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Strategic Guidance Review 2010

- Recreation and Tourism –

Project Brief

March 2010

Background

The Solent Forum Recreation Group have an interest in updating the Recreation and Tourism chapter which was written as part of the Solent Forum Strategic Guidance in 1997 (Review of Strategic Guidance on Recreation and Tourism).

The Recreation Group have recently commissioned a Recreation Audit of water based recreation in the Solent. The desk research Phase 1 of this study was completed by Southampton Solent University in Draft in December 2009; this study gathered together information in the Solent on water based recreation and presented the results in a report and a GIS, and provided a methodology and costings for primary research to completely audit water based recreation in the Solent. On receiving this work the Recreation Group felt it should take a step back from the Recreation Audit as it could not clarify the reasons for conducting the research and could not generate the funds necessary to continue. The Group felt that it would be better providing resource to Review the Solent Forum's Strategic Guidance Chapter on Recreation and Tourism last written in 1997; it was felt that this would help guide sustainable marine planning and facility provision in the Solent, as well as set out the current and required evidence base to support it.

The Review of Strategic Guidance on Recreation and Tourism (The Review) would focus on water based recreation, although it would make reference to coastal based recreation and tourism.

It would commence with an analysis of progress since the last Strategic Guidance Review. This analysis should show the usefulness of the previous document and actions. Within this analysis there will be a need to understand the current context, listing and discussing significant studies and projects relevant to the strategic guidance conducted since; the "Enjoying Water Project" currently being conducted by the EA is one such study. The State of the Solent Indicators 2004 are currently being reviewed and the results of this will be used to frame the review. The core of the review will be to obtain agreement from key stakeholders on a position statement and a set of policies and actions required over the next 10 years, to help organisations plan for the future and guide the provision of facilities to support the sector.

A number of products will arise from the Review as well as the main update of the Strategic Guidance chapter on Recreation and Tourism, including: A series of Information Sheets on each water based activity (see appendix A), which will become part of a single pack, sign post the update of the State of the Solent Indicators on Recreation and Tourism (currently being carried out by the Solent Forum); A report analysing the strategic context; and Recommendations on the Evidence Base Required for Marine Planning. The Solent Forum

SoMaP project which is currently on-going will feed into this review, SoMaP is collecting coastal and marine policies by sector and the review will help inform this.

Objectives of the Review

The objective of the review is to help guide sustainable marine planning (in advance of a marine plan which will include the Solent) and guide facility provision, as well as set out the current and required evidence base to support it.. The review will also show the importance and value of water based recreation by activity on the Solent. More specifically the review will develop a position statement for the Solent as well as policies and actions required.

Requirements of the Review

- Clarify the objectives of the review, and who has an interest in it
- Produce contextual analysis summarising key strategies, studies and plans since the last Strategic Guidance
- Assess the 1997 Chapter on Recreation and Tourism and its effectiveness; in particular look at the progress of individual policies (especially with planners) – include an assessment of the suitability of the policies in the previous guidance for inclusion in the new guidance
- Rewrite the position statement with Solent Stakeholders
- Develop policies and actions with stakeholder, as identify opportunities and constraints (Key Project Output)
- Specifically from the above, to assess the current evidence base and make recommendations on its suitability for a range of uses such as a/ strategic planning b/ facilities planning c/ habitats regulation assessment d/ designated new habitats under Balanced Sea e/ development control. Make recommendations on what further research may be required and who may lead it (this will summarise the information from the factsheets below and from State of the Solent Indicators)
- Write a range of information sheets each activity using best available data, and assessing the worth of that data (see Appendix A for activities) – case studies may be used. It is hoped that these will be useful to Tourism SE, RDAs, RYA , BMF, sports participants and developers

Budget

Maximum of £10,000

£2500 of the budget is currently secured.

It was recognised by the group that this amount of money would not buy much time and therefore the following ideas were discussed:

- The project would be qualitative rather than quantitative
- Run at strategic overview level using key stakeholders, and asking them to consult with their members/key stakeholders

- Run in phases
- The consultants consider priorities when quoting for the work

Methodology

The project will begin with a contextual analysis and a thorough understanding and experience in Strategic Planning for the coast will be necessary, desirably with good understanding of Water based recreation and associated industry.

