

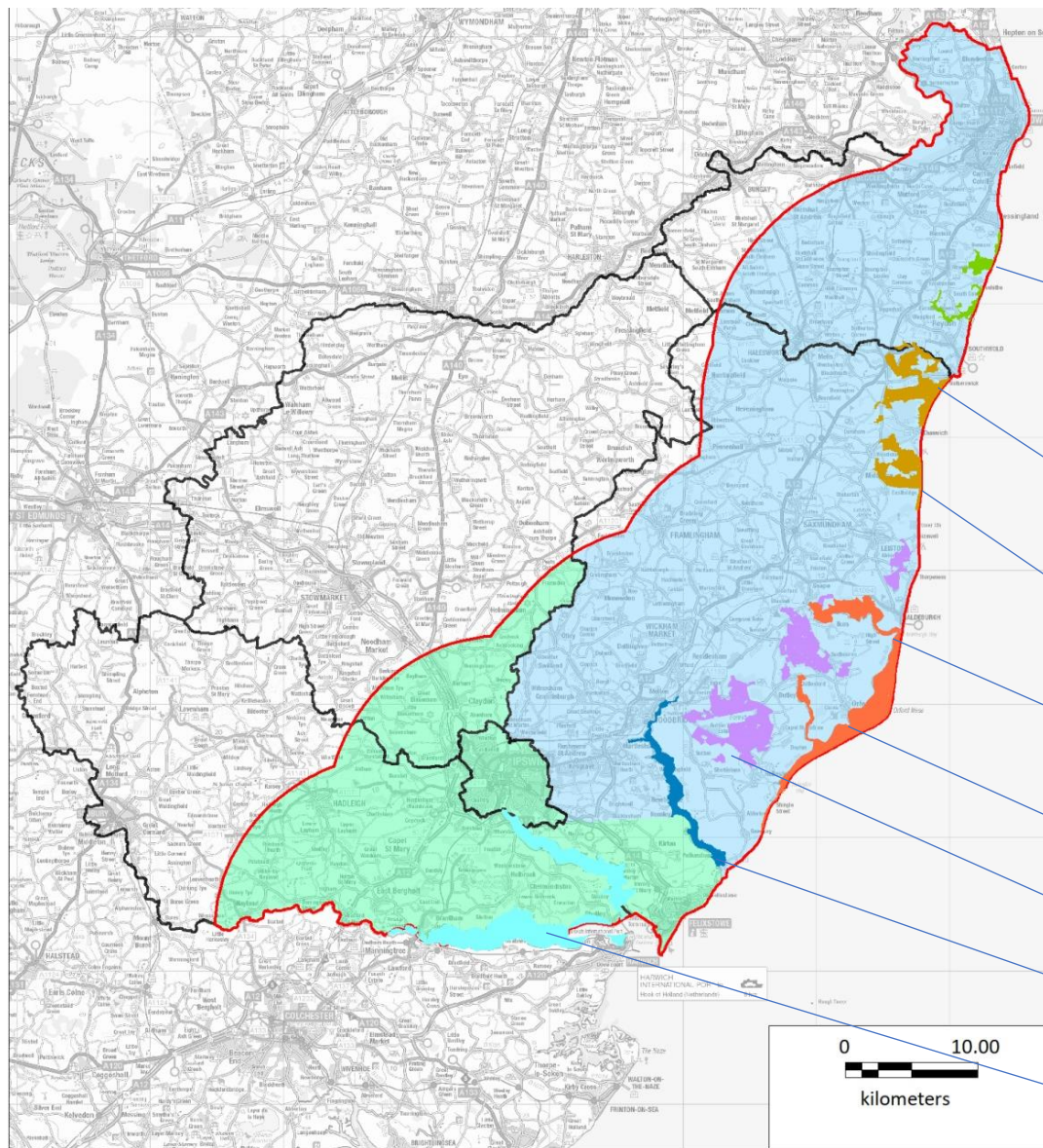
Suffolk Coast Recreational
Disturbance Avoidance
and Mitigation Strategy
'RAMS' Update

Richard Hunt, Strategic
Advisor- Suffolk Coast RAMS



What is Recreational Disturbance?





