

Jersey Coastal National Park

Action Plan

Draft 4
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1 Action Plan Explanation

1.1 Explanation

This action plan has emerged from stakeholder workshops. Some ideas were developed directly in the workshops or came from other sources and were discussed in the workshops. Other sources include action proposed by Government Departments or ideas from other protected landscapes).

1.2 Action Plan Structure

Column number	Title	Explanation
1.	Summary of Action	<ul style="list-style-type: none"> This column lists the action to be taken.
2.	On-going, new or aspirational	<ul style="list-style-type: none"> On-going activities are already in hand but noted here for completeness. New activities or actions are those identified through this process that could be readily taken forward through ongoing work and within existing resources. Aspirational activities or actions are those that would require significant further resources to enable them to be taken forward. It would only be possible to take these forward as and when opportunities arise.
3.	Lead organisation	<p>This lists the lead organisations for the action:</p> <ul style="list-style-type: none"> CNPMG: Coastal National Park Group (<i>temporary name for the oversight/coordination group pending formation and clarification of function and name</i>) DoE: Department of the Environment NT: National Trust Soc Jer : Socieit Jersiaise Jsy Her: Jersey Heritage Trust Jsy Water: Jersey Water JBC: Jersey Biodiversity Centre TTS: Transport & Technical Services Department RJA&HS: Royal Jersey Agricultural & Horticultural Society CIOS: Channel Island Occupation Society ESC; Education, Sport & Culture EDD: Economic Development Department HSS: Health & Social Services IOD: Institute of Directors JFU: Jersey Farmers Union
4.	Others involved	<ul style="list-style-type: none"> This lists other key stakeholders
5.	Time frames	<ul style="list-style-type: none"> Concensus states that the plan should have a 5 yr plan although many of the start-up actions will be completed sooner, and others actions will need to continue beyond this point. In discussing the Plan stakeholders did not propose timescales and consequently there are no completion dates marked
6.	Progress comments	<ul style="list-style-type: none"> This column is ready for succinct comments reporting on progress.

2 Theme Action plans

2.1 Natural Environment

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Landscape Conservation												
Complete the landscape character assessment and ensure all new habitat creation or other management is in keeping with the landscape character as well as delivering for biodiversity. Utilize Phase 1 & Phase 2 habitat surveys to target approach	Ongoing	DoE		→	→	→	→	→	→	→	→	
Produce SPG guidance that recognises the CNP and reflects the assessment of landscape character in the CCA.	Ongoing	DoE		→	→	→	→	→	→	→	→	
Develop a Landscape Management Strategy that recognises the CNP	Ongoing	DoE		→	→	→	→	→	→	→	→	
Habitat management												
Continue deployment of countryside rangers	Ongoing	DoE		→	→	→	→	→	→	→	→	
Habitat creation												
Create network of pond and wetland reserves with eco-friendly small hides for observation. [Promote through Countryside Enhancement Scheme & Tourism and develop a "Hide Circuit"]	Ongoing / New	CNPMG	Landowners, Tourism, Nat Trust, DoE	→	→	→	→	→	→	→	→	
Conservation of special areas												
Review management of SSI and wider CNP to ensure it is: adaptive to climate and other change, encourages functional ecosystems, fosters natural diversity, is focused by area/zone and leads to habitat improvements	Ongoing	DoE		→	→	→	→	→	→	→	→	
Continued conservation of designated SSI according to existing site descriptions and management plans until review completed	Ongoing	DoE		→	→	→	→	→	→	→	→	
Develop and agree management plans for all areas of land within the CNP that have a special conservation interest	Ongoing / New	DoE, Nat Trust, Parish, Jsy Water	CNPMG	→	→	→	→	→	→	→	→	
Identify and implement appropriate measures within the CNP using an Integrated Water Catchment Management Plan	New	DoE		→	→	→	→	→	→	→	→	
Bringing neglected/marginal areas back into management												
Extend areas of conservation grazing by rare breeds and increase the viability of conservation grazing through labelling produce	Ongoing	NatTrust		→	→	→	→	→	→	→	→	

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments	
				2014	2015	2016	2017	2018	2019	2020	2021		
Identify other areas of low diversity, overgrown or derelict land and bring it back into effective management and use in agreement with the landowner		CNPMG, Soc Jer, DoE, Nat Trust		→	→	→	→	→	→	→	→	→	
Protected species													
Protect scare and threatened species in the CNP	Ongoing / New	DoE	Nat Trust, Landowners, Soc Jer	→	→	→	→	→	→	→	→	→	
Ensure that avoiding disturbance to protected species is included in the recreation codes of conduct	New	DoE, CNPMG		→	→	→	→	→	→	→	→	→	
Updating of Wildlife Law [First Steps – Priority(?) for DoE Resources req – Law Drafting Time]	Ongoing	DoE	Nat Trust, Soc Jer, NGO's, Public	→	→	→	→	→	→	→	→	→	
ID list of priority species for CNP Management Plan [First Steps - Formation of CNPMB, Update Wildlife law, Form Experts Group]	New	CNPMG	Nat Trust, Soc Jer, NGO's, Public, DoE	→	→	→	→	→	→	→	→	→	
Survey of Species Locations - GPS based? [Resources req – GAP analysis & follow up survey, existing record review (JBC) expert help]	Ongoing?	CNPMG, JBC, Expert Groups	Nat Trust, Soc Jer, NGO's, Public, DoE	→	→	→	→	→	→	→	→	→	
Rare species location & notification system - CNP able to pinpoint special species areas and advise land / property owners in management [First Steps – establish CNPMB & expert group formation Resources req – Survey capacity, advisory / expert capability]	Ongoing	CNPMG	Land & property owners	→	→	→	→	→	→	→	→	→	
Re-introduction of lost species													
Continue to implement the 'Birds on the edge' project	Ongoing	National Trust, DoE, Durrell		→	→	→	→	→	→	→	→	→	
Tree Preservation Orders													
Create a mature trees register and place TPO's on them Could use crowd sourcing citizen science phone app survey	Ongoing / New	TTS Aboricultural Officer	Public	→	→	→	→	→	→	→	→	→	
Countryside Renewal Schemes													
Improve the focus, integration and long term funding of schemes (Countryside Renewal, Rural Initiatives)	Ongoing	DoE		→	→	→	→	→	→	→	→	→	
Monitoring of habitat quality and species													

