

## NATURE MAP – a two-year development plan

Or what the RBP should do in the next two years to build a Nature Map movement across the region. We will need to turn this into a work programme in due course.

Importance: 1 = High importance, 2 = Medium importance, 3 = Less importance

Urgency: 1 = Very urgent, 2 = Medium urgency, 3 = Less urgency

	Activity	Importance	Urgency
	<b>1 Advocacy at the regional level</b> Goal: <i>NM named and used in all relevant regional policies and programmes. Decision makers at this level find it easy to understand how to implement the NM approach.</i>		
a	Establish, develop, and support a group of regional NM advocates from the RBP. Each partner to act as advocate within own organisation.	1	1
b	NM stays in RSS development through sign off (final issue by ODPM due 2008) and gets stronger, especially through the implementation plan.	1	1
c	RES delivery plan explicit on NM and an implementation approach (short term in 2006), plus NM is developed into a delivery approach whose value for economic development is explored and advocated for the major refreshment of the RES (due in 2009?).	1	2
d	RBP members promote NM in their work, in their strategic approaches, programmes, etc. Consider an endorsement approach. Organisation representatives on SWRBP responsible for ensuring their regional directors are aware.	1	3
e	ERDP07, the SW Regional Implementation Plan (RIP) explicitly captures NM as an approach to its funding programmes.	1	1
f	Cohesion Funds (post 2007): RBP explore opportunities for NM delivery in this programme (short term) and embed in programme if appropriate (through 2006).	1	1
g	Funding - identify and enact a funders advocacy plan.	1	2
h	Regional presence (1): RBP websites and publications have a NM presence, and that this signposts a quality support system. Partners' websites and publications also have a NM presence. See section 2.	1	1
i	Regional presence (2): regional events: NM material (display, leaflets, etc) located and supported as appropriate. See section 2.	1	1
j	Regional presence (3): design and carry out a roadshow to critical regional audiences at regional and county level (e.g. SW NFU, CLA corporates, RTPi, etc). See section 2.	1	1
k	Regional presence (4): develop a crib sheet on key messages about NM. See section 2.	1	1
l	Other English regions: connect with similar approaches to seek synergy, value added, England level activity.	3	3
	<b>2 Excellent communications from RBP regards NM</b> Goal: <i>RBP provides an excellent turn around on communications regards NM and its development</i>		
a	NM Communications plan agreed and enacted ASAP: materials/resources/capacity	1	1
b	NM contact 'wizard' concept developed – simple mechanism for finding out appropriate person to talk to or source of	1	2

	information.		
c	Launch communications plan through SWRBP and LBAPs.	1	1
d	Consider an annual event- to update/stimulate/plan action/promote.	2	3
e	Coordinators to have sufficient work time and resources planned in work programme for NM delivery.	1	1
	<b>3 Enabling local NM advocates to be excellent at their work</b> Goal: <i>A strong network of local advocates</i>		
a	Identify NM advocates across the region at the local level, ideally through LBAPs.	1	1
b	Create space for this advocates group to meet, share, learn, build solidarity and share success.	1	1
c	Support and enable this group to strengthen and grow by, establishing a communications network, and enabling learning and improving activities (e.g. master classes, field trips, exchanges).	1	2
d	Support & grow by providing tools for NM delivery identified by local advocates (e.g. case studies, roadshows for LDF planners and decision makers, NM in Parish Plans, LAAs, etc).	1	2
e	Ditto: consider an 'innovation engine': how to do NM – better and new ways. What would this look like?	2	2
	<b>4 Know sufficient about NM activity across the region to be able to sense progress, then spot and fill gaps.</b> Goal: <i>to have a progress reporting and response framework in place</i>		
a	Survey NM activity within SNAs at a local level, identify activities, effectiveness, partnerships, funding situation, identify gaps.	1	1
b	Synthesise information from (a) at the regional level & corroborate.	2	2
c	Identify case studies for the integration of biodiversity projects within SNAs with other sectors.	1	2
d	Monitor biodiversity success and project delivery within SNAs and link to data management by LRCs.	1	2
e	Produce annual progress report on NM and communicate/publicise main messages/successes from this.	2	2
	<b>5 Nature Map technical development</b> Goal: <i>to continually improve the technical basis for NM</i>		
a	Programme for improvement of Rebuilding Biodiversity methodology and Nature Map process to be identified, supported and enabled	2	2
b	Climate change 'proof' NM by identifying key habitats and landscapes at risk in SW and providing examples of change.	1	2
c	Improve the coastal areas of NM	1	2
	<b>6 Nature Map used in implementation of programmes</b>		
a	NM to assist in AES targeting.	1	1
b	NM to be used in implementation of Water Framework Directive and Catchment Sensitive Farming	1	1
c	NM to be used in directing planning gain.	1	1
d	Rural enterprise and rural economic development	1	1