



**EASTERN
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PARTNERSHIP**

Solent wide network of strategic environmental sites scoping study

Communications Plan, Revision 2.0



working together - protecting our coastline



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1. Introduction

This Communications Plan sets the communications framework for this project. It will serve as a guide for communications throughout the life of the project and will be updated as communication needs change (this will be reflected in the Revision number of the document). This plan sets out how the project team will spend time and resources, identifying and defining the roles of the people involved. It also includes an engagement action plan, which highlights the engagement requirements of this project (Section 5). A project team directory is included to provide contact information for all stakeholders directly involved (Section 4).

As a result the Eastern Solent Coastal Group should be seen as an honest, transparent and efficient Local Authority that communicates and achieves its purpose and priorities effectively.

2. Background

The approved Isle of Wight Shoreline Management Plan (IOWSMP) and the North Solent Shoreline Management Plan (NSSMP) identify a number of common but complex "Solent wide" environmental and social issues that require further investigation. Both SMP's recommend that further studies are necessary to understand how implementing coastal change policies would impact upon the strategic network of environmental sites across the Solent rather than looking at individual and isolated sites independently. Table 1 below provides a list of the key sites identified in the SMPs.

North Solent SMP	Beaulieu River, Conigar Point, East and West Chidham, Farlington Marshes, Fishbourne, Hook Lake, Hythe and Fawley, Lymington to Keyhaven Marshes, Northney Farm, Southmoor, Stansore Point, Stoke Common, The Deeps, Thorney Island, Tournerybury Marshes, Verner Common, Warblington
Isle of Wight SMP	Brading to St Helens Ledges, Medina Estuary

Table 1. Network of Sites identified in the IOWSMP and NSSMP.

Each site is unique but they share some or all of the following common issues: landscape, heritage, amenity, recreation (coastal access), salt marsh, mudflat, freshwater habitats, coastal grazing marsh, BAP habitat species, environmental designations SPA, SAC, Ramsar, SSSI, saline lagoons, reed beds, unvegetated shingle (Cheniers), agriculture, wet grassland, wader and wildfowl feeding and roost sites, estuaries. This list is not exhaustive and each site does not contain all the features listed.

At present a number of coastal change policies (such as managed realignment) within the adopted NSSMP will be difficult to implement unless the results from these further studies determine, with appropriate evidence, that there will be no detrimental impact on the Solent wide network of these strategic environmental sites. Two priority actions from the NSSMP action plan identify the need for a better understanding as follows:

- NSSMP Priority Action No.2: "Investigate mitigation measures, required arising from flood risk management works, for maintaining function of Solent-wide network of high tide roost sites."
- NSSMP Priority Action No.3: "From a flood risk management works perspective, undertake further studies to identify and understand the location, features and function of the Solent-wide network of high tide roost sites (as far as it is identified) and the likely consequences on the ability of the network to continue to function if one or more sites were to be damaged or lost (through managed or unmanaged realignment) linked to flood risk management works "

Undertaking these two NSSMP Priority Actions will inform planning, the development of coastal strategies and schemes, and will enable sustainable and transparent decisions to be made for timely provision of compensatory habitat through the Regional Habitat Creation Programme (RHCP). The NSSMP in its action plan had a 2011 target start date for both actions.

3. Objectives

3.1 Overall Business Objective

The aim of the scoping study is:

- To fully scope the requirements for a future detailed study on sustaining and enhancing the integrity of the Solent wide network of strategic environmental sites. This will have an emphasis on high water roost sites and identify key influences that impact strategic land use.

Part of the scoping exercise will be to determine the geographical extent, initially considering a Solent wide boundary, to understand the interdependence of the network of current sites. The geographical boundary extends from Hurst Spit in the west through to Selsey Bill in the east and includes the Isle of Wight. The following specific objectives have been identified to achieve the above aim:

- 1 Establish a broad stakeholder group covering the interests across the Solent-wide network of sites to obtain a complete knowledge of data available (first workshop). Develop expert panel to provide senior review, consisting of key members of the stakeholder group (a) FCERM/SMP

(policy) issues; b) Spatial Planning; and c) Environmental/Ornithological interests. Develop communications plan and terms of reference to be drafted and circulated before first workshop.