European sites

Benacre to Easton Bavents SPA and
Benacre to Easton Bavents Lagoons
Special Area of Conservation (SAC)

Minsmere to Walberswick Heaths
and Marshes Special Area of
Conservation (SAC)

Minsmere - Walberswick SPA

Alde-Ore Estuary Special Protection
Area (SPA) and Ramsar site

Orfordness-Shingle Street SAC

Sandlings SPA

Deben Estuary SPA and Ramsar site

Stour and Orwell Estuaries SPA and
Ramsar site

Overall zone of influence

Zone A

Zone B

Relevant European sites

Alde-Ore Estuary SPA/Ramsar

Benacre to Easton Bavents SPA

Deben Estuary SPA/Ramsar

Minsmere-Walberswick SPA/SAC/Ramsar

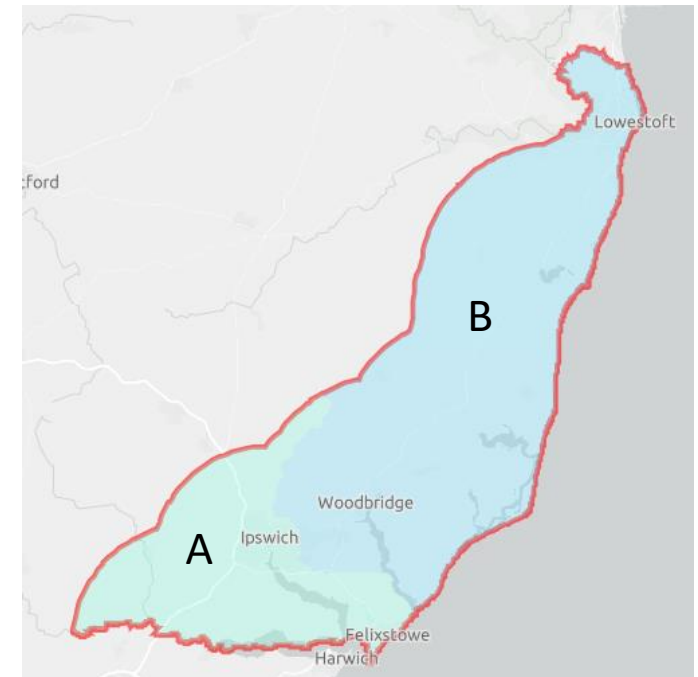
Orfordness-Shingle Street SAC

Sandlings SPA

Stour and Orwell Estuaries SPA/Ramsar

What is the Suffolk Coast RAMS?

- **Engaging with communities and visitors to reduce disturbance and damage to internationally important wildlife sites.**
- Avoiding and mitigating the effects of increased recreational disturbance from new residential developments on European designated sites.
- Suite of measures for people and dogs.
- Financial contributions from new residential developments.
- Partnership between East Suffolk Council, Ipswich Borough Council and Babergh and Mid Suffolk District Council.



The RAMS journey

- Governance structures – Steering Group and Executive Group
- Final Technical Report – May 2019
- RAMS contributions collections started
 - ESDC – January 2019 (for all relevant applications) – earlier for large schemes
 - BMSDC – interim HRA payment collection, moved to RAMS collection late 2019
 - *IBC – February 2020 (once SPD adopted)*
- Collaboration Agreement – November 2023
- Index linking tariff
- Learning from other projects nationally

Wildlife Wise Delivery Plan 2024/25

- Re-branding – first event/media release July 2024
- Wildlife Wise website development & launch – November 2024
- Annual communications plan to support behaviour change, education & information
- Developing the team- Recruiting Rangers, Dog project officer – in post for 2025
- Signage, interpretation, access and car parking audit – started May 2024 (ongoing)
- Initial consistent signage and interpretation design agreement – 2024 / 2025
- Multiply Schools Sessions – Delivered this school year.
- Strategy review – updated document January 2025 to drive on site project delivery focus.
- Projects fund

Signage and Interpretation

- Working with stakeholders to ensure consistency and maximise impact.
 - Suffolk County Council
 - National Landscapes
 - Sizewell C
- Auditing signage, interpretation, access and car parking.



Interpretation



Icon bubbles
raised

Natural wood
framing

Education



Removable QR
code panel

Allowed
Off Leads



Paws
On Paths



Short Leads
01 MARCH → 31 MAY





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Wildlife Wise

Cherishing, respecting and protecting the wildlife and habitats of the Suffolk Coast.

Join us in our mission to preserve the rich biodiversity of the Suffolk Coast.
Learn how you can make a difference and help protect our precious wildlife and habitats.

