potential in-combination impacts of new housing on the three European wildlife sites (Exe Estuary Special Protection Area (SPA) and Ramsar site, Dawlish Warren Special Area of Conservation (SAC) and the East Devon Pebblebed Heaths SAC/SPA).

2.2 The strategy was evidence led. Based on data provided by the three local authorities, it was assumed that around 30,000 new homes were likely to come forward within the zones of influence. A package of mitigation measures, both on-site and off-site, were identified that would be necessary to protect the integrity of the sites in respect of this level of future growth and the commensurate increase in recreational pressures. This was costed at approximately £23.5m.

2.3 In essence this gives rise to the fundamental premise upon which delivery of the Strategy is predicated. A numerator (the estimated costs of the mitigation measures) divided by a denominator (the expected number of new homes) gives a unit price i.e. the amount that each new home needs to contribute to the deliver the mitigation measures. This is set out in Table 1 below;

Table 1: Calculation of contribution per dwelling for on-site mitigation measures¹

Site	Exe Estuary	Dawlish Warren	Pebblebeds	Total
Cross-site measures	£1,995,167	£1,995,167	£1,995,167	£5,985,500
On-site mitigation	£1,401,100	£461,500	£756,000	£2,618,600
Monitoring	£155,667	£242,333	£151,667	£549,667
Total Cost	£3,551,933	£2,699,000	£2,902,833	£9,153,767
Number of dwellings within zone	28,875	3,291	19,529	
Per dwelling cost	£123	£820	£149	

2.4 Total SANGS costs were estimated at £14.4m. This estimate was divided by the total number of houses (30,170) to provide a per dwelling SANGS contribution of £477.

2.5 This is the basis upon which financial decisions, both to invest in the Dawlish SANG and the on-site measure including employing Habitat Mitigation Officers, have been made by the Committee to date. An exercise has been undertaken to re-validate these assumptions to ensure that there is a credible and robust platform from which to take decisions. The headline findings from this work are set out below.

¹ South-East Devon European Site Mitigation Strategy, Table 27, pg. 224

3. Expected level of new housing development

Table 2², below sets out the original expected housing development by District³;

Zone	New Dwellings	TDC	ECC	EDDC
Exe only	7,350	756	6,568	26
Pebblebeds only	1,385			1,385
Pebblebeds and Exe overlap	18,144		8,344	9,800
Dawlish and Exe overlap	3,291	3,291		
TOTAL DWELLINGS	30,170	4,047	14,912	11,211
Exe Total	28,785	4,047	23,256	9,826
Dawlish Total	3,291	3,291		
Pebblebeds Total	19,529		8,344	11,185

3.1 Over the course of the last 12 months further work has been undertaken to verify the level of new homes and how they are contributing to the delivery of the Strategy. This is set out below in Table 3.

² South-East Devon European Site Mitigation Strategy, Table 22, pg. 211

³ Note an error in the “Exe total” dwellings for ECC. This should read 14,912 not 23,256.

Table 3. Verified levels of new housing in zones of influence (and how they currently contribute/do not contribute to the Strategy)

	Pre - consented ⁴	Pre JIA ⁵	JIA (deviation) ⁶	JIA complete ⁷	JIA not complete	JA ⁸ complete	JA not complete	pEXEMPT ⁹	Unaccounted (windfall?) ¹⁰	Total
ECC	4737	634	59	2658 ¹¹		104	1305	3881	1,534	14912
TDC	0	0	0	578	1260	6	2246	0	0	4090
EDDC	0	0	0	907	756	47	7884	0	1030	10624
Cranbrook 587										587
Total	4737	634	59	4143	2016	157	11435	3881	2,564	30213

⁴ Planning permission granted prior to any established approach to mitigation

⁵ £35 per dwelling (a developer contribution prior to the Joint Interim Approach, for which no rationale is currently available)

⁶ £302 per dwelling (a variation to developer contributions during the Joint Interim Approach for which no rationale is currently available)

⁷ Joint Interim Approach (£350 per dwelling) – developer contributions sought 2011-14 (prior to the development of the Strategy).

⁸ Joint Approach – developer contributions based on the Strategy estimates (although some zones in Exeter contribute £220 per dwelling for SANGS rather than £477).

⁹ Development exempt from CIL and proposed exempt from mitigation requirements.

¹⁰ There will be some windfalls from all partner authorities but they have not been reported here. These figures represent any discrepancy between recently reported housing numbers and those reported in the Strategy.

¹¹ Combined Joint Interim Approach figures were reported by Exeter (not separated into complete/not complete).

3.2 Fundamentally the overall quantum of housing development has not changed and this is in line with levels anticipated by the constituent Local Plans. However there are very significant deviations in terms of the level of new homes that are actually contributing financially, either in whole or in part, to the delivery of the Strategy. There are three main constituent factors in this respect;

- i) Development that is exempt from paying the Community Infrastructure Levy – notably affordable housing, self builds and housing on brownfield sites.
- ii) Development that is not considered to have a potential impact on the integrity of the European sites – notably student accommodation in Exeter
- iii) The level of pre-consented homes – the Joint Interim Approach operated between 2011 and 2014 and secured lesser financial contributions relative to the levels set out in the Strategy. Also, schemes which have the benefit of outline planning permission fall within this category.

3.3 In relation to i) the impact of the housing that is exempt from CIL still needs to be mitigated and thus will draw more heavily on the residual payments made by open market housing and the funds available within the CIL pot. Item ii) is the subject of ongoing discussion between the partner authorities and Natural England, which requires resolution. Item iii) also has a substantial impact. Natural England has recently provided a legal opinion that it is possible secure enhanced habitat mitigation payments from Reserved Matters application i.e. over and above the level set out in the original outline permission. This will need careful consideration.

3.4 In combination, these factors highlight some deviations from the assumptions underpinning the original strategy. In order to secure the level of funding needed to deliver the strategy from the residual unconsented dwellings that are expected to pay CIL and/or S106, implies per dwelling contributions of between £626 and £2397 (calculations include contributions from windfall development, based on historic rates). The lower amount refers to a verified per dwelling contribution for SANGS and on site measures in the Pebblebed Heaths Only zone (based on costs of Dawlish, SW Exeter, Cranbrook & Exmouth SANGS). The higher amount relates to a revised per dwelling contribution for SANGS and on site measures in the Dawlish & Exe Estuary zone (based on costs of Dawlish, SW Exeter, Cranbrook & Exmouth SANGS). The latter is above the level assumed in the Strategy by a factor of 1.69

3.5 This is potentially challenging territory that goes to the heart of the delivery of the Strategy. It also raises corporate challenges for each of the Local Authorities as to the proportion of CIL revenues that are utilised to deliver habitat mitigation measures relative to other priorities and may even prompt a review of overall charging rates.

3.6 Additional work is required to fully understand these issues, including taking further legal advice. It is proposed that a follow up paper is brought to the next meeting of the Executive Committee in this respect.

4. Estimated cost of the mitigation measures

4.1 As well as understanding the denominator it is also essential that the cost of delivering the mitigation measures is also verified. In recommending investments to the Committee to date significant attention has been given to cost effectiveness and value for money. This has included the price of acquiring land in relation to delivering SANGs for example.

4.2 Further work is being undertaken as part of the rebasing exercise to re-examine the estimated costs of delivering the mitigation measures. This will include exploring opportunities for value engineering. This work will again be reported back to the next Executive Committee meeting.

5. Conclusion

5.1 This paper details the work that has been undertaken to rebase the Strategy. It reveals some discrepancies between the assumed and revealed level of new housing that will contribute financially. This goes to the heart of the approach to delivering the Strategy and ensuring that we fulfil our legal obligations.

5.2 Further work will be undertaken to refine this analysis. This will include both taking further legal advice and additional work with partners such as Natural England. This will be reported to the next meeting of the Executive Committee along with recommendations as to how to respond strategically.

