

MONITORING

REF.	ACTION (and outcome)	PARTNERS	PRIORITY	YEAR	RESOURCES	FUNDING	COMMENTS
SUSTAINABILITY							
M 1	<p>Develop an integrated sustainability monitoring programme with key partners - agree key indicators, how data will be collected, interpreted and used to guide the management of the coastal corridor</p> <p><i>Outcome: Impacts of recreational visits understood and information used to guide management, ensuring special qualities and value are conserved</i></p>	<p>AONBs DCF NT DCCRT JCWHT</p>	<p>High Urgent</p>	09-14	Staff time with consultant support, say £15k+	Initially via partner contributions	<p>Develop indicators – environmental, economic and social – and set early programme to establish baseline data.</p> <p>C-Scope project will include some indicators.</p> <p>Set timescales for annual or wider monitoring, and ensure resources/budgets allocated to ensure progress</p>
ECONOMIC BENEFITS							
M 2	<p>Develop methodologies and undertake regular monitoring to assess the economic benefits of outdoor recreation to coastal communities - jobs supported, visitor spend etc</p> <p><i>Outcome: supporting information for funding bids</i></p>	<p>JCWHT SWRDA</p>	<p>High Urgent</p>	09-14	Staff time with consultant support	SWRDA	Establish baseline data

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VISITOR PRESSURE							
M 3	<p>Investigate, develop and implement visitor monitoring approaches at representative or sensitive locations to assess “carrying capacity”.</p> <p><i>Outcome: Increased understanding of transport issues, diversity of users, barriers and difficulties, supporting information for funding bids</i></p>	DCCRT/ AONBs NT JCWHT Dorset C	High Not urgent	09-10	To be determined	To be determined	Establish working group, select representative sites and techniques
M 4	<p>Monitor visitor pressure and erosion at well used sections of coast path</p> <p><i>Outcome: Helps guide future actions and expenditure</i></p>	DCCRT/NT/ EDDC Devon CC Dorset C SWCP Landowners	High Not urgent	09-14	To be determined	Via partnership contributions	Supported by aerial photography in 2000, plus recent over flight
M 5	<p>Install additional people counters at key locations</p> <p><i>Outcome: Detailed understanding of landscape and impact of visitors</i></p>	DCCRT/NT/ AONBs Devon CC Dorset CC SWCP	High Not urgent	09-10	£10k	Part funded by SWCP	Assess current locations and review scope for further installations. Interpret information on annual basis to help inform priorities, budgets, etc

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ENVIRONMENT							
M 6	Assess impacts of growing visitor numbers and related pressure on environment <i>Outcome: Detailed understanding of impacts and measures required</i>	JCWHT AONBs NT Devon CC Dorset CC	High Urgent	09-12	Consultant support	Via partner contributions	Partners to develop ideas for carrying capacity study, lead partner required, and brief needed. Consider pilot lengths?
M 7	Develop appropriate environmental monitoring methods, including fixed point photography, etc <i>Outcome: Changes to coast and landscape recorded</i>	AONBs JCWHT NT Wildlife Trusts	High Urgent	09-14	Staff time Consultants Volunteers	To be determined	Involve Channel Coast Observatory at Southampton University, developing a UK wide model
M 8	Develop a “Seasearch” scheme involving locals and visitors to help track climate change indicator species <i>Outcome: More people aware of and involved in coastal environmental issues</i>	MCS NE JCWHT Volunteers	Medium Not urgent	09-14	Staff time Volunteers	MCS HLF	Also consider “Shoresearch” scheme, cf, project in Kent. Plan to involve canoeists, divers, anglers, etc. Note - bream breeding site at Kimmeridge needs further monitoring, and could form pilot project