

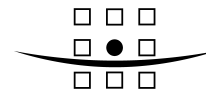


Scottish Sustainable Marine Environment Initiative (SSMEI) SSMEI Berwickshire Coast pilot proposal - final report



Scottish Executive

June 2005
Final Report
9P1698



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**The views expressed in this report are those of the researchers and
do not necessarily represent those of the Department or
Scottish Ministers.**

Executive summary

The Berwickshire coast has a long history of marine resource use, with the main communities of St Abbs, Coldingham and Eyemouth traditionally relying upon fishing as the main source of employment. Socio-economic dependencies on the marine environment are diversifying into service sectors such as recreation and tourism. Achieving a balance between old and new marine resource users presents a particular challenge for management.

The marine environment of Berwickshire is rich, with a number of voluntary, national and international nature conservation designations. In addition, outstanding coastal scenery and rich cultural and historic interests, combine to make the Berwickshire Coast attractive to a range of users for recreation and tourism, as well as traditional uses such as fishing.

An opportunity now exists to investigate ways in which the Scottish Sustainable Marine Environment Initiative could assist communities to become more active in management of the marine environment. It will identify ways in which the communities can work towards sustainable management of the marine environment, building upon the valuable work already undertaken by stakeholders in the area.

The experimental SSMEI project will offer added capacity and value to the work already undertaken by existing stakeholder bodies in St. Abbs & Eyemouth and in the context of the Scottish Executive's developing marine strategy

A pilot proposal has been developed, the aim and objectives of which are outlined below.

Aim

To undertake a pilot to promote and encourage more sustainable management of the marine environment through enhanced community engagement and participation.

Objectives

- Help local communities to adapt to changing environmental, social and economic circumstances through targeted initiatives related to sustainable marine resource use;
- Encourage community stewardship of the marine environment by illustrating the socio-economic benefits of sustainable management.

The key elements of the proposed pilot are:

- Investigate the socio-economic benefits from current marine resource use;
- Develop a "vision for the Berwickshire coast", which identifies the aspirations of community and users and identifies how the pilot can advance them;
- Establish a series of initiatives in the pilot area to demonstrate the socio-economic benefits of sustainable management;
- Develop community support for sustainable development and encourage broader buy in for a culture of "stewardship for the marine environment";
- Establish a Steering Group for the pilot;
- Collate and publish marine stewardship information and forward looking plan.

Implementation and management

The pilot study will be undertaken by a pilot officer employed by Scottish Borders Council, working closely with the staff of the Eyemouth and East Berwickshire Partnership. A pilot study Steering Group would be established to direct the project officer during the pilot study, with membership drawn from regulators, local user groups and communities. Technical support for the project officer will be provided as appropriate by members of the SSMEI Steering Group established by the Scottish Executive.

Funding

Funding has been established and secured for the first year of the pilot study, both monetary and ‘in kind’, through the Scottish Executive, Scottish Natural Heritage and Scottish Borders Council. Some funding is also in place for years two and three, however, additional funds may need to be secured by the project officer. If the project is to be widely accepted by communities and users, it will be important that it secure funding from a range of sources as quickly as possible.

The costs for the proposed pilot over three years are summarised below.

YEAR	STAFF COSTS	Additional	TOTAL
1	£ 20,156	£ 44,500.00	£64,656
2	£ 26,875	£ 6,750.00	£33,625
3	£ 26,875	£ 3,950.00	£30,825
4	£ 6,719	£ 1,250.00	£7,969
TOTAL	£ 80,625	£ 56,450.00	£137,075

Deliverables

The main anticipated outputs of the pilot are:

- Identification of the socio-economic benefits of sustainable management;
- An ongoing engagement mechanism for better communication between regulators and stakeholders within the pilot area;
- Completion of initiatives showing the socio-economic benefits of sustainable development which can be replicated in other Scottish coastal communities; and
- A report showing current marine stewardship information and the potential for future sustainable development

