



Severn Estuary Partnership Priorities 2011/12

Paul Parker

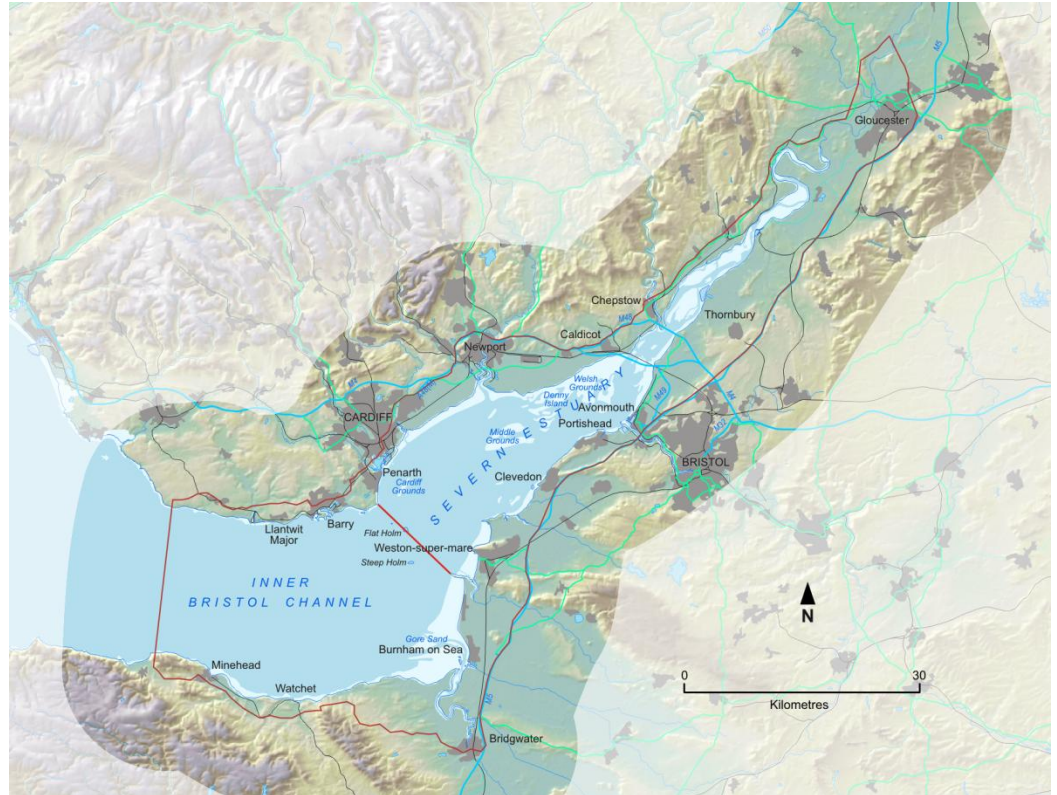
Parkerpr@cardiff.ac.uk
www.severnestuary.net/sep

**Severn Estuary Partnership, Joint Advisory Committee
8th November 2011**



State of the Severn Estuary Report

- provides an overview of the 'State of the Severn Estuary'
- written in a non-technical and easy to understand style
- aims to inform a wide ranging audience
 - including Estuary users and local people
 - about why the Estuary is so unique