The core of the project will require a methodology that taps into the knowledge of key stakeholders organisations. This can be achieved primarily by using the members of the Solent Forum Recreation Group, by running a number (2-3?) of workshops. As the budget for the work is low, it is expected that members of the Recreation Group will assist the project by filtering information down to their respective members and obtaining some buy-in to the study. The Solent Forum can assist the project (using their secretariat support) in setting-up these workshops with Recreation Group members as well as other key organisations. There may also be a requirement for the consultants to make a number of personal meetings (in person or by phone) with key stakeholders.

As the budget is not completely secured, it is recommended that the project is run in three phases and that Phase 1 is commissioned immediately. Consultants are asked to quote for the whole project, however it can only be let in phases and there is no guarantee that the later phases will actually be commissioned.

The recommended phases are as follows:

1. Review - The need for the work and its objectives, what has changed since the last SG on R&T in 1997, the effectiveness of the SG on R&T
2. Position statement , policies and actions – to obtain this using a few high level workshops (organised with the assistance of the Solent Forum) and other qualitative phone or face- to face interviews and using Recreation Group members to represent/canvas their own stakeholders (ie: RYA, BMF South)
3. Provide a series of Information Sheets over a range of water based activities

Timescale

Draft Brief to SG	16 th March 2010
SG Agree Brief	April 9 th 2010.
Outline Funds obtained	April 2010.
Tender process	April 2010.
Commence work	May 2010.
Literature Review	May 2010
Workshop and interviews	June – Aug 2010.
Interim presentation to Recreation Group	early Sept 2010.
Workshop and interview	Sept - Nov 2010.
Final results	December 2010

Tender Process

This brief will be sent out to tender to at least 3 consultants. Collaboration between consultants/stakeholders is encouraged.

Information required for Information Sheets for each activity

These information sheets are to be written in collaboration with a range of relevant organisations, especially BMF (previously written guidance notes), RYA etc. The first information sheet should be used as a pilot and agreed by the Solent Forum Recreation Group; this can be used as a template for the others. The information sheets should use best available data from the study and from workshops/stakeholder interviews. They should provide a snapshot of the activity.

The following information should be considered for inclusion in the information sheets.

There is yet a need to prioritise this information for consultants.

Overall Information:

- Participation levels and key data
- Value and importance of the activity
- Plans, policies and actions
- Venues/locations from start to finish of activity
- Facility provision (and any shortfalls)
- Accessibility
- Types of 'craft' (if relevant)
- Patterns of use/activity (including seasonal; and weekdays/weekends; events; etc)
- Organisational structure (individuals or organisation based? What type of organisation?)
- Safety
- Education and training (standards; responsible use; etc)
- Sufficiency of current evidence base and recommendations for further research

SWOT analysis and Driver for Change

- Leisure time
- Disposable income
- Economic recession
- S Hants = growth area
- Regulatory context (e.g. Marine Act, MCZ etc)
- Opportunity for rec, users and industry to debate change

Sustainable Management and Planning

- Activities (management)
- Physical infrastructure, e.g. facilities (planning)
- By whom and on what basis? (Legislation/regulations/byelaws etc)
- Where? (Areas of jurisdiction)
- When? (e.g. seasonal restrictions)
- Overlaps/duplication, and gaps
- Application/enforcement
- Management arrangements & resources, esp. staffing
- Effectiveness of self-regulation

- Trends and predictions

Capacity issues (may need to re-word)

- Physical (space)
- Ecological (impacts on wildlife)
- Conflicts (with other forms of recreation, and other uses e.g. shipping)
- Hot spots – areas of peak activity

Industry aspects

- Productivity
- Value to economy
- Input to strategic planning (e.g. S Hants Strategy)

Marketing, promotion and information

- Sustainable use initiatives

Safety

- Organisational arrangements (including HM Coastguard, RNLI)
- Numbers and types of incident, and causes
- Zones (value/effectiveness of existing zones; need for more?)

Managing Impacts

- Habitats
- Designated sites (new and Old)
- Conflicts with other activities

Appendix A Activities to be Covered (Should these be prioritised?)

Usage of mooring/anchoring areas

Sea angling from boat

Canoeing

Personal water craft

Powerboating incl. RIBs / day boats

Rowing

Sub-aqua diving

Organised swimming events inc. training such as triathlon

Surfing/body boarding

Water skiing

Yachts cruising

Yachts racing

Motor cruising (with sleeping accommodation)

Dinghy cruising

Dinghy racing

Kite surfing

Windsurfing

The previous Strategic Guidance also covered: (these may not be seen as a priority)

Sea angling from the beach

Walking and cycling along the coast

Sunbathing

Wildfowling