

Towards Solent Marine Planning (SoMaP) Project

Communications and Data Collection Strategy June 2010 Version 6

Background

SoMaP is an 18 month project commencing from February 2009. It has a planning phase running from February to July 2009, and a main project phase running from August 2009 to July 2010. This strategy shows how the project will be communicated to stakeholders throughout the main project 12 month period.

The strategy comprises the following sections:

1. Stakeholder Engagement Plan (Calendar)
2. Stakeholder Meeting Programme
3. Methods of Communication to be used
4. Data to be collected
5. Letters and pro-formas
6. Types of Stakeholder
7. Stakeholder Matrix
8. Database (ancillary database to hold Stakeholder Matrices and data to be developed on-line)
9. Strategy Review

The Communications Strategy is to be updated as the project commences and throughout the programme to provide an audit of communications with stakeholders.

The project is working to a work programme agreed by the Steering Group and this includes the following 7 packages.

Tasks	By when	
Establish an organisational structure and stakeholder engagement plan	June 09	✓
Reiterate national progress on Marine Spatial Planning by the Defra implementation team back to stakeholders	October 09	✓
Scope with stakeholders the case for a marine plan at a Solent scale.	March 2010	Nearly complete
Understand the information requirements for a Solent Marine Planning System	October 09	✓
Agree pilot case study sectors, to represent pressing Solent issues and land and marine interactions, and use these to test the data and information	June 2010	✓
Obtain and map all sectoral policies within the Solent; obtain further data as agreed in work package 4	Sept 2010	In progress
Evaluate project findings and make recommendations to stakeholders	Sept 2010	

114 Stakeholder Engagement Plan

The Stakeholder Engagement Plan is a dynamic Calendar of events that is updated at least weekly.

Green Milestone

Blue Meeting or Event

Pink Specific SoMaP Meeting or event

Date	What	Key output	Who	
Feb 09 – April 09				
18/2/09	First start-up SG meeting	Agree work programme	SG	✓
May w/b				
4	Data Group Meeting	Terms of Reference. Method of data collections	DG	✓
11	Draft Communications Strategy	Showing exactly who will be contacted and when	KM	✓
18				
25	Letters to LA and HA	Explain project and how can be involved	KM	✓
	Final draft Comms Strategy to SG	Showing who will be contacted – Final details on when for this calendar in Sept.	KM	✓
June w/b				
1				
8	Steering Group Meeting	Karen write agenda	SG	✓
15				
22				
29				
July w/b				
6				
13	Solent News	Small article to explain comms. Strategy and data group		✓
20				
27	Agree with SG	Timetable of Communications Strategy		✓
August w/b – MAIN PROJECT STARTING				
3				
10	Agree Communications material and MSP text	Report on work package 2	BM and SC	✓
17	Monthly alert	Topic to be decided	KM	✓
24	Web-page to all SF members	Web-site	KM	✓
September w/b				
31	Southern Coastal GP	Update	KM	✓
7	Interview with Case Study - RHHA	Interview	KM	✓

14	SCOPAC	Generic project presentation	BM	✓
	Start to scope with stakeholders the case for a marine plan at a Solent scale.	Make contact with universities for public participation	BM	✓
21	SF Members Meeting	Generic project presentation	KM	✓
	Send to all SoMaP Stakeholders	PROJECT LAUNCH DATE	KM	✓
		Send 1st Briefing Note, Press Release		
October w/b				
28				
5				
12	Monthly Alert	Topic to be decided	KM	✓
19				
26	SF Steering Group	Present progress	KM	✓
	Soton Harbour Recreational Users Group	Generic project presentation	KM	✓
	Data Group Communication	Agree Matrix framework. Steer data visualisation	KM	✓
November w/b				
2	Steering Group Meeting	Karen write agenda	SG	✓
8	Start Planning Conference for October 2010	Project Planning Meeting with Kate Ansell	KM	✓
16	Monthly Alert Hamble Estuary Partnership Hampshire Economic Partner	Topic to be decided Project Briefing Project Briefing	KM KM KM	✓ ✓ ✓
23	Website	Update Website	KM	✓
	Apply to Coastal Futures presentation	Provide details of project, progress and findings to date to Bob Earls Coastal Futures conference	KM	✓