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Monitoring of hydrological levels of wetlands	Ongoing	DoE		→	→	→	→	→	→	→	→	
Organisations continue to monitor and collect data <ul style="list-style-type: none"> Undertake GAP analysis for protection of species in CNP 	Ongoing	DoE	Durrell Soc Jer Nat Trust Simon Sand & Gravel RJA&HS	→	→	→	→	→	→	→	→	
Investigate opportunities to provide resources to fund the long-term running of the Jersey Biodiversity Centre as the central repository of data.	New	CNPMG	JBC, Soc Jer, DoE, Nat Trust	→	→	→	→	→	→	→	→	
Collate a data base of all ongoing monitoring of the natural environment, who is doing it and what they are monitoring	New	JBC	As above	→	→	→	→	→	→	→	→	
Identify an approach for the integration, sharing and accessibility of monitoring data and implement	New	JBC, Soc Jer, DoE, CNPMG	As above	→	→	→	→	→	→	→	→	
Voluntary tasks												
Draw in and mobilise people into volunteer tasks (young people, business sector, communities); <ul style="list-style-type: none"> Monitoring Land management 	New / Ongoing	CNPMG Draw across all stakeholder groups	Nat Trust, Jsy Her, DoE, others	→	→	→	→	→	→	→	→	
Traditional skills (see also section 2.2)												
Create a register of those with traditional skills (eg branchage management, pollarding, stone walling) <i>(for info: Skills Jersey Public / Private group launched a strategy in 2014 – does it include this register?)</i>		CNPMG, Skills Jersey,	Professional bodies,	→	→	→	→	→	→	→	→	
Develop a programme of skills learning events that meet the objectives of the CNP				→	→	→	→	→	→	→	→	
Work Transnationally												
Make links with those conserving protected landscapes in other countries and learn from them <ul style="list-style-type: none"> -Need to draw in as much expertise from CI's and adjacent French Coast. -Work across CI's -Also need to talk to other National Parks 	New	CNPMG		→	→	→	→	→	→	→	→	
Understanding, Interpretation and Education												
See section 2.4				→	→	→	→	→	→	→	→	
Funding												

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
See section 5				→	→	→	→	→	→	→	→	
Marine												
Complete Marine Spatial Plan recognising extent of CNP	Ongoing	DoE		→	→	→	→	→	→	→	→	
Develop clear co-operation pathways between the ICZMP and CNP management plan	New	CNPMG & DoE										

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2.2 Historic Environment

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Data base												
Complete the Historic Environment List: a data base and map of all historic buildings and places setting out their specific interest and reasons for protection Complete the legal Listing process for all the buildings and sites which have been reviewed as part of the Island wide historic environment resurvey. The aim is to ensure all legal Notices are served on building and site owners by the end of 2014.	Ongoing	DoE		→	→	→	→	→	→	→	→	
Link the publicly accessible Historic Environment Record to other sources of information to enrich the quality and extent of information	Ongoing	DoE,	Other Gov't Depts, Nat Trust, Jsy Her, Soc Jer, Property Holdings, All	→	→	→	→	→	→	→	→	
Maintenance of historic features												
Develop Management agreements to cover future repair and maintenance of buildings and places with those owners responsible for specific Listed buildings, places or portfolios of protected structures and sites.	Ongoing	DoE	Other Gov't Depts, Nat Trust, Jsy Her, Soc Jer, Property Holdings	→	→	→	→	→	→	→	→	
Use of historic buildings												
Where appropriate, let historic buildings as accommodation for visitors	Ongoing	Jsy Her, Property Holdings	NatTrust	→	→	→	→	→	→	→	→	
Climate change impact analysis												

Develop understanding of the effects of climate change on the historic environment including assessing the suitability of historic sea defences and climate change risks to coastal archaeological, geological, and historical sites.	Ongoing	TTS, DoE	Private landowners, Soc Jer, Nat Trust	→	→	→	→	→	→	→	→	
Harness Expertise and Knowledge												
Create a data base of people with specialist knowledge	New	DoE		→	→	→	→	→	→	→	→	
Database people of specialist knowledge -someone to take lead -can't happen until grant system back in place -put a management process in place -better if it is managed in the 3 rd sector		Jersey Construction Council – buildings, Archaeologists	Everyone	→	→	→	→	→	→	→	→	
Work up a list of shared projects and co-ordinate and engage (as practical) volunteers in delivery -shared projects – mobilise what's already happening and tie into CNP. Bring information that is currently recorded & put it in to GIS)	Aspirational	CIOS	Nat Trust, Jersey Conservation Volunteers									
Landscape character (see section 2.1)												
Ensure landscape character and proposed changes to it are well informed about the impact historic features	Aspirational	DoE	Nat Trust Soc Jer Jsy Her	→	→	→	→	→	→	→	→	
Traditional skills (see section 2.1)												
Create a register of those with traditional skills Include within database of specific knowledge				→	→	→	→	→	→	→	→	
Develop a programme of skills learning events eg stone walks Jersey – tradition only [Build partnership before instigating any activity / training]	New	Jersey Construction Council, DoE, Nat Trust, (Joint approach)	Highlands, Nat Trust	→	→	→	→	→	→	→	→	
Research												
Create a research framework and protocols for archaeology Model of understanding of what needs to be done. Need framework – answer questions about the co-ordination of volunteers	Ongoing	DoE	Societe, Jsy Her, Nat Trust, UK Accademics	→	→	→	→	→	→	→	→	
Voluntary tasks												
Draw in and mobilise people into volunteer tasks (young people, business sector, communities)	Aspirational New	Jsy Her DoE Education	All others involved with Historic Environment	→	→	→	→	→	→	→	→	
Work Transnationally												