5.3 The temptation at this juncture would be not to make further investment decisions until the outcome of this work is known. However, agenda item 2 puts forward a proposal to invest a significant sum of money in to the delivery of a SANGS in Zone B as recommended in the Strategy. This is a time limited opportunity which is considered to provide the best solution to bringing forward effective SANGS mitigation in Zone B. Hence it is still considered that this is a decision that needs to be taken at this point in time.

Natural England comment:

Natural England notes the recommendations made.

We feel that the extent of the funding shortfall is not clearly set out in the report. E.g. no overall figure is provided.

In order to redress the identified funding shortfall we advise that the “proposed strategic way forward” which will be presented to the committee in June 2017 should:

- i) Address the charging anomalies presented in Table 3 (i.e. exemptions, lower SANGS charging zones in Exeter, student accommodation) for all JA contributions

Natural England comment (continued):

- ii) Agree to recoup full contributions from development which currently has outline permission, in line with the legal opinion provided.
- iii) Revise the cost estimates of the proposed mitigation measures based on current 'best available' information.
- iv) Present a reasoned proposal for how "adequate" mitigation can be delivered with the funding available.

The SANGS being provided are "strategic" in nature, i.e. provided to mitigate for all development across all "zones" and therefore the SANGS contribution for all dwellings should remain the same regardless of which zone they are in. It is not clear from the explanation given in 3.4 whether this approach has been followed in calculating the required revised charging rates.

Neil Harris
Habitat Regulations Delivery Manager

South East Devon
Habitat Regulations
Executive Committee
March 2017

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SOUTH EAST DEVON
HABITAT REGULATIONS
PARTNERSHIP

South East Devon Habitat Regulations Executive Committee

Financial Report

Neil Harris, Habitat Regulations Delivery Manager
March 2017

Legal comment/advice

There are no legal implications arising.

Finance comment/advice:

This report sets out monies received to date against current expenditure, showing a positive balance position. The report also estimates monies to be received from permissions granted where monies have yet to be received.

Whilst these statements are useful they do not present the full picture; receipts received and to be received against cost commitments and future expenditure plans. This information will form part of a report to be presented in June 2017 which will include charging proposals and will then enable members to have a clear picture of the overall financial position and confidence in that schemes and costs they are approving are in fact affordable.

Public Document:	Yes
Exemption:	None
Review date for release	None

Recommendations

It is proposed that the Executive Committee:

- 1. Notes the quarterly update on the overall financial position including contributions received, contributions not received because arrangements may be in place for contributions to be with-held, expenditure and anticipated contributions (from signed S106).**
- 2. Receives an update on 5 year income forecasts of developer contribution receipts at the HREC meeting in June 2017. This will clearly identify where these have been retained by the collecting authority where any agreement is in place for contributions to be with-held.**

Equalities impact: Low

Risk: Low

This is an update, repeated quarterly, on the current financial position of developer contributions (both collected and anticipated) for Habitat Regulations mitigation across the three partner authorities.

Additionally, as requested in the HREC meeting in June 2016 this report also includes an updated 5 year forecast of developer contribution receipts.

1. Summary

1.1 The purpose of this report is to update members of the Executive Committee on the overall financial position of developer contributions received by all 3 Local Authorities as mitigation payments towards measures identified in the South East Devon European Site Mitigation Strategy ("the Strategy").

1.2 The report set out details of the contributions received from inception until the end of the second and third quarters of the 2016 financial year.

1.3 The report also contains details of anticipated income from contributions where planning permission has been granted but the contribution has not yet been paid. Details of expenditure to the end of the third quarter of the 2016 financial year are also provided.

2. Clarification

2.1 In September 2016¹, NE raised concern that funds are allocated to specific “lines” of mitigation and therefore flexibility in allocation of funds was restricted, which hindered addressing the deficit in mitigation delivery.

2.2 This reporting method was proposed in sections 1.6 and 1.7 of the *June 2016 Annual Business Plan and 5 Yr. Delivery Programme (Appendix 2)*, which stated:

“1.6 Many of the S106 obligations contain specific wording which indicate where the contribution must be spent. For example, TDC’s standard wording reads “to mitigate the impact of the development on Dawlish Warren and the Exe Estuary”. Similar wording exists for Exeter and East Devon.

1.7 To ensure that this wording is adhered to, the 5yr programme is split according to the measures recommended for each of the European protected sites. The JIA contributions are S106 obligations and unilateral undertakings.”

2.3 It is for this reason – the restrictive wording of S106 obligations – that the funding lines are reported separately. It is not considered possible to adopt “model” clauses for S106 obligations which would adopt standard wording such as “to mitigate the impact of the development in accordance with the measures in the South East Devon European Site Mitigation Strategy”. This is because of the National Planning Policy Framework (NPPF) requirement to make planning obligations directly related to the development.

2.4 Clarification was requested concerning the decision not to report developer contributions in the same way as per dwelling charges were calculated. The suggestion was to report per zone income for cross-site mitigation, on site mitigation and monitoring measures as used in the Strategy².

2.5 It is recommended to continue to report developer contribution income according to the zones in which they originate (Dawlish, Exe and Pebblebeds). This is in order to retain as much flexibility in expenditure within the confines of the wording of the S106 obligations as possible. By further dividing contributions (into Dawlish – Cross Site, Onsite, Monitoring etc.), it would arguably place more restriction on these funds, not less.

¹ *Financial Report, September 2016*

² *Table 27, pg. 224. South East Devon European Site Mitigation Strategy*

2.6 By continuing to provide a financial report according to the zones of origin, any of the site-specific funding lines (Dawlish, Exe, Pebblebeds etc.) can be allocated to either monitoring, cross-site measures or specific on-site measures, according to prioritisation.

2.7 It is considered to be a more flexible arrangement to have 3 lines of funding (Dawlish, Exe, Pebblebeds) which may be allocated to any of the relevant mitigation measures rather than 3 lines of funding which are then further divided into three more lines of funding (cross-site, on-site and monitoring).

2.8 To demonstrate, the position of developer contributions received in Q2 and Q3 2016 are reported below. Tables 1 & 2 show the same receipts. Table 1 sets out the position of developer contributions as at the end of Q2 2016, according to the zone of origin. Table 2 sets out the same position but with receipts further divided according to per dwelling calculations in the Strategy. The same has been done for receipts in Q3 2016 (Tables 3 & 4).

Table 1 Developer contributions received (less expenditure) to end Q2 2016, according to zone of origin/charging period.

Charging zone/period	Carried forward from end Q1 2016	Received in Q2 2016	Expenditure during Q2 2016	Balance as at end Q2 2016
SANGS	£ 618,583.93	£ 9,529.30	£ 488,623.73	£ 139,489.50
JIA On site	£ 313,547.38	£ 38,683.75	£ 11,249.99	£ 340,981.14
Dawlish Warren On site	£ 119,584.25	£ 30,303.73	£ -	£ 149,887.98
Exe Estuary On site	£ 30,516.18	£ 5,068.53	£ -	£ 35,584.71
Pebblebed Heaths On site	£ 24,316.54	£ 894.00	£ -	£ 25,210.54
Total	£1,106,548.28	£ 84,479.31	£ 499,873.72	£ 691,153.87

Table 2. Developer contributions received (less expenditure) to end Q2 2016 according to Strategy per dwelling calculation.