[Get Involved](#)



Our projects

Disturbance to wildlife from people and dogs



Get Wildlife Wise

Our simple guide on how you can enjoy



Helping Hounds

We are passionate about dogs. Helping

Wildlife Wise project funding support

Wildlife Wise is exploring funding other projects which help to reduce the pressure from recreation on the internationally important wildlife sites and species of the Suffolk Coast.

If you have a project or an idea that supports this aim, we'd like to hear from you

Contact us here



Subscribe to our newsletter

Your email address is only used to send you our newsletter and information about Wildlife Wise and our partners. You can easily unsubscribe anytime using the link included in every email.

Please enter your First Name*

Sam

Please enter your email address*

me@myemail.com

☐ I agree to receive your newsletters and accept the data privacy statement. *

Helping Hounds

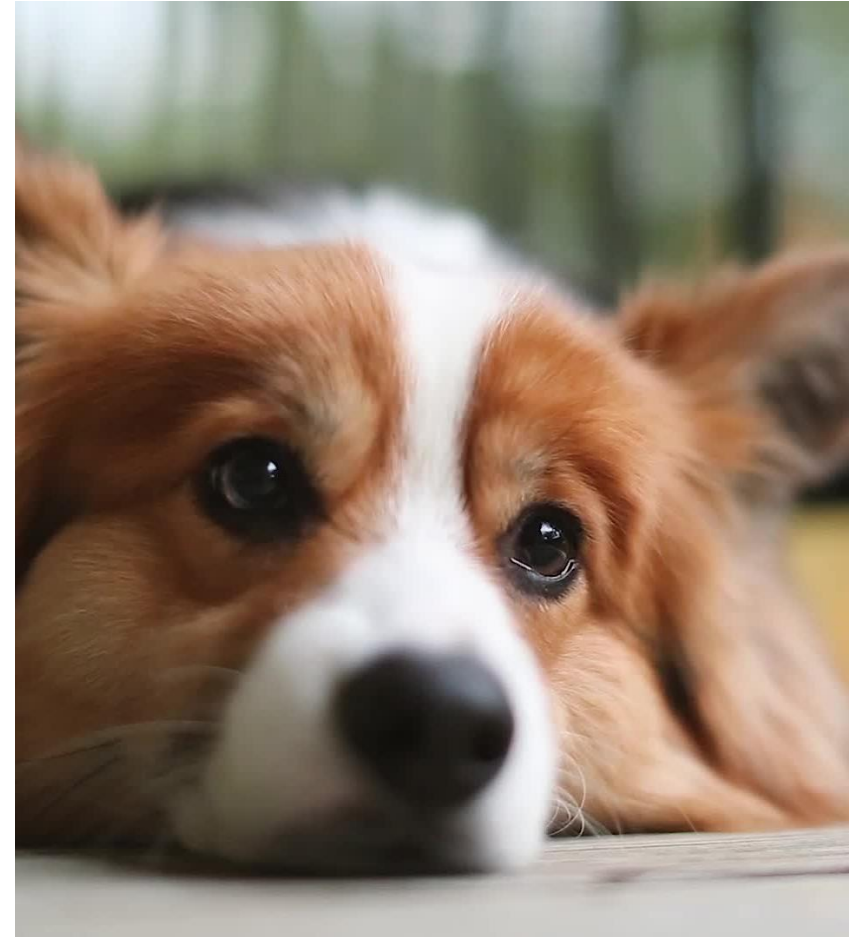
As dog owners and wildlife lovers,
we are passionate about making the outdoors a better place for people, their dogs and nature

Dog walkers are one of the biggest user groups of wildlife sites on the Suffolk Coast and across the country. They visit these areas because they value the importance of the natural world, it's wildlife, the tranquillity and beauty it provides.



Communications - What we've learnt from other schemes

- Ranger engagement and placement:
 - Positive engagement - don't assume people are causing disturbance knowingly.
 - Building relationships – repeated interactions have the biggest effect.
 - Pit stops with signs, engagement/education tools, events and use of social media.
 - Monitoring and evaluation: Site survey and engagement recording forms
- Making sure the dog messaging is right:
 - Specific branded dog project within Wildlife Wise Delivery
 - Working **with** dog owners. Positive rather than negative language or assumptions.
 - Not dogs versus wildlife.
 - 'Dogs on leads' or 'Paws on Paths'?



Dog proof fencing for breeding birds



richard.hunt@eastsoffolk.gov.uk