Make links with those conserving heritage features in other countries and learn from them	Ongoing	DoE	Jsy Her, Nat Trust, Soc Jer	→	→	→	→	→	→	→	→	
Understanding, Interpretation and Education												
See section 2.4				→	→	→	→	→	→	→	→	
Engaging Young People Engage with ESC - Develop a package based on curriculum requirements - UK experience		ESC, DoE	Everyone	→	→	→	→	→	→	→	→	
Learning Event -Find an appropriate training partner -Develop a package based on curriculum requirements -Best practice in UK		Training partner identified	Everyone	→	→	→	→	→	→	→	→	
Funding												
See section 5 Potential to get funding from planning obligation agreements – relates to new development and its link to the historic environment				→	→	→	→	→	→	→	→	
Marine archaeology												
The CNP boundary is to high water – management of coastal and maritime geological and archaeological heritage is referred to in the 2008 Coastal Zone Management Strategy which is due for review. This identifies the need for a register of features.	Ongoing	DoE	Ice Age Project, Soc Jer, Jsy Her,	→	→	→	→	→	→	→	→	
Complete Marine Spatial Plan including the Coastal Zone will recognise coastal and maritime geological and archaeological heritage	Ongoing	DoE	Recreational diving community	→	→	→	→	→	→	→	→	
Ensure that avoiding disturbance to archaeological and historic features is included in the recreation codes of conduct All not just Marine	Ongoing (tied to recreational aspect of the plan. Include Historic env in to other Codes of Conduct	DoE		→	→	→	→	→	→	→	→	

2.3 Recreation and access

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Find resources for recreation strategy												
Identify resources (funds and people) to lead on and implement a strategy. [Fit for Sport Strategy]	Ongoing	ESC		→	→	→	→	→	→	→	→	
Develop a recreation strategy												
Initiate and co-ordinate a CNP recreation strategy including the activities below <i>[For info: The Fit for Sport Strategy – which ESC launched in 2014, it targets organised sporting activities. There is also the Countryside Access Strategy for Jersey .Consultation launched 1st May]</i>	Ongoing	ESC, CNPMG		→	→	→	→	→	→	→	→	
Analyse current and future needs												
Create a data base of existing provision, location and approximate numbers involved	New	DoE, ESC	ESC, EDD, Tourism	→	→	→	→	→	→	→	→	
Analyse trends for existing and potential new recreation types (needs analysis)	New	DoE, ESC, CNPMG		→	→	→	→	→	→	→	→	
Engage recreations users to analyse needs, effects, and agree codes and other management (see also section 2.4 & 2.5)												
Create a list of all recreation interests and engage them in the recreation strategy	New	ESC	DoE	→	→	→	→	→	→	→	→	
Analyse types of recreation and what each needs and their compatibilities	New	ESC	Property Holdings, Tourism	→	→	→	→	→	→	→	→	
Identify effects and impacts on the environment and other users	Ongoing	DoE, Nat Trust, Soc Jer, Parishes		→	→	→	→	→	→	→	→	
Support recreation interests in writing their own voluntary codes of conduct so that activities can be carried out in a way that is safe, respectful of other users, the environment, and farmed/stocked land. (include managing erosion, dog mess and litter)	Ongoing	Individuals, Assoc / Clubs, (patchy some known)		→	→	→	→	→	→	→	→	
Tighten up rules and byelaws where necessary if the voluntary codes are insufficient to manage particular activities	Ongoing	Parishes		→	→	→	→	→	→	→	→	
ESC Jersey Clubmark Scheme promotes best practice and quality of sports provision. Explore merits of using this scheme for recreation within the CNP.		ESC, CNPMG	DoE	→	→	→	→	→	→	→	→	
Marine Recreation												

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Codes of conduct to include effects on other marine and coastal users and environment Investment to support delivery of message	Ongoing	Tourism / Harbours, CNPMG, DoE		→	→	→	→	→	→	→	→	
Allocate space/zones for specific needs or sets of needs												
Engage recreation users and other stakeholders in agreeing allocation of space and zones/times to maximise use of space but minimise clashes between different needs, H&S issues and impact on the environment at sensitive times/locations.	Aspirational											
Locally specific management												
Along with codes and zoning identify where additional recreation management is needed and develop location specific management plans	Aspirational											
Facilities												
Review existing facilities and consider how they can be used to maximum advantage	Ongoing	ESC, Individuals & clubs	All landowners	→	→	→	→	→	→	→	→	
Develop and implement a visitor car park / maintenance plan within the CNP (that will also allow for interpretation of CNP features)	Ongoing	DoE, TTS		→	→	→	→	→	→	→	→	
Recreation events												
Develop a co-ordinated calendar of recreation events to increase synergies and reduce clashes and impacts [Updated – ongoing. Tourism already something in place Publicity tool – Tourism “Whats On” – Island calendar of events]	New	ESC & HSS	Community Officers	→	→	→	→	→	→	→	→	
Develop a programme of activities to encourage young people into outdoor activities	Ongoing	HSS, ESC, Police		→	→	→	→	→	→	→	→	
<i>Geopchaching (an outdoor treasure hunting game using GPS enabled devises. Cache boxes are put out at locations with a GPS location and people have to find them, sign the log book, leave a ‘treasure’ and take a ‘treasure’ and upload stories and photos – there are some already on Jersey but the CNP could set some special ones up)</i>	Ongoing	Tourism		→	→	→	→	→	→	→	→	
Access strategy												
Draft Countryside Access Strategy for Jersey to be consulted on finished and implemented (For info: this is due to be launched on 1 st May)	Ongoing	DoE		→	→	→	→	→	→	→	→	

