



## Severn Estuary Partnership

# 1<sup>st</sup> Severn Estuary Forum & Severn Wonders Festival 2006



*The Waverley was chartered to launch the 1<sup>st</sup> Severn Estuary Forum during the Severn Wonders Festival, June 2006*



# Report & Evaluation

**Status: Draft, 12<sup>th</sup> July 2006**

# 1<sup>st</sup> Severn Estuary Forum & Severn Wonders Festival

## Report and Evaluation



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# 1 BACKGROUND

## 1.1 Severn Estuary Partnership

The Severn Estuary Partnership is an independent, estuary-wide initiative led by local authorities, organisations and statutory agencies. The Severn Estuary Partnership (SEP) has existed since the mid 1990s to develop and implement the Strategy for the Severn Estuary (2001). The Strategy recognised the need for a Severn Estuary Forum.

During formulation of the Strategy, there was a good level of engagement by estuary-related interest groups and the wider community. Since publication of the Strategy, (2001) community involvement in implementing the recommendations and the general work of the SEP had lessened. This was partly due to limited resources within the SEP team, but is also typical of the plan-making process where engagement drops off after publication of the plan/strategy.

Alongside preparation of the Business Plan 2006-09, the SEP prepared a new *Communications Strategy 2006-09* which identified the need to strengthen our activities to enliven our engagement with previous/existing partners and reach out to new organisations & interest groups.

### ***Severn Estuary Partnership Communications Strategy 2006-09***

#### ***Purpose***

*Support delivery of Partnership services by ensuring focussed, efficient and effective communications over the period 2006-2009.*

#### ***Objectives***

- 1. To promote the estuary as a valuable resource for nature conservation, business and as a place to live, work and enjoy.*
- 2. To increase awareness of the Severn Estuary Partnership and its role in the sustainable management of the estuary.*

In 2005-06 the SEP team and Management Group decided that resources and timing were right to enable the SEP to re-engage with the wider community of estuary-related interest groups.

## 1.2 Severn Estuary Forum

During 2005 the SEP began considering the approach to establishing a Severn Estuary Forum. A presentation had been made to the Joint Advisory Committee (JAC) in Spring 2005 by the newly appointed Severn Estuary Partnership Officer (Natasha Barker) to initiate consideration of the role of a Forum. It was further discussed at the October 2005 meeting of the JAC and Management Group meetings (minutes available) who agreed to proceed with establishing the Forum. It was considered that this was a missing part of the operating structure of SEP and would play a valuable part in the development of our services. It would initiate the platform for an annual conference with an estuary-wide cross-sectoral remit which was not currently available. Similar initiatives existed for other UK estuaries and coastal areas and were popular.

### 1.3 Severn Wonders Festival

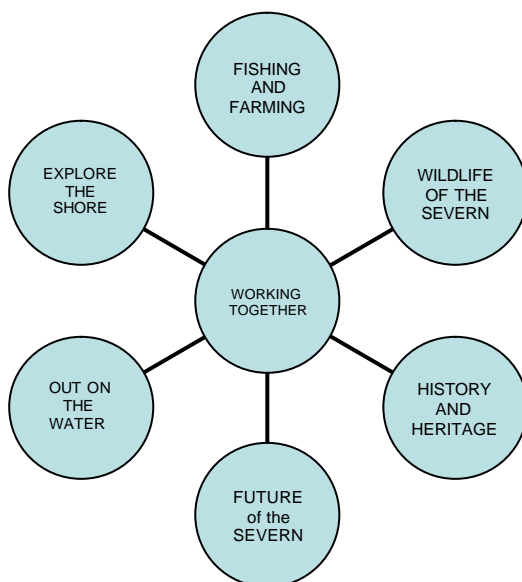
To launch the 1<sup>st</sup> Severn Estuary Forum, the SEP team and Management Group considered options to get the initiative off to a good start and help celebrate the Severn Estuary. With support available through the EC COASTATLANTIC project for stakeholder involvement work, there was an opportunity for SEP to put resources into trialling a new community orientated initiative.

The SEP team and Management Group briefly considered hosting a one-day festival alongside or as part of the Severn Estuary Forum conference – a ‘Severn Estuary Day’. However, based on experience from elsewhere (e.g. Wash Week, Dart Festival, Marine Week in SE England and the River Parrett Festival) it was decided that it would be more appropriate for SEP to co-ordinate awareness of existing events and support local clubs/organisations in promoting their own events. Bearing in mind the size of the estuary and diversity of potential events to be linked with a themed Severn Estuary Festival, it was considered that a three week period would allow maximum publicity and participation.

The term *Severn Wonders* was identified in a pre-meeting of the Severn Wonders Working Group in Autumn 2005. Prior to formal establishment of a Working Group, SEP staff met twice with South Gloucestershire Council and WWF representatives, who indicated that they would be keen to sponsor such an initiative. It was during these early stages of formulating ideas for a Festival that this small pre-working group made a recommendation to the Management Group to initiate a 3 week festival based on co-ordinating information for a series of events all around the estuary (as opposed to SEP organising and hosting individual events).

The following objectives and themes for a festival were identified:

**Figure 1.3 Themes of the Severn Wonders Festival 2006**



### **Severn Wonders Festival**

Severn Wonders was a three week festival of events to celebrate the Severn Estuary, which took place from May 20<sup>th</sup> to June 10<sup>th</sup> 2006. The aim of the festival was to 'encourage everyone around the estuary to work together and to help ensure that our estuary is well managed for future generations' and 'Severn Wonders is about celebrating the estuary and what it means for different people, groups and organisations'.

The Festival was specifically aimed at raising awareness of the estuary and the SEP to the informed public around the estuary, and thereby influence decision makers around the estuary (for more on audiences see SEP Communication Strategy 2006). To do this partners and groups around the estuary were invited to hold events related to the estuary, which were grouped into 7 themes:

1. Explore the shore
2. Out on the Water
3. Fishing and Farming
4. Wildlife
5. History and Heritage
6. Future of the Severn
7. Working together

The festival was conceived by the SEP to support and raise awareness of the Severn Estuary Forum.

## **1.4 Severn Wonders Working Group**

In January 2006 SEP established a new Working Group to support the establishment of a Severn Estuary-wide festival. Organisations already involved in working closely with Severn Estuary clubs, societies, interest groups and/or the community were invited to attend, alongside the organisations that provided funding support for the initiative (see Section 5).

### **Members of the Severn Wonders Working Group**

- Royal Yachting Association
- Welsh Yachting Association
- National Trust
- Environment Agency
- South Gloucestershire Council
- World Wide Fund for Nature
- Avon Wildlife Trust
- Friends of Newport Ship
- Chepstow Archaeological Society

The Working Group met four times, approximately every 4 weeks January and April at the Bathurst Basin on the John Sebastian Lightship. This was an accessible venue which suited members of the group and facilitated thought-provoking discussion.

The following list provides a summary of the main contribution made by the Severn Wonders Working Group to the work of the SEP team in delivering the Severn Wonders initiative:

- Development of the 7 themes of the Festival;
- Support to the 3 week (as opposed to 1 day) initiative;
- Suggestions for festival-related events and contacts for existing event organisers;

- Timing of publicity & promotion;
- Ideas for outreach work, media links and sponsorship;
- Inputting to and checking drafts of publicity materials;
- Attendance at Severn Wonders Festival events.
- Advice on logistics and venues

The recommendations of the Severn Wonders Working Group were taken to the Management Group for approval prior to progressing the stages of the initiative that had funding implications (e.g. publication of flyers, leaflets) and actions which had a significant bearing on the style/message of the Festival & Forum.

Minutes of the Severn Wonders Working Group meetings are available as Appendix B.



*Severn Wonders Working Group meetings took place on the John Sebastian Lightship, Bathurst Basin in Bristol*

# 1<sup>ST</sup> SEVERN ESTUARY FORUM REPORT

## 2.1 Purpose

The background and overall purpose of the *Severn Estuary Forum* was outlined in Section 1.2 of this report. This section provides further detail on the purpose of the 1<sup>st</sup> Severn Estuary Forum which took place on 8<sup>th</sup> June 2006; the development of the theme and content of the conference.