Charging zone/period	Carried forward from end Q1 2016	Received in Q2 2016	Expenditure during Q2 2016	Balance as at end Q2 2016
SANGS	£ 618,583.93	£ 9,529.30	£ 488,623.73	£ 139,489.50
JIA Onsite	£ 313,547.38	£ 38,683.75	£ 11,249.99	£ 340,981.14
Cross Site	£ 122,254.12	£ 25,862.78	£ -	£ 148,116.90
DW On site	£ 20,447.62	£ 5,181.61	£ -	£ 25,629.23
DW Monitoring	£ 10,737.02	£ 2,720.86	£ -	£ 13,457.87
EE On site	£ 12,037.45	£ 1,999.34	£ -	£ 14,036.79
EE Monitoring	£ 1,337.40	£ 222.13	£ -	£ 1,559.54
PBH On site	£ 6,332.88	£ 232.83	£ -	£ 6,565.71
PBH Monitoring	£ 1,270.49	£ 46.71	£ -	£ 1,317.20
Total	£ 1,106,548.30	£ 84,479.31	£ 499,873.72	£ 691,153.89

Table 3 Developer contributions received (less expenditure) to end Q3 2016, according to zone of origin/charging period. (EDDC information not available at time of writing):

Charging zone/period	Carried forward from end Q2 2016	Received in Q3 2016	Expenditure during Q3 2016	Balance as at end Q3 2016
SANGS	£ 139,489.50	£ 16,785.45	£ -	£ 156,274.95
JIA On site	£ 340,981.14	£ 96,530.67	£ 43,048.56	£ 394,463.25
Dawlish Warren On site	£ 149,887.98	£ 38,166.18	£ -	£ 188,054.16
Exe Estuary On site	£ 35,584.71	£ 5,682.38	£ -	£ 41,267.09
Pebblebed Heaths On site	£ 25,210.54	£ 298.00	£ -	£ 25,508.54
Total	£ 691,153.87	£ 157,462.68	£ 43,048.56	£ 805,567.99

Table 4. Developer contributions received (less expenditure) to end Q3 2016 according to Strategy per dwelling calculation. (EDDC information not available at time of writing):

Charging zone/period	Carried forward from end Q2 2016	Received in Q3 2016	Expenditure during Q3 2016	Balance as at end Q3 2016
SANGS	£ 139,489.50	£ 16,785.45	£ -	£ 156,274.95
JIA Onsite	£ 340,981.14	£ 96,530.67	£ 43,048.56	£ 394,463.25
Cross Site	£ 148,116.90	£ 31,610.06	£ -	£ 179,726.97
DW On site	£ 25,629.23	£ 6,526.01	£ -	£ 32,155.24
DW Monitoring	£ 13,457.87	£ 3,426.80	£ -	£ 16,884.67
EE On site	£ 14,036.79	£ 2,241.48	£ -	£ 16,278.27
EE Monitoring	£ 1,559.54	£ 249.04	£ -	£ 1,808.57
PBH On site	£ 6,565.71	£ 77.61	£ -	£ 6,643.32
PBH Monitoring	£ 1,317.20	£ 15.57	£ -	£ 1,332.77
Total	£ 691,153.89	£ 157,462.68	£ 43,048.56	£ 805,568.01

3. Expenditure in the second and third quarters of the 2016-17 financial year:

SANGS: £488,000

3.1 As approved by the Executive Committee in September 2016³, £488,000 from Section 106 contributions towards SANGS at Dawlish, from development at Shutterton Lane, Dawlish Warren was used towards the acquisition of land.

Joint Interim Approach – On site: £43,048.56

3.2 Salary and associated costs (recruitment, PPE, phones) for the Habitat Mitigation Officers of £11,356.04

3.3 Salary and associated costs (recruitment, phone, travel) for the Project Officer (Dogs) of £2,084.89

3.4 Salary and associated costs (phone, travel) for the Delivery Manager of £10,831.44

3.5 Purchase of 4x4 vehicle and associated costs of £18,776.19

³ *Suitable Alternative Natural Green Space – Opportunity 3.3.1, pg. 85*

3. Permissions granted but not yet received

3.1 Table 3, below, shows the position of all developer contributions from planning consents granted but not yet received, as at the end of Q2 2016. Table 4 shows the same information as at the end of Q3 2016.

Table 3 Position of all developer contributions from planning consents granted but not yet received, as at the end of Q2 2016.

Charging zone/period	Carried forward from end Q1 2016	Committed in Q2 2016	Balance as at end Q2 2016
SANGS	£ 932,656.00	£ 230,045.49	£ 1,162,701.49
JIA On site	£ 845,740.00	£ 175,666.97	£ 1,021,406.97
Dawlish Warren on-site	£ 89,810.00	-£ 5,618.45	£ 84,191.55
Exe Estuary on-site	£ 104,448.00	-£ 9,782.03	£ 94,665.97
Pebblebed Heaths on-site	£ 129,390.00	-£ 15,260.00	£ 114,130.00
Total	£ 2,102,044.00	£ 375,051.98	£ 2,477,095.98

Table 4 Position of all developer contributions from planning consents granted but not yet received, as at the end of Q3 2016. (EDDC information not available at time of writing).

Charging zone/period	Carried forward from end Q2 2016	Committed in Q3 2016	Balance as at end Q3 2016
SANGS	£ 1,162,701.49	-£ 26,439.00	£ 1,136,262.49
JIA On site	£ 1,021,406.97	-£ 69,570.00	£ 951,836.97
Dawlish Warren on-site	£ 84,191.55	£ 1,106.75	£ 85,298.30
Exe Estuary on-site	£ 94,665.97	£ 5,966.25	£ 100,632.22
Pebblebed Heaths on-site	£ 114,130.00	-£ 1,043.00	£ 113,087.00
Total	£ 2,477,095.98	-£ 89,979.00⁴	£ 2,387,116.98

⁴ EDDC Q3 information not available. EDDC position as at end Q2 has been used, which may account for the apparent reduction. Other factors include completions (payments) and expirations.

4. 5 Yr. Income Forecasts

4.1 As reported in June 2016, Table 5, below, shows the 5 year forecast of Habitat Regulations developer contributions. Income from all developer contributions across the three authorities, forecasted from 2016 until the end of the 2020 financial year, arranged into on site and SANGS totals (excludes contributions already collected).

Table 5. 5 Yr. Forecast as at June 2016.

JOINT	2016-17	2017-18	2018-19	2019-20	2020-21	Total
JIA	£ 117,756.86	£ 271,500.00	£ 121,200.00	£ 60,000.00	£ 156,900.00	£ 727,356.86
Warren	£ 37,312.00	£ 77,400.00	£ 105,600.00	£ 70,400.00	£ 98,560.00	£ 389,272.00
Exe	£ 35,357.22	£ 63,513.00	£ 106,212.00	£105,069.00	£ 123,915.00	£ 434,066.22
Pebblebeds	£ 26,193.94	£ 75,990.00	£ 120,243.00	£104,151.00	£ 128,736.00	£ 455,313.94
SANGS ⁵	£ 163,930.95	£ 255,807.00	£ 482,061.00	£364,029.00	£ 439,527.00	£ 1,705,354.95
Total	£ 380,550.97	£ 744,210.00	£ 935,316.00	£703,649.00	£ 947,638.00	£ 3,711,363.97

⁵ Includes TDC JIA S106 SANGS forecasts (£21,800). Does not include TDC CIL SANGS forecasts.

4.2 At the June 2016 meeting of the Executive Committee, a 6 monthly update to this forecast was requested. This is shown in Table 6, below.

Table 6. 5 Yr. Forecast as at January 2017.

JOINT	2016-17	2017-18	2018-19	2019-20	2020-21	Total
JIA	£ 214,272.00	£ 147,900.00	£ 52,500.00	£ 63,000.00	£ 41,400.00	£ 519,072.00
Warren	£ 20,505.75	£ 38,550.81	£ 112,371.51	£ 164,046.00	£ 205,057.50	£ 540,531.57
Exe	£ 21,392.25	£ 50,861.07	£ 71,836.47	£ 96,618.84	£ 109,093.26	£ 349,801.89
Pebblebeds	£ 24,287.00	£ 58,110.00	£ 78,821.00	£ 97,893.00	£ 103,555.00	£ 362,666.00
SANGS	£ 220,948.00	£ 262,696.00	£ 478,814.00	£ 464,987.00	£ 544,786.00	£ 1,972,231.00
Total	£ 501,405.00	£ 558,117.88	£ 794,342.98	£ 886,544.84	£ 1,003,891.76	£ 3,744,302.46

- It does not include “windfall” projections (unexpected housing development not part of Local Plan allocations).
- CIL income forecast for SANGS at TDC is now incorporated.
- Important caveats and assumptions relating to the forecast of housing completions across the region still apply and are as previously reported⁶.