3	Hamble Estuary Partnership	Community Engagement and		
December w/b				
30				
7				
14	Monthly Alert	Topic to be decided	KM	✓
21				
January 2010 w/b				
28	Solent News	Article based on generic project presentation + all work since	KM	✓
4				
11	Interim Scoping Report on Community Engagement	Will show lessons learnt from other countries and scope how it can be done	BM	✓
18	Stakeholders	Interviews with stakeholders - ABP - Western Solent/ Soton	KM	✓
25	Coastal Management for Sustainability & CoastNet	Send out email through CMS/CoastNet to raise awareness	KM	✓
February w/b				
15	Monthly Alert	Topic to be decided	KM	✓
22	Website	Update Website	KM	✓
March w/b				
1	Steering Group Meeting	Guide Project	SG	✓
8	SF Steering Group	Report findings and progress	KM	✓
15	SF Members Meeting Monthly Alert RHHA Annual Forum on 16th	Present findings and progress Community Engagement	KM	✓ ✓ ✓
22	Stakeholders	Interviews with stakeholders - Planning for SLR - Fishing and Aquaculture	KM	✓
April w/b				
29				
5	Stakeholders	Interviews with stakeholders - Fishing - Chichester and Sussex	KM	✓
12	Monthly Alert		KM	✓
19				
26	Review	Review stakeholder engagement to date	KM	✓
May w/b				

3	Hamble Estuary Partnership	Community Engagement and collect policies	KM	✓
10	Monthly Alert		KM	✓
24	Website	Update Website	KM	✓
June w/b				
31	Stakeholders	Interviews with stakeholders - Isle of Wight	KM	✓
7	SF Steering Group	Report findings	KM	✓
14	Monthly Alert	Topic to be decided	KM	
21				
July w/b				
28	Solent News	Article to summarise project and all work since	KM	✓
5				
12	Monthly Alert	Topic to be decided	KM	
26				
August w/b				
2	Final Newsletter	See Solent News. General update	KM	
9	Monthly Alert	Topic to be decided	KM	
23	Website	Update website	KM	
30				
Sept w/b				
6	Review	Final Review of stakeholder engagement throughout project	KM	
13	Monthly Alert	Topic to be decided	KM	
20	SF Steering Group	Report findings	KM	
27	Final Conference	Conference to SF, Regional & National Stakeholders	KM	
October w/b				
4	Final Newsletter	See Solent News. General update	KM	
11	Monthly Alert	Topic to be decided	KM	
18	Interim Scoping Report on Community Engagement	Will show lessons learnt from other countries and scope how it can be done	BM	
25				
	Website	Update website	KM	

Name	Broadly who Involved	When and Where
Local Meetings		
Western Solent and Southampton	Local Authorities, Harbour Authorities, Hampshire County Council, EA, NE, Other Orgs	NFNPA Jan 6th
Eastleigh, Fareham, Hamble	Local Authorities, Harbour Authorities, Hampshire County Council, EA, NE, Other Orgs	Warsash Sailing Club 20 th May
Portsea, Havant, Gosport, Langstone	Local Authorities, Harbour Authorities, Hampshire County Council, EA, NE, Other Orgs	PCC 17 th June
Chichester and West Sussex	Local Authorities, Harbour Authorities, Hampshire County Council, EA, NE, Other Orgs	WSCC 17 th May
Isle of Wight	Local Authorities, Harbour Authorities, Hampshire County Council, EA, NE, Other Orgs	Quay Arts 19 th April
Sectoral Interest		
Planning for Sea Level Rise and Marine Business	EA RHCP, EA Solent South Downs, NE, SMP leads, PUSH, HCC planning and ecology, SCG, Business Representation	HCC 10 th March
Planning for Port and Shipping	ABP, QHM, RHHA – separate meetings	November 09 and January

