

CHALLENGE 2

OBJECTIVE 1

| | Increase knowledge and positive attitudes towards biodiversity | Lead & partner organisation(s) | Time frame |
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| ACTION 1 | Define knowledge baseline Define East of England baseline of public knowledge and attitudes to biodiversity and monitor progress | EEBF, National Trails | 2010, 2015 for follow up survey |
| ACTION 2 | Gather evidence of biodiversity benefit Develop an evidence base, including case studies, which demonstrates social, economic and environmental benefits of inland and coastal biodiversity in the East of England | EEBF, Coastal Initiative, EA, EEDA, NE, NGOs | 2010 initially, ongoing until 2015 |
| ACTION 3 | Communicate benefits Use landscape-scale projects to communicate biodiversity and its benefits to people | AONB Partnerships, Buglife, Community Forests, EA, FC, Froglife, Great Fen Project, LAs, LSPs, NE, NHS, NT, National Trails, RSPB, Wildlife Trusts, WT | Ongoing |
| ACTION 4 | Monitor health & wellbeing benefits Building on evidence about health, biodiversity, wellbeing and green spaces | University of Essex, NE | 2011 |

OBJECTIVE 2

| | Make biodiversity physically and intellectually accessible for people | Lead & partner organisation(s) | Time frame |
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| ACTION 1 | Adopt the ANGST standard Assess compliance with Access to Natural Greenspace standards (ANGst) and push for their implementation. This includes getting a baseline of how ANGst standards are met across the East of England and assessing the compliance with Rights of Way Improvement Plans | NE, EEBF, Green Infrastructure Partnerships, LSPs Local Access Authorities, Local Access Fora | 2012 |
| ACTION 2 | Evaluate site sensitivity Through the planning process, evaluate sensitivity of designated biodiversity sites to the impacts of public access and recreation and identify which sites are suitable and unsuitable for public use | LAs, LBAPs, NE | 2012 |
| ACTION 3 | Exchange best practice Facilitate best practice exchange and learning regarding biodiversity between those involved with green infrastructure strategies to ensure a biodiversity rich green infrastructure | EEBF, BTCV, EELF, Green Infrastructure Partnerships, GSE, NHS | 2009 initially |
| ACTION 4 | Consistent local & regional policy Ensure the Regional Spatial Strategy, and every Community Strategy and LDF, has a policy on green infrastructure and biodiversity | LAs, EERA, EEBF, GO-East, Green Infrastructure Partnerships, LBAPs, LSPs, Local Access Fora, Greenspace East, NE, Wildlife Trusts | 2010 |
| ACTION 5 | Communicating knowledge Identify and support coordinated, high quality interpretation and 3 public campaigns that deliver clear messages about biodiversity issues | EEBF, LRCs, LSPs, NGOs | 2010, 2013, 2015 |

OBJECTIVE 3

| | Encourage people's involvement with local biodiversity projects | Lead & partner organisation(s) | Time frame |
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| ACTION 1 | Support 'Breathing Places' Support activities and events in the East of England associated with the 'Breathing Places' campaign | LBAPs, BBC, BTCV, LSPs, RSPB, Wildlife Trusts | 2009 |
| ACTION 2 | Volunteers and training Promote opportunities for individuals and community groups in biodiversity monitoring, surveying and practical conservation work | BTCV, Buglife, Froglife, LRCs, LSPs, National Trails, NT, Plantlife, RSPB, Wildlife Trusts, WT | Ongoing |
| ACTION 3 | Secure funding Influence distributors of Landfill Communities Fund and other funding schemes, to support biodiversity action at a local level | EEBF, Landfill Communities Fund distributors, LSPs, NE, SITA Trust | Ongoing |
| ACTION 4 | Develop NHS involvement Develop NHS estates and Primary Care Trust sites as oases of biodiversity | NHS, PCTs, LBAPs | Ongoing |



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