The *Severn Wonders Cruise*, described in Section 2.5, took place immediately following the Severn Estuary Forum conference. It was the culmination of the Severn Wonders Festival which is discussed in Section 3 of this report.

### 2.1.1 Theme

During the October 2005 meeting of the SEP Joint Advisory Committee, representatives of organisations were asked to vote on areas of interest for the Forum. Suggestions made and votes received, in order of most interest were:

- Climate Change
- Renewable Energy
- Flood Risk Planning
- Aggregates
- Other

The most popular (top 3) themes had good linkage between them and were therefore decided to feature as themes/sessions in the 1<sup>st</sup> Severn Estuary Forum (see Section 2.3 below).

As shown in Figure 1.3, seven overall themes were identified to promote the the Severn Wonders Festival, based on sectoral interests and integration. The sixth and seventh themes were the future of the Severn Estuary and working together – which it was decided, would be promoted through the establishment of the Forum. The overall theme for the 1<sup>st</sup> Severn Estuary Forum was therefore identified as *Changing Times & Tides: the Future of the Severn Estuary*.

### 2.2.2 Content

Through research and discussions at the Working Group and Management Group, a number of speakers were identified to form sessions on climate change, renewable energy, flood risk planning and the Marine Bill. The latter session was timely, coinciding with central Government's (Defra) consultation period on the Marine Bill to encourage Severn Estuary related organisations to submit comments to Defra. Initially, it was intended to hold an aggregates workshop during the conference or on the Severn Wonders cruise, but as the programme developed it appeared that this would be attempting to cover too much in the time and space available.

The four themes, together with provision of space for displays, aimed to encourage wide interest in attendance at the Forum. With the conference to be followed by the Severn Wonders Cruise, festival event organisers were encouraged to attend the Forum.



**Benefits of Participation in the Severn Estuary Forum**

- Share information and discuss the regional and local implications of current issues;
- Meet new people with similar interests who share a concern for the Severn Estuary;
- Meet people with different perspectives who share an interest in the Severn Estuary;
- Learn something new about the Severn Estuary and the people who manage and use its resources.

The Forum programme was developed internally through the use of an A4 *notice* (see Appendix E) with a draft list of speakers in the themed sessions. This was publicised via the SEP's JAC email group in February 2006 and available on the SEP website in April.

The SEP team and Severn Wonders Working Group prepared the following publicity materials for the Forum & Festival:

- *Severn Tidings Newsletter – Spring 2006* (A4 booklet)
- *Severn Wonders Festival Events Leaflet* (A3 folded)
- *Severn Estuary Forum & Severn Wonders Cruise Flyer & Booking Form* (A5 booklet)

The *Severn Estuary Forum & Severn Wonders Cruise Flyer & Booking Form*, together with updated versions of the A4 *programme flyer* provided the main tools for publicity and promotion of the Forum. The printed versions were sent to all those on the SEP mailing list with *Severn Tidings* towards the end of April 2006 and available on a new Severn Wonders page of the SEP website ([www.severnestuary.net/sep](http://www.severnestuary.net/sep)).

Promotion of the Forum took place alongside promotion of the Festival, which is covered in more detail in Sections 3.3 and 3.5 and evaluated for its overall effectiveness in Section 4.2

## 2.3 Delegates Programme

Chairs and speakers for the 1<sup>st</sup> Severn Estuary Forum were invited for the following sessions:

- 1 Celebrating the Severn
- 2 Climate Change: recent and regional predictions
- 3 Marine Bill
- 4 Renewable Energy
- 5 Flood Risk Management
- 6 Working Together

Three speakers were selected for each session to speak from a national, regional and local perspective on each of the themes. This aimed to provide delegates with an up to date picture of the national and regional context for local issues, with a specific Severn Estuary example or perspective.

In the lead up to the Forum, speakers and chairs were asked to provide a short biography and synopsis of their presentation. These formed the main content for the delegates programme, contained in Appendix J and shown in outline on the following page.

## 2.4 Conference Report

### 2.4.1 Venue

The 1<sup>st</sup> Severn Estuary Forum conference was hosted at the Walton Park Hotel in Clevedon. The venue was chosen for its relatively central estuary location, estuary-views, reasonable rates and access from Clevedon Pier for the Severn Wonders Cruise.

### 2.4.2 Presentations

Copies of the powerpoint presentations (slides) used by SEP as a background to the sessions, together with the presentations used by the speakers, are provided in Appendix K and available on the SEP website: [www.severnestuary.net/sep](http://www.severnestuary.net/sep). The following section provides a brief report of the speakers contributions to the day.

### 2.4.3 Summary of Chairs & Speakers Contributions

#### Welcome & Opening Speeches

##### *i) Christine Gwyther, Welsh Assembly Member*

The 1<sup>st</sup> Severn Estuary Forum was opened by Christine Gwyther, Welsh Assembly Member. It was appropriate for a Welsh politician to open the conference as it was hosted in England. Christine Gwyther also had prior knowledge of the Severn Estuary Partnership through launching the EC COREPOINT project in Cardiff during July 2005.



*Christine Gwyther AM*

During her speech, Christine Gwyther referred to her background and interest in the Severn Estuary, including many discussions with Rosemary Butler AM for Newport West, who had a particular interest in renewable energy and would be participating in the Severn Wonders Cruise. She felt that it was important for the Severn Estuary to be well managed and for this the Partnership was needed. Economic and political aims do not always produce the best solution for the long term, as she had seen from her experience of the Pembrokeshire coast. It had taken a while to produce the Strategy for the Severn Estuary but we could now celebrate 10 years of working in Partnership. The Severn Estuary Forum would be an important future guide in the work of the Severn Estuary Partnership. The Marine Bill currently under public consultation, may result in a new marine spatial planning system and give greater recognition to the need for Integrated Coastal Zone Management (ICZM). The Forum would be useful for conflict resolution, to address topical and complex issues and support the role of this voluntary

Partnership to support ICZM. The Welsh Assembly Government were interested in the renewable energy potential of the Severn Estuary with Rhodri Morgan supporting a new feasibility study on the Severn Barrage proposal. For sustainable management it is important that we all work together. Important decisions could be on the horizon and can only be achieved if local people are involved; they have to be at the forefront of decision-making. Christine Gwyther indicated that she would take views from the Severn Estuary Forum back to the Welsh Assembly Government.

**ii) Cllr Peter Tyzack, Chairman of the Severn Estuary Partnership**

Cllr Tyzack welcomed participants to the 1<sup>st</sup> Severn Estuary Forum and gave his perspectives on the valuable role of the SEP and this new initiative to encourage the exchange of information, views and debate through the Forum.

**iii) Natasha Barker, Severn Estuary Partnership Officer**

Natasha explained the role of the Forum in the context of the SEP's aims and how the Forum would make a difference (as detailed in the A5 flyer, Appendix H). The position of the Forum in relation to the JAC, Management Group and SEP staff was illustrated and the rationale for the theme of sessions in this 1<sup>st</sup> meeting of the Forum outlined (as above in Section 2.2.2). The wider remit of the SEP was referred to, with today marking the launch of the new SEP Business Plan 2006-09 and Annual Report & Action Plan 2006-07. Finally, the rationale for the Severn Wonders Festival 2006 and 7 themes of the Festival were illustrated, with the Severn Wonders Cruise following this Forum conference marking the culmination of this new initiative.



**Celebrating the Severn**

**iv) Chris Wooldridge, Cardiff University: The Dynamic Severn: Points of View**

As an advisor to the Severn Estuary Partnership for the duration of the Severn Wonders Festival initiative during 2006, Chris gave a thought-provoking presentation challenging people's perspectives of the Severn Estuary and encouraging broader thinking.