⁶ Annual Business Plan and 5 Yr. Delivery Programme Appendix 2 – Five Year Delivery Programme 2017-21, June 2016

5. Checking financial records

5.1 The Finance Section at East Devon District Council has given assurance that the financial information and supporting documents which provide the basis for the income and expenditure calculations, and the calculations themselves, are sound and correct. Information received from other authorities has not been checked and has been assumed to be accurate.

Natural England comment:

Natural England notes the projected income and expenditure.

Regarding Section 2 on clarification of allocation of funds:

The point we originally wished to make was that cross-site and monitoring measures did not appear to have a funding “line” so there was a risk that they could be overlooked, or not have funding allocated to them. As long as reassurances are given that this is not the case we agree that reporting should be based on “zone of origin” as proposed.

A paper regarding the issue of funding “in perpetuity” was requested at the June 2016 committee and is still outstanding. This is also pertinent to the “Rebasing” item.

Neil Harris
Habitat Regulations Delivery Manager

South East Devon
Habitat Regulations
Executive Committee
March 2017



SOUTH EAST DEVON
HABITAT REGULATIONS
PARTNERSHIP

South East Devon Habitat Regulations Executive Committee

2016 Annual Business Plan – Progress Report

Neil Harris, Habitat Regulations Delivery Manager
March 2017

Legal comment/advice:

There are no legal implications arising.

Finance comment/advice:

The report highlights progress against the approved Plan and there are no financial issues that need to be highlighted.

Public Document:	Yes
Exemption:	None
Review date for release	None

Recommendations

It is proposed that the Executive Committee:

1. Notes the progress made towards delivering the 2016 Annual Business Plan.
2. Approves expenditure of £1500 from Patrol Boat revenue budget towards purchase of small inflatable boat and outboard motor.
3. Receives an Annual Review on the implementation of the 2016 Annual Business Plan at the next meeting (June 2017).
4. Receives recommendations for the 2017 Annual Business Plan at the next meeting (June 2017).

Equalities impact: Low

Risk: Medium.

The 2016 Annual Business Plan was approved by the Executive Committee on June 29th 2016. This report is an update on the progress made in delivery of the mitigation measures set out in the Annual Business Plan. It is important that progress continues to be made, or this would put the delivery of the partner Authorities' Local Plans at risk due to the continued legal duties under the Habitat Regulations.

1. Summary

1.1 This paper lists the mitigation measures put forward in the 2016 Annual Business Plan and describes the progress made toward delivery in the period 12th August 2016 – 17th February 2017. Table 1, below, lists the mitigation measures approved by the Executive Committee. Following recommendation by Natural England (NE) in September 2016¹, these measures are now listed according to site/cross-site.

¹ 2016 Annual Business Plan – Progress Report, September 2016.

Table 1. 2016 Annual Business Plan mitigation measures.

Site	Measure	Capital cost	Revenue Cost	Total
Cross Site	Delivery Manager	£0	£40,000	£40,000
Cross Site	Two Habitat Mitigation Officers	£0	£68,000	£68,000
Cross Site	Warden vehicle	£20,000	£2,000	£22,000
Cross Site	Dog project	12,000	13,800	£25,800
Exe Estuary	Exe revised zoning	£5,000	£0	£5,000
Exe Estuary	Voluntary Exclusion Zone	£2,000	£0	£2,000
Exe Estuary	Exe codes of conduct	£10,000	£0	£10,000
Exe Estuary	Patrol boat	£22,600	£7,000	£29,600
Dawlish Warren	Petalwort monitoring	£1,000	£0	£1,000
Pebblebed Heaths	Pebblebeds codes of conduct	£1,000	£0	£1,000
Pebblebed Heaths	Dog bins	£3,500	£2,870	£6,370
Pebblebed Heaths	Pebblebeds map	£1,500	£0	£1,500
Pebblebed Heaths	Pebblebeds monitoring		£2,000	£2,000
	Total	£ 78,600	£ 135,670.00	£ 214,270

2. Progress

2.1 Habitat Regulations Delivery Manager

2.1.1 The Delivery Manager continues in post, working to deliver the mitigation measures in the 2016 Annual Business Plan and reporting to the Executive Committee. Other work includes co-ordinating partner authority meetings to examine SANGS site selection, ongoing work to rebase the Strategy and achieving consistency in defining infrastructure across the partner authorities.

2.2 Habitat Mitigation Officers

2.2.1 Following successful interviews on 7th September 2016, hosted by Clinton Devon Estates, two Habitat Mitigation Officers (HMOs) were appointed. The post holders, Sama Euridge and Justin Hart, started on 17th October 2016, hosted by EDDC Countryside.

2.2.2 James Chubb, Team Leader (Place) for EDDC Countryside is the line manager for the HMOs and has met regularly with the Delivery Manager to agree strategic objectives. Regular, monthly contact with the HMOs is achieved via one to one meetings to ensure these objectives are being met.

2.2.3 In the first 4 weeks of their employment, the HMOs were introduced to key stakeholders across the three sites and then integrated more closely with site management staff at the Pebblebed Heaths and at Dawlish Warren. Day to day work schedules involve public education and engagement across the 3 sites.

2.2.4 IT support is provided via Strata Service Solutions Ltd, who have also facilitated the use of a smartphone application provided by SNAP Surveys. As shown in Appendix A, this is an electronic form which records their engagement with the public – providing a daily record of locations visited, number of people spoken to, activities witnessed, disturbance events and any enforcement action taken. Data retrieved from the 3 month period 28/11/16 to 12/02/16 is summarised in Table 2, below:

Table 2: Locations, number of people spoken to & interactions

Dawlish Warren	Ppl Spoken to	No of interactions
Dune Ridge	5	3
Greenland Lake	7	5
Groyne 9>	123	47
Groynes 1-9	10	3
Main Woods (DD)	6	2
Warren Point	3	2
Total	154	62

Pebblebed Heaths		
Aylesbeare Common	15	6
Bicton Common	23	14
Bystock	2	2
Colaton Raleigh Common	73	40
Dalditch Common	3	2
East Budleigh Common	40	27
Hawkerland	15	11
Woodbury Common	165	84
Total	336	185

Exe Estuary		
DW VEZ	2	1
Exminster Marshes	1	1
Exmouth Duck Pond / LNR	21	14
Imperial Recreation Ground	5	4
Total	28	20

Total (combined)	519	268
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2.2.5 Body worn cameras to aid evidence gathering for enforcement purposes have been tested by and demonstrated to the HMOs. Civil Enforcement Officers at Teignbridge District Council have led the procurement process through the Eastern Shires Purchasing Organisation (ESPO) framework. Delivery of 3 body cameras (and associated equipment) is expected by the end of March 2017.

2.2.6 The HMO remit is flexible, with continuity of presence at each site throughout the year. Seasonal requirements (breeding birds in spring/summer on the Pebblebeds, waterfowl in autumn/winter on the Exe) have so far dictated where the HMOs spend the majority of their time. Between October and December, there was coverage at the Exmouth Local Nature Reserve (LNR) during low tide when Brent Geese were feeding on the Eelgrass. The HMOs have been in liaison with Rangers at Dawlish Warren to ensure synergy and best use of time.

2.2.7 The Pebblebed Heaths is an area where byelaws relating to dog fouling and number of dogs per person have not been stringently enforced. After liaison with Clinton Devon Estates, it has been agreed that the HMOs will be informing the public of these requirements at key car parks on the Pebblebed Heaths during half term (11-19 February 2017). This will be supported by a press release which informs the public of the intention to enforce these byelaws from May 2017 onwards.

2.2.8 The HMOs have participated in a number of events with key stakeholders, including the Friends of the Common Forum and Board of Trustees meeting at Clinton Devon Estates. They also attended meetings of the Exe Estuary Management Partnership Board and were speakers at the launch event for the public consultation on zones of activity for water users on the Exe Estuary.

2.2.9 The HMOs have visited other mitigation teams in the Solent and in Dorset in order to understand and learn from other approaches. A visit to the SPA Warden team in the Thames Valley area is scheduled for spring 2017.

2.2.10 Staff changes are underway following the resignation of one HMO in January 2017. Following a recruitment process (current at time of writing), a replacement member of staff is expected to be appointed by mid-March 2017.