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1 INTRODUCTION

1.1 Background

The Scottish Sustainable Marine Environment Initiative (SSMEI) Pilot Project commenced in November 2002 and is aimed at developing and testing the effectiveness of new approaches to deliver sustainable development of Scotland's coastal and marine environment. The experimental SSMEI Berwickshire Coast Pilot Project was chosen during Phase I of the SSMEI, along with the 3 others, after undertaking a rigorous selection process. This report provides details of one of four pilot studies under Phase II of the Scottish Sustainable Marine Environment Initiative (SSMEI). Further details of the initiative are available in the SSMEI Phase II overview report and at the SSMEI website (www.scottish-marine-sustainability.co.uk).

1.2 Berwickshire coast - reasons for selection

The marine environment of the Berwickshire coast is extremely valuable to its communities for a number of reasons. There is a long history of marine resource use, particularly fishing and a close connection between the coastal communities and the sea. The main communities of St Abbs, Coldingham and Eyemouth traditionally rely upon fishing as the main source of employment. In addition to the resources traditionally utilised by the people of the Berwickshire coast, the area is also blessed by outstanding coastal scenery, areas rich in cultural and historic interest and a marine environment of international importance for its marine biology and its wild birds populations.

As fishing and agriculture have declined as sources of employment and revenue, the importance of tourism and recreation have increased the pilot area. This is a situation being seen in many coastal communities around Scotland. There is a recent history of land based economic regeneration initiatives in Berwickshire, which were limited in their active involvement of local communities. However, the development of the Eyemouth and East Berwickshire Partnership (hereafter referred to as the Partnership) has changed this. Community involvement is a central component of the Partnership's work towards sustainable development within the communities of the Berwickshire coast. Consideration of the marine environment and the influence of communities and users on that environment continues to be limited.

The rich biology of the area and the need to manage that environment for local communities and the wider population, was recognised more than 20 years ago by the establishment of the UK's first voluntary marine reserve, the St Abbs and Eyemouth Voluntary Marine Reserve (VMR) in 1984. This has been followed more recently by the Berwickshire and North Northumberland European Marine Site (EMS). The VMR began a process of involvement and consensual management of the marine environment, with active participation of users such as fishermen, local communities and nature conservation interests such as Scottish Natural Heritage and the National Trust for Scotland. This consensual approach to management has achieved much and the work of the VMR is an important component in the ongoing and future management of the European Marine Site.

The pilot hopes to assist communities to become more active in management of the marine environment and help identify ways in which they can work towards sustainable

management, increasing the link between sustainable management of the marine environment and community benefits in terms of finance and quality of life.

1.3 Pilot development process

The development of the proposed pilot study is summarised in the following key stages:

- Development of an initial draft concept in consultation with the Scottish Executive;
- Initial contact with key partner, Scottish Borders Council, to seek support and agreement;
- Initial contact with representatives of key stakeholders;
- Receipt of in-principle support from Scottish Borders Council and other key stakeholders;
- Collation of background site audit;
- Development of draft concept in consultation with SSMEI Steering Group and consultees;
- Further consultation meetings; and
- Development of management framework and Phase II report.

During discussions with Scottish Borders Council (SBC) it was made clear that the communities in the proposed pilot area had been subject to significant levels of consultation on a range of matters and that widespread public consultation might be greeted with limited enthusiasm. This lack of enthusiasm was attributed to a number of failed or mothballed development and management proposals in the pilot area, which had not been able to proceed after consultation, thus raising expectations without delivering. A face to face approach with a limited number of community and user representatives was proposed as the most effective way forward during the development of the pilot and to help, the Eyemouth and East Berwickshire Partnership (The Partnership) was contacted in order to tap into the Partnership's significant experience of community development and consultation in the pilot area.