**v) Richard Brunning, Somerset County Council: Ten Thousand Years of**

**Change.** Richard traced the history of the Severn Estuary through the past centuries to present a bigger picture of the current context for climate change.

vi) **Professor Peter Burbridge, Newcastle-Upon-Tyne: Integrated Management of the Severn Estuary.** Peter advocated the value of ICZM and the need for integrated management of the Severn Estuary, based on his extensive international and national experience.

#### **Climate Change: recent & regional predictions**

vii) **Dr David Woolf, National Oceanographic Centre: National Predictions of Climate Change.**

viii) **Sarah Hendell-Blackford, SW Climate Change Impacts Partnership: Regional Perspectives on Climate Change.**

ix) **Roger Wade, Environment Agency: Severn Estuary Perspective on the Implications of Climate Change.**

*Climate change speakers*



#### **Marine Bill**

x) **Rhoda Ballinger, Cardiff University: Delivering Integrated Coastal Zone Management in Wales.** Rhoda elaborated on how ICZM may be achieved through the Marine Bill, with two options. One scenario of 'no change' would involve furtherance of national strategies and reliance on local initiatives but possible strengthening of policy and planning guidance. An alternative ICZM Framework Law or some legal provisions for ICZM could improve support and increase institutional capacity for delivering ICZM.

xi) **David Tudor, Environment Agency: The Environment Agency's Role at the Coast.** David discussed the Marine Bill from the EA's perspective, who has a responsibility to monitor aspects of the marine environment and promote cleaner coasts. The new Marine Spatial Planning (MSP) system proposed under the Bill and better regulation were opportunities for improving upon piecemeal legislation applying to the coast. ICZM could unite the terrestrial planning system and development control system with MSP.

xii) **Jan Brown, World Wide Fund for Nature: The Marine Bill & Severn Estuary Issues.** Jan illustrated how WWF had been involved in the build up to the Marine Bill

and opportunity for MSP which could entail sub-regional marine coastal plans, such as the Severn Estuary. She supported further investment to the SEP for cost effectiveness and a proactive approach.

### ***Discussion***

Further notes on this session are available from SEP, together with the response to the Marine Bill consultation provided by the SEP Officer on behalf of the Partnership.

### **Renewable Energy**

#### ***xiii) David Kerr, Sir Robert McAlpine: Severn Barrage: is the tide turning?***

David presented the case for a barrage across the Severn Estuary. Over 70 environmental studies had already been undertaken but would need to be updated in the light of the Habitats Directive. He suggested that there could be some habitat gains and flood risk alleviation, but the determining factor would be cost analysis.

***xiv) Morgan Parry, World Wide Fund for Nature: Regional Perspectives on Renewables.*** Morgan presented the case against the barrage. WWF's vision is to reduce energy consumption before considering new ways of generating it. Conservation organisations (EN, CCW, RSPB) consider that the disadvantages of a barrage outweigh the advantages and the EA refute some of the flood risk benefits being promoted. Alternative uses of tidal stream technology could generate the same amount of energy.

***xv) Patrick Kearon, The Bristol Port Company: Avonmouth Renewable Energy Project.*** Patrick described a new wind turbine project entailing 3MW turbines, which will provide 75% of the company's energy consumption, contributing towards the SW region's renewable energy target and reduction in CO2 emissions. Construction will begin in late 2006.

### ***Discussion***

Dr Robert Kirby, consultant, took the floor to support David Kerr's views and suggest that the barrage would have minimal environmental impact. His suggestion that the estuary is 'barren' was strongly refuted by Charlotte Pagendam of English Nature. A resident questioned the possibility of increased siltation with the barrage which could affect leisure users – Don Sutherland, RYA indicated that he has no position but extensive consultation with user groups would be needed. Peter Jones, RSPB indicated that the Government's Energy Review does not mention barrages and would the private sector be willing to pay for it. Delegates discussed the potential changes in flood risk, with evidence given by Jeff Millward, University of Plymouth. The Chairman concluded the session with a vote resulting in 50% voting against, 25% for and 25% undecided about the barrage. Further notes on this session are available from SEP.

### **Flood Risk Management**

***xvi) Naill Hall, Environment Agency: Tidal Flood Risk Management Strategy and the Avonmouth Scheme.***

***xvii) Deborah Dunsford, Environment Agency: The Severn Estuary Coastal Habitat Management Plan.*** Deborah highlighted a project nearing completion to assess future options for flood defence and habitat management around the Severn.

**xviii) Richard Symonds, Environment Agency: Moving with the Tide: Steart Point, Somerset.** Richard described the evolution of a managed re-alignment project in north Somerset which had the potential to alleviate coastal squeeze, but was lacking available funds to realise its potential.

### **Working Together**

The final session of the conference involved a panel of the chairs from each session presenting brief feedback:

- **Martin Mills – Climate Change**  
Climate change is happening now. Predictions are uncertain so 'expect the unexpected. The SW is noticing climate change now and it is likely to be noticed more in the SW than in other regions of the UK. The Severn is likely to be subject to sea level rise and the partnership need to look at what are we to do and how do we prioritise this? (*I have further notes on this session if needed?*)
- **Morgan Parry – Marine Bill**  
Comments fell into 2 categories  
i) Natural regions (i.e. ecosystems) how to respect these and incorporate jurisdictional boundaries. This will be a challenge to deal with this.  
ii) Representation – anglers, yachtsmen etc need to be heard and be part of any new potential organisation (could use ICM or AONB model). Attendees identified the value of the SEP to help represent views.
- **Roger Falconer – Renewable Energy**  
The Severn barrage presentation focused on Severn Barrage would provide 17TW of UK requirement and another road linking England & Wales. WWF presentation countered that similar energy could be generated from a mix of other renewable sources. TBPC presented that 3 wind turbines could produce approx. 75% of their energy. A quick vote at the end of the session showed 50% against barrage, 25% for it and 25% unsure.
- **Peter Watts – Flood Risk**  
In 2003 £170 million was given by Defra towards flood defence due to insurance companies pressure to protect people and property. The balance between protection and environmental improvement with this money is proving difficult. With future scenarios, the cost of flood defence could rise to between 1 billion and 20 billion. There is a need to involve local communities in local schemes.

### **Questions/points from the floor:**

- Request to concentrate on narrower issues in the future and on wildlife & protection;
- Comment on potential decrease in wildlife due to reduced effluent discharge;
- Comment that >100 people attended but unrepresentative of people around the estuary i.e. only 10 residents. Potential to sponsor community reps to attend in the future? Responses that it is difficult to reach all the community on a shoestring budget. To continue work in this area there is a need for government funding;
- Question about the main reason behind Severn Barrage proposals. Is it energy generation or economic regeneration of the area;

- Final Chair comments were that the Forum enables awareness raising and understanding others perspectives. A general positive response to the open floor question of whether the Forum should continue.

**Peter Burbridge** summed up the final plenary session, reinforcing the need for integrated management and the value of working in partnership. The Forum enables awareness raising and understanding of others perspectives. There was strong support for continuation of the Forum. **Natasha Barker** responded and concluded the conference by indicating that the views and recommendations from the Forum would be taken to the Severn Estuary Partnership's Joint Advisory Committee in October 2006 when a decision would be made about the future direction of the Severn Estuary Forum.