Planning for Fishing and Aquaculture	MFA, IFCAs, Fishing and oyster fishing reps	Warsash Sailing Club 1 st April
Planning for Water based Recreation and Access to the Coast	SF Recreation Group	Solent University 15 th July
Planning for Nature Conservation	SF Nature Conservation Group	FBC 24 th June

3. Methods of Communication

<p>Web-based Interactive Spatial Information</p> <p>Initially the Solent Forum to set-up aspecific web-pages to communicate the project and all work in progress. Sections to inc.: Project background and the Marine Bill, Methodology, Communications Strategy with Calendar of Events, Document library. Craft text for this from Bernadine Maguire's work, due for completion July 09. KM to design these as soon as project starts, and Kate Ansell to upload to web-site. Documents to be checked by Defra (Steve Collins) and SG.</p> <p>Spatial Representation of data collected to be directed by SoMaP data group. Will involve mapping of policies and strategies, and links to more detailed information. The matrices presented in section 5 and 6 provide the skeleton of this database.</p>
<p>1st Briefing Note, Press Release and Brochure</p> <p>Use Solent News branding. Craft text for this from Bernadine Maguire's work, due for completion July 09. KM to design these as soon as project starts. Documents to be checked by Defra (Steve Collins). Documents to be sent out to whole stakeholder database by September.</p>
<p>Generic Project Presentation</p> <p>Using text from above and using planned project methodology, produce presentation that can be used opportunistically for events planned by others throughout the project period.</p>
<p>Monthly Alerts</p> <p>These will be used for general updates to be decided each month</p>
<p>Solent News</p> <p>This is sent out 6 monthly to all SF members. An article will be written for each one</p>
<p>2nd Newsletter</p> <p>This Newsletter will cover similar feedback to the previous Solent News. Will provide updates. Could combine with Solent News</p>
<p>Data Group Meetings</p> <p>The data group may meet twice and correspond by e-mail. It is formed to advise on a methodology for data identification, collation and visualisation</p>
<p>Steering Group Meetings</p> <p>The Steering Group will meet at least twice. The group takes the agreed proposals and sets the work programme. It will meet to make sure progress to targets.</p>
<p>Letter</p> <p>A letter will be sent to all Local Authorities and Harbour Authorities in the project planning phase to detail the project aims and ask how they would like to be involved with the project.</p>
<p>Face to Face Interview</p> <p>Face to face interviews will be conducted with any stakeholders who wish to have a meeting, and with stakeholders with complex policies</p>
<p>Telephone Interview</p> <p>Telephone interviews will be conducted with any stakeholders who wish to have a talk through the project, and with stakeholders with complex policies</p>
<p>Postal Interview</p> <p>Questionnaires/proforma may be used as a method of auditing policies</p>
<p>Public Consultation Surveys</p> <p>Questionnaires to members of the local public through University research</p>
<p>Sector Group Meetings</p> <p>Topic Groups may be convened with groups of organisations in a sector as a method of communicating and scoping the case for a marine plan, and as a means of auditing policies. In particular group meetings may be set for Planners, Harbour Authority, Coastal and risk Mangagers.</p>
<p>Conference</p> <p>Final Conference to SF stakeholders, regional and national stakeholders</p>

4. Data to be collected

The project will take a Top-down approach rather than Bottom-up approach, when collecting data. In other words there is a need to frame the type of information to be collected first, rather than employ a scattergun approach of collecting all possible data. Despite this, the project still can list or collate any data on activity that it is provided/comes across. The Eastern Channel MCZ Project will be much more concerned with actually collection national, regional and local datasets and therefore the SoMaP Project can much more usefully target the information it requires to aide planning. It is likely that data from the Eastern Channel MCZ project may be used by SoMap. The Solent Forum web-site is an obvious first source of information and it already has DISC a metadatabase of Solent coastal and marine studies. Solentpedia is also a good source of plans and strategies in the Solent, listed under the managing our coast section.