Severn Estuary Partnership

Working in partnership for the future of the Severn Estuary

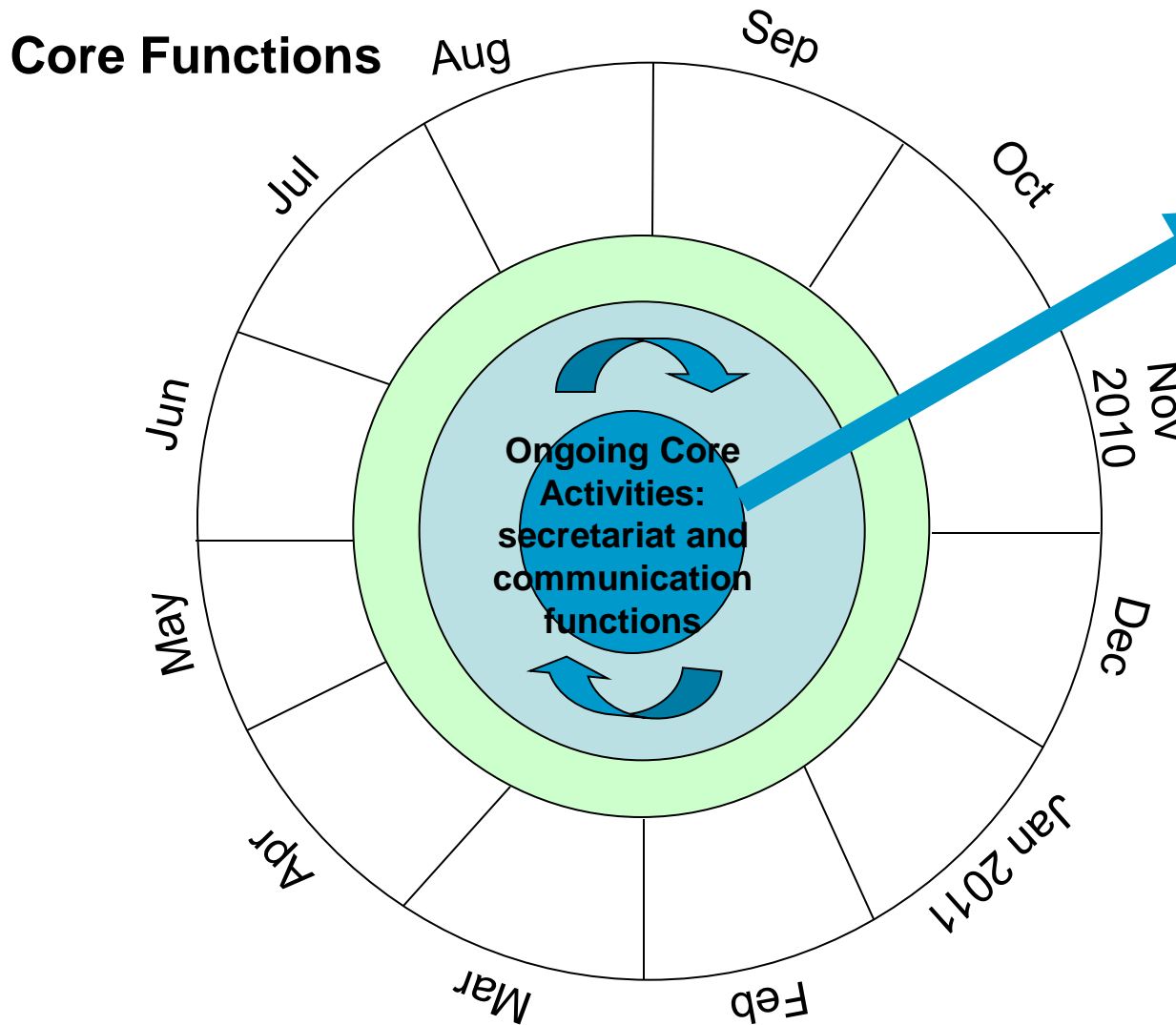


Key Activities
Timetable
Meeting Schedule
Key Priorities
Workshop Outline



Severn Estuary Partnership

Working in partnership for the future of the Severn Estuary



Internal Secretariat Functions:

- Management Group Meetings
- Joint Advisory Committee Meetings
- Annual Forum

Communications:

