

CHALLENGE 4

OBJECTIVE 1

	Identify and establish condition of habitats and species in the coastal zone	Lead & partner organisation(s)	Time frame
ACTION 1	Consolidate data Establish and consolidate existing information on habitats and species	SBRC, BRIE, EA, NBRC, NE, NT, RSPB, Wildlife Trusts	2009
ACTION 2	Provide annual reviews Consolidate information into regular annual reports	SBRC, BRIE, NBRC	Ongoing
ACTION 3	Fill data gaps Identify missing data; ways of capturing that data; and appropriate condition indicators	SBRC, BRIE, EA, NBRC, NE, RSPB, Wildlife Trusts	2010

OBJECTIVE 2

	Identify threats to existing habitats and species	Lead & partner organisation(s)	Time frame
ACTION 1	Determine threats Form a task force of relevant organisations to identify the source and location of threats and scale of impact	EA, NE, LAs, RSPB, Wildlife Trusts	2010
ACTION 2	Prioritise action Task force to formulate, and prioritise, actions to mitigate for threats	EA, NE, LAs, RSPB, Wildlife Trusts	2010
ACTION 3	Undertake mitigation Undertake prioritised mitigation actions in specified locations	EA, NE, LAs, RSPB, Wildlife Trusts	2011

OBJECTIVE 3

	To work in partnership to integrate biodiversity conservation into wider coastal policy and practice	Lead & partner organisation(s)	Time frame
ACTION 1	Coordinate policy Ensure that Shoreline Management Plans, Estuary Strategies, the East of England Coastal Initiative, AONB Partnerships, European Site Management Schemes, and coastal LDFs have coordinated policies on biodiversity	AONB Partnerships, Coastal Initiative, EA, ERPHO, Estuary Partnerships, LAs, LSPs, NE, NGOs, Sustainability East	2015
ACTION 2	Integrate coastal management Encourage the development of integrated coastal zone management	EA, LSAs, NE, ERPHO	2015
ACTION 3	Share data & collaborate Facilitate collaboration and data-sharing between organisations and site managers	AONB Partnerships, EA, ERPHO, Estuary Partnerships, NE, NGOs	Ongoing

OBJECTIVE 4

	To promote understanding and enjoyment of wildlife on the coast	Lead & partner organisation(s)	Time frame
ACTION 1	Improve awareness Raise awareness and promote understanding of climate change and sea level rise, and the particular issues around the coast of the East of England	Coastal Initiative, EA, LAs, LSPs, MFA, NGOs, NHS	Ongoing
ACTION 2	Engage with coastal communities Engage coastal communities in informed discussion and decision-making on coastal management and long-term planning	EA, LAs, LSPs, MFA, NHS	Ongoing



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