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Feed into the Access Strategy, CNP park aspirations for Park and Ride, cycle network, disabled access, public transport links to starts and ends of walks with hop on hop off at honey pots, and new bridleways and path routes.	Aspirational											
Use the Sustainable Transport Strategy / Active Travel Strategy to promote opportunities for shared / smart transport initiatives	Ongoing	TTS	All	→	→	→	→	→	→	→	→	
Website (see section 2.4 for more information)												
Contribute to a tourism and recreation events website portal				→	→	→	→	→	→	→	→	

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2.4 Fostering understanding: Interpretation, Information & Education

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments	
				2014	2015	2016	2017	2018	2019	2020	2021		
Branding													
See also section 2.5	New			→	→	→	→	→	→	→	→	→	
Initial awareness raising of the CNP													
Create a neutral steering group to seek advice on the best approach to raising awareness, identifying audience, developing a brand, liaising with stakeholders, identifying effective use of media. Engage Parishes to develop further with parish led groups Understand governance and funding in relation to Awareness & Branding Tourism to assimilate concept of CNP in to their	New	CNPMG,		→	→	→	→	→	→	→	→	→	
Develop materials that explain and promote the CNP and its vision, features, location and opportunities				→	→	→	→	→	→	→	→	→	
Develop a CNP website signposting and linking with others relevant websites				→	→	→	→	→	→	→	→	→	
Ongoing promotion of the CNP													
Promote the CNP through existing interpretation centres, cafes and public transport. <i>(suggestion of making it a condition of letting agreements to cafes)</i> <i>Coach tours commentary</i> <i>Stakeholder group: "Friends of the National Park"</i> <i>Need a focal point</i>	New	CNPMG; "Friends of the National Park", Tourism, Property Holdings, DoE		→	→	→	→	→	→	→	→	→	
Develop and implement a media strategy with press releases and media opportunities	New	CNPMG		→	→	→	→	→	→	→	→	→	
Produce a tranquillity map to raise awareness of the CNP. Common initiative used by NP's in the UK to define distinctiveness.	Aspirational												
Develop integrated interpretation of historic, landscape, geology, nature features and farming/land use													

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Compile an online data base of the existing: <ul style="list-style-type: none"> - materials - displays - interpretation centres - Interpretation boards - guided walks - other interpretation events Include who produces/runs them, what they cover and whether they are targeted at visitors, islanders or both *Resource Issue*	New	CNPMG, SOJ, Corporate Input, Parish		→	→	→	→	→	→	→	→	
Identify gaps and work out who can best address each.	As above			→	→	→	→	→	→	→	→	
For interpretation specific to farming see section 2.6				→	→	→	→	→	→	→	→	
Review Cultural Strategy to align CNP with initiatives brought forward by the cultural sector	New	ESC		→	→	→	→	→	→	→	→	
Use technology for interpretation												
Develop app/s that provide interpretation via smart gadgets (eg phones and Ipads) (<i>Rather than more hard interpretation panels</i>)	New + current (just starting)	Tender on a brief for IT / IT company / media partner		→	→	→	→	→	→	→	→	
Apps												
Develop species recording & ID app to integrate with JBC	New	JBC	IT indiv & orgs, Nat Trust, DoE, Soc Jer	→	→	→	→	→	→	→	→	
Develop virtual reality tours		Tender on a brief for IT / IT company / media partner		→	→	→	→	→	→	→	→	
Information Guide & App for National Park to guide people from hotel to sites to lunch to hotel again via points of interest – visual guides [Need GAP analysis Map existing data systems and structure against CNP brand Source and IT partner in return for possible advertising]	New	Tourism, CNPMG	SOJ IT, e-gov,	→	→	→	→	→	→	→	→	
Install webcams at nest sites and other locations (<i>eg Puffin webcam already in place</i>)	Current (New)		Nat Trust, schools,	→	→	→	→	→	→	→	→	
<i>Solar panel linked data, schools</i>												