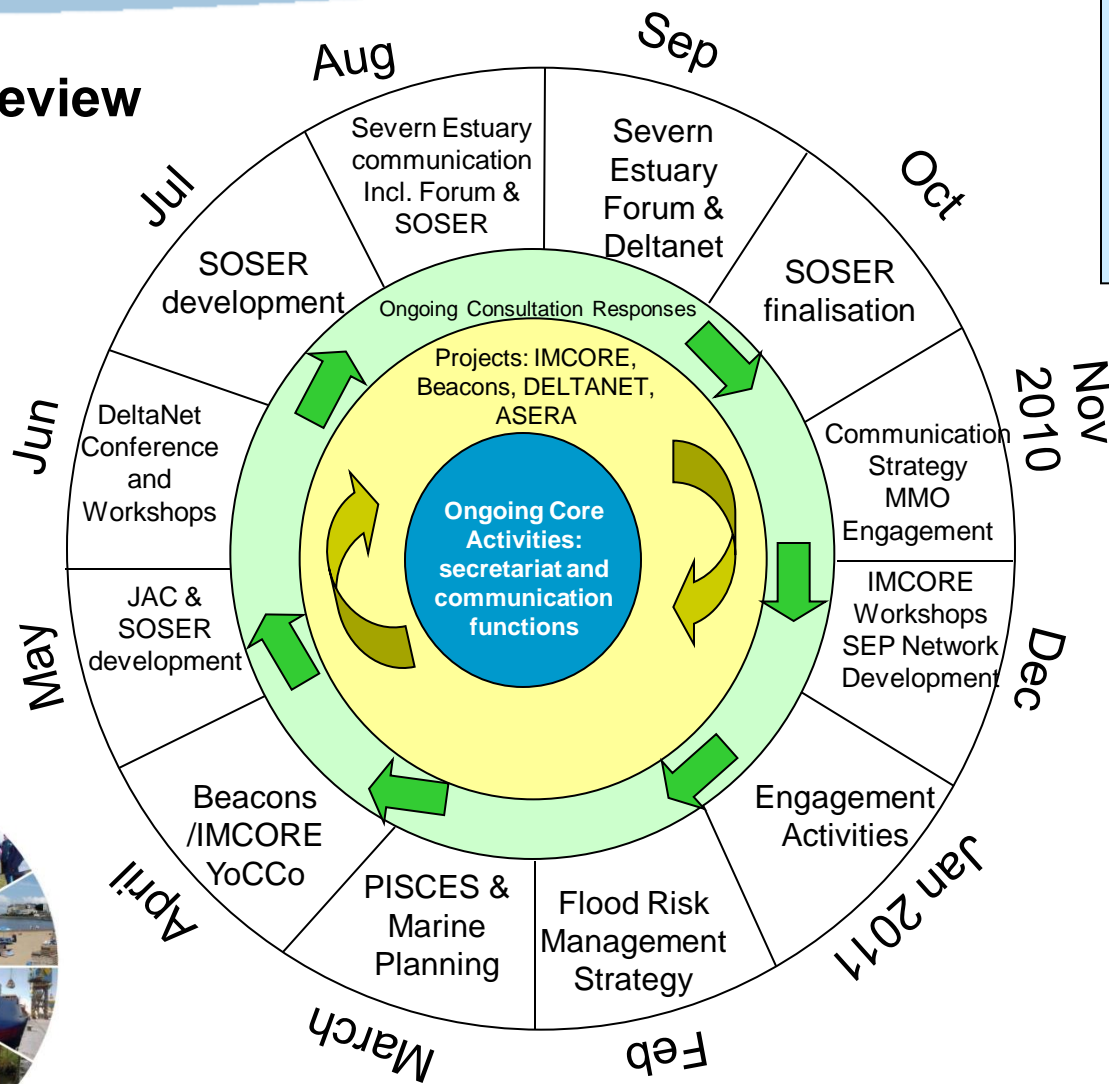
- Severn Tidings
- E News
- Website

Severn Estuary Partnership

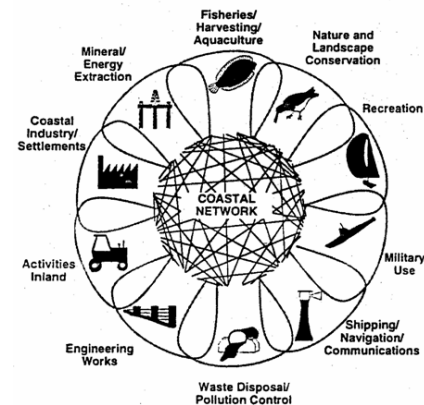
Working in partnership for the future of the Severn Estuary



The Year in Review



There's a lot going on!