**1<sup>st</sup> Severn Estuary Forum Programme****0930      Introduction: Plenary Session      SOMERSET SUITE****Welcome & Opening Speeches**

*Chair: Chris Wooldridge, Cardiff University & Advisor to the Severn Estuary Partnership*

Opening Speech - Christine Gwyther, Welsh Assembly Member

Welcome – Cllr Peter Tyzack, Chairman of the Severn Estuary Partnership

Establishing the Severn Estuary Forum – Natasha Barker, SEP Officer

**Celebrating the Severn**

*Chair: Natasha Barker, Severn Estuary Partnership Officer*

The Dynamic Severn: Points of View - Chris Wooldridge, Cardiff University

Ten Thousand Years of Change - Richard Brunning, Somerset County Council

Integrated Management and the Severn Estuary – Prof. Peter Burbridge, Newcastle

**1130      Times of Change: Parallel Workshop 1      SOMERSET SUITE****Climate Change: Recent and Regional Predictions**

*Chair: Martin Mills, Environment Agency*

National Predictions – Dr David Woolf, National Oceanographic Centre

Regional Perspective - Sarah Hendell-Blackford, SW Climate Change Impacts Partnership

Severn Estuary Perspective – Roger Wade, Environment Agency

**1130      Times of Change: Parallel Workshop 2      AVON SUITE****Marine Bill**

*Chair: Morgan Parry, World Wide Fund for Nature*

Delivering Integrated Coastal Zone Management (ICZM) in Wales - Rhoda Ballinger, Cardiff University

Marine Strategy & Integrated Management of the Severn Estuary – David Tudor, EA

The Marine Bill & Severn Estuary Issues – Jan Brown, World Wide Fund for Nature

**1330      Tides of Change: Parallel Workshop 3      SOMERSET SUITE****Renewable Energy**

*Chair: Roger Falconer, Cardiff University School of Engineering*

Severn Barrage: is the tide turning? – David Kerr, Sir Robert McAlpine

Regional Perspectives on Renewables - Morgan Parry, World Wide Fund for Nature

Avonmouth Renewable Energy Project – Patrick Kearon, The Bristol Port Company

**1330      Tides of Change: Parallel Workshop 4      AVON SUITE****Flood Risk Management**

*Chair: Peter Watts, Severn Trent Regional Flood Defence Committee*

Tidal Severn Flood Risk Management Strategy & Avonmouth Scheme – Niall Hall, EA

The Severn Estuary Coastal Habitat Management Plan – Deborah Dunsford, EA

Moving with the Tide: Steart Point, Somerset – Richard Symonds, Environment Agency

**1430      Working Together: Final Plenary Session      SOMERSET SUITE****Open Discussion & Feedback Session**

*Chair: Peter Burbridge. Rapporteurs: Chris Wooldridge & Natasha Barker*

*Panel: Chairs of all four Parallel Workshops*



## 2.5 Severn Wonders Cruise

The Severn Estuary Forum conference was followed by approximately half of the delegates joining the Severn Wonders Cruise from Clevedon Pier.

Background to the Severn Wonders Cruise is provided in Section 3 under discussion of the Severn Wonders Festival. This section provides a brief description of how the cruise was realised and received. The cruise programme is provided in Appendix N.

Over 350 participants joined the Waverley for the Severn Wonders Cruise from Penarth Pier (approximately 200 people) and Clevedon Pier (approximately 150 people) between 2pm – 6.30pm on Thursday 8<sup>th</sup> June 2006. The main programme of activities on board took place between from 3.30pm and departure with the conference delegates from Clevedon Pier and returning to Penarth Pier at 5.15pm.



An opening ceremony for the Severn Wonders Cruise, marking the culmination of the Severn Wonders Festival and the 1<sup>st</sup> Severn Estuary Forum was held on board from 3.45pm – 4pm with speeches made by Rosemary Butler (Welsh Assembly Member for Newport West) and Stephen Williams (Bristol West). Together with children from Penarth and Clevedon primary schools, they cut a Severn Wonders celebration cake to mark the occasion, which had good media coverage (see Section 3.3 and 4.2).

After the opening ceremony there was commentary from the following speakers over the PA system:

- Jim Mitchell, SEP, Severn Wonders Festival Overview
- Don Sutherland, Bristol Channel Yachting Association
- Stan Rendall, Kenneth Allsop Trust, on Steep Holm and Flat Holm
- Terry Sylvester, History of The Waverley
- Julie Smith, Associated British Ports

Publicity materials from organisations who led an event as part of the Severn Wonders Festival and other local clubs & societies was on display in the Observation Lounge.

Drop-in sessions were held in the Tea Room for:

- Cardiff University Severn Estuary Research Strategy
- WWF Marine Bill

Refreshments were available: wine & cheese in the Forward Bar or tea & cake in the Restaurant, included within the ticket price. A children's activity area was available on the lower deck.

The cruise allowed participants to meet many new people and enjoy the Severn from the water.

## 2.6 Evaluation of the Severn Estuary Forum & Severn Wonders Cruise

The Forum conference and cruise have been extremely well received, with positive feedback from delegates and participants on the day and in subsequent correspondence.

An evaluation form was offered in the Forum, from which the SEP team received 37 returns. There was no formal evaluation for the cruise.

### *Results of the 1<sup>st</sup> Severn Estuary Forum Evaluation*

| SESSION  |  | SCORE  |   |    |    |                 |
|--|--|--|---|----|----|-----------------|
|  |  | 1 (least useful)   | 2 | 3  | 4  | 5 (most useful) |
| <b>Welcome &amp; Opening Speeches</b>                  | Comments on speakers                               | Very good, clear & concise. Enthusiastic. Set a positive tone. Good overall perspective and challenging. Vague, general. CW rude. A formality – speakers worthwhile and adequate.  |   |    |    |                 |
|  | <b>Overall usefulness of this plenary session</b>  | 1  | 2 | 12 | 13 | 5               |
| <b>Celebrating the Severn</b>                          | Comments on speakers                               | Clear. Interesting. PB excellent speaker. Reminded how much to celebrate. Useful overview. CW strongest detracted from others. CW brilliant, dynamic and challenging. RB interesting. NB structure boring. PB practical reality. Very good info and presentations. Good Chair. |   |    |    |                 |
|  | <b>Overall usefulness of this parallel session</b> | 1  | 0 | 6  | 23 | 7               |
| <b>Climate Change: Recent and Regional Predictions</b> | Comments on speakers                               | Useful but too long-prevented discussion and questions. Info good for wide audience. A little vague. More regional focus next time.  |   |    |    |                 |
|  | <b>Overall usefulness of this parallel session</b> | 0  | 0 | 5  | 10 | 5               |
| <b>Marine Bill</b>                                     | Comments on speakers                               | Well chaired. Excellent speakers. Important reminder of need for wide consultation. Speakers so-so but interesting points from the floor. More to say next year. Bill not available to review. Presentations not specific to the Bill.   |   |    |    |                 |
|  | <b>Overall usefulness of this parallel session</b> | 0  | 2 | 4  | 5  | 2               |
| <b>Renewable Energy</b>                                | Comments on speakers                               | Very interesting and good debate. DK presentation undermined by RK whose platform was not fair. MP excellent. Good chair and good mix of speakers.   |   |    |    |                 |
|  | <b>Overall usefulness of this parallel session</b> | 0  | 0 | 1  | 12 | 9               |

|  |  |  |          |          |           |          |
|--|--|--|----------|----------|-----------|----------|
| <b>Flood Risk Management</b>                             | Comments on speakers                               | Didn't cover perspectives between regions or Somerset Levels. Very lively and informative especially RS. |          |          |           |          |
|  | <b>Overall usefulness of this parallel session</b> | <b>0</b>   | <b>1</b> | <b>4</b> | <b>4</b>  | <b>1</b> |
| <b>Working Together – open discussion &amp; feedback</b> | Comments on speakers                               | Not enough time but useful feedback. Very well chaired, stimulating and reasonable. MM concise.          |          |          |           |          |
|  | Usefulness of this final plenary session           | <b>0</b>   | <b>1</b> | <b>4</b> | <b>14</b> | <b>5</b> |

**GENERAL**

|   | <b>COMMENT</b>   | <b>SCORE</b>   |          |           |           |                 |
|---|--|----------------|----------|-----------|-----------|-----------------|
|   |  | <b>1 (low)</b> | <b>2</b> | <b>3</b>  | <b>4</b>  | <b>5 (high)</b> |
| <b>Topics covered today</b>                             | Broad but OK for 1 <sup>st</sup> . Well balanced and relevant. Time too short. | <b>0</b>       | <b>1</b> | <b>3</b>  | <b>16</b> | <b>11</b>       |
| <b>Suitability of Venue</b>                             | Nice view but cramped. St Davids Hall, Cardiff nice. Choose a flexible size.   | <b>1</b>       | <b>7</b> | <b>10</b> | <b>9</b>  | <b>6</b>        |
| <b>Value of future Severn Estuary Forum conferences</b> | Yes if outputs. You've justified your existence – go for it!                   | <b>0</b>       | <b>0</b> | <b>0</b>  | <b>15</b> | <b>19</b>       |

