



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



Exeter
City Council



Teignbridge
DISTRICT COUNCIL
South Devon

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)