- 2 To summarise a spatial boundary for the final study area, and begin mapping a matrix of site interests and linkages to highlight how sites operate as a network.
- 3 To confirm our understanding of the extent of existing information and identify data gaps, which need filling. Review existing data before and following first workshop, and the recommendations these studies make towards further studies required to allow sustainable and informed coastal change management decisions to be made. Develop a list of surveys and studies that will be needed to fill data/knowledge gaps. The priority and appropriate timings of these must also be outlined, particularly where long-term monitoring is required.
- 4 To establish a set of general Solent-wide issues and specific site issues for sites of major importance identified in table 1 and up to a further 10 additional sites identified during the scoping study (any additional sites would need to be referred to a future study). Develop a list of data / studies that would be required to allow coastal change decisions to be made.
- 5 The scoping study will begin the process of identifying sites suitable for compensation of habitats and land uses to complement the Regional Habitat Creation Programme, which focused on intertidal habitat. It will also look to investigate the viability of potential mitigation methods that could be adopted at sites in the defined Solent study area, where coastal change would result in the loss of a particular land-use / habitat. This information will also be summarised spatially using a GIS system compatible with Havant Borough Council's software.
- 6 The scoping study will begin to explore the process that decision makers need to go through to develop compensation sites / mitigation measures. This includes identifying and highlighting enabling mechanisms, such as the promotion of options such as high level stewardship schemes to landowners, where a change in land use could improve the strategic network of sites and benefit the landowner.
- 7 Following Stakeholder input at workshop 1, develop a set of prioritised costed proposals for further studies identified in objectives 3 to 6. Challenge these initial proposals with Stakeholders at workshop 2 to develop them further, with the aim to agree whether this would enable longer term coastal change management decisions to be made in the Solent region, maintaining the strategic network of sites.
- 8 To develop an Action Plan with key Stakeholders making recommendations to progress the future studies identified in Objective 7, particularly focused at identifying contributions. Contributions do not refer

to purely monetary input, but also time resources etc. At workshop 2, work with Stakeholders to recommend lead authorities to take these future studies forward. This is a key objective to achieve at workshop 2.

- 9 To produce a final report with an Action Plan that links together the findings of the Scoping Study, and presents:
 - An executive summary;
 - A recommendation for the spatial boundary of the study area;
 - Prioritised costed proposals for future studies;
 - Recommended dates of undertaking studies;
 - Potential lead authorities for future studies;
 - Potential funders of future studies;
 - Guidance and decision making process to develop compensation sites / mitigation measures;
 - Summary GIS data;
 - Appendices including summary of exiting studies / outputs of stakeholder workshops.

3.2 Communication Objectives

The principle communication objectives for the development phase of this project are as follows;

- Identify all stakeholders for the project, an objective that will continue throughout the Project's life;
- Encourage stakeholder engagement and encourage stakeholders to get actively involved in the study, to benefit all;
- Raise awareness and understanding of the importance of the Solent high tide roosting sites and the issues that face them;
- Inform stakeholders of coastal management options through engagement;
- Provide clarity of scope and impact, ensure workshops are clear on what is being proposed, the level of influence and the cost and benefits of proposals;
- To analyse carefully all stakeholder input at workshops and provide clear feedback to stakeholders on the outcome of the workshops;
- To capture and acknowledge the different priorities of the Stakeholders and their remits, and establish compromises to help satisfy all.
- Encourage involvement of stakeholders at workshops to fully capture their views.

3.3 Communication Aims

The principle Aims for the development phase of this project are as follows;

- Draw on local knowledge of the area and issues;
- Raise awareness and an understanding of the project;

- Encourage involvement and interest from local stakeholders and authorities in the project;
- Develop an understanding that this is a project that should benefit all stakeholders involved, not just the Eastern Solent Coastal Partnership as project lead.

3.4 Level of influence

What others **can** influence:

- Our understanding of existing data and ability to access it;
- The spatial boundary of the final study area;
- Inviting additional stakeholders to involve at workshops;
- Who should be represented on an Expert Panel to review study findings steer future development beyond the scoping study;
- Identification of potential compensation sites and mitigation measures;
- The list of prioritised costed proposals for further studies;
- The action plan that links together the findings of the scoping study;
- The extent and scope of future works;
- The funding available to carry out future works;
- The success of the project.

What others **can't** influence:

- The Coastal Management Policy for the frontages (Hold the Line), these have already been set by the North Solent Shoreline Management Plan and the Isle of Wight Shoreline Management Plan;
- The legal requirements under the Habitat Regulations (although these can be lobbied about if necessary).

3.5 Key messages

The following key information has been agreed with the Project Manager and will be used consistently in all project communications, internal or external, including press releases, letters to stakeholders, consultation documents, display panels, newsletters, interpretation boards and informal engagement with stakeholders.