Through the Partnership, consultations were held with the local councillor for St Abbs (who agreed to keep other councillors and St Abbs Harbour Trust informed of discussions), user groups and community groups (see technical annex for consultees) to discuss the objectives of the SSMEI project of improved sustainability of management of Scotland's marine environment, the reasons for choosing the Berwickshire Coast as a pilot, and the needs and aspirations of the communities and users, all within the context of that initial objective.

If a high level of community involvement and participation is to be achieved and more importantly, maintained, and the initiative is to increase its chances of being successful, then the practical benefit for community and users needs to be clearly demonstrated.

2 ACTIVITIES AND MANAGEMENT

Issues and opportunities

The following table provides a brief summary of the main activities within the pilot area showing associated issues, current management and opportunities.

Details of the natural heritage, the anthropogenic activities and their socio-economic context are provided in the Berwickshire Coast Pilot - technical annex, which accompanies this report.

Table 2.1 Activities matrix – issues and opportunities

Sector	Management issues	Management bodies	Management tools	Strengths and weaknesses	Opportunities for management initiatives
Fisheries Mixed landings, with inshore fleet focussed on shellfish, offshore fleet fish for prawns and white fishery	<ul style="list-style-type: none"> Sustainability of existing fishing practices.; Profitability of existing fisheries; Gear conflict mobile v static; Employment - related to industry declining; Decline in whitefish. 	Sea Fisheries Protection Agency (SFPA); Scottish Executive Environment & Rural Affairs Department (SEERAD); European Community (EC)	<ul style="list-style-type: none"> Fixed gear reserve under Inshore Fishing (Scotland) Act 1994; Minimum landing sizes; Grants and financial support. 	Strengths: <ul style="list-style-type: none"> Strong local identity for fishing fleet; Local experience of co-operative management for common objective. Weaknesses: <ul style="list-style-type: none"> Declining economic strength; Lack of local influence on fisheries related issues. 	<ul style="list-style-type: none"> Assistance in effective input to Regional Advisory Councils; Development of sustainable fisheries and potential economic benefits; Conflict resolution; Integration of sustainability into fisheries management.
Fish processing	<ul style="list-style-type: none"> Reliance on imports rather than landings; Available employment. 	Scottish Environment Protection Agency (SEPA), Scottish Borders Council (SBC); Eyemouth and East Berwickshire Partnership (EEBP); Food Standards Agency (FSA)	<ul style="list-style-type: none"> Discharge consents under the Control of Pollution Act 1974; Permits under Pollution Prevention and Control legislation. 	Strengths: <ul style="list-style-type: none"> Proximity to potential fisheries; Weaknesses: <ul style="list-style-type: none"> Reliant on imported fish. 	<ul style="list-style-type: none"> Premium & value-added seafood products; Branding link to improved traceability of sustainable fisheries.
Tourism and recreation	<ul style="list-style-type: none"> Visitor site pressure and impacts on communities and natural heritage; Limited current benefit for communities. 	EEBP, Visit Scotland, SEPA; Scottish Natural Heritage (SNH); Royal Society for the Protection of Birds (RSPB); National Trust for Scotland	<ul style="list-style-type: none"> Visitor management plans; access codes; Grants and financial support. 	Strengths <ul style="list-style-type: none"> Wildlife & scenery attracts tourists; Weaknesses <ul style="list-style-type: none"> Potential for disturbance from tourism; Tourists impact on community quality of life. 	<ul style="list-style-type: none"> Awareness raising (codes etc); Active visitor management; Create a sense of stewardship in community by making community benefits explicit.

