

# SEP Actions (2011/12)

## Year One Actions

<i>Ref</i>	<i>Action</i>	<i>Theme area</i>	<i>Outcome</i>	<i>Responsible Partner</i>
<b>Priority 1</b>				
5/2	Agree a joint working approach with the Severn Rivers Trust and explore the potential for complementary activities in the Estuary	Membership and Involvement	Synergy with adjoining and overlapping organisation	SEP Staff
7/1	Research, develop and publish a concise State of the Severn Estuary report	Encouragement of delivery of estuary principles	Clear understanding of estuary resource	SEP staff
7/4	Encourage the Welsh Assembly Government and UK Government to work in a cross-border manner in the Severn Estuary	Encouragement of delivery of estuary principles	Coordinated approach to planning in a cross-border estuary	SEP staff
7/5	Encourage the various organisations involved in the South West Inshore Marine Plan Area to support the Severn Estuary Partnership	Encouragement of delivery of estuary principles	SEP recognised and supported by MMO as facilitation mechanism	All partners
7/6	Encourage the MMO and WAG to work together to produce Marine Plans covering the estuary	Encouragement of delivery of estuary principles	Coordinated approach to planning in a cross-border estuary	SEP staff
8/5	Modify e-news section of SEP website to enable targeted delivery of information	Promoting and Publicising the Estuary	More information delivered more effectively	SEP staff
8/6	Develop an integrated Communication, Engagement and Marketing Strategy for the Severn Estuary	Promoting and Publicising the Estuary	Clear and agreed approach to marketing	SEP staff
8/8	Produce a new display on SEP and its activities for use at conferences and other similar events	Promoting and Publicising the Estuary	Improved publicity and awareness of SEP	SEP staff
9/1	Assist delivery of the Shoreline Management Plan and Flood Risk Management Strategy outputs for Environment Agency	Adding Value and Filling Gaps	Management scenarios agreed and clear	SEP staff
9/4	Co-ordinate production of the Management Scheme for Severn Estuary European Marine Site	Adding Value and Filling Gaps	Management issues identified and met	SEP staff
9/6	Facilitate delivery of workshops and input of expertise in support of the IMCORE project (funded)	Adding Value and Filling Gaps	Approach to climate change in coastal areas	SEP staff
9/7	Contribute to the Beacons YoCCo Forum & IMCORE education work by organising workshops, developing web resources and contributing to an education resource pack (funded)	Adding Value and Filling Gaps	Improved awareness of climate change adaptation options for young people	SEP staff
9/8	Contribute to the DeltaNET project via attendance at workshops and organisation of final meeting (funded)	Adding Value and Filling Gaps	Improved delta/ estuary management experience exchange	SEP staff

## Priority 2

5/5	Develop a more focused consultancy role and establish clear protocols for this to ensure that SEP continues to add value to existing activities.	Membership and Involvement	Maintains key funding source to support SEP staff team	SEP staff
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## Ongoing Actions

Ref	Action	Theme area	Outcome	Responsible Partner
<b>Priority 1</b>				
5/6	Update contacts database	Membership and Involvement	Efficient and effective communication	SEP staff
5/8	Continue to encourage Community, Parish and Town Councils to join SEP	Membership and Involvement	Wider and more inclusive Partnership	SEP staff
5/1	Encourage all organisations that are members of ASERA, SCOSLA, SECG and BCSEG to also join SEP as the coordinating body for the Estuary	Membership and Involvement	Wider and more inclusive Partnership covering larger area	SEP staff
7/5	Encourage the various organisations involved in the South West Inshore Marine Plan Area to support the Severn Estuary Partnership	Encouragement of delivery of estuary principles	SEP recognised and supported by MMO as facilitation mechanism	All partners
7/3	Respond to relevant consultations	Encouragement of delivery of estuary principles	Fit with SEP aims	SEP staff
7/9	Continue to develop and strengthen the Joint Estuary Groups Initiative Secretariat	Encouragement of delivery of estuary principles	Effective partnership working	SEP staff
7/8	Meet with those bodies proposing new actions in the area to encourage the inclusion of the Strategy in the planning process	Encouragement of delivery of estuary principles	Strategy continues to be effective	SEP staff
8/1	Continue to develop and expand Severn Estuary Gateway and SEP websites, including the provision of social networking sites	Promoting and Publicising the Estuary	Improved provision of information	SEP staff
8/7	Advertise local tourism events throughout the summer months	Promoting and Publicising the Estuary	SEP and Severn Estuary brand promoted by others	SEP staff
8/9	Continue to produce a Biannual Newsletter, Severn Tidings, with a specific community focus	Promoting and Publicising the Estuary	Community issues circulated and understood	SEP staff
9/2	Continued provision of secretariat services for estuary groups	Adding Value and Filling Gaps	Integrated working	SEP staff
9/3	Continued provision links between academic projects and professional practice	Adding Value and Filling Gaps	Promotion of best practice	All
9/9	Continue to facilitate and improve consultation processes	Adding Value and Filling Gaps	Improved consultation responses	SEP staff
10/1	Organise quarterly meetings of the SEP Management Group (two in England and two in Wales)	Ensuring Effective Communications	Effective management of organisation	SEP staff
10/2	Organise biannual meetings of the Joint Advisory Committee (one in England and one in Wales)	Ensuring Effective Communications	Effective management of organisation	SEP staff
10/3	Organise the Severn Estuary Forum, alternating between England and Wales	Ensuring Effective Communications	Wider awareness of estuary and issues	SEP staff
10/4	SEP to actively engage with and support neighbouring initiatives, as appropriate	Ensuring Effective Communications	Improved industrial involvement	SEP staff

## Ongoing Actions contd.

Ref	Action	Theme area	Outcome	Responsible Partner
<b>Priority 1 contd.</b>				
12/1	Encourage partner and member organisations to play a full role in the delivery of the Strategic Business Plan	Resources and Operations	Support of core activities	SEP staff
12/2	Maintain the accommodation in Cardiff University, working closely with the MACE Group	Resources and Operations	Support of core activities	SEP staff
12/3	Maintain the core Staff Team	Resources and Operations	Support of core activities	SEP staff
12/4	Ensure that provision of IT equipment is suitable for the agreed tasks	Resources and Operations	Support of core activities	SEP staff
12/5	Maintain a comprehensive Business Continuity Plan and Data Management plan.	Resources and Operations	Support of core activities	SEP staff
<b>Priority 2</b>				
5/7	Continue to publicise SEP to organisations around the Estuary and explore opportunities for joint working, while encouraging new members	Membership and Involvement	Wider and more inclusive Partnership covering larger area	SEP staff
5/3	Actively support the Wales Coastal & Maritime Partnership and the Welsh Group of European Marine Sites	Membership and Involvement	Better coordination with Welsh initiatives	SEP staff and partners
5/4	Actively support the Coastal Partnerships Network and help shape the messages to national organisation	Membership and Involvement	Better coordination with UK initiatives and policies	SEP staff
8/10	Update the photographic resources available on the Gateway website	Promoting and Publicising the Estuary	Awareness of special qualities of estuary	SEP staff
8/11	Continue to support Flickr photographic site for the Severn Estuary	Promoting and Publicising the Estuary	Comprehensive photo resource	SEP staff
<b>Priority 3</b>				
7/7	Engage, where appropriate, with Finding Sanctuary and Marine Conservation Zone Project Wales	Encouragement of delivery of estuary principles	New MCZs fit with SEP aspirations	SEP staff