

## Appendix 2

Report Action ref	Type of Measure	Commentary	Lead Organisation	Notes
<b>SARMS plan: Mitigation measures (category 'A'): Priority Actions. Clearly mitigation for planning policies or necessary to be confident of no adverse effect on integrity</b>				
CB2, DP6, RL7,	Data and Monitoring	Visitor surveys of numbers and profile (including socio-economic data), activities and season of visit Site-specific programme of visitor surveys at the following sites:- Camber West – October to March; Camber and Broomhill watersports users – in Spring, Autumn and Winter (weather dependent); Romney Sands and Lade – October to March; Dungeness Point – all year;	RDC, SDC	
CB3, RL7, SA5.2		Bird Surveys and monitoring, to include feeding and roosting locations, numbers, seasonality and incidents and levels of bird disturbance at specific sites:- <ul style="list-style-type: none"> <li>Camber Western foreshore – October to March;</li> <li>Romney Sands and Lade – October to March;</li> </ul>	RDC, SDC	
SA5.3		WeBS bird monitoring: Support full area coverage of monitoring of WeBS sectors	RDC, SDC, NE	Include SWT (B Yates) and local bird observers
DP6		NE Shingle report: Results to be reported and reviewed for potential inclusion into this strategy plan	NE	
SA6.4, DP2, RH2	Visitor Education:	Interpretation Plan for the strategy area	RDC, SDC	
SA6.2, PL1, CB4, RL1, RL2		Signage review and replacement programme: signage, its location and messages, including waymarkers and information signs at key locations:- <ul style="list-style-type: none"> <li>Greatstone and Lade foreshore;</li> <li>Camber;</li> <li>Pett Level/Pannel Valley and seafront</li> </ul>	RDC, SDC	
RL2	Access Control and Enforcement	Voluntary Codes of Conduct: to be developed for:- Greatstone beach specialist recreational users	SDC	To include specialist groups (eg kite surfers)
SA7.3	Branding and Promotion	Promotion: Review of websites to ensure that local promotional websites contain information on appropriate visitor behaviour at the Natura sites	RDC, SDC	
SA8.1	Partnership Working	A SARMS Oversight Group to ensure development and delivery of the SARMS, comprising reps from SDC, RDC and NE	RDC, SDC, NE	
SA8.2		Oversight Group to scope the potential for existing partnerships and initiatives to develop plans and deliver the SARMS across sectors and boundaries	As above	
SA9.1	Planning measures	Monitoring of the growth of mobile/park homes sites in or near the N2K sites	RDC, SDC	
SA9.2		Ensure standards for open space provision are adhered to	RDC, SDC	
CB3		Assess any plans to develop or enhance recreation routes into the marsh from Camber Village;	RDC, SDC	
<b>SARMS Plan: Category 'B' measures: Essential to the SARMS, and clearly linked to a current issue or required to rectify current problem</b>				
SA5.1, PL3	Data and Monitoring	Visitors - Develop a programme of visitor monitoring across the strategy area (in addition to category A sites – see Camber, Romney & Lade and Dungeness Point sub-area actions); strategy-area-wide including the use of the Royal Military Canal Path and Saxon Shore Way;	SDC, RDC	NB, for RMCP, potentially as part of planned enhancements
SA5.2		Birds - Monitoring of numbers and bird disturbance events across the strategy area (in addition to category A sites - see Camber and Romney & Lade sub-area actions)	SDC, RDC	
DP6		Dungeness Point/Estate – Data and Monitoring: Maintain the traffic counter at Dungeness Estate entrance and continue monitoring of numbers on an ongoing basis; Work with RHDR and SDC to more accurately assess visitors through the RHDR station route	EDF, RMCP	Include RHDR and SDC

