

CHALLENGE 2

OBJECTIVE 1			
	Increase knowledge and positive attitudes towards biodiversity	Lead & partner organisation(s)	Time frame
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
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
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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