Sector	Management issues	Management bodies	Management tools	Strengths and weaknesses	Opportunities for management initiatives
		(NTS);			
Natural heritage	<ul style="list-style-type: none"> • VMR and EMS interests; • Decline in bird populations and breeding success recently; • Limited understanding of value of marine natural heritage. 	SEPA; SNH; RSPB; NTS; SBC.	<ul style="list-style-type: none"> • EMS, NNR and VMR management measures in place; • Limited marine component in LBAP; • SSSI; NNR; SAC; SPA legislation. 	<p>Strengths:</p> <ul style="list-style-type: none"> • Statutory protection. <p>Weaknesses:</p> <ul style="list-style-type: none"> • Community experience of conservation value; • Lack of control of basic ecosystem changes; • Implementation and enforcement. 	<ul style="list-style-type: none"> • Better information on marine conservation interest and value; • Heightened awareness and zoning approach to management if necessary; • Link community benefits and nature conservation.

3 OVERVIEW OF THE BERWICKSHIRE COAST SSMEI PILOT

3.1 The role of the pilot study

The role of the pilot is to encourage community involvement in sustainable management of the marine environment by showing the economic and social benefits that can be derived from a well-managed marine environment. It should also demonstrate the contribution that communities can make to the delivery of a sustainably managed marine environment.

In order to achieve the objectives of the SSMEI in an area of changing economic, social, and environmental needs, it will be necessary to create a culture of sustainable management amongst those working and living along the Berwickshire coast.

3.2 Aim

To undertake a pilot to promote and encourage more sustainable management of the marine environment through enhanced community engagement and participation.

3.3 Objectives

Proposed objectives are summarised below:

- Help local communities to adapt to changing environmental, social and economic circumstances through targeted initiatives related to sustainable marine resource use;
- Encourage community stewardship of the marine environment by illustrating the socio-economic benefits of sustainable management.

The key elements of the proposed pilot are:

- Investigate the socio-economic benefits from current marine resource use;
- Develop a “vision for the Berwickshire coast”, which identifies the aspirations of community and users and identifies how the pilot can advance them;
- Establish a series of initiatives in the pilot area to demonstrate the socio-economic benefits of sustainable management.
- Develop community support for sustainable development and encourage broader buy in for a culture of “stewardship for the marine environment”;
- Establish a Steering Group for the pilot;
- Collate and publish marine stewardship information and forward looking plan.

4 PILOT STRUCTURE

4.1 Proposed structure

A **Steering Group** will be drawn together which would be chaired by a member of the group (potentially an SBC councillor) and is likely to contain the following membership:

Organisation	Role
Councillor, Scottish Borders Council	Proposed chair
Scottish Enterprise	Development of community opportunities
Scottish Natural Heritage	Integration of natural heritage interests
National Trust for Scotland	Integration of management of NNR
Scottish Borders Tourism	Development of tourism opportunities
St Abbs and Eyemouth Voluntary Marine Reserve	Link to membership including many key stakeholders (this may reduce the size of steering group if the stakeholders are able to represent membership organisations). Integration of VMR interests
Main User Groups	Voice for fisheries, recreation, tourism interests
Fisheries representatives	Link to national fisheries management

It is hoped that the project management aspect of the pilot will be undertaken by a Project Officer with assistance from the Eyemouth and East Berwickshire Partnership (EEBP), SBC and involvement with Scottish Borders Enterprise.

Day to day management of the pilot study will be undertaken through SBC.

Project direction and guidance will be provided by the pilot Steering Group, working closely with the EEBP.

4.2 Staffing

It is suggested that:

- One project officer will be needed to manage the pilot study;
- It is proposed that the officer be housed in Eyemouth gaining valuable assistance from EEBP, SBC and Scottish Enterprise;
- SBC provides all elements of line management and general support for the project officer.

4.3 Management

It is suggested that::

- The pilot study team work directly with a Pilot Steering Group which will include key regulators and stakeholders in the pilot study area and a community and local authority representative in the form of a councillor from the pilot area;

- An SBC councillor for the pilot area chairs the Steering Group and that the group meet approximately every three months;
- The Pilot Steering Group has responsibility for overseeing the delivery of the aims and objectives of the pilot; and
- The Steering Group be responsible for maintenance and use of the sustainability filter (see 4.6), to ensure that the pilot remains true to the purpose of the SSMEI.