2.3 Warden Vehicle

2.3.1 Quotes were received for a number of different 4x4 vehicles under the Crown Commercial Service (CCS) vehicle purchase agreement framework. Initially the Toyota Hi-Lux was selected as the most cost effective option, being the best value model with the required specification.

2.3.2 Unfortunately, the Toyota dealership made an error in quoting for the vehicle and used a more favourable discount under the CCS framework, which they were unable to honour. Applying the correct discount resulted in a significant cost increase, meaning that it was no longer the most cost effective option.

2.3.3 Ultimately, the Isuzu D-Max 4x4 vehicle was selected. This choice of vehicle provided best value for money and compared very favourably with its' competitors in terms of specification and capability. At £18,303, this vehicle was delivered £1,697 under budget, with outright purchase of the vehicle (as opposed to lease hire) expected to result in cost savings after approximately 4 years (when compared to Strategy estimates).

2.3.4 The HMOs have been assigned an Allstar Fuel Account card by EDDC and are required to submit receipts on a regular basis for checking. The vehicle has been added to EDDC's group insurance and is on the register for road tax and MOT reminders.

2.4 Dog project

2.4.1 Following a successful interview on 20th October 2016, the Project Officer (Dogs) was appointed. The post holder, Julie Owen, started on 22nd November 2016, also hosted by EDDC Countryside.

2.4.2 Tim Dafforn, Countryside Team Leader (People) has been established as the line manager for the Project Officer role. As with the HMOs, the Delivery Manager has set strategic objectives and maintains regular, contact with the Project Officer via one to one meetings to ensure these objectives are being met.

2.4.3 During the first 4 weeks of employment, the Project Officer was introduced to key stakeholders across the three sites. A day visit to Dorset Dogs (the scheme widely regarded as best practise) was made in order to learn more about their approach and establish ongoing networking opportunities.

2.4.4 The Project Officer also participated in a number of events with key stakeholders, including the Friends of the Common Forum at Clinton Devon Estates and a meeting of the Exe Estuary Management Partnership Board. She also spoke at the launch event for the public consultation on zones of activity for water users on the Exe Estuary.

2.4.5 Initial work is focusing on developing and establishing the project. Research showed that an existing company already owned the preferred name of “Devon Dogs”. Following debate, it has been agreed to call the scheme “Devon Loves Dogs”. The Project Officer is now working on a visual identity for the scheme in collaboration with a graphic designer.

2.4.6 Whilst the design work is being progressed, the Project Officer is working on preparing a brief for website design tenders with the Growth Point Communications Officer. Invites to tender will be sent as soon as the scheme identity has been finalised.

2.4.7 The Project Officer continues to work on material for the website, including a dog walking code, recommended walks in the area, useful information for dog owners and contacting local businesses who may be interested in being listed on the site.

2.4.8 In order to secure the domain name for the proposed website, Strata have registered Devonlovesdogs.co.uk\com. This cost £2 for 1 year and has been set to automatically renew so that ownership is retained. The cost has been allocated to JIA funds. In addition, the following social media accounts have been registered for future use:

- <https://twitter.com/DevonLovesDogs>
- <https://www.facebook.com/DevonLovesDogs/>
- <https://www.instagram.com/DevonLovesDogs/>

2.4.9 It is estimated that the website (and therefore the overall project) will be able to launch in July 2017. This is dependent upon timely delivery of the visual identity and website design. A press release will be scheduled in due course to announce the launch.

2.4.10 Dawlish SANGS is expected to be open to the public during summer 2017. The Project Officer is working with Teignbridge District Council to deliver a dog festival as the launch event for the site. This will announce that the site is open for business and firmly place dogs and dog walking as its core user group.

2.5 Revised zoning, Voluntary Exclusion Zone and codes of conduct for the Exe Estuary.

2.5.1 A public meeting to consult users with an interest in the Exe Estuary was held by the Exe Estuary Officer on 8th December. In addition to the Delivery Manager, HMO's, Project Officer (Dogs) and Communications Officer, the meeting was attended by officers from NE, the RSPB, Exeter City Council Waterways and the Exe Estuary Management Partnership (EEMP).

2.5.2 80 people attended the consultation, representing organisations such as the Wetland Bird Survey (WeBS), Lymptone Fishery & Harbour Association, Exmouth Coastwatch, Exe Port User Group

2.5.3 Private businesses represented included Exmouth Mussels, River Exe Moorings Ltd., Darts Farm, Retreat Boatyard.

2.5.4 Water sports user groups represented included Adventure Activities Devon, Edge Watersports, Royal Yachting Association, Starcross Yacht Club, Exmouth Sailing Club, Devon Cycling Holidays.

2.5.5 The proposals to establish a Voluntary Exclusion Zone (VEZ) in the estuary to the north of Dawlish Warren, extend the area of the existing VEZ off Exmouth and revise zones of water activity were presented.

2.5.6 A critique (originally raised with NE and the Local Authorities in August 2012) regarding the scientific evidence and interpretation underpinning the approach taken to Habitat Regulations mitigation was raised. Senior ornithologists from NE met to discuss this issue with those raising it in October 2013 and subsequently also discussed related critiques regarding similar work on the Solent. The partnership maintains that the approach taken draws on robust examination of available evidence and is implementing a correct interpretation of the precautionary principle.

2.5.7 The Exe Estuary Officer is working to incorporate the results of the public consultation into amended proposals. Work also continues with crab tilers, bait diggers and the owner of Eales Dock to progress zonation work.

2.5.8 The Exe Estuary Officer is also holding consultations with specific user groups regarding the revisions to the codes of conduct for the Exe. A presentation was given at the Exe Estuary Winter Forum on 7th February to report progress to date.

2.5.9 It is estimated that the zones and codes of conduct work, with recommendations, will be completed by the end of April 2017. A report on the outcome of this work will be submitted for consideration at the June meeting of the Executive Committee.

2.6 Purchase and run a new patrol boat

2.6.1 An extended period of searching the second hand market (firstly in the South West and then across the UK) for a patrol boat which meets the specification and is within budget has proved very challenging.

2.6.2 The HMOs will be required to land a boat at Dawlish Warren and carry out patrols there. It is important that they are able to return to the boat if, for example, they need to follow someone back to a mooring for identification purposes as part of an enforcement prosecution.

2.6.3 The HMOs will also be required to carry out regular patrols up and down the estuary, with a visible presence on the water and in a craft which is suitable for all the conditions they are likely to experience.

2.6.4 Following further research online and followed by a visit to a boat manufacturer in Poole, Dorset (Twinseas Boats), a variety of quotes have been requested for a custom built twin hulled catamaran equipped with second hand outboard engines.

2.6.5 It is unlikely that it will be possible to beach the catamaran at the Warren due to the size of the boat. Therefore it is proposed that a maximum of £1500 of the £7000 revenue costs for the boat is made available to purchase a small inflatable (with a small outboard motor) which may be towed behind. This will enable the HMOs to moor the catamaran off of the beach at the Warren and travel across to the beach in the small inflatable. It is proposed that this be purchased after the larger boat has been secured.

2.6.6 The Harbour Authority have been approached regarding the potential options for shared use and ownership of the boat. The following response was received:

“(we) won’t have funding before April 2018 and (we are) no longer looking for ‘just’ a patrol boat (we will utilise the one we have for that purpose).

We will be looking at the use of our current 30’ boat within the overall process.”

2.6.7 Therefore, the boat will be reserved for the sole use of the HMOs. It may be possible/desirable to look at shared use of the boat in future.

Proposed spend: Up to £1,500 from the annual revenue budget of the Patrol Boat (£7000) towards the purchase of a Zodiac 230 inflatable boat (or similar) and 6 horsepower outboard engine.

2.7 Petalwort translocation & monitoring at Dawlish Warren

2.7.1 The work proposals include habitat creation to create suitable conditions for petalwort and subsequent monitoring of success/failure. This necessitates disturbance of other habitat within the Special Area of Conservation and therefore the senior Ranger at Dawlish Warren has submitted an Assessment of Likely Significant Effect (ALSE) form to NE regarding the work.