Severn Estuary Partnership

Working in partnership for the future of the Severn Estuary



Key Activities

Timetable

Meeting Schedule

Key Priorities

Workshop Outline



Severn Estuary Partnership

Working in partnership for the future of the Severn Estuary



Month	Event	Action
January	SEP Management Group	Produce Annual Action Plan for coming year
April	SEP Management Group	Start of Business Plan Year and sign off Annual Action Plan
May	Joint Advisory Committee	Explanation of targets for year and request for support
July	SEP Management Group	Review of delivery - targets and support
September	Severn Estuary Forum	Launch Annual Report covering previous year (with publicity)
October	SEP Management Group	Draft roll forward of Business Plan (new year 5)
November	Joint Advisory Committee	Input to Business Plan roll forward
January	SEP Management Group	Produce Annual Action Plan for coming year

Severn Estuary Partnership

Working in partnership for the future of the Severn Estuary



Key Activities
Timetable
Meeting Schedule
Key Priorities
Workshop Outline



Severn Estuary Partnership

Working in partnership for the future of the Severn Estuary



2012 Meeting Schedule

Month	SEP Management Group	Joint Estuary Day	Severn Estuary Forum	ASERA	SECG
2012					
January	16				
February *					
March					
April	9				
May		15		15	15
June					
July	9				
August					
September			21		
October	8				
November		6		6	6
December					