**OTHER COMMENTS or SUGGESTIONS included:**

- Great attendance, lots of interest, but few representatives from industry.
- Very engaging topics. Good format for the day.
- An excellent well organised day.
- Venue too small and fragmented.
- Day too full.
- Next threat from estuary developments and wildlife protection needs to be covered.
- Visual aids too low and PA system needed; difficult to see and hear at times. Suggest a raised platform.
- More time needed for discussion & debate.
- Parallel sessions make difficult choice. Use 'world café' format.
- More decision makers need to attend e.g. Defra
- Technical presentations better.
- Stick to one topic?
- Thought provoking
- Balanced and not just technical approach achieved the aims of the Forum well.
- Improve representation across stakeholders to inform future SEP work.
- Are scientific and public audiences compatible?
- Well organised, good speakers, ran very smoothly.
- Workshops too large for valuable discussion: 4-5 break-out sessions?
- Focus on whole estuary including catchment areas (e.g. Somerset Levels).
- PB and MP presented the most pertinent comments.
- No TV coverage in the Bristol area after the event.
- How can outcomes be found – website?
- I had a brilliant day for £25!
- Success.
- Sustain momentum.

The overall atmosphere of the Forum was very positive and lively. The SEP team felt that it ran very well, despite the shortage of lunch and slight overcrowding. However, this added to the feeling that it was a popular event and the start of a useful new initiative. It appeared to boost the image and reputation of the SEP to build on its future potential. The feedback shows there were some differences of opinion on the more controversial speakers and that the venue had some shortfalls. However, there was apparently unanimous agreement in the final plenary session that the Forum was worthwhile and should be convened on an annual basis. SEP's aims for hosting the 1<sup>st</sup> Severn Estuary Forum were achieved.

There was no formal evaluation of the Severn Wonders Cruise following the conference. However, there was a very lively atmosphere with plenty of interest to all ages on the Waverley and a good number of people for it to be busy but not crowded. Verbal feedback has indicated that many people thoroughly enjoyed the cruise.

The following lists the perceived benefits & lessons learnt from the conference and cruise, following consideration by the SEP team (and Management Group).

|  | <b>Benefits &amp; Opportunities</b>  | <b>Lessons Learnt</b>   |
|--|--|---|
| <b>Severn Estuary Forum - conference</b> | <p>Re-engagement of existing and new partners.</p> <p>New and raised profile of the role of SEP.</p> <p>Successful awareness raising of key issues on climate change, renewable energy, flood risk management and the Marine Bill.</p> <p>New contacts for SEP with key speakers operating at a high level in their fields.</p> <p>Launch &amp; subsequent promotion of SEP's Business Plan 2006-09 and Annual Report &amp; Action Plan 2006-07.</p> <p>Opportunities for strengthening funding for SEP related projects and services.</p> <p>Structure of SEP's services now equivalent to other major estuaries and coastal fora.</p> <p>Success of Forum allows SEP Management Group the opportunity to review and possibly revise the role of the Joint Advisory Committee.</p> <p>Need to retain the momentum and</p> | <p>Start planning for Festival one year ahead, t engage better with local clubs and improve publicity.</p> <p>Follow up mail-outs of publicity with phone calls to ensure appropriate display/uptake.</p> <p>Source good high quality speakers – its worth it! We didn't have to pay any fees to speakers or chairman; recognition seemed to be enough.</p> <p>Provide PA system/microphones and ensure visual aids are big &amp; clear enough. Possibly provide a raised platform for speakers/chairs.</p> <p>Ensure adequate food will be available.</p> <p>There was no feedback on the displays – were they worth it? The display area was full – additional material turned up on the day. We brought in a limited amount of income.</p> <p>Consider carefully the key topics and what takes place in parallel – its impossible to please everyone but a slightly less full programme with more time for discussion was suggested by several people.</p> |

|                                     |   |   |
|-------------------------------------|---|---|
| <p><b>Severn Wonders Cruise</b></p> | <p>make outputs accessible.</p> <p>Provided new momentum and status to SEP's role.</p> <p>Engaged new people with SEP and raised awareness of the estuary, particularly through the involvement of schools.</p> <p>Provided an opportunity for political involvement, promotion of the Festival and formal launch of the Forum.</p> <p>Good combination of interest on board: PA commentary, display room, launch event, drop-in workshops, children's activity zone, etc on board.</p> | <p>Employ someone specifically on bookings and payments.</p> <p>Seek early commitment of politicians and media.</p> <p>Consider membership fees for Forum.</p> <p>Ensure follow-up to retain momentum (distribution of this report available on SEP website).</p> <p>More linkage to the Forum conference sessions could have been achieved by indicating where speakers could be found for further discussion.</p> <p>Media coverage was not as high as hoped – possible reasons are indicated in Section 4.2</p> <p>Provided income to SEP as a fund-raising event (but ticket price didn't cover all costs).</p> <p>Waverley was a fantastic venue!</p> <p>Strong marketing and advertisement in addition to Waverley publicity.</p> |
|-------------------------------------|---|---|

## 2.7 Future Forums

Strong consensus for the Severn Estuary Forum suggests that the SEP should provide future Forum's. The above feedback from the evaluation exercise and 'lessons learnt' will help to build on this 1<sup>st</sup> Severn Estuary Forum. It would seem appropriate for SEP to host an annual Severn Estuary Forum.

It is less straightforward to consider how to target participation. This 1<sup>st</sup> Forum gathered together speakers on a wide range of subjects providing a very full day, with two sets of parallel sessions. The format worked well and gave a dynamic feel to the day, but greater consideration to the number of themes and parallel workshops would be valuable for future Forums.

Participation from the general public was limited (<10) as was higher level representation (e.g. WAG, Defra). However, there were many more people than the usual representatives who attend the Severn Estuary Joint Advisory Committee meetings.

The Cruise was enjoyed by many and paid off, despite the initial financial risk of chartering Waverley and having less than 100 bookings 2 weeks before the day (see section 5.1).



### 3 SEVERN WONDERS FESTIVAL 2006

#### 3.1 Aims

The publically stated aims of the Severn Wonders Festival were to ‘encourage everyone around the estuary to work together, to help ensure our estuary is well managed for future generations. Severn Wonders was about celebrating the estuary and what it means for different people, groups and organisations’.

The Severn Wonders festival aims as presented to the Severn Wonders Working Group on 18.11.06 were:

Why?

- to raise awareness of the estuary as our shared resource
- to aid sustainable development of the estuary

Who to?

- to aid communication to involved users and estuary interested groups and individuals
- to influence key decision-makers.

#### 3.2 Organisational Approach

The original intention to meet the stated aim of a Severn Estuary Forum grew into the festival, through discussion with funding partners. The eventual Severn Wonders Festival required extensive management and planning.

The planning process was carried out by Natasha Barker and Jim Mitchell primarily with guidance from the working group which met four times in the months leading up to the festival. The working group agreed on a project plan presented by the SEP and helped take big decisions on such things as venues, timing and publicity. The working group recommendations were then taken to the SEP management group for agreement, and acted upon by the SEP team.