The information to be targeted is *Statutory and non-statutory plans and policies for a whole range of sectors operating in the Solent*. Each plan or policy will be assigned a geographic boundary/polygon. The outputs will be a Solent Map showing each of these sectors and policy constraints to development/usage – It will include textual information showing policy. Maps may show boundary information, textual policy, jurisdictions, orders and bye-laws, codes of conduct for less organised sectors. Policy information may include metadata on it such as: How policy agreed, how frequently reviewed. In the case of development policies, information may be sought on what plans are made by sectors and to what degree plans are assessed.

Links to available activity data can be made – Solent Forum will work closely with the EC MCZ Project to collate any links. For the three case study areas, more detailed information can be collated if necessary particularly to demonstrate land sea interactions

The approach of mapping policy information would be similar to that taken by two projects discussed:

1. North Wessex AONB Project – managed by Geodata
2. ABPmer project with Local Authorities and Flood Risk Management, to avert risk

The information would need to be gained from each sector using some sort of audit. Outline questions will be needed for this audit – see following section. Prior to conducting any research, information will be gleaned from desk research sources such as Solentpedia, DISC , and the Solent Forum(SF) Marine Consents Guide (MCG).

The data will be visually represented on the web-based spatial database. A separate report entitled "Information Requirements Report" provides detail of the matrix.

5. Letters and pro-forma

5.1 Letter

To

Local Authority Planner
Local Authority Ecologists/Countryside
Local Authority Engineers
Harbour Authorities
Get list from Steve Collins – who Defra sent letters to

CC: Please see attached list of letter recipients

Towards Solent Marine Planning (SoMaP)

In February the Solent Forum began an 18 month project which will begin preparing and scoping the need amongst Solent stakeholders for a Solent scale marine plan. We are currently in the planning phase of the project and the actual project work will run from August 2009 to August 2010. I have attached a Briefing Note to summarise the project.

The project Steering Group would like to involve Local Authority planners, ecologists, countryside managers and coastal engineers, as well as Harbour Authorities in the project from a very early stage, and therefore I am writing to you to ask you how you would like to be involved. One suggestion is to hold Topic Group/Workshop event(s) with Local Authorities and Harbour Authorities. Such a group or groups would be used to disseminate information to you, scope a Marine Planning System with you, and obtain information on coastal policies and strategies that you are involved in. It may be better to have a few groups over a number of coastal sections of the Solent or larger groups; we would value your views on this.

I would be grateful if you could get back to me express any interest you or your organisation has in the project.

Yours sincerely

Karen McHugh
Solent Forum Manager

e-mail: solentforum@hants.gov.uk

Phone: 01962 846027

Briefing Note – Letter Attachment Towards Solent Marine Planning (SoMaP)

The aim of the project is achieve the first steps only in the process of setting up a Solent Planning System by starting to build a Solent-wide coastal and marine policy framework including a spatial database of plans, policies and activities by sector. Two strands to the project include 1/ Understanding what data is required at this initial stage to strategically assess different sectors plans and policies in the Solent 2/ Work closely with a range of stakeholders represented in all sectors and governance of the Solent to obtain this information and explore their views towards a Solent scale marine plan.

The project is working to a work programme agreed by the Steering Group and this includes the following 7 packages.