4.4 Mentoring

Where Local Authority line management may not be able to provide technical guidance (i.e. on marine resource management and sustainability) it is suggested that an additional management role be established. It is proposed that a member from the overall SSMEI project Steering Group offer a mentoring role to the project officer, drawing on technical advice and support from the overall Steering Group as appropriate. The project officer will meet on a regular basis with the overall Steering Group to provide progress reports on the pilot. This also creates a safety mechanism to ensure the pilot project's efforts are not diverted away from SSMEI objectives.

4.5 Relationship with the Partnership

It is proposed that the pilot Project Officer be housed in Eyemouth with the EEBP as many of the objectives of the Partnership and the pilot project are complementary. In particular, the pilot intends to address the socio-economics associated with the marine environment, which ties in with the Partnership's role of ensuring a regeneration plan for the area is implemented.

Reciprocal benefits for the Partnership are expected, namely better ensuring sustainable development is pursued in the implementation of the regeneration plan and a renewed, well-resourced focus on the issues faced by many of the key economic sectors of the area. This association will also enable the use of the Partnership's existing office facilities. A memorandum of understanding (MoU) will be developed between the Partnership and the Scottish Executive SSMEI team.

4.6 Sustainability focus and filtering

It will be essential to maintain the overall sustainability objective of the pilot study and this may prove to be challenging when also trying to address the interests of community and user groups. In order to ensure a focus on sustainability, the use of a "sustainability filter" is proposed which will provide a framework against which the actions of the pilot can be regularly tested.

The proposed "sustainability filter" would be informed by the overarching SSMEI desk studies on ecosystem approach and sustainability criteria, which will be based upon the SSMEI key principles, as set out in the SSMEI overview.

4.7 Proposed boundaries

Initially, the focus of the pilot will be on the communities of St Abbs, Coldingham and Eyemouth, with their associated coastal area from Fast Castle to Eyemouth and the area of adjacent sea appropriate to issues identified by those communities.

It is anticipated that ultimately the pilot area will encompass an area of coast from Fast Castle Head to the Border, extending seaward up to 12 miles and encompassing all other coastal communities within the area. As a community led initiative, the final geographic scope of the pilot would be determined by the scale of issues that the community wished to manage or influence, though the issues should centre on the sustainable development of the marine environment.

5 PILOT ACTIVITIES

5.1 Community engagement & information gathering

Task: Engage and actively involve the local communities in the objectives of the pilot; seek views on issues relating to the marine environment and marine resource use, drawing on local knowledge and current information available.

To date community involvement in pilot development has been deliberately limited at the suggestion of key consultees. There is a recent history of false starts in community initiatives and funding. Limiting consultation initially was therefore considered necessary to manage expectations and avoid the consultation fatigue already present within the pilot area.

Wider awareness raising and consultation should be undertaken as an initial step at the commencement of the pilot study, following agreement of acceptable objectives and tasks for the pilot study at SSMEI steering group level and with key stakeholders.

The first steps will therefore be to engage with the community and users to:

- Promote the pilot project and its objectives;
- Collate views on issues relating to the marine environment and marine resource use;
- Detail current marine stewardship information;
- Seek additional funding and in-kind support for the pilot's work; and
- Define how best to disseminate the actions and outputs of the project.

This task should be undertaken at the same time as an information-gathering exercise to inform the resource use review. A local perspective will be sought on marine management and related decision-making. The review will present data and information regarding past, present and potential future use of marine resources and consideration of marine management in the area. The review will also identify current user interaction, community issues and aspirations for the pilot area.

5.2 Steering Group

Task: Establish Steering Group to progress the plan for the pilot and provide a voice for the local communities

An early task will be the establishment of the Berwickshire Coast SSMEI Steering Group (hereafter referred to as the Steering Group). Following consultation and information gathering, a meeting should be convened to agree the membership and procedures of the Steering Group. The inaugural meeting should aim to appoint a Steering Group and chairperson.