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Use social media eg facebook about the CNP and twitter	New	CNPMG to confirm		→	→	→	→	→	→	→	→	
Need moderator												
Interpretation centres												
Maximise use of existing interpretation centres and facilities (eg Frances Le Sueur Centre) Scout Centre FLSC centre as a guide centre? St Brelade Build into leaeses?	Ongoing	*Constables, Parishes, Property Holdings	DoE, Nat Trust., Jsy Her, Soc Jer, small business cafes, Scout Association	→	→	→	→	→	→	→	→	
Develop a centre 'passport/stamp so that people are motivated to visit several to get a more complete picture of the CNP and the CNP features	New / Aspirational	*School project		→	→	→	→	→	→	→	→	
Co-ordinated guided walks/tours and events (see also section 2.3 recreational and events website)												
Develop a co-ordinated calendar of walks and events to increase synergies and reduce clashes and impacts	New	CNPMG, Tourism, ESC		→	→	→	→	→	→	→	→	
Eco-Schools calendar?												
Develop a programme of activities to encourage particular groups to understanding and appreciate the CNP: – young people – children – local communities – minority groups – hard to reach – less abled	New	CNPMG, Friends of the National Park), ESC, DoE, Tourism, Community		→	→	→	→	→	→	→	→	
Develop a guided CNP bus tour for the less mobile	Aspirational			→	→	→	→	→	→	→	→	
Outdoor Education												
Develop downloadable CNP themed lesson plans and outdoor education packs for use by teachers and tailored to all curriculum subjects and age. Include information about the locations they could be done in the CNP (including logistics information such as time of year, toilet facilities etc) .	New	ESC, DoE Eco-Active		→	→	→	→	→	→	→	→	
Develop packs in partnership with relevant NGO's for their own use.	Ongoing /New	DoE, ESC	partners	→	→	→	→	→	→	→	→	
Update International Eco-Active Schools program	Ongoing	DoE		→	→	→	→	→	→	→	→	

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Seek funding for a National Park Officer <ul style="list-style-type: none"> Database Education material 	New	Private / Public, CNPMG (Friends of the National Park), ESC		→	→	→	→	→	→	→	→	
Train the teacher days, to enable teachers to take schools groups out with confidence Example - "Shore thing" – Societe trained teachers	Ongoing			→	→	→	→	→	→	→	→	
Within school Education												
Include CNP natural history and historic environment as topics in the curriculum with supporting materials (eg ecosystems and nature, evolution of landscape, historic features and what they tell us about past landuse (historic field patterns, building style and function))	New Supporting materials	ESC	DoE	→	→	→	→	→	→	→	→	
Pool of wardens												
Develop a pool of volunteer CNP wardens who 'adopt' an area of the CNP to warden, help and guide users, and carry out citizen science/monitoring	Aspirational											
Develop a volunteer's 'job description' and recruit interested people	Aspirational											
Provide training on H&S, information about the CNP and regular meetings to keep people updated	Aspirational											
Research												
Develop a list of research projects that would support and inform CNP management and could be done by students at different stages of their education and also visiting field trips Co-ordination / publicity needed, could use Biological Records Centre	Ongoing	JBC, CNPMG	JBC	→	→	→	→	→	→	→	→	
Develop a research code of conduct to guide all academic historic, archaeological and natural environment research to ensure it is carried out ethically and sensitively with minimum impact.	Ongoing			→	→	→	→	→	→	→	→	
Investigate the feasibility and potential costs of setting up a marine research laboratory for use by local and visiting schools and universities. ICZMS – that meets the objectives of the CNP	Aspirational	DoE, ESC										
Codes of conduct												
Please see section 2.3				→	→	→	→	→	→	→	→	
CNP Film												

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Commission a documentary film about the area of the CNP its history, environment and culture.	Aspirational		La Motte (Youth Centre) / Hautlieu (school), YouTube	→	→	→	→	→	→	→	→	

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2.5 Business and tourism

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Develop a brand image - Refer to Sect 2.4												
Create a neutral steering group / advisory group to develop brand. Identifying audience, how best to engage. Defining balance between purpose and themes.	New	CNPMG, Parish, Tourism	All or as required	→	→	→	→	→	→	→	→	
Develop a strong, recognisable, contemporary, and inspiring brand image that can be used for the CNP and for linked (quality) recreation provision, interpretation, business, accommodation, and venues that occur within the CNP see 4.2	New / aspirational	Tourism (getting started)		→	→	→	→	→	→	→	→	
Tie in with how the ongoing message of the CNP will be presented	New	CNPMG, Parish, Tourism	All or as required	→	→	→	→	→	→	→	→	
<i>Reconsider the name CNP as being the best 'label'.</i>	New	CNPMG,		→	→	→	→	→	→	→	→	
Ensure the brand image works for islanders, visitors and people of different ages	New	CNPMG, Parish, Tourism	All or as required	→	→	→	→	→	→	→	→	
Encouraging visitors/tourists												
Needs analysis of tourism and locals (see also separate recreation needs analysis section 2.3)	Ongoing, New			→	→	→	→	→	→	→	→	
Ensure visitors and locals are aware of the boundaries of the CNP. [see section 2.4	New	CNPMG	Parish	→	→	→	→	→	→	→	→	
Use the CNP in marketing and tourism promotion to encourage people to come to the Island [see also sections 2.2 & 2.4] (For example the greentraveller website focuses on CNP's and AONB's in the UK)	New	Tourism, Industry ,Hoteliers, Tour operators, recreational providers)	All	→	→	→	→	→	→	→	→	
Ensure tourists/visitors understand the sensitivity of the CNP and are aware of Codes of Conduct. (<i>Identify how??</i>)	New	CNPMG	All stakeholders	→	→	→	→	→	→	→	→	