Key Information for Key Messages:

Who: This study is being managed by the South Eastern Coastal Partnership, comprising of Havant Borough Council, Portsmouth City Council, Gosport Borough Council and Fareham Borough Council. The funding

was secured by Havant Borough Council who are leading on behalf of the Partnership. Jacobs and Atkins have been contracted to help deliver the study, through partnership working. Key to the success of the study is input from stakeholders across the Solent, and two workshops will be held to specifically involve them.

What: To fully scope the requirements for a future detailed study on sustaining and enhancing the integrity of the Solent wide network of strategic environmental sites. This will have an emphasis on high water roost sites and identify key influences that impact strategic land use.

Why: At present, a number of coastal change policies (such as managed realignment) within the adopted North Solent Shoreline Management Plan will be difficult to implement unless the results from these further studies determine, with appropriate evidence, that there will be no detrimental impact on the Solent wide network of these strategic environmental sites. Once complete, future detailed studies will inform planning, the development of coastal strategies and schemes and will enable sustainable and transparent decisions to be made for timely provision of compensatory habitat through the Regional Habitat Creation Programme.

When: Scoping study runs from January to June 2012.

Where: Solent Wide - including the Isle of Wight.

4.0 Business case for engagement

The Eastern Solent Coastal Partnership will attempt to involve all stakeholders across the Solent region that have a particular interest in coastal change, and environmental issues. The list of stakeholders identified as key to this study, and whom will be invited to the two planned workshops are listed in Table 4.1.

4.1 Engagement Methods

This project needs to work with others in order to:

- Inform. *To let others know about something;*
- Gather information. *To gather views/ advice to inform our work;*

- *Involve. To work closely with others given an opportunity for genuine discussion;*
- *Form partnerships. To share decision-making and responsibility with others.*

4.2 Why we need to work with Stakeholders

- To obtain a complete knowledge of data available;
- To understand the needs of stakeholders and their level of interest in this study and its outputs;
- To gain support needed to progress future works beyond the scoping study;
- To utilise existing knowledge and skills amongst stakeholders and seek opportunities / contributions towards taking forward future works;
- To encourage public and professional support for our recommended scoping study action plan, and to avoid adverse reactions;
- To agree a way forward towards making coastal change management decisions and advising spatial plans, strategies and schemes.

4.3 Why Stakeholders will want to work with us

- The project fulfils two actions from the North Solent Shoreline Management Plan, which arose from the needs of a steering group with representatives from many stakeholders across the North Solent region;
- The results of the future works that follow the scoping study will be of benefit to many stakeholders in making informed coastal management decisions. Their input to shape these works is therefore essential in order to benefit all;
- To ensure the preservation and potential enhancement of the International, National and Local environmentally designated habitats;
- To voice their views and change the outcomes.

4.4 Local issues that could affect the project

- Difficulties in getting all the stakeholders together at one time to capture views at the two workshops;
- Lack of a contact from the Environment Agency's Regional Habitat Creation Programme;
- The temptation for stakeholders to try and extend the scope of the study beyond the original scope.
- Potential issues with obtaining data from Bird Counts etc, due to high level of resource in collecting them.
- Many conflicting local priorities between stakeholders.

4.5 Project Team Structure

The Project Manager will take a proactive role in ensuring effective communications on this project. The communications requirements are documented in the Action Plan presented in this document (Section 5). The Action Plan will be used as the guide for what information to communicate, who is to do the communicating, when to communicate it and with whom to communicate. To achieve project success it will be critical that a close working relationship is established and actions are shared across the integrated team, this will ensure efficient delivery and focused engagement with key partners.

Roles of the team are:

Project Executive

The project executive is the project champion and has authorized the project by signing off the business case to the Environment Agency. This person is responsible for gaining funding for the project and is ultimately responsible for its success. They are also responsible for making recommendations on the project and reporting these to the Local Authority Head of Service and the Portfolio Holder for Coastal Engineering. Since the Project Executive is at the executive level, communications should be presented in summary format unless the Project Executive requests more detailed communications.

Project Manager

The Project Manager has overall responsibility for the execution of the project. The Project Manager manages day to day resources, provides project guidance and monitors and reports on the overall program costs and the success, as defined in the Project Plan. As the person responsible for the execution of the project, the Project Manager is the primary communicator for the project distributing information according to this Communications Plan. The Project Manager is also responsible for ensuring the Project Team completes task to standard, within budget and within the allotted timescale.

