

2.10.3 PUBLIC AWARENESS AND EDUCATION ACTION PLAN

Objective	Recommendations	Timescale	Partners	Cross References
<p>PA1</p> <p>To increase public awareness and understanding of the estuarine resource</p>	<ul style="list-style-type: none"> ➤ Produce a public awareness strategy of the estuary to promote the resource and its protection <p>Action: Include presentations to public groups and interpretative material</p> <ul style="list-style-type: none"> ➤ Increase collaboration between teachers and organisations to improve the educational use of the estuary <p>Action: Liaise with teachers and educational groups</p> <ul style="list-style-type: none"> ➤ Produce integrated interpretative information for key sites, heritage trails and educational information to explain the attributes of the estuarine resource <p>Action: Produce interpretation signs, notes for teachers and an estuary leaflet.</p> <p>Overall Action: Research into the existing level of awareness. Collate and co-ordinate research, data and information about the resource.</p>	<p>Medium</p> <p>Medium</p> <p>Medium</p>	<p>EA, EN, EO, Directorate of Environment Services - IWC, Local Community, Local Groups</p> <p>EA, EO, Directorate of Environment Services - IWC, MVC, Schools</p> <p>EA, EN, EO, Directorate of Environment Services - IWC, Local Groups</p>	<p>A2, C5, HC2, HC2, HC3, L4, NC2, NC3, NC6</p>
<p>PA2</p> <p>To increase awareness and understanding of the range of estuary users</p>	<ul style="list-style-type: none"> ➤ Develop a means for liaison and communication between estuary users to provide a platform for raising and solving issues <p>Action: Include presentations to public groups and interpretative material</p> <ul style="list-style-type: none"> ➤ Develop codes of conduct for estuary users based on the local situation. Include information about navigation, safety, areas of conservation interest, countryside code etc <p>Action: Disseminate information through recreation forum, public groups, leaflet and any other estuary publicity</p>	<p>Short</p> <p>Short</p>	<p>CHC, EN, EO, Farmers and Landowners, Directorate of Environment Services - IWC, Local Community, Local Groups, NHA, Recreational Users, SC</p>	<p>A1, A2, C6 NC4, R4</p>

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