It is unlikely the Steering Group will fully define a work plan, guidelines and procedures for the pilot and the steering group at the first meeting. The guidelines should be informed by the overarching SSMEI study on adoption of the ecosystem approach and sustainability criteria. These issues should therefore be debated by the Steering Group, allowing the production of material for approval by the overall SSMEI Steering Group and approval by the local Steering Group at a second meeting.

The Steering Group should seek to fully engage with statutory agencies and marine management bodies for inclusion in the consultation process and to providing a voice for the local community in such matters.

5.3 Socio-economic potential for marine resources

Task: Determine the existing socio-economic resources and future potential, through the sustainable use of the marine environment.

The benefits of improving the quality of the marine environment are not always easy to quantify in socio-economic terms. Environmental economics uses a number of techniques to value non-market goods and services such as ecosystem services. This, when combined with the more evident benefits, such as improvements to fish stocks, allows the overall value of environmental improvements to be assessed.

A study is proposed to identify the economic and social value of a high quality marine environment for the communities and user groups in the pilot area. This will be greatly informed by the marine resource use review to be carried out. By relating benefits at a more local level, community stewardship may be encouraged and support for the project enhanced.

Non financial benefits from sustainable management of marine resources in the form of ecosystem service and the natural capital, that result from a functioning healthy coastal system will also be identified and their importance highlighted.

This will illustrate the opportunities available to the communities involved in the development of marine resources in a sustainable way. The study would be completed largely 'in house' by the project officer, with some outside support and advice from the SSMEI Steering Group and if necessary, purchase of appropriate consultancy.

5.4 Berwickshire coast vision

Task: Develop a vision for sustainable development of the Berwickshire coast

Following delivery of the review of marine resource use, the valuation of marine resources and the adoption of pilot project guidelines on sustainability, a suitable vision for the Berwickshire Coast should be developed. This should clarify the aspirations of the community with regard to the marine environment and identify how the pilot project will contribute to achieving those aspirations in a sustainable way.

In this vision a number of practical initiatives will be detailed. These are likely to relate to the main marine resource users in the pilot area, e.g. fisheries, recreation and also more integrated initiatives such as harbour management and raising awareness of the marine environment in local communities.

5.5 Launch of initiatives

It is proposed that the pilot project work plan focus on a number of distinct initiatives (3 or 4) emerging from the forward vision for the Berwickshire Coast. Based on consultation to date possible initiatives include:

Tasks:

Sustainable fisheries:

Investigate the potential of the fisheries carried out by local fishermen and how this can be developed to achieve sustainable fishery accreditation through the Marine Stewardship Council. Identify the potential community benefits and biodiversity benefits from accreditation;

Integrated harbour management:

Examine the potential for co-operation between St Abbs and Eyemouth Harbours to actively manage recreational use of the pilot study area in a way that will allow the harbours to maximise financial benefit, while safeguarding sustainability and natural heritage interests and removing or mitigating impacts on the local communities from recreational users;

Visitor management plan:

Co-ordinate and plan for suitable management of visitor numbers to St Abbs and Eyemouth. The plan would seek to manage the high numbers of some recreational users (e.g. divers), while promoting diversification of visitor types and encouraging a greater spread of activity and benefit within the area. If deemed appropriate this could evolve into an agreed terrestrial and marine spatial management plan.

The timescales involved will be dependent upon the final suite of initiatives agreed by the local Steering Group. For the fisheries initiative proposed above, the timescale will be dependent upon the suitability of local fisheries based on a pre-assessment exercise and on securing additional funding to undertake the complete certification process. As an example, the full process for Loch Torridon *Nephrops* took approximately 2 years to complete. Other initiatives may take the form of a commissioned study followed by implementation of recommendations.

The launch of each initiative may be sequential or as a single event. This will require substantial preparatory work to detail terms of reference, funding arrangements and contractual issues for any commissioned work. Hence a date after dissemination of the vision is proposed.

