

EXTRACT FROM SEP BUSINESS PLAN (2011- 2015)

Modifications advised in Management Group (20 January 2014) shown in **bold**

Membership and Involvement					
Ref	Action	Priority	Timescale	Outcome	Responsible Partner
5/6	Update contacts database	1	ONGOING	Efficient and effective communication	SEP staff
5/1	Encourage all organisations that are members of ASERA, SCOSLA, SECG and BCSEG to also join SEP as the coordinating body for the Estuary	1	ONGOING	Wider and more inclusive Partnership covering larger area	SEP staff
5/8	Continue to encourage Community, Parish and Town Councils to join SEP	2	Ongoing	Wider and more inclusive Partnership	SEP staff
5/7	Continue to publicise SEP to organisations around the Estuary and explore opportunities for joint working, while encouraging new members	2	Ongoing	Wider and more inclusive Partnership covering larger area	SEP staff
5/4	Actively support the Coastal Partnerships Network and help shape the messages to national organisation	2	Ongoing	Better coordination with UK initiatives and policies	SEP staff
5/5	Develop a more focused consultancy role and establish clear protocols for this to ensure that SEP continues to add value to existing activities.	2	Ongoing	Maintains key funding source to support SEP staff team	SEP staff
5/3	Actively support the Welsh Group of European Marine Sites	3	Ongoing	Better coordination with Welsh initiatives	SEP staff and partners
5/9	Continue to promote and publicise SEP's membership scheme	3	Year 3	Clearer membership structure and benefits	SEP staff

Organisational Status					
Ref	Action	Priority	Timescale	Outcome	Responsible Partner
6/1	Clarify relationship between SEP and Cardiff University as the host organisation, based on the EARTH School strategic plan	3	Year 3	Stronger relationship with mutual benefits	SEP staff / RCB NB New HoS July 2014

Key Roles – Encouragement of delivery of estuary principles					
Ref	Action	Priority	Timescale	Outcome	Responsible Partner
7/9	Continue to develop and strengthen the Joint Estuary Groups Initiative Secretariat	1	Ongoing	Effective partnership working	SEP staff
7/1	Research, develop and continue to publish online State of the Severn Estuary reporting	1	ONGOING	Clear understanding of estuary resource	SEP staff
7/2 & 7/3	Respond to relevant consultations	1	Ongoing	Partnership recognised as important consultee	SEP staff
7/4 & 7/6	Encourage the WAG and UK Government (including MMO) to work together to manage and plan the Severn Estuary	1	Ongoing	Coordinated approach to planning in a cross-border estuary	SEP staff
7/5	Encourage the various organisations involved in the South West Inshore Marine Plan Area to support the Severn Estuary Partnership	1	Ongoing	SEP recognised and supported by MMO as facilitation mechanism	All partners
7/8	Meet with those bodies proposing new actions in the area to encourage the inclusion of the Strategy in the planning process	1	Ongoing	Strategy continues to be effective	SEP staff
7/10	Input into River Basin Management Planning and Flood Risk Management for the Severn and encourage proposed actions to be compatible with the Strategy and SEP Strategic Business Plan	1	Ongoing	Source to sea management for the Severn	SEP staff

Key Roles – Promoting and Publicising the Estuary					
Ref	Action	Priority	Timescale	Outcome	Responsible Partner
8/1&8/4	Continue to develop and expand Severn Estuary Gateway and SEP websites, including the provision of social networking sites	1	Ongoing	Improved provision of information	SEP staff
8/5	Modify e-news section of SEP website to enable targeted delivery of information	1	Year 1	More information delivered more effectively	SEP staff
8/9	Continue to produce a Biannual Newsletter, Severn Tidings	1	Ongoing	Community issues circulated and understood	SEP staff
8/7	Advertise local tourism events throughout the summer months	NA	Ongoing	SEP and Severn Estuary brand promoted by others	SEP staff
8/10 & 11	Update the photographic resources available on the Gateway website using Flickr	2	Ongoing	Awareness of special qualities of estuary	SEP staff
8/2	Review the Communications Strategy for SEP, identifying the key messages and themes to be promoted across the organisation's work	2	Year 3	Effective communications	SEP staff
8/3	Develop a clear Welsh Language Policy for the organisation, to meet the requirements of Cardiff University and the Welsh Language Act	2	Year 3	Material for Welsh speakers provided on equal basis to English speakers	SEP staff

Key Roles – Adding Value and Filling Gaps					
Ref	Action	Priority	Timescale	Outcome	Responsible Partner
9/2	Continued provision of Secretariat Services for estuary groups	1	Ongoing	Integrated working	SEP staff
9/1&9/9	Assist delivery of relevant estuary-wide plans for the estuary, including the facilitation of consultation processes	1	ONGOING	Management scenarios agreed and clear	SEP staff
9/5	Explore possibility of delivering a Community Heritage Project in partnership with Community, Parish and Town Councils	3	Year 3?	Resource for communities to identify special qualities	SEP staff

Key Roles – Ensuring Effective Communication					
Ref	Action	Priority	Timescale	Outcome	Responsible Partner
10/1	Organise quarterly meetings of the SEP Management Group (two in England and two in Wales)	1	Ongoing	Effective management of organisation	SEP staff
10/2	Organise an annual meeting of the Joint Advisory Committee (one in England and one in Wales)	1	Ongoing	Effective management of organisation	SEP staff
10/3	Organise an annual Severn Estuary Forum, alternating between England and Wales	1	Ongoing	Wider awareness of estuary and issues	SEP staff
10/4	SEP to actively engage with and support neighbouring initiatives, as appropriate	1	Ongoing	Improved industrial involvement	SEP staff

Selling the Service					
11/1	Explore how SEP can more effectively assist the work of partner organisations	3	ONGOING	Synergy with partners aspirations	SEP staff
11/2	Develop the website to include pages on what SEP can deliver both for individual organisations and the region	3	Year 3	Synergy with partners aspirations	SEP staff

Key Roles- Resources and Operations					
12/3	Maintain the core Staff Team	1	ongoing	Support of core activities	SEP staff
12/4	Ensure that provision of IT equipment is suitable for the agreed tasks	1	ongoing	Support of core activities	SEP staff
12/5	Maintain a comprehensive Business Continuity Plan and Data Management plan.	1	ongoing	Support of core activities	SEP staff
12/1	Encourage partner and member organisations to play a full role in the delivery of the Strategic Business Plan	1	ongoing	Support of core activities	SEP staff
12/2	Maintain the accommodation in Cardiff University, working closely with the MACE Group	1	ongoing	Support of core activities	SEP staff