RM1		Romney Marsh – Data and Monitoring: Improve the evidence base for the area by monitoring the download or sale of promoted leaflets	RMCP	
SA6.6, RL1	Visitor Education:	Develop visitor 'hubs' or 'gateway' sites to promote visitor awareness for the wider Dungeness Complex at- Rye Harbour Reserve; Romney Marsh Visitor Centre	SWT,KWT	Essential to support monitoring, wardening and education programmes
RL1		Continue to produce the RMCP's Shingle Issue publication for residents and local businesses	RMCP	Include EDF and NE
RH2		Rye Harbour Reserve - Develop interpretation to appeal to the site's wide range of regular and infrequent visitors.	SWT	Planning element included in overall Interpretation Plan for Strategy area (A)
DP2		Dungeness Point: Work with RHDR to install interpretive and education displays in and outside the café;	EDF, RMCP, RHDR	
RM2		Romney Marsh – Interpretation Programme: Develop and implement interpretation in areas people visit and as an integral part of promoted routes and tours (eg churches) on the Marsh	SDC	Following development of overall Interpretation Plan (Mitigation or category 'A' measure)
CB4	Visitor Education: Warden role	Camber - Introduce an Education Warden role or include education in the role of beach patrol; Education campaign with caravan parks, making messages appropriate and attractive to visitor profile	RDC	
DP2		Dungeness Estate - Extend Educational Wardening role across the estate	EDF	
SA1.1, RL6	Access Control and Enforcement	Revised Byelaws and Orders: to provide a more consistent approach across the strategy area, with up to date, relevant and Strategy area-wide coverage of byelaws	RDC, SDC	
SA2.1		Vehicle parking controls: Introduce methods to count numbers of vehicles using public car parks in the area; and manage car parking sites and costs on a sub-area basis, to reduce recreational pressure and minimise displacement parking at other areas	RDC, SDC	In accordance with sub-area requirements and to be reviewed following ongoing monitoring
CB1		Camber: Improved and coordinated management of dunes:- Assess alternative and secure funding methods to deliver management; Ensure access management works are adequately funded and carried out annually	RDC	Include other landowners and/or managers (eg ESCC)
CB3		Camber: Access restrictions to be considered, depending on results of surveys (visitors and birds), e.g. winter dog controls	RDC	Pending results of visitor and bird monitoring, when this could become a mitigation (A) issue
RL3		Romney and Lade: Rationalise car parking – various measures	SDC	
RL4		Romney and Lade: Develop a comprehensive approach to the management of Greatstone Dunes – various measures	SDC, NE	
DP3		Dungeness Point: A suite of measures to better manage visitor access in the area (see page 71 for site-specific actions)	EDF, RMCP	Include EDF representative organisations (eg BNP Paribas)
DP4		Dungeness Point: Develop actions to support access management (see also DP5), to include consideration of*:- A parking enforcement system Voluntary Codes of Conduct for specialist users A PCSO or Warden (enforcement) with legal powers (* subject to landowner agreement)	EDF, RMCP, SDC	Include specialist users (eg anglers)
RL2		Romney and Lade: Depending on outcome of further investigation (see actions RL7) work with adventure sports operators and clubs to determine activity zones (for both summer and winter).	SDC	More evidence is needed to determine the extent and the seasonality
SA8.3	Partnership Working	Delivering the SARMS: Develop cross-boundary working: A SARMS Delivery grouping to take forward projects, and help build local support through events, activities and meetings; A SARMS Strategic grouping to draw partners together to plan, resource and commission joint activities in support of the local economy, communities and environment	RDC, SDC,	
SA8.4		Develop awareness-raising activities for senior officers and local politicians; and identify champions to represent the work of the SARMS at a strategic level;	RDC, SDC	
PL2		Pett Level/Pannel Valley and Rye Harbour: Incorporate these areas more fully into the Dungeness complex and where possible, link to the Fifth Continent Landscape Partnership Scheme	RDC, Fifth Continent Project	
DP5		Dungeness Point – Partnership working arrangements to include: an executive grouping of major landowners and interests; an estate partnership: with the above plus residential property owners, and local businesses and attractions including the RHDR, the Old Lighthouse, and The Britannia and Pilot pubs; a wider Estate Management Stakeholder group, including site users	EDF, RMCP	