Staff responsibilities for Severn Wonders were as follows:

| SEP Staff member | Job title   | SW Responsibility   |
|------------------|---|---|
| Natasha Barker   | Partnership Officer                               | Overall organisation of forum and festival<br>Forum programme and organisation<br>Cruise programme and organisation<br>Financial management<br>Assisting on events registration, publicity, other |
| Jim Mitchell     | Access, Interpretation and Communications Officer | Festival programme and organisation<br>Festival publicity<br>Festival evaluation and impact<br>Assisting on Forum and Cruise programme, other   |
| Lia Moutselou    | Partnership Assistant                             | Bookings management<br>Database management<br>Assisting on Forum, Festival and Cruise organisation, other   |
| Wendy Dodds      | Partnership Assistant                             | Cruise logistics (Penarth)<br>Assisting on catering, cruise, forum and other  |

|  |                                     |  |
|--|-------------------------------------|--|
| Dr Rhoda Ballinger                                 | Lecturer, Cardiff University        | Line management to SEP   |
| Ceri Morgan  | Student, Media interest             | Assistance on publicity, other   |
| Chris Wooldridge                                   | Senior lecturer, Cardiff University | Advisor to SEP for launch of Festival, Forum conference and Severn Wonders cruise (due to media experience). |
| <b>Non SEP assistance</b>                          |                                     |  |
| WWF  | Press liaison team                  | Assisting on publicity for Severn Wonders Festival   |
| Advice and assistance from working group members   | Various                             | Various (see Section 1.4)  |
| Assistance from Cardiff University MACE colleagues | 8 people to assist on the day       | Ushering, Set up, photography, other.  |

In addition to the working group and SEP management group the SEP team also consulted the Association of Severn Estuary Relevant Authorities, on any potential impacts to the European Marine Site. They advised that where each event was taking place was to be recorded, along with potential numbers. This was carried out and an assessment made by the SEP team that no adverse effects to the designated features of the Severn Estuary European Marine Site (EMS) would occur as a result of Severn Wonders Festival. It was recognised that the Festival was an opportunity to promote careful use of the foreshore by group previously unaware of the Severn Estuary status and with the events pack was sent out EMS information leaflets and promotional poster.

### 3.3 Promotion & Publicity

Promotion and publicity was a large element of the organisation and running of the festival. It was realised that the amount of time for publicity of a new event such as Severn Wonders was limited, as details of events, logo and funding were not decided until late March. This led to an extremely tight schedule to ensure publication of the major publicity materials, namely:

- Severn Wonders Events Leaflets
- Severn Tidings Spring/Summer edition with cover article on Severn Wonders
- Severn Wonders A4 and A3 poster
- Severn Wonders stickers
- Severn Wonders Forum and Cruise Flyers

### 3.4 Events Programme

The events programme eventually totalled 43 different events, many of which occurred over several days, meaning that the total number of event days during the festival was 77.

The process for registering events entailed:

- a) Initial flyer sent out to database contacts (2000+) with Severn Tidings Autumn Winter 2005, enquiring if there was interest in running events and the idea of 'Severn Wonders Day'.
- b) From this two lists were compiled, one of groups and individuals who were keen to run events, another of interested groups and individuals.
- c) These lists were sent forms to register events in February 2006.
- d) From the replies, and personal contact from SEP team, an events list was drawn up, and finalised by end March.



- e) Leaflet detailing events was published by Mid-April
- f) Events pack was compiled and sent out late April / early May, comprising: Events leaflets, poster, Severn Tidings, stickers, Severn Wonders polo shirt, partner's promotional material, EMS promotional material and poster, evaluation form, draft press release and press tips.



*Bristol Festival of Nature*

### 3.5 Launch Event

The working group decided that some sort of launch event was needed as a vital part of the publicity and promotion. A number of options were discussed, and it was agreed that a crucial element was to include both sides of the estuary. The eventual launch event occurred on Friday 19<sup>th</sup> May. Cardiff University had provided valuable contacts through the University Royal Naval Units of Wales and Birmingham, which offered two vessels, HMS Exploit and HMS Express, berthed in Penarth Marina, as a venue for the launch, followed by a cruise across to Clevedon.

The launch had two main elements-

- a. Two press based quayside events, one in Penarth Marina, one on Clevedon Pier. The two events were linked by the transfer of artwork and messages from two local schools, Albert County Primary School, Penarth, and St Nicholas Chantry CofE Primary School, Clevedon.
- b. A longer press opportunity to come on board the ships to cruise across the estuary and interview a panel of invited guests, each representing different sectors of interest on the estuary.

Unfortunately, the weather was unseasonably windy on the day of the launch, and the decision was taken not to put to sea. The ships served as a quayside venue for the official launch at Penarth Marina, where school children from Albert County Primary handed artwork and messages 'in a bottle' to Commanding Officer Ltd Craig Woolhead of HMS Express. Advisor to the Severn Estuary Partnership Dr Chris Wooldridge compered the event and introduced Prof. Dr. John King to officially launch the festival. The artwork was then taken round the the St Nicholas Chantry CofE Primary School in Clevedon and exchanged with reciprocal artwork and messages. The press event at Clevedon Pier was rearranged to take place at the school.

Launch attendance was as follows-

*Invited partners and sectoral representation:*

|  |  |  |
|--|--|--|
| Lt Craig Woolhead                                  | Commanding Officer                       | Royal Navy HMS Express                                 |
| Lt Mark Johnson                                    | Commanding Officer                       | Royal Navy HMS Exploit                                 |
| Natasha Barker                                     | Partnership Officer                      | Severn Estuary Partnership                             |
| Jim Mitchell                                       | Communications Officer                   | Severn Estuary Partnership                             |
| Dr Chris Wooldridge                                | Advisor to SEP                           | Cardiff University                                     |
| Dr. Rhoda Ballinger                                | SEP Management Group                     | Cardiff University                                     |
| Prof. John King                                    |  | Cardiff University                                     |
| Sarah Black  | Regional Campaigns Officer               | WWF England  |
| Anne Meikle  | Policy and Advocacy Officer              | WWF Cymru  |
| Rhys Morgan  | Severn Estuary Officer                   | Environment Agency                                     |
| Susanne Newbold                                    | South Wales Environmental Representative | Welsh Yachting Association                             |
| Stuart Bardsley                                    | Countryside Officer                      | South Gloucestershire Council                          |
| Captain Iain Hutton-Taylor                         | Dock and Harbour Master                  | Associated British Ports                               |
| Cllr A.J. Williams                                 |  | Vale of Glamorgan Council                              |
| David Harding                                      |  | British Marine Aggregate Producers Association (BMAPA) |
| John Marks   |  | Vale of Glamorgan Council                              |
| Stuart Jones                                       | Marina Manager                           | Penarth Marina   |
| Brian Wigmore                                      |  | RNLI   |
| Huw Jones  | Headteacher                              | Albert County Primary School                           |
| Kate Jenkins                                       | Teacher                                  | Albert County Primary School                           |
| Children from Albert County Primary School         |  |  |
| Iwan Ball  | Researcher                               | Cardiff University                                     |
| Ceri Morgan  | Media Liaison                            | Severn Estuary Partnership                             |
| Lia Moutselou*                                     | Partnership Assistant                    | Severn Estuary Partnership                             |
| Jan Johnson *                                      | Deputy Head                              | St Nicholas Chantry Primary School                     |
| Children from St Nicholas Chantry Primary School * |  |  |
| Robin Clegg*                                       | Media Officer                            | WWF England  |
| Don Metcalfe*                                      |  | Bristol Channel Fed. Sea Anglers                       |
| *intended attendance at Clevedon.                  |  |  |