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Creation of a Countryside Code : Create a working group of all relevant stakeholders to consider content, look at existing codes in place across users as a start. Consider how enforcement will occur. [see section 4.2 Word for Word Report Workshop 2 for discussions]	New	CNPMG, DoE	Comitte des Connetables, Parish officials, all interested parties, park users	→	→	→	→	→	→	→	→	
Accommodation												
Increase the heritage holiday lets and use the CNP location to enhance their appeal see section 2.2	Ongoing	Jsy Her	Nat Trust	→	→	→	→	→	→	→	→	
Consider development of controlled camping on NW area with a payment to the CNP *Consider the issue of uncontrolled camping at St Ouen & wider CNP locations	New	Planning, CNPMG, Com mittee de Connetables	Park Users	→	→	→	→	→	→	→	→	
Encourage CNP business , innovation, entrepreneurs and diversity												
Hold CNP business networking events so that tourism providers and other business within the CNP can: – set-up a central liaison point to manage networking events to include a timeline for delivery – learn about what else is on offer – learn from each other about how to maximise benefit from the CNP designation – foster new endeavours/innovations – develop niche markets Product – diversify – identify business support needs and how they might be met Brand – product development and brand control – Develop a promotional CNP pack for business	New	Jersey Business, Chamber of Commerce, Jersey Hospitality Association, IoD	Recreational providers, Tour guide association	→	→	→	→	→	→	→	→	
Increase awareness of sustainable business activity within the CNP using the Eco-Active business scheme	Ongoing	DoE		→	→	→	→	→	→	→	→	
Extend or learn from % for art fund in relation to CNP	New	CNPMG		→	→	→	→	→	→	→	→	
Maintain existing jobs and create new ones												
Ensure that 'blue collar' jobs and employment opportunities are sustained (<i>how?</i>)	Ongoing			→	→	→	→	→	→	→	→	
Visiting the CNP												

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Review carrying capacity of visitor infrastructure (toilets, parking) and ability to absorb higher numbers	New			→	→	→	→	→	→	→	→	
Where there is an issue investigate ways to increase provision	New			→	→	→	→	→	→	→	→	
Install signage so that you know when you are in it (but otherwise keep signage at a minimum and use IT for interpretation)	New			→	→	→	→	→	→	→	→	
Develop and implement a visitor car park / maintenance plan within the CNP	Ongoing	DoE, TTS		→	→	→	→	→	→	→	→	
Central Hub (unclear if this suggestion was for online or actual) – Virtual hub												
Create a single CNP hub for tourism information: hospitality, recreation, sport, heritage	New	Tourism, CNPMG		→	→	→	→	→	→	→	→	
Work Transnationally												
Make links with those conserving protected landscapes in other countries and learn from them about how to use the CNP for promoting business and tourism				→	→	→	→	→	→	→	→	

2.6 Farming

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Build greater understanding and links with communities and visitors about farming within and adjacent to the CNP												
As part of CNP interpretation materials foster greater understanding of Farming within and adjacent to the CNP and its past and present contribution to the landscape and biodiversity [Tie in with other themes Compliment what's already on offer Could use the new wetlands centre to promote agriculture and spread this message]	New / current	CNPMG with funding	DoE, Tourism, DoE agricultural officers	→	→	→	→	→	→	→	→	
Hold events and provide information to increase understanding of farming in the CNP (eg external drivers, pressures to specialise, system of renting land, continuous adaptation and evolution to market forces and climate) As above				→	→	→	→	→	→	→	→	
Access across CNP farmland												
To reduce the impact of any increased access, create a CNP Countryside Code to ensure that dog walkers, horse-riders, walkers and others respect farms, livestock and avoid crop damage . There is an Access Strategy being developed – currently out to consultation Need to quantify support for this, and recognition that code of conduct should also be Island wide. [Code needs to be promoted but can only happen if farmers agree to installation of access pathways Green Lanes initiative has difficulties because inconsistently applied and there are gaps. Same could apply to this initiative]	Ongoing	CNPMG, DoE, Comitee des Connetables / Parish, JFU,RJA &HS	All Park users	→	→	→	→	→	→	→	→	
Promote the availability of Countryside Enhancement Scheme funding for new access across farmland to farmers. [RES due for review 2016]	Ongoing	Rural Economy Strategy		→	→	→	→	→	→	→	→	

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Foster links between CNP and CNP farmers, land owners and land managers												
Hold CNP events for farmers/landowners/land managers in or adjacent to the park to network to <ul style="list-style-type: none"> learn from each other about how to maximise benefit from the CNP designation Consider diversification, niche markets, added value foster new endeavours/innovations develop niche markets diversify identify CNP business support needs and how they might be met [There was much more done historically but the market is changed; and motivation for this.]	Ongoing	RJA&HS,JFU, DoE		→	→	→	→	→	→	→	→	
Farming, wildlife and landscape												
Develop ecological networks linking farmland / protected sites and marginal land through the continued use and support of wildlife enhancements eg bird seed mix/field margins, tree planting, hedge planting and management . <p>[Work with the rural community to develop schemes that can be delivered and deliver benefit for the environment. Currently targeted around the CNP – particularly the north coast (marginal land)]</p>	Ongoing	DoE, Birds on the Edge		→	→	→	→	→	→	→	→	
Explore opportunities for funding these activities within the CNP through Government subsidies	New / Aspirational	SOJ		→	→	→	→	→	→	→	→	
Restore stone walls (ref also 0)	New / Aspirational	SOJ	Nat Trust,	→	→	→	→	→	→	→	→	
Develop a free to farmer/landowner tree scheme to enhance wind breaks and landscape character	New / Aspirational	SOJ, CNPMG		→	→	→	→	→	→	→	→	
Continue measures to reduce diffuse pollution and slurry control	Ongoing			→	→	→	→	→	→	→	→	
Use the Water Resources Law to licence abstraction and impoundment activity that may impact water dependent habitats	Ongoing	DoE	Farming / farmers / users	→	→	→	→	→	→	→	→	
Conservation of iconic and rare breeds												
RJA&HS continue to promote Jersey cows as an iconic breed	Ongoing	RJA&HS	Farmers, EDD, DoE	→	→	→	→	→	→	→	→	