RM4		<p>Work with the County highway authorities/PROW teams, local authorities, countryside projects and others promoting access to ensure that all access plans are carefully assessed regarding their potential impact on the designated sites including:</p> <p>Through Natura sites; The Royal Military Canal Path (PROW); New access routes out of Camber Village, as they may be developed;</p> <p>Consideration be given to the installation of interpretation panels where existing or new promoted routes cross Natura sites;</p>	RDC, SDC	
RL5, RM4, SA4.1	Planning measures	<p>Planning Measures: Local authorities to:</p> <p>to investigate the potential provision of suitably robust open space recreation sites, close to the coast as part of the development of their Green Infrastructure plans; Consider the after-uses of the CEMEX pits at Lydd-On-Sea; Consider the potential for developing land for open space uses near New Romney Caravan Park and Holiday Village; Work with providers of holiday park-type accommodation regarding plans which may affect levels of recreational pressure, and to develop on-site visitor education measures; Consider the potential uses of the Scotney Lakes complex regarding their contribution or impact on the Natura sites; Assess extension of season or area of operation of recreational activities to limit future impacts</p>	RDC, SDC	The results of the Phase One visitor survey indicated that alternative sites for recreation may need to be in a coastal location to be effective in deflecting visitors from sensitive sites

**Category 'C' measures: Not within the SARMS Plan. Likely to make a positive and complementary contribution to overall aims, but more aspirational or less defined/insufficient evidence or not a proportionate response**

	Access Control and Enforcement	<p>Consideration of extension or creation of legal orders* to ensure that dog controls are in place where required for the winter months at coastal Natura sites</p> <p>(* Dog Control Orders have been superseded by Public Space Protection Orders. Work will be needed to ascertain the test(s) needed to introduce this order, or other relevant orders eg Community Protection Notices)</p>		The link between dogs and bird disturbance in the strategy area is not proven. Further evidence will be needed.
SA7.1	Branding and Promotion	Develop a unifying brand for the Strategy area; potentially around the natural environment		
SA7.2		In a joined-up approach in partnership with the tourism sector to develop a promotional strategy for the Strategy area and its component sites, to include: An official website for the promotion of the area, or focus on enhancing existing official website(s) to support appropriate visitor behaviour/nature sensitivity; and taking a more consistent and appropriate approach to promotional messages		The development of an official website would help support the SARMS
RM3		Ensure that any rebranding, promotion and repositioning of the Romney Marsh fully includes consideration of the designated sites and conservation features and that messages around responsible recreation are central to this rebranding		
RH3	Site-specific measures: Rye Harbour Reserve	<p>Secure funding mechanisms for Rye Harbour reserve to:</p> <p>Ensure continued high-quality visitor management; Deliver high quality interpretation; Ensure that the new visitor centre is self-sufficient and does not cause funding insecurity;</p> <p>Also, to consider better integration with car park (as this largely serves the reserve), and investigate the potential of the reserve receiving a proportion of any future parking fee.</p>		
RH4		Bring Rye Harbour reserve more fully into a broader strategic planning and delivery partnership which covers the wider Dungeness complex;		
RH5		With the agreement of landowners, consider monitoring lake areas just outside the reserve as potential functional areas for wildlife (notably birds);		
RH6		Access promotion should pay due regard to the designated areas, and provide information to visitors e.g. to keep dogs on leads in some areas;		
CB1	Site-specific measures: Camber	<p>Camber Dunes coordinated management:</p> <p>Review and formulate new management plan for dunes which sets out detailed future and annual management requirements and costings required; Form management partnership for dunes for owners to properly implement habitat and recreation management</p>		
DP3	Site-specific measures: Dungeness Point/Estate	Review current on-line presence of the Dungeness Estate, improve the official website, and consider improvements to streamline the user experience when searching for information e.g. driving online traffic and providing links to one official website		

**Category 'D' measures: Not within the SARMS Plan. Not suitable to be taken forward**

Potential to limit visitor numbers at some sites to minimise pressure on wildlife