5.6 Community awareness

Task: Raise the awareness of the local communities to the benefits of sustainable development of the marine environment

To achieve the objective of developing community stewardship of the marine environment an intensive programme of raising local awareness of marine resource

issues will be undertaken. This is important given the anticipated demographic shift towards a resident population without the traditional economic links to the sea.

The pilot will build upon the achievements of the Voluntary Marine Reserve in raising local awareness of marine issues, explaining the concept of sustainability and the ecosystem approach to the public.

5.7 Community support

“Grass roots” community support will be key to this pilot’s success. To achieve this the pilot will need to learn from the experiences of existing successful initiatives in the pilot area, such as the St Abbs and Eyemouth Voluntary Marine Reserve and the North Northumberland European Marine Site. In order to develop community support it will be important to illustrate the potential benefits of sustainable marine management to them. In many cases, this is likely to mean financial as well as quality of life benefits. An important task will be the assessment of marine resource management in the pilot area to help identify opportunities for diversification, added value for communities and individuals. Achieving community support will also be aided by co-operation and support from potential partner bodies / agencies.

6. BUDGET AND FUNDING

6.1 Budget

Table 6.1 below presents the headline budgets for the proposed Berwickshire SSMEI pilot, with staff costs representing the minimum funding requirement for the project. However, such limited funding will heavily restrict the scale and scope of the works undertaken during the pilot.

Table 6.1 Proposed headline budget (£)

YEAR	STAFF COSTS*	Additional**	TOTAL
1	£ 20,156	£ 44,500	£64,656
2	£ 26,875	£ 6,750	£33,625
3	£ 26,875	£ 3,950	£30,825
4	£ 6,719	£ 1,250	£7,969
TOTAL	£ 80,625	£ 56,450	£137,075

* Based on estimates of salary, NI, pension etc. and in kind contribution of accommodation, IT support, line management and welfare.

** Some tasks or scale of task dependent on additional funding sources

Table 6.2 overleaf presents a more detailed breakdown of resources associated with the specific project tasks. The costs presented are based on the equivalent of one project officer for the duration of the project.

The balance between work conducted in-house and the subcontracting of services and report writing will be dependant on the skills set of the project officer recruited and the additional skills of the host body, which the officer can draw upon. It will also be dependent on the success of fund-raising efforts in adding to the funding in place at the start of the project. A number of potential funding sources appropriate to the Berwickshire Pilot have been previously identified in the SSMEI funding review and are being pursued.

6.2 Funding

A core of Scottish Executive and SNH funding is proposed with initial in kind contributions from SBC. Additional funding sources will be necessary to undertake the tasks proposed and to commission supporting studies. It is hoped that SBC and the project team will be able to identify funding for years 2 and 3 of the project with assistance from the Partnership without competing for the same resources that current local initiatives source funds from. This will require cooperation and agreement between the pilot stakeholders. It is also suggested that on instigation of the pilot study, project staff undertake a fund-raising round as part of the more general promotion and publicity for the project.

Table 6.2 Breakdown of Additional funding for Berwickshire Pilot

	Task	Additional			
		year 1	year 2	year 3	year 4
1	Consultation & Info gathering Consultation with stakeholders Information gathering Production of resource use report Presentation of objectives and outputs	1,500	500	200	
2	Establish the Steering Group Develop work plan, guidelines etc. Organise meetings and prepare material Attendance & rapporteur for meetings Production of annual report	500 2,000	500 2,000	500 2,000	500
3	Socio-economic potential review Review of potential marine resource use Consult on sectoral interactions Presentation to Steering Group	5,000			
4	Development of a Berwickshire coast vision Liaison with sectoral planning initiatives Gain SG agreement on priority sectors Issue identification & targeted initiatives Development of vision Promotion of vision statement	2,000	500	500	
5	Launch of Initiatives Fisheries initiative management Harbour Management plan Tourism/visitor Implementation and dissemination of outputs	10,000 10,000 10,000	2,500		
6	Information resources Establish web-site and web-based resources Produce and disseminate regular updates	3,000 500	250 500	250 500	250 500
7	Project management, admin & reporting				
	TOTALS	44,500	6,750	3,950	1,250