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Extend management of marginal land use rare breeds to contribute to their conservation. (ref also 2.1)	Ongoing	Nat Trust	Durrell, Birds on the Edge, livestock owners	→	→	→	→	→	→	→	→	
Agri-Tourism												
Encourage environmental and agri-tourism on farms [Could be difficult as unknown appetite for self catering development rather than permanent residences]				→	→	→	→	→	→	→	→	
Clarify scope for change of use of farm buildings to encourage agri tourism (also under planning)		DoE	Users who do this	→	→	→	→	→	→	→	→	
Encourage local consumption of local CNP produce												
Encourage and incentivise production for local consumption where sustainable (including economically) and promote/market products produced in a sustainable way within the CNP [Is this feasible given the complexity of farming practice in and out of the CNP boundary?] Rural Initiative Scheme does provide funding for this type of marketing		Genuine Jersey		→	→	→	→	→	→	→	→	
Environmentally best practice												
Continue measures to reduce diffuse pollution and slurry control Nitrate dispensation for nitrate levels @ Jersey Water	Ongoing	States, Jersey Water (but not as funder)		→	→	→	→	→	→	→	→	
Rural Economy Strategy												
This provides a 5 year framework. Ensure that the CNP accords with the outcomes of the next RES review in 2015				→	→	→	→	→	→	→	→	

2.7 Community Wellbeing

(Quality of life, cultural vitality, social equity, sustainability, economic prosperity or 'doing well, feeling good')

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Strategies												
At the next review of relevant strategies ensure they make links with and maximise benefit to and of the CNP (Health Strategy, Sustainable Transport Strategy, Education Strategy) [for info: not sure there is a health strategy]				→	→	→	→	→	→	→	→	
Links with the health agenda												
Create links with the health agenda and understanding of the health benefits of the CNP				→	→	→	→	→	→	→	→	
Use increased funding from Sports Strategy to promote sustainable rise in healthy outdoor activities within the CNP	new	ESC		→	→	→	→	→	→	→	→	
Enhanced and equitable Access												
Ensure access management is mindful of needs of less able and personal safety: areas with safe pathways, well maintained disabled access, car parks with disabled parking bay, suitable toilet facilities. See links to 2.3, 2.4, & 2.6				→	→	→	→	→	→	→	→	
Community engagement to foster pride and sense of place												
Ensure some of the branding, promotion and events are tailored to local communities and encouraging a sense of place and pride See links to 2.4 (Review of Cultural Strategy) 2.6 (Farming)				→	→	→	→	→	→	→	→	
Social Inclusion												
Involve and engage hard to reach groups with the CNP [for info: ESC is undertaking some work around social inclusion – we need more information on this and how it can complement work on the CNP]				→	→	→	→	→	→	→	→	
Harness resources of probation and back to work schemes for work on the CNP and benefit to participants	Ongoing	DoE, Durrell, Nat Trust		→	→	→	→	→	→	→	→	
Young people												
Ensure that activities and initiatives draw in and attract young people to management and understanding of the CNP (see section 2.3)				→	→	→	→	→	→	→	→	
				→	→	→	→	→	→	→	→	

2.8 Development/built environment

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments	
				2014	2015	2016	2017	2018	2019	2020	2021		
Planning Policy													
Clarify Island Plan policy regarding development in the CNP to include scope for business development within the CNP that is consistent with the themes of the CNP Man Plan	On-going	DoE		→	→	→	→	→	→	→	→	→	
Review of General Development Order to reduce allowance within the park		DoE		→	→	→	→	→	→	→	→	→	
Clarify scope for change of use of farm buildings to encourage agri tourism (put under farming or here?)				→	→	→	→	→	→	→	→	→	
Consider creation of a buffer with reduced levels of development control compared to park but higher than elsewhere				→	→	→	→	→	→	→	→	→	
Set up a planning listing systems [need to clarify what this is to list]				→	→	→	→	→	→	→	→	→	
▲ Deliver maintenance and improvement program to sea defences in the CNP	Ongoing	TTS		→	→	→	→	→	→	→	→	→	
▲ All statutory consultees in the development control process adopt the purposes of the CNP as central to their assessment				→	→	→	→	→	→	→	→	→	
Explore the options for CNP boundary change see section 4													
▲ Use the 50th Anniversary of the Jersey Planning System (2015) to promote the development of land use policy and the designation of the CNP see section 2.4		DoE		→	→	→	→	→	→	→	→	→	
▲ Extend existing 3D modelling requirements to developments that impact the landscape character of the CNP see section 2.1 & 2.2		DoE		→	→	→	→	→	→	→	→	→	

3 Park management

3.1 Governance and staff

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments	
				2014	2015	2016	2017	2018	2019	2020	2021		
Form Interim Working Group													
Form an interim Working Group to progress: the CNP branding, <ul style="list-style-type: none"> completion of the management and action plans launch of the CNP and plan find funding establish the long-term CNP Group 		Interim Working Group		■									
Meet monthly for the first 6 months to maintain momentum and review need thereafter		Interim Working Group		■									
Agree informal ToR and ways to conduct meetings to be informal and productive (ref governance doc)		Interim Working Group		■									
Establish shared governance CNP group													
Establish a CNP Group to co-ordinate management, champion, and promote the CNP and guide plan implementation (the group to include States, NGO, Business and Community representatives functioning as equals (<i>not as an advisory group to Gov't</i>) and reflecting the composition agreed by stakeholders)	New	Interim CNP Group		→	→	→	→	→	→	→	→	→	
Make Representation													
Embed CNP in review of relevant strategies by developing a role as a respected advisor. Also create links that maximise the benefit to the CNP (see section Communities & Wellbeing).		CNPMG		→	→	→	→	→	→	→	→	→	
Establish dedicated staff													
Staff to maintain momentum and provide secretariat support to the co-ordination group				→	→	→	→	→	→	→	→	→	
Funding													
For funding see section 3.3				→	→	→	→	→	→	→	→	→	
Ongoing stakeholder engagement to review progress (to be discussed at workshop 3)													