**Severn Wonders Launch event at Penarth**



### 3.6 Participation in Events

| Event  | Date   | Attendance   |
|--|--|--|
| British Water Ski Racing, Cardiff Bay                | Sat 20 <sup>th</sup> , Sun 21 <sup>st</sup> May                      | Awaiting information   |
| Boat Trips Mayflower, Bristol                        | Sat 20 <sup>th</sup> , Sun 21 <sup>st</sup> May                      | 144 over weekend (fully booked)  |
| Brean Down Guided Walk                               | Sun 21 <sup>st</sup> May   | Cancelled due to poor weather  |
| River Parret Festival, Langport                      | Sun 21 <sup>st</sup> May   | 500+   |
| Ecology Ancient Woodlands                            | Mon 22 <sup>nd</sup> May   | 15   |
| Minibus Trip around Brean Down                       | Wed 24 <sup>th</sup> May   | Cancelled due to poor weather  |
| Hamadryad Reserve Walk                               | Thu 25 <sup>th</sup> May   | Awaiting information   |
| Waverley Paddlesteamer Trips                         | Fri 26 <sup>th</sup> May – Sat 10 <sup>th</sup> June                 | Awaiting information   |
| Gloucester Farmer's Market                           | Fri 26 <sup>th</sup> May, 2 <sup>nd</sup> June, 9 <sup>th</sup> June | No count taken   |
| Newport Farmer's Market                              | Fri 26 <sup>th</sup> May   | No count taken   |
| Combwich Motorboat and Sailing Club open days        | Fri 26 <sup>th</sup> Sat 27 <sup>th</sup> , Sun 28 <sup>th</sup> May | Awaiting information   |
| Clevedon Farmers Market                              | Sat 27 <sup>th</sup> May   | No count taken   |
| Steep Holm Boat Trip                                 | Sat 27 <sup>th</sup> May   | Cancelled by Kenneth Allsop Trust due to boat problem  |
| Cardiff Harbour Regatta                              | Sat 27 <sup>th</sup> May, Sun 28 <sup>th</sup> May                   | 'Try Sailing' event cancelled due to strong winds, but competition went ahead, 100 adults and children |
| Monmouth Regatta                                     | Sat 27 <sup>th</sup> May, Sun 28 <sup>th</sup> May                   | Awaiting information   |
| Penarth Sea Angling Competition                      | Sun 28 <sup>th</sup> May   | 44 (32 adults 12 children)   |
| Orchid Walk, Kenfig                                  | Sun 28 <sup>th</sup> May   | 25   |
| River Parret Walk source to Mouth                    | Sat 4 <sup>th</sup> June- Day 5                                      | Awaiting information   |
| Thornbury Farmer's Market                            | Thu 1 <sup>st</sup> June   | No count taken   |
| Black Rock Lave Net Heritage Fishery Season Open Day | Thu 1 <sup>st</sup> June   | Awaiting information   |
| Highbridge Farmer's Market                           | Fri 2 <sup>nd</sup> June   | No count taken   |
| Old Gaffer's Assoc. at Cardiff Bay                   | Fri 2 <sup>nd</sup> Sat 3 <sup>rd</sup> , Sun 4 <sup>th</sup> June   | Awaiting information   |
| Flat Holm Boat Trips                                 | Sat 3 <sup>rd</sup> to Thu 8 <sup>th</sup> June                      | 170  |
| Bristol Festival of Nature                           | Sat 3 <sup>rd</sup> , Sun 4 <sup>th</sup> June                       | Approximately 300 came to collect flyers / talk to staff at stand over the weekend                     |
| Boat Trips, Pyronaut, Bristol                        | Sat 3 <sup>rd</sup> , Sun 4 <sup>th</sup> June                       | 144 over weekend (fully booked)  |
| Great Gloucestershire Raft Regatta                   | Sat 3 <sup>rd</sup> June   | 700 (500 adults, 200 children)   |
| Porlock Bay Shifting Shores Walk                     | Sat 3 <sup>rd</sup> June   | 2 - really hot day, also clashed with football   |
| Clevedon Beach Clean                                 | Sat 3 <sup>rd</sup> June   | Awaiting information   |
| River Land Yeo Walk, Somerset                        | Sun 4 <sup>th</sup> June   | Awaiting information   |

|   |   |  |
|---|---|--|
| Create in the Wetlands, Newport Wetlands          | Sun 4 <sup>th</sup> June                                  | Awaiting information                           |
| Newport Ship Open Day, Newport                    | Sun 4 <sup>th</sup> June                                  | 500 attended, 200 came to Severn Wonders stand |
| Wild Plants of the North Somerset Coast Talk      | Wed 7 <sup>th</sup> June                                  | 18   |
| Severn Estuary Forum                              | Thu 8 <sup>th</sup> June                                  | 150  |
| Severn Wonders Cruise on the Waverley             | Thu 8 <sup>th</sup> June                                  | 474 (350 paying t.b.c.)                        |
| Bridgewater Farmer's Market                       | Fri 8 <sup>th</sup> June                                  | No count taken                                 |
| Tiger and Hawk Moth Watch, Newport Wetlands       | Fri 8 <sup>th</sup> June                                  | Awaiting information                           |
| Portishead Docks Rally                            | Fri 9 <sup>th</sup> , Sat 10 <sup>th</sup> , Sun 11th Jun | Awaiting information                           |
| Severn Beach Saltmarsh Walk                       | Sat 10 <sup>th</sup> June                                 | 7  |
| Bristol Channel Pilot Cutters at Lydney Docks     | Sat 10 <sup>th</sup> June                                 | Awaiting information                           |
| Wild Plants of the North Somerset Coast Field Day | Sat 10 <sup>th</sup> June                                 | Cancelled                                      |
| Weston Super Mare Famer's Market                  | Sat 10 <sup>th</sup> June                                 | No count taken                                 |
| Chepstow Farmer's Market                          | Sat 10 <sup>th</sup> June                                 | No count taken                                 |
| Gwent levels Walk                                 | Sun 11 <sup>th</sup> June                                 | Awaiting information                           |
|   |   |  |
| <b>Total</b>                                      |   | Information pending                            |

### 3.7 Evaluation

Two main types of evaluation were carried out:

- a) A evaluation form sent out to every event organiser with the event pack. Unfortunately as of 12.07.06 only 2 have been returned, generally rating successful events and good communication with the SEP. Both would be involved again.
- b) An evaluation form was sent out to the working group, only three replies were returned, which rated a successful festival overall with good communication between the SEP and partners.

### 3.8 Future Opportunities

Verbal feedback from events organisers has highlighted the problems with running a new festival of this size. Some of the events were cancelled, although this was due to poor weather in the first week. Communication between event organisers and the SEP could have been improved, but this is partly a symptom of not being able to meet all the event organisers face to face before the events took place.

There is appetite to carry out the festival again in some shape or form, and it must be recognised that it would be easier to carry out a second time due to recognised brand name etc. However with such low numbers of evaluation at this stage then further consultation with partners needs to be carried out.

## **4 FESTIVAL & FORUM EVALUATION**

### **4.1 Programming & Organisational Aspects**

The organisation of a new estuary-wide Forum and Festival concurrently was an ambitious task that was achieved with success. Feedback has been very good.

#### **4.1.1 Forum**

The planning and programming for the conference was fine, with 4 months notice of the date given to the SEP JAC email distribution group – from where most delegates came. The event booked up easily; it would have been quite easy to reach 200 delegates but we were limited to 140. The running of the Festival in the lead up to the Forum helped to bring in new people, including approximately 10 estuary-based residents. High level representation was not eagerly sought for the Forum as Defra & WAG had attended the JAC in April. However, a celebrity or media representative was sought but didn't come to fruition due to lack of availability/interest.

#### **4.1.2 Festival**

The planning for the festival should have begun at least in the summer before rather than autumn – this would allow local clubs and societies to plan events on dates to coincide with the Festival and promote it more widely. SEP team members knew it was late and ambitious but it was viewed as a trial to test interest. This initiative indicated the limits of the SEP database and distribution network, which needs to extend to more local clubs, interest groups and public places to attract people onto public events.

### **4.2 Promotion, Publicity & Media**

Press coverage of the festival was fair, with good regional press and radio coverage but a lack of good television exposure. We decided not to explicitly use the publicity surrounding the proposed Severn Barrage as a springboard onto the news, but we still found that some reporters wanted to concentrate on the barrage issue almost exclusively. Time restraints prevented a full media strategy from being implemented, but assistance from Cardiff University, the working group and WWF enabled us to reach out to contacts in the media, especially radio contacts through Dr Chris Wooldridge.

Working with WWF gave an expanded staff team allowing us to be more ambitious than perhaps we would have using just the SEP staff resource. The launch event was initiated partly due to an expanded media liaison team. It was difficult to liaise fully with the WWF team, due mainly to being based separately.

Appendix details a list of coverage in various media.