2.7.2 The work is dependent upon NE's response, which could include information on other consents and licences which are required to progress further.

2.8 Codes of conduct on the Pebblebed Heaths.

2.8.1 Dr Sam Bridgewater, Nature Conservation Manager at Clinton Devon Estates is in the process of drafting text for the proposed codes of conduct and will circulate these to the Officer Working Group (OWG) for discussion, by April 2017.

2.9 Provision of dog bins on the Pebblebed Heaths.

2.9.1 Dr Bridgewater has proceeded to purchase dog bins and associated posts for 3 car parks owned and managed by Clinton Devon Estates –Wheathills, Estuary and Stowford. Installation is expected by mid-April 2017.

2.9.2 Agreement has been reached with Devon Wildlife Trust for one dog bin at Bystock Pools, instead of two. This means that one is available for Aylesbeare Common (managed by the RSPB) and there will be wider coverage of the heaths. Installation is expected by the end of February 2017.

2.9.3 Agreement has been reached with Mr John Garratt, the owner of Lymptone Common, for the provision and installation of a litter bin in the car park. The bin will be clearly labelled as accepting dog waste. Installation is expected by the end of February 2017.

2.10 Sensitivity maps for the Pebblebed Heaths.

2.10.1 Draft sensitivity maps highlighting sites of high conservation value (based on presence of European Protected Species and fragile mire habitat) have been created. Maps also exist for all tracks. A brief is being prepared to create draft maps that can then be used in a range of future media (including walking leaflets/panels/electronic media) to help manage and direct visitor traffic.

2.11 Monitoring erosion of paths and tracks on the Pebblebed Heaths.

2.11.1 A brief is being drafted to undertake an access audit and provide baseline data on the condition of tracks/paths across the heaths. This will include photographic data. The brief will include “traffic lighting” of tracks (to determine a priority schedule) and also highlight and work up work schedules for access areas that are threatened from an increase in visitor numbers.

2.11.2 A meeting has been held with a retired Devon County Council Public Rights of Way Officer to help shape the brief. Brief to be completed by end of February and circulated to the OWG for comment. Audit to be undertaken March – June 2017.

3. Dawlish SANGS

3.1 The 26ha Dawlish SANG is progressing well. An application for a car park and change of use of agricultural land was approved at Teignbridge Planning Committee on 24th November 2016.

3.2 Local firm JTT Contracting Ltd won a competitive tender to deliver the access road, surface water drainage and car park for up to 60 cars. JTT have commenced works onsite (see photo 1, below) and are expected to complete by May 2017.

Photo 1: *Works commence on access road, drainage and car park.*



3.3 A detailed landscape and ecological management plan has been submitted to the planning authority with the support of RSPB. Five hectares of arable stubble have been retained onsite for the benefit of Cirl buntings, with a grass seed mix sown across the remaining area.

3.4 A tender is out for deer proof fencing to protect new areas of tree and scrub planting and negotiations are underway for an agricultural tenancy to manage the arable area. Tree and scrub planting are expected to commence alongside the installation of fencing in March. Remaining infrastructure items including paths and interpretation are programmed in line with plans for a summer opening.

Natural England comment:

Natural England welcomes the progress made and endorses the recommendations made. However this report recommends (no.4) that the committee should not receive 'recommendations for the 2017 Annual Business Plan(ABP) until the next meeting (June 2017)'. Whilst acknowledging that the mitigation strategy is undergoing a "rebasing" exercise which may require changes to the 2017/18 ABP it would seem preferable, certainly in future years, to bring the new ABP to the March committee to avoid a delay of 3 months to delivery in the new financial year.

Neil Harris
Habitat Regulations Delivery Manager

South East Devon
Habitat Regulations
Executive Committee
March 2017

East Devon District Council

Habitat Mitigation Officers form

Q1. Name

Justin Hart
Sama Euridge

Q2. Location:

Pebblebed Heath - Aylesbeare Common

Pebblebed Heaths - Bystock

Pebblebed Heaths - Bicton Common

Pebblebed Heaths - Colaton Raleigh Common

Pebblebed Heaths - Dalditch Common

Pebblebed Heaths - East Budleigh Common

Pebblebed Heaths - Harpford Common

Pebblebed Heaths - Hawkerland

Pebblebed Heaths - Lympstone

Pebblebed Heaths - Mutters Moor

Pebblebed Heaths - Venn Ottery

Pebblebed Heaths - Woodbury Common

Exe Estuary - Bowling Green Marsh

Exe Estuary - Dawlish Voluntary Exclusion

Exe Estuary - Exmouth Duck Pond / LNR

Exe Estuary - Exminster Marshes

Exe Estuary - Exmouth Voluntary Exclusion Zone

Exe Estuary - Imperial Recreation Ground

Exe Estuary - Kitesurfing Zone

Exe Estuary - Powderham Estate Marshes

Exe Estuary - PWC Zone

Exe Estuary - The Maer

Exe Estuary - Waterski Zone

Dawlish Warren - Bird Hide

Dawlish Warren - The Bight

Dawlish Warren - Dune Ridge

Dawlish Warren - Finger Point

Dawlish Warren - Golf Course

Dawlish Warren - Greenland Lake

Dawlish Warren - Groyne 1 to 9

Dawlish Warren - Groyne 9 onwards

Dawlish Warren - Main Wood (Dead Dolphin Wood)

Dawlish Warren - Railway Saltmarsh

Dawlish Warren - Soft Sand Bay

Dawlish Warren - Warren Point

Dawlish Warren - Wryneck Path

Dawlish Warren - Visitor's Centre

Q3. Number of people spoken to:

Q4. Type of incident / interaction

- ☐ Disturbance (education)
- ☐ Disturbance (enforcement)
- ☐ Code of conduct
- ☐ Zones of activity
- ☐ Voluntary exclusion zone
- ☐ Dogs on leads
- ☐ Dog fouling
- ☐ Number of dogs
- ☐ Information (site specific)
- ☐ Information (wildlife)
- ☐ Information (general / miscellaneous)
- ☐ Other (please tick and state below)

Q5. Was the interaction or incident to do with a disturbance?

- ☐ Yes
- ☐ No - please move onto question 7

Q6. If the incident or interaction was to do with a disturbance, what type of disturbance was it?

- ☐ PWC / jet ski
- ☐ Powerboat
- ☐ Waterski / wakeboarding
- ☐ Kayak / canoe
- ☐ Kite surfing / windsurfing
- ☐ Sailing
- ☐ Crab tiling
- ☐ Bait digging / cockle raking
- ☐ Dog walking
- ☐ Fire
- ☐ BBQ
- ☐ Jogging
- ☐ Motor vehicle
- ☐ Horse riding
- ☐ Walking (without dog)
- ☐ Fishing
- ☐ Photography
- ☐ Airborne (drone, microlight, hang-glider, model aircraft)
- ☐ Cycling
- ☐ Mountain biking
- ☐ Other (please tick and state below)

Q7. What did you give as a result of the interaction / incident:

- ☐ Advice
- ☐ Caution - please move onto question 9

Q8. If advice was given, what advice was it:

Q9. Was there a witness / witnesses present?

- ☐ Yes
- ☐ No - move onto question 11

Q10. If yes, please state their names and contact details:

Q11. Any additional details / notes:

If required, including for example: name of boat, identifying features, description of person

Q12. Next steps:

Thank you for completing this form, please click on the submit button below to send your answers through.



SOUTH EAST DEVON
HABITAT REGULATIONS
PARTNERSHIP

South East Devon Habitat Regulations Executive Committee

Dawlish SANGS Marketing Strategy

Neil Harris – Habitat Regulations Delivery Manager
March 2017

Legal comment/advice:

There are no direct legal implications arising.

Finance comment/advice:

Comments made by Natural England should be noted and although the expenditure can be approved as recommended in this report, if members feel appropriate, the Committee should be able to review this budget upon receipt of the rebasing report in June to ensure this expenditure is still considered a high priority.