<p>Have regular informal review of progress events to maintain links between CNP Group and wider stakeholder group, on the implementation of the plan, to share knowledge and coordinate activities and opportunities within the CNP (how often – eg every 6 months?)</p>				→	→	→	→	→	→	→	→	
<p>Every 2 years hold a formal review workshop to collaboratively review this action plan and generate next steps.</p>				→	→	→	→	→	→	→		

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3.2 Ongoing communication about CNP management

(For communication and understanding of the CNP see section 2.4)

Ongoing communication about CNP management

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Launch the CNP												
Once the branding is done, the CNP group established, and the management plan ready for publication, hold a launch event/s see 2.5	New	Tourism, CNPMG		→	→	→	→	→	→	→	→	
Enhanced links with the Parishes												
Enhance links with the Parishes				→	→	→	→	→	→	→	→	
Keep people informed of management and implementation (to be discussed at workshop 3)												
Produce articles about management for inclusion in other publications				→	→	→	→	→	→	→	→	
Establish website to profile the activities, news, representations ... within the CNP				→	→	→	→	→	→	→	→	
Produce regular e-newsletter to update people on developments (how often?)				→	→	→	→	→	→	→	→	
Produce regular multi-media feeds relating to the CNP				→	→	→	→	→	→	→	→	

3.3 Funding and resources

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Co-ordination of budgets												
Co-ordinate available budgets from across agencies, government, NGO and other relevant organisations to deliver the implementation of the CNP	New	CNPMG	Everyone with interest / input in MP	→	→	→	→	→	→	→	→	
Financial Support from the States [Strong reason for the states to part fund CNP. Plan of how money will be spent]	New	CNPMG	States / States members	→	→	→	→	→	→	→	→	
Establish transparency of funding and structures for administration Accountability Internal use of funding IT co-ordination Investment income decision making	New	CNPMG										
Art fund												
Expand the Percentage for Art Policy so that a percentage can go to other sectors eg CNP and/or developers can chose which sector or project they want their contribution to go for Difficult to do needs to be specific for CNP For - Use same principle to enhance natural environment Against – should not be too much development in Coastal National Park Fostering Art in CNP but not hijacking the funding		CNPMG	Everyone with interest / input in MP	→	→	→	→	→	→	→	→	
Corporate Engagement and Resourcing												
Secure corporate funding as part of their Corporate Social Responsibility eg RBC, HSBC				→	→	→	→	→	→	→	→	
Publicise corporate/private funding contributions to generate more				→	→	→	→	→	→	→	→	
Raise awareness that the quality of life on Jersey and the CNP area enable corporations to attract high calibre staff and have significant economic benefit				→	→	→	→	→	→	→	→	
Use the special qualities of the of the CNP to support economic growth and inward investment				→	→	→	→	→	→	→	→	
Engage the corporates through team building conservation or heritage task days				→	→	→	→	→	→	→	→	

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Encourage the corporates to provide practical help or contributions in kind; -infrastructure / premises -media -promotion of CNP to their business sector partners or overarching professional bodies -providing a service or a minimal charge associated with their activities toward the CNP				→	→	→	→	→	→	→	→	
Explore other potential sources												
Secure long-term funding / partnerships in conjunction with shorter or more discrete funding solutions												
Explore funding from Rural Initiative Scheme and Tourism Development Fund		CNPMG	Everyone with interest / input in MP	→	→	→	→	→	→	→	→	
Parish rates - used to enhance How would you influence to governing structure - Tenants of CNP should pay rent to CNP - Up taxes in Parish - Island resource - Income tax - CNP business tax		CNPMG	Everyone with interest / input in MP	→	→	→	→	→	→	→	→	
Identify Other funding sources -Bid for Dormant bank funds – apply -Schools and community funding -Parish initiatives -Develop packaged sub-projects that can be supported financially [eg Biodiversity Championship Scheme] Entering fee into CNP		CNPMG	Everyone with interest / input in MP	→	→	→	→	→	→	→	→	
Private sponsorship Apply for appropriate funding depending on merit of the application will decide on funding		CNPMG	Everyone with interest / input in MP	→	→	→	→	→	→	→	→	

Summary of Action	On-going, new or aspirational	Lead organisations	Others involved	Time frame								Progress comments
				2014	2015	2016	2017	2018	2019	2020	2021	
Find ways for the CNP to generate its own income – eg charges for work, create a trust pool. Entry fee Tenants – shooting range / bikers etc Rent review – commercial rent Currently Property Holdings		CNPMG	Everyone with interest / input in MP	→	→	→	→	→	→	→	→	
Crowd sourcing Lots of low value funding Taking in money / donations - Use of social media Opportunities for reciprocal agreements around use of brand & logos		CNPMG	Everyone with interest / input in MP									
Investigate the economic benefits of the CNP -GAP analysis of economic data to support this												
Establish project management for inward investment -timetabling targets and deliverables -establishing links to corporate bodies and public and private individuals and organisations -consider the options for the CNP as a charity -discuss branding with Chartered Institute of Marketing - create promotional pack for business -conduct market research												