7. DELIVERABLES AND MANAGEMENT

7.1 Proposed Berwickshire Pilot outputs

Generic outputs for the SSMEI are discussed in the SSMEI Phase II overview report. A number of outputs specific to the proposed Berwickshire Pilot are outlined below:

- Identification and valuation of the socio-economic benefits of sustainable management. This output will be key in developing and maintaining local community enthusiasm for the project and combating consultation fatigue;
- Establishment of a local pilot study Steering Group which will link the pilot study team with the overall SSMEI project and representatives of communities, stakeholder interest groups and users;
- An increased awareness among communities of the potential benefits of links to the pilot study and of sustainable development for their own community;
- Active engagement, understanding and cooperation between regulators and stakeholders within the pilot area through the pilot Steering Group;
- Establishment of an active process of community engagement through:
 - Regular meetings;
 - Newsletters;
 - Exhibitions;
 - Opportunities workshops; and
 - Realisation of importance of area in new business plans;
- Completion of demonstration studies showing the benefits to be gained from sustainable development and management of the marine environment;
- Recognition of national and local SSMEI goals in the development of planning measures by regulators; and
- A model for sustainable development that can be used for other similar Scottish Coastal communities.

7.2 Milestones

	Milestone	Month
1	Production of a review of marine resource use	1-3
2	First meeting of steering group	1-2
3	Project team to gain steering group and SSMEI steering group agreement	1-4
4	“Assessing the value of the marine environment and potential for added value through management” report	1-6
5	Vision statement produced	1-5
6	Launch of first of initiatives	12
7	Production of 1 st of 3 Annual reports on implementation of the pilot and the success of the initiatives for overall steering group	10-12
8	Educational material produced and links established with local schools for integration of marine environmental issues into the curriculum	12-18
9	Production of a road show visiting local schools and community groups	12-18
10	Production and dissemination of regular project updates for local stakeholders(methods to be defined through consultation)	12-14
11	Collate and publish marine stewardship information and forward looking plan	18-36

7.3 Future strategy

The current pilot study is planned to run for a three year period. As the pilot develops into the implementation of the Berwickshire vision through a number of targeted initiatives, it may be necessary for the pilot management structure to modify. This will allow more specific steering group involvement in certain initiatives and stepping away from others. Support would continue to be necessary from SBC and it will be for SBC to determine if the project warrants continued funding at the same level, scaled down or an alternative mechanism is required.

It is anticipated that the pilot study will also identify other areas of management and use on the Berwickshire Coast which would benefit from a sustainable development approach. Assuming such areas are identified, there will continue to be a local role for the pilot structure and the steering group beyond the initial three year time frame.

7.4 Challenges to implementation

The SSMEI Phase II overview report discusses generic challenges faced by the SSMEI and its pilot projects. In addition, a number of challenges of particular applicability to the Berwickshire Pilot are outlined here:

- The greatest challenge to successful implementation of this pilot project proposal will be gaining and then keeping community and user group involvement in the pilot;
- The Berwickshire Coast has recently experienced a number of initiatives and consultation exercises. The potential for 'consultation fatigue' among the population is considered to be high. The pilot project will need to quickly prove its worth to counter 'consultation fatigue' and build trust with community and user groups;
- The Berwickshire Coast area is in the process of diversifying beyond traditional activities such as fishing and agriculture, although these traditional activities will continue to be important to the area. There are likely to be elements of the communities and user groups unwilling to accept the need to change and diversify; and
- Identifying additional (beyond SE, SNH and SBC) funding sources for the pilot study beyond the initial year will be an important factor in ensuring its success.