Project Team

The Project Team is made up of all people who have a role working on the project. The project team needs to have a clear understanding of the work to be completed and the framework in which the project is to be executed. Since the Project Team is responsible for completing the work for the project they played a key role in creating the Project Plan including defining its schedule and work packages. The Project Team report directly to the Project Manager and require a detailed level of communications which is achieved through day to day interactions with the Project Manager and other team members.

Key Stakeholders

Stakeholder engagement forms a key component of the scoping exercise. Many of those identified in table 4.1 have been involved with the development of the

Shoreline Management Plans and are aware of the issues that need to be resolved.

Portfolio Holder for Coastal Engineering

The Portfolio Holder for Planning and Built Environment, which coastal engineering is a part of, is responsible for maintaining an understanding of the issues involved in delivering coastal services. The Portfolio Holder will provide direction on and ensure the development of the vision for this service whilst facilitating the effective communication of Council policies and strategies to all Councillors, employees, residents, partner organizations and other stakeholders.

4.6 Project Team Directory

The following table presents contact information for all persons identified in this communications management plan. The email addresses and phone numbers in this table will be used to communicate with these people.

Role	Name	Representing	Contacts
Project Executive	Lyll Cairns	Eastern Solent Coastal Partnership	lyll.cairns@havant.gov.uk 02392 446453
Project Manager	Gavin Holder	Eastern Solent Coastal Partnership	gavin.holder@havant.gov.uk 02392 446121
Consultant Project Manager	Steve Thompsett	Jacobs	steve.thompsett@jacobs.com 02082 560413
Project Team	James Addicott	Eastern Solent Coastal Partnership	james.addicott@havant.gov.uk 02392 446223
Project Team	Heather Coutts	Atkins	heather.coutts@atkinsglobal.com 01372 756958
Project Team	Ray Traynor	Jacobs	ray.traynor@jacobs.com 02082 560454
Workshop	Terry Fuller	Jacobs	terry.fuller@jacobs.com

Facilitator			
Key Stakeholders			
Name	Authority	Job Title	Contacts
Sue Simmonite	Associated British Ports	Environment Manager	ssimmonite@abports.co.uk 02380 488685
David Lowsley	Chichester District Council	Senior Engineer	dloadsley@chichester.gov.uk 01243 534645
Sarah Hughes	Chichester District Council	Community Wildlife Officer	shughes@chichester.gov.uk 07765 175494
Ed Roswell	Chichester Harbour Conservancy	Conservation Officer	edward@conservancy.co.uk
Alison Fowler	Chichester Harbour Conservancy	AONB Manager	alison@conservancy.co.uk 01243 512301
James Addicott	Eastern Solent Coastal Partnership	Coastal Project Engineer	james.addicott@havant.gov.uk 01243 446223
Scott Mills	Eastern Solent Coastal Partnership	Coastal Engineer	scott.mills@havant.gov.uk 02392 446256
Gordon Wilkinson	Eastleigh Borough Council	Senior Engineer	gordon.wilkinson@eastleigh.gov.uk 02380 688224
Peter Murphy	English Heritage	-	peter.murphey@english-heritage.org.uk
Adam Cave	Environment Agency	Biodiversity Officer	adam.cave@environment-agency.gov.uk
John O'Flynn	Environment Agency	Coastal Engineer	John.o'flynn@environment-agency.gov.uk

			01794 832722
Dave Rumbolds	Hampshire & Isle of Wight Trust	Head of Conservation (South)	davidr@hwt.org.uk 01489 774433
Debbie Whitfield	Hampshire and Isle of Wight Trust	Senior Biodiversity Officer	deborahw@hwt.org.uk 01489 774420
John Durnell	Hampshire and Isle of Wight Trust	-	johnd@hwt.org.uk
Lucy Sheffield	Hampshire County Council	Coastal Manager	lucy.sheffield@hants.gov.uk
Pete Potts	Hampshire County Council	Senior Ranger	pete.potts@hants.gov.uk 07956005831
Julie Boschi	Havant Borough Council	Senior Landscape Architect	Julie.boschi@havant.gov.uk 02392 446536
Laura Grimason	Havant Borough Council	Technical Officer	laura.grimason@havant.gov.uk 02392 446538
Sarah Haines	Havant Borough Council	Policy Planner	sarah.hains@havant.gov.uk 02392 446616
Chris Mills	Isle of Wight Council	Planning Policy	chris.mills@iow.gov.uk
Colin Pope	Isle of Wight Council	AONB Officer	colin.pope@iow.gov.uk
Jenny Jakeways	Isle of Wight Council	-	jenny.jakeways@iow.gov.uk
Peter Marsden	Isle of Wight Council	Coastal Engineer	peter.marsden@iow.gov.uk
Jonathan Cox	Jonathan Cox Associates	Consultant	01590 671166 Jonathan_cox@btconnect.com