1. Establish an organisational structure & stakeholder engagement plan
2. Reiterate national progress on Marine Spatial Planning by the Defra implementation team back to stakeholders
3. Scope with stakeholders the case for a marine plan at a Solent scale.
4. Understand the information requirements for a Solent Marine Planning System
5. Agree pilot case study sectors, to represent pressing Solent issues and land and marine interactions, and use these to test the data and information
6. Obtain and map all sectoral policies within the Solent; obtain further data as agreed in work package 4
7. Evaluate project findings and make recommendations to stakeholders

Stakeholder engagement and consultation is at the heart of the project and Solent Forum staff will be funded to spend 104 days over the next 18 months gathering data from each different sector that operates in the Solent, in order to establish the range of different plans and policies organisations have in the Solent. Stakeholders include Local Authority managers, planners and engineers, Harbour Authorities, Operating Authorities, as well as representatives of all sector/groups that use or manage the Solent's resources. The project will work alongside the new Eastern Channel Marine Conservation Zone Project.

The Marine and Coastal Access Bill is planned to be enacted into UK legislation this year or early 2010. This Bill will create a strategic Marine Planning System (MPS) based upon a set of agreed marine objectives. The first stage of this system will be the creation of a UK-wide marine policy statement to create a more integrated approach to marine management and setting both our short and longer-term objectives for sustainable use of the marine environment. It is then intended that the second stage will be the creation of a series of marine plans, which will implement the policy statement in specific areas, using information about spatial uses and needs in those areas.

The Government intends to set up a new Marine Management Organisation (MMO) to deliver objectives for the marine area. In order to establish a MPS, the MMO will need to provide a gap analysis between current plans and policies and a spatially mapped framework for spatial planning and management of the marine environment. The subsequent MPS will be an evolution of the current planning system and current marine management

arrangements.

A MPS would involve the planning of activities to ensure sustainable use of marine resources and reduce conflicts, whilst ensuring compliance with national and international laws. It would ensure a balance of economic, social, cultural and environmental needs. Such a system will need to integrate marine management with the coastal zone taking into account forecasts for sea level rise and the need for natural and man-made land based assets to roll-back.

A large number of organisations are currently involved with managing the Solent including Local Authorities, Harbour Authorities, Environment Agency, Natural England, English Heritage, Sea Fisheries Committees, NGOs and recreational and user groups. In addition many statutory and non statutory plans and initiatives exist.

A new marine planning system will bring about changes to this management structure, although it is not clear at present at what regional scale such a planning system will operate. The Solent may benefit from planning at a Solent scale rather than South Eastern scale and there is a need for local stakeholders to assess the implications of planning at a Solent scale.

SoMaP will examine different sectoral planning policies within the Solent to help inform the new MMO and those with an interest in the potential development of a marine plan. It will also inform the development of marine planning more generally, including any guidance due to be produced following the Marine Bill.

The project is funded and steered by the following organisations: Hampshire County Council, West Sussex County Council Southampton City Council, Isle of Wight Council, Portsmouth City Council, Defra, SEEDA, GOSE, Crown Estate, Environment Agency and Natural England. A key challenge for the project will be spatially representing the data it collects. There is an aspiration to provide an interactive web-based GIS which will allow Solent stakeholders to search for coastal and marine policy data, thus providing the rudiments of a planning tool. The project officers have also formed a Data Group to guide this element of the work; this group includes Crown Estate, Seazone Hydrospatial, Channel Coastal Observatory, ABP Mer and Geodata.

[For further information on the project please contact the Karen McHugh at Solent Forum \(01962 846027\).](#)

5.2 Pro-forma

Questions need to be devised to structure any face to face, telephone or postal audits.

This questionnaire is currently being developed.

6. Types of Stakeholder

The stakeholder types and detailed contacts have been developed in the matrix. See section 7.

7. Stakeholder Matrix

A web-based database is being designed which will show a matrix of stakeholders by sector. Please see separate report entitled “Information Requirements Report”.. The matrix shows how stakeholders will be targeted, the data sought from them and the information to be disseminated to them. It will eventually spatially represent the data collected.

8. Strategy Review

A review of how successful the Communication Strategy will be made. This will include the limitations and successes. To include recommendations of how it could be improved and recommendations for Defra