### **4.3 Engagement of SEP Partners**

The Forum has provided an additional service to existing partners and supporting organisations of SEP; with the opportunity for exchange of information and debate on topical issues. It also provides opportunities for decision-makers to meet local community and residents and vice-versa; this service would seem unique to the aims of the Forum.

It appears that the Forum has helped to boost support to SEP from the statutory agencies in particular: Environment Agency (a major sponsor); English Nature (renewed funding support) and CCW. The involvement of industry was not strong but improved, with ABP paying for a display and several consultancies displaying and participating in the day.

With the launch of the SEP Business Plan 2006-09 there is renewed opportunity for SEP to strengthen relations with partners and explore new partner relations. The Forum platform is a new service of SEP which should strengthen the overall delivery services.

#### **4.4 Recommendations**

The SEP team, Cardiff University staff and Management Group recommendations, having considered the feedback through formal evaluation mechanisms and informal feedback are:

1. Convene annual Severn Estuary Forum meetings/conferences, focusing on topical subjects and improving upon the venue.
2. Consider hosting another cruise subject to cost and allowing more time for discussion in the Forum. The cruise/outdoor event may not need to take place on the same day as the Forum.
3. Evaluate the advantages & disadvantages of the Severn Wonders Festival in more depth. Consider the value in making it a festival every other year. Plan events listing much earlier and publicise and promote more widely.

The placement of this draft report on the SEP website may invite further feedback which will help to inform the final recommendations. These will be taken to the JAC in October 2006 to decide on future planning of the Forum and Festival.

## 5 RESOURCES

### 5.1 Income & Costs

The SEP receive funding from mainly local authorities to employ a Partnership Officer. Additional funding from EC projects and sponsorship helped to provide the staff time for the two main officers (N Barker & J Mitchell) to organise the Festival and Forum. The following table shows the main sources of income and expenditure specifically related to the Forum and Festival which spanned the 2005-06 and mainly 2006-07 financial year (April-March). Some figures are yet to be confirmed (tbc) and the expenditure items marked (CA) are to be claimed through the EC COASTATLANTIC project budget in Autumn 2006.

| <b><u>INCOME</u></b>   | <b>£</b>  | <b><u>EXPENDITURE</u></b>   | <b>£</b><br>(CA) denotes<br>Coastatlantic budget   |
|--|---|---|--|
| <b>Delegates Fees</b> <ul style="list-style-type: none"> <li>• Conference only</li> <li>• Conference &amp; cruise</li> <li>• Severn Wonders cruise only</li> </ul> Plus? <ul style="list-style-type: none"> <li>• Waverley takings on the day</li> </ul> | <b>SUB TOTAL:<br/>5034</b><br><br>(900) tbc   | <b>Venues &amp; Facilities</b> <ul style="list-style-type: none"> <li>• Walton Park Hotel inc refreshments &amp; accommodation x7 for SEP staff and speakers/chairs/sponsor</li> <li>• Waverley charter</li> <li>• Waverley supplied wine &amp; tea</li> <li>• Cruise refreshments: cheese, cake, cups</li> </ul>   | 2109<br><br>6500 (CA)<br><br>400 tbc (CA)<br><br>300 tbc (CA)<br><br>SUB TOTAL 9309  |
| <b>Sponsorship</b> <ul style="list-style-type: none"> <li>• WWF</li> <li>• EA</li> <li>• WWF Cymru</li> <li>• S Glos</li> <li>• Vale of Glam</li> <li>• Forest of Dean</li> <li>• Glos CC</li> <li>• Wye Valley AONB</li> <li>• Bridgend?</li> </ul>     | 4000<br>5000<br>2000<br>2000<br>500<br><br>300<br>500<br>500<br><br><b>SUB TOTAL:<br/>14800</b> | <b>Promotion &amp; Publicity</b> <ul style="list-style-type: none"> <li>• Forum flyer</li> <li>• Festival leaflet</li> <li>• Posters &amp; Stickers</li> <li>• Estuary Illustration</li> <li>• Ribbons</li> <li>• Banners</li> <li>• Additional photocopying</li> <li>• Advert (CMS)</li> <li>• Car Hire (BFoN &amp; Newport Ship)</li> <li>• Severn Wonders T-shirts</li> <li>• <b>Refreshments for Festival launch event</b></li> <li>• Gifts for launch events</li> <li>• Delegate pack sleeves</li> <li>• Festival postage</li> </ul> | 580<br>1972 (CA)<br>1192<br>831 (CA)<br>125 (CA)<br>475 (CA)<br><br>100<br>111<br><br>50<br>535<br><br>100<br>50<br>80<br>100<br><br>SUB TOTAL: 6301 |
| <b>Forum Displays</b>  |   | <b>Additional Staff &amp; Expenses</b>  |  |

|  |  |  |   |
|--|--|--|---|
| <ul style="list-style-type: none"> <li>• ABP</li> <li>• Consultancies</li> </ul> | 150<br><b>200</b><br><br><b>SUB TOTAL:</b><br><b>350</b> | <ul style="list-style-type: none"> <li>• E Moutselou</li> <li>• W Dodds</li> <li>• A Sathavorasit</li> <li>• C Morgan</li> </ul> | 69<br>1200 <i>tbc</i><br>644<br><br>366<br>200<br><br>SUB TOTAL: 2479 |
| <b><u>TOTALS</u></b>   | <b><u>20184</u></b><br>(+900 tbc)                        |  | <b><u>18089</u></b>   |

## 5.2 Financial Evaluation

The income for the Festival and Forum initiative through sponsorship, delegates fees and display space comfortably balanced the cost of running and hosting the conference, cruise and publicity materials associated with the whole initiative. After expenditure, the remaining income contributed to the staff costs of the main 2 officers who led the organisation of the Festival and Forum. The actual time and cost of these two main officers spent specifically on this initiative was not tracked but would have been approximately £12-15000 at cost.

The SEP team were satisfied with the income obtained from sponsorship of existing partners, particularly the EA and pleased to obtain sponsorship from WWF.

## 6 SUMMARY

### 6.1 Lessons Learnt

The Seven Wonders Festival and Forum was a success. This was the view of the SEP management group and the SEP staff team after careful reflection of the contents of this report. The Members felt that the Forum had been incredibly well organised with excellent speakers. It had 'worked wonders for the partnership' and was worth continuing. The festival had also been a success, although less so than the forum. Some form of events promotion should occur in the future, with the possibility of another 'festival' dependant of staff resources.

The key lessons for the Partnership:

- a) Planning time- in future planning for the forum and/or festival should start 12 months before rather than 8 months before. This extra time allows event organisers to coincide their events with any festival, and also enables 'big name' speakers to be booked.
- b) That any such large project is likely to be easier to repeat than it was to carry out first time.
- c) That working with partners on large projects needs clear and concise, minuted communication.



- d) That media liaison requires a lot of staff time which may or may not be repaid with good coverage.
- e) That the combination of the festival, forum and cruise resulted in very stretched staff resources.
- f) That large estuary wide issues prove to be a big draw for the estuary community.
- g) That it is difficult to galvanise some key players on the estuary.

## 6.2 Benefits

Long term benefits of the festival and forum will continue to be evaluated, but already the following benefits have been identified;

- The forum and festival achieved their aim of 'raising awareness to the engaged public and decision makers of estuary wide issues, and the importance of integrated management'.
- The forum and festival have strengthened support amongst funding partners and has contributed to bringing back into the partnership some funding partners.
- The forum and festival proved to be a success financially, bringing in a contribution of approx. £2K towards staff time of the two key Officers involved.

## 6.3 Recommendations for the future

The key was to 'harvest the momentum' now. It was decided in the SEP management group on 13<sup>th</sup> July 2006 to:

- Proceed with a forum in 2007. Early establishment of a working group for the Forum &/or Festival was advised, to ensure contact of big name speakers for next year.
- Run a 'events promotion' service for partners in the summer of 2007, possibly in the months after the forum. Provisionally titled 'Summer on the Severn 2007'. Early contact of events organisers was advised.
- Continue to evaluate the impact of Severn Wonders and the 1<sup>st</sup> forum, using this report as a starting point.