Public Document:	Yes
Exemption:	None
Review date for release	None

Recommendations

It is proposed that the HREC:

- 1. Approve the Dawlish Countryside Park Marketing Strategy.**
- 2. Approve the Dawlish Countryside Park Marketing Budget (Appendix A) of £38,958 for the first 3 years.**

Equalities impact: Low

Risk: High

To be effective, all SANGS need to be actively promoted to ensure that key users are aware of the location and layout of the site. Without a strategy or associated budget it will not be possible to target these users effectively, which risks compromising how effectively this site works as mitigation. Attracting key user groups to SANGS via leafleting and other media is integral to the concept of alternative provision as mitigation.

1. Summary

1.1 Dawlish Countryside Park is the first Suitable Alternative Natural Green Space (SANGS) secured through the work of the South East Devon Habitat Regulations Partnership. It will provide a natural recreational area for the enjoyment of the community now and for future generations.

1.2 This natural green space with wild countryside and walks is needed to help protect internationally important conservation sites at nearby Dawlish Warren and the Exe Estuary. It will provide more leisure choices to explore the environment and enjoy nature at its best for the growing population and people living in new developments nearby. In particular, dogs and dog walkers will be encouraged to visit the Park, with the aim of decreasing dogs and dog walkers at Dawlish Warren.

1.3 To ensure that dog owners and walkers in the local population and visitors are encouraged to visit the Countryside Park as an enjoyable and accessible alternative to Dawlish Warren, a marketing strategy has been developed. This seeks to ensure a high level of awareness and footfall to Dawlish Countryside Park by residents and visitors is achieved, reducing the numbers of dog walkers to Dawlish Warren and therefore reducing levels of disturbance.

2. Marketing and Communications Strategy

2.1 Green spaces and country parks in Teignbridge District Council (TDC) fulfil a range of needs, providing local amenities, classrooms, and destination points for people who love nature and wildlife and want to get close to what they love. As outlined in the Council Strategy 2015-2020, Teignbridge is committed to providing appropriate green spaces with new developments, which are safe, inclusive, multifunctional and encourage healthy lifestyles.

2.2 Enjoyment of the outdoors, nature and green spaces, are important ways of promoting and valuing the natural world. Exercise, dog walking, to relax and unwind, to socialise, to play with children/enjoy family time, to enjoy the scenery and wildlife watching are all reasons why people visit green spaces according to Natural England's annual *Monitor of Engagement*¹.

2.3 Research conducted by Devon Wildlife Trust (DWT) reveals many different reasons to visit green spaces: to watch and study nature/wildlife, enjoy the scenery, relaxation, peace and quiet, walking, fresh air, while easy access and parking are important to visitors too.

2.4 In order to encourage people to visit green spaces, people need to know that they can visit, how to get there, and what to do when they are there.

2.5 Interpretation nearly always follows three forms. Off-site interpretation in the form of signage, a webpage on an appropriate website and on-site provision in the form of leaflets, information panel and welcome signs.

2.6 In order to get people to visit and have an inspiring experience on visible, well branded green spaces, TDC should:

- **Make it easy** – green spaces need to be easy to find, with clear information about what to expect on the site and about levels of accessibility.
- **Make green spaces welcoming** – people need to know they can come and feel encouraged to visit.
- **Create an experience** – an environment which stimulates known emotional triggers to engagement.
- **Avoid being overly directional** – allow visitors scope to explore on their own terms.
- **Be tailored** - one size does not fit all; all of our green spaces are different and interpretation needs to reflect this whilst providing consistent delivery and a coherent approach.
- **Put TDC on the map** – branding needs to be consistent, visible and appropriate to the sites. Branding should take account of the partnership according to the agreed communications protocol.

¹ <http://publications.naturalengland.org.uk/publication/6579788732956672>

2.7 In particular, Dawlish Countryside Park (“the Park”) will be easily accessible for thousands of visitors and of sufficient size and topographical interest so that TDC can develop biodiversity as part of telling compelling stories about wildlife and how together we can shape the natural world. The key priority in telling compelling stories about the Park, is to attract and encourage dog walkers to use the site as an alternative to Dawlish Warren. The role of the Park is to decrease the number of dog visitors to the Warren, and to provide an attractive and accessible alternative.

2.8 This Marketing Strategy supports the launch and promotion of the Park for the first 3 years, after which time management of the site may change.

3. Key Project Aims:

- a. To raise awareness of the Park as an accessible, enjoyable and wild natural, green space for visitors and local residents alike.
- b. To reach and inspire dog walkers to change behaviours away from walking at Dawlish Warren, to the Park instead.
- c. To promote the Park as a destination to create a sense of place for local people and visitors – encourage existing and future dog walkers at Dawlish Warren to visit the site – offering a richer and more engaging experience
- d. To focus on the following themes:
 - Easy to access on your doorstep (new home owners and local residents)
 - A preferential ‘off-lead’ alternative to Dawlish Warren (dog walkers), with free parking always
 - Play your part in protecting wildlife and birds (dog walkers, conservationists)
 - Dogs welcome on all areas of the park (except areas of arable crops)
 - Safe, traffic free area where dogs can exercise and socialise with other dogs and their owners.
- e. To use TDC/SEDHRP branding to educate stakeholders

4. Key messages:

4.1 These are simple messages that can be adapted and used in a variety of situations. They act as a guide for different members of staff and partners talking about the Park.

- The new Park provides public open space with wild countryside, quiet walks, cycle paths and play areas available to all. It will have wildflower grassland, scrub and woodland, to provide attractive habitats for native wildlife, such as Cirl buntings. It will give people more choice about where they go, explore the environment and enjoy nature at its best.
- Explore the countryside on your doorstep – a new Park for visitors and residents to Dawlish Warren and Dawlish. It's a great place for dogs where you can park for free or get there by train or bus via Dawlish Warren.
- Help protect our important wildlife at Dawlish Warren - walk your dog at the Park instead.
- Walk your dog at the new Park – let it run free!
- Enjoy the new haven for dogs, discover walks and trails in our new natural open space where you can take in the views of coast and countryside, just a 10 minute walk from Sainsbury's in Dawlish.
- Don't forget to pick up after your dog and deposit waste in the dog bins provided.

5. Key Audiences and channels of communication

	Primary	Secondary
Local residents, incl dog walkers	Website/social media	Local schools, Pre-schools & youth groups. Community groups and Events. Welcome pack for new home owners
Local dog couples/singles and families	Website/social media	Vets, professional dog walkers and other dog services.
Visitors	Website/social media	Holiday parks, campsites, TIC's, Dawlish Warren Tourism and Visit Devon websites, Sainsbury's. Dawlish Warren visitor centre, Lifeguard huts at DW and Teignmouth, Resorts Office Teignmouth, train stations
Birdwatchers, Nature/wildlife lovers, discoverers, 55+	Website/social media	Communities of interest e.g. RSPB, DWT, walking groups
Businesses	Direct mail / Email newsletter	Chambers of commerce, business networks, invite to dog walkers event
Dog and walking schemes - SW Cocker Poo Club, Greyhound Rescue, Dawlish Walking for health group	Direct mail	
District Councillors	Members newsletter	
Parish Councillors	Email	Website/social media
County Councillors	Email	Website/social media
MPs	Direct mail	Website/social media
Staff	Chief Exec bulletin	The Bridge
Media	Press releases / case studies	Social media
Partner organisations e.g. supermarkets, Health professionals etc.	Email list	Link with their social media accounts And display materials, leaflets, posters
All	Display in Council offices, libraries, CABs	Leaflets, posters, car stickers, dog tags, poo bags.