Severn Estuary Partnership

Working in partnership for the future of the Severn Estuary



Key Activities
Timetable
Meeting Schedule
Key Priorities
Workshop Outline



Severn Estuary Partnership

Working in partnership for the future of the Severn Estuary



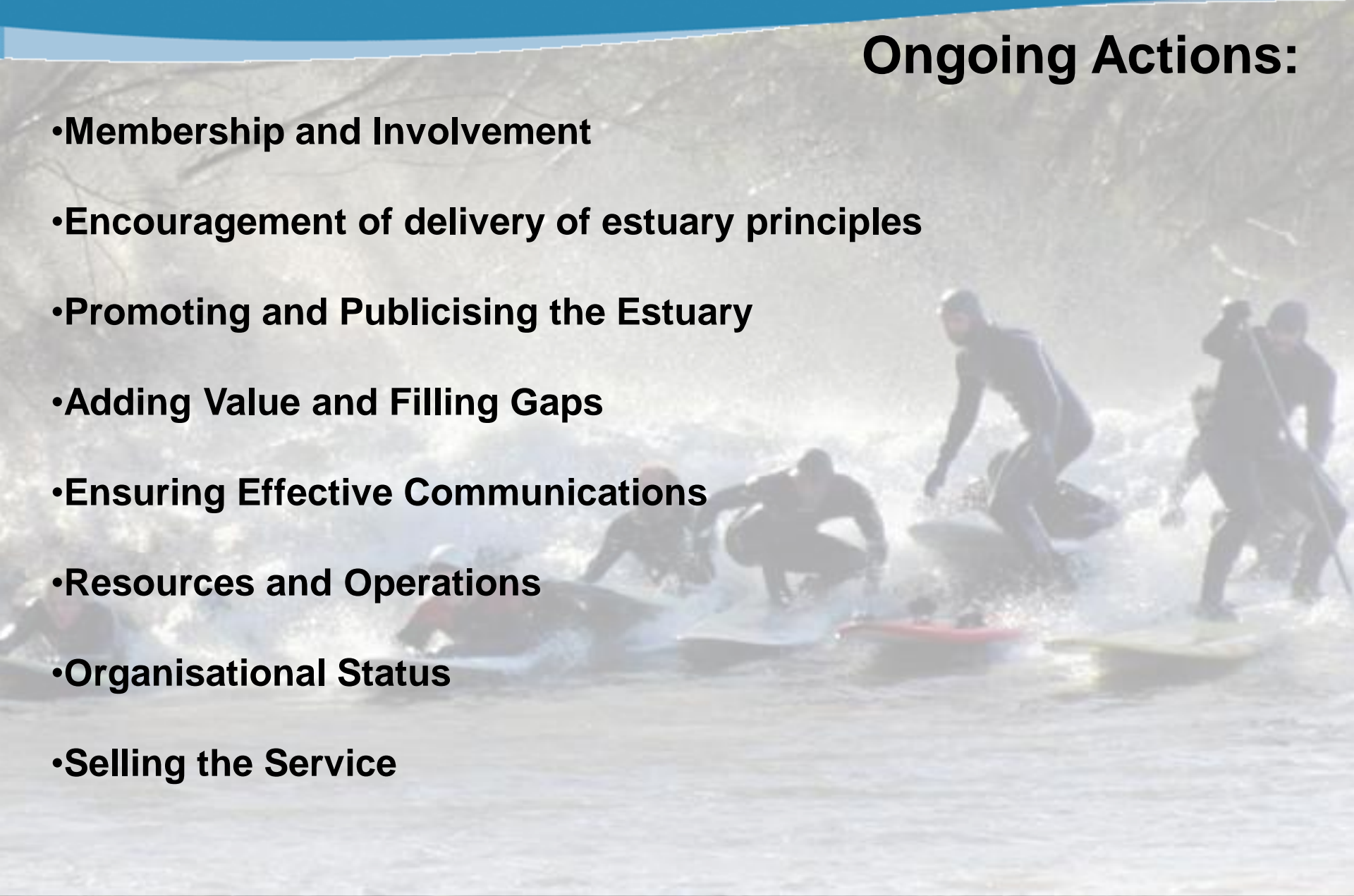
Completed Actions:

<i>Ref</i>	<i>Action</i>	<i>Theme area</i>	<i>Outcome</i>	<i>Progress to Date</i>
5/9	Review the membership structure of SEP	Membership and Involvement	Clearer membership structure and benefits	Completed
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	Final Draft Document
8/2	Review the Communications Strategy for SEP, identifying the key messages and themes to be promoted across the organisations work	Promoting and Publicising the Estuary	Effective communications	Completed
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	Completed
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	Completed
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	Completed
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	Completed – additional workshops on going
12/5	Maintain a comprehensive Business Continuity Plan and Data Management plan.	Resources and Operations	Support of core activities	Completed plan – ongoing updates



Ongoing Actions:

- **Membership and Involvement**
- **Encouragement of delivery of estuary principles**
- **Promoting and Publicising the Estuary**
- **Adding Value and Filling Gaps**
- **Ensuring Effective Communications**
- **Resources and Operations**
- **Organisational Status**
- **Selling the Service**



Severn Estuary Partnership

Working in partnership for the future of the Severn Estuary



Key Activities
Timetable
Meeting Schedule
Key Priorities
Workshop Outline





Aims of the Workshop:

- To assess which SEP services are most valued by members
- To identify potential development of new services
- To help set key priorities for SEP for 2012/13
- Outputs will feed into a workshop report and will be incorporated into the 2012/13 Action Plan embedded into SEP's strategic Business Plan.



Workshop Questions:

- 1. What added value does the SEP currently bring to your organisation?**
- 2. What are the main barriers that limits your organisations engagement and resourcing of SEP**
- 3. Which areas/services would you like to see SEP Develop?
Which areas/services will deliver the most added value to your organisation?**
- 4. Any Questions/point of clarity for SEP?**
- 5. What do you see as the main priorities for SEP in 2012/13?**