Louise MacCallum	Langstone Harbour Board	Environment Officer	environment@langstoneharbour.org.uk 02392 463419
John Archer	National Farmers Union	-	john.archer@nfu.org.uk
Andrew Lawrence	National Trust	Senior Warden	Andrew.lawrence@nationaltrust.org.uk 07799 072593
Hilary Crane	Natural England	Land Management Advisor	Hilary.crane@naturalengland.org.uk 03000 604822
Simon Thompson	Natural England	Land Use Coastal Advisor	simon.thompson@naturalengland.org.uk 03000 604625
Andrew Colenutt	New Forest District Council / Channel Coast Observatory	Coastal Project Officer	Andrew.colenutt@nfdc.gov.uk 02380 285588 / 598468
Ian Barker	New Forest National Park Authority	Ecologist	ian.barker@newforestnpa.gov.uk 01590 646685
David Hayward	Portsmouth City Council	Senior Planning Policy Officer	David.haywood@portsmouthcc.gov.uk 02392 841275
Jacqueline Boulter	Portsmouth City Council	-	Jacqueline.boulter@portsmouthcc.gov.uk
Peter Burrard-Lucas	Portsmouth City Council	-	peter.burrard-lucas@portsmouthcc.gov.uk
Carrie Temple	RSPB	-	carrie.temple@rspb.org.uk
Chris Cockburn	RSPB	Warden	Chris.cockburn@rspb.org.uk 02392 378686

Carolyn Francis	Solent Forum	Solent Forum Officer	carolyn.francis@hants.gov.uk
Karen McHugh	Solent Forum	Solent Forum Manager	Karen.mchugh@hants.gov.uk 01962 846027
Bernadine Maguire	Southampton City Council	Flood Risk Management Officer	Bernadine.maguire@southampton.gov.uk 02380 832403
Karen Eastley	Test Valley Borough Council	-	keastley@testvalley.gov.uk

Table 4.1

* Note – there was no-one available from the Regional Habitat Creation Programme to participate at the workshops following numerous enquiries with the Environment Agency.

5.0 Engagement Action plan

NB:

- The timing set out in the **When** column should correspond to the project programme in order to ensure that we are engaging people at the right time.
- **Engagement Activity** column results from project team discussion on why we are engaging these people and why they want to be engaged - see section 2 above.
- **Outcome** column sets out how the project team know that this action has been successful e.g. “they will be aware of our view of flood risk” “they will understand how they can be involved” “They will have a chance to have a say in the scheme” “we will better understand local knowledge on historical flooding in this area”.

When	Engagement objective	Engagement activity	Lead responsibility	Outcome
16/02/2012	To obtain a clear understanding of what work has already been completed that can feed into this study, and what further information is needed to understand the Solent wide network of strategic environmental sites. Also to confirm the study boundary and explore potential contributors towards further works.	Workshop 1 of 2 with key stakeholders. Workshop to introduce study, with targeted break-out sessions to record stakeholders knowledge. A facilitator to help direct each table.	Eastern Solent Coastal Partnership, supported by consultant team.	Stakeholders to be aware of project and hopefully keen to be involved. Understanding of data available.
28/03/2012	To analyse findings from workshop 1. To confirm what further works are required to understand the Solent	Workshop 2 of 2 with key stakeholders. Workshop set up as a series of break-out sessions to record stakeholders	Eastern Solent Coastal Partnership,	Stakeholders agreed on what further

When	Engagement objective	Engagement activity	Lead responsibility	Outcome
	wide network of strategic environmental sites, to enable coastal change management decisions to be made, whilst maintaining this network (particularly in relation to high tide roost sites). To identify potential leads for further studies, and contributors, in terms of data and costs.	knowledge. A facilitator to help direct each table.	supported by consultant team.	works are needed and thinking about contributing.
20/05/2012	To review report and agree action plan.	Circulate draft report to expert panel and ask for comments.	Eastern Solent Coastal Partnership	A final agreed report that can be circulated to all stakeholders
10/06/2012	To share findings with wider stakeholder group and begin process of developing further studies	Attach final report to Havant Borough Council's website and email stakeholders to highlight its availability.	Eastern Solent Coastal Partnership	Development of further studies.