6. Message targeting

Message	Audience 1	Audience 2	Audience 3	Evaluation
Explore our new countryside park with your dog	Residents of Dawlish and surrounding area	Exeter and Teignbridge area	Visitors	Footfall
Learn about nature	Learners			Number of schools / attendees
Help us look after this special natural space	Volunteers	Friends		Number of volunteers and number of 'champions'
Bring your dog for room to run free, socialise with other dogs	Dog owners/walkers			Number of dog owners/walkers
Join Devon Dogs	Dog families	Dog couples/singles	Professional dog walkers	Number of members
Come along to our events and take part in our family dog show	Dog owners	Residents	Visitors	Number of attendees
See native species and wildlife	Nature lovers	walkers		Footfall
Join in our programme of events for all, from kite flying to tree planting to brass rubbings	Residents	Visitors		

7. Lifecycle and timeline:

7.1 Phase 1 - launch and growth in year 1:

February 2016:

Develop brand for the Park, or icon to promote understanding of dogs free to run for consistency

April 2017:

Design and print marketing collateral to include (see budget for full costs):

- A4 folded leaflet, 'Discover Dawlish Countryside Park' includes map of park – 5000 (lifespan less than 1 year) (includes design and print)
- A4 laminated posters – 500 (incl design and print)
- Calendar of events flyer – 2000 (incl design and print)
- A1 posters for A frames promoting activities and events – 100

June 2017:

Physical signposting including:

- Clip on signs on posts, next to dog restriction signs - 50
- Finger boards - 4
- X4 Brown signs (DCC)
- X3 Large Interpretation Boards and installation A0 size sign
- X3 smaller boards and installation.
- 10 Trail brasses/Name signs for each field - Wagtails, room to roam, spacious acres, room to run
- 1 A4 brass motif for posters/t-shirts

July 2017:

Creation of web page on www.teignbridge.gov.uk and supporting social media messages

Dog festival promotional A5 double sided leaflet – 2000

Dog festival programme of opening day activities and events – A5 double sided – 500

Local radio advertisement on Breeze FM radio: 'For doggy heaven, visit Dawlish Countryside Park, room to run!'

Local newspaper advertisement in Dawlish Gazette and Teignmouth Post:
Half page £300 + vat in 2 publications or Quarter page £175 + vat or full page £550 + vat

August/September 2017:

Opening festival - Ribbon cutting ceremony with VIPs – local dog celebrity (Buzz the Boxer from Newton Abbot?), incl:

Guided walk around the Park; Family activities and nature trails; Family dog show with prizes; Invite the media – press and radio

October 2017:

Range of volunteer activities

Half term events for kids – incl kite flying festival

Dog meet up and walk events

December 2017:

Range of volunteer activities

Half term events for kids

Dog meet up and walk events

7.2 Year 2

A programme of events and activities, responding to local interest and needs and building on year 1

Phase 2: Longer term strategy when the Park is established and enjoying high levels of awareness.

7.3 Year 3

A programme of events and activities, responding to local interest and needs and building on years 1 and 2

8. Evaluation

Annual review of the plan is key and will be reported to the Habitat Regulations Executive Committee to ensure that the key project aims are achieved and that events and other expenditure is effective and efficient.

Flexibility should be retained year to year to enable the adoption of new and emerging approaches – and the ability to discontinue any which do not provide value for money.

See suggestions aligned with message targeting in 5 above, including:

- Footfall on site
- Footfall at neighbouring sites, e.g. Dawlish Warren
- Number of event attendees and feedback forms
- Number/location of Devon Loves Dogs members
- Onsite survey: How did you find out about the Park, how often do you come, why, what other places locally to you visit etc.
- Social media / Telephone enquiries on dedicated number
- Email enquiries received

On the web:

“Click throughs” to target pages

Log type and number of information downloaded

Surveys

On social media:

Twitter “reach”

Facebook posts “reach”

Email lists:

Track email stats responses

Measure growth in email distribution list

9. Funding & Implementation

9.1 TDC currently hold £39,000 in receipts for SANGS from developer contributions collected under the Joint Interim Approach. It is recommended that these receipts are used to fund the 3 year Marketing Strategy for the Dawlish SANGS.

9.2 If approved, it has been agreed that this Strategy will be implemented by the Teignbridge District Council Green Spaces department. It will be necessary for the Project Officer (Devon Loves Dogs) to collaborate on specific events such as the annual Dog Festival.

Neil Harris
Habitat Regulations Delivery Manager

South East Devon
Habitat Regulations
Executive Committee

March 2017

Natural England comment:

Natural England supports the recommendations with the following caveats:

- That the cost of on-site signage is not already covered by the establishment cost for the SANGS land. (It is certainly included in the Master Plan and the costings for that.)
- That the cost of the Dog Festival should more appropriately be funded through the Dog Project from the cross-site measures funding 'pot' and not the SANGS 'pot'.
- That, if the budget for this marketing strategy is not directly tied to this site through the Shutterton Park S106, the costs are reviewed in light of the shortfall in overall funding to see where savings could be made (e.g. hire of marquee, brass stencils, etc)

Appendix A Dawlish Countryside Park marketing budget

2017						
	Feb	Apr	June	July	Aug/Sept	Oct
Branding development	£ 300.00					
A4 folded leaflet		£ 300.00				
A4 posters		£ 250.00				
Events calendar		£ 500.00				
A1 posters		£ 300.00				
Other trail signage			£ 200.00			
50 clip-on signs			£ 1,200.00			
2 double finger boards			£ 265.00			
2 single finger boards			£ 215.00			
4 Brown signs			£ 8,000.00			
3 interpretation boards A0			£ 7,500.00			
1 viewpoint board A1			£ 2,500.00			
Themed brasses/stencils			£ 600.00			
A4 brass stencil			£ 120.00			
Local radio ad campaign 6-8 weeks				£ 500.00		
Local newspaper advert (2 publications)				£ 300.00		
Family Dog Festival costs						
A5 leaflet				£ 200.00		
A5 programme of activities				£ 120.00		
Prizes					£ 100.00	
Dog Show Rosettes					£ 75.00	
Marquee					£ 1,027.95	
First aid					£ 260.00	
Toilet Hire					£ 140.00	
Casual wardens					£ 54.50	
Promotional banners					£ 72.00	
A5 leaflet						£ 200.00
A5 prog of activities						£ 120.00
Kite flying festival						£ 100.00
Contingency			£ 1,500.00			
TOTAL	£ 300.00	£1,350.00	£22,100.00	£1,120.00	£ 1,729.45	£ 420.00
					2017 Total	£ 27,019.45

2018				
	Feb	Easter	Summer	Oct
A4 folded leaflet	£ 300.00			
A4 posters	£ 250.00			
Events calendar	£ 500.00			
A1 posters	£ 300.00			
Local radio ad campaign 6-8 weeks			£ 500.00	
Local newspaper ad (2 publications)			£ 300.00	
Event				£ 100.00
A5 leaflet				£ 200.00
A5 prog of activities				£ 120.00
Family Dog Festival costs				
Prizes			£ 100.00	
Dog Show Rosettes			£ 75.00	
Marquee			£1,027.95	
First aid			£ 260.00	
Toilet Hire			£ 140.00	
Casual wardens			£ 54.50	
Promotional banners			£ 72.00	
A5 leaflet			£ 200.00	
A5 prog of activities			£ 120.00	
Park or Bark 5k run		£ 300.00		
Contingency	£ 1,400.00			
Total	£ 2,750.00	£ 300.00	£2,849.45	£ 420.00
			2018 Total	£6,319.45

2019			
	Feb	Summer	Oct
A4 folded leaflet	£ 300.00		
A4 posters	£ 250.00		
Events calendar	£ 500.00		
A1 posters	£ 300.00		
Local radio ad campaign 6-8 weeks		£ 500.00	
local newspaper ad (2 publications)		£ 300.00	
Event			£ 100.00
A5 leaflet			£ 200.00
A5 programme of activities			£ 120.00
Family Dog Festival costs			
Prizes		£ 100.00	
Dog Show Rosettes		£ 75.00	
Marquee		£ 1,027.95	
First aid		£ 260.00	
Toilet Hire		£ 140.00	
Casual wardens		£ 54.50	
Promotional banners		£ 72.00	
A5 leaflet		£ 200.00	
A5 programme of activities		£ 120.00	
Contingency	£ 1,000.00		
Total	£ 2,350.00	£ 2,849.45	£ 420.00

2019 total	£ 5,619.45
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2017-19 total	£ 38,958.35
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