

THAMES BASIN HEATHS
JOINT STRATEGIC PARTNERSHIP BOARD

Date: 9th September 2019

Subject: SAMM Project update

Report of: Strategic Access Management and Monitoring (SAMM) Project

Recommendations:

- To APPROVE the recruitment of a data warden for the project and restructuring of the wardening resource
- To APPROVE the publication of the SPA visitor survey report
- To NOTE the contents of the report on SAMM project activity
- To NOTE the contents of the SANG survey report
- To NOTE the contents of the People counter and Car park transect survey report.

Purpose of the Report:

To provide the JSPB with an update on SAMM project activity since the last meeting in March 2019.

Summary

This paper sets out for Members the SAMM project's activities and achievements since the last meeting in March 2019, recent monitoring work and plans for the next 6 months.

1. SAMM project staffing and recruitment

Seasonal wardens

- 1.1 After a successful recruitment, 6 new seasonal wardens started with the SAMM project on 1st March making up a total of 5.5 FTE between them. All completed the season.

Year round wardens

- 1.2 Following the resignation of senior warden Annie in May, The post for the vacancy for a new team leader has now been filled and we have welcomed Rob West to the team. He will be taking over all line management, health and safety and functional management from Project Manager Ann, who has been supported in the interim time in some of these responsibilities by Sarah Bunce (Comms Officer) and Michael Jones (Education and Engagement Officer).

There have been no other staff changes. The appended staffing document – Appendix 1 - shows current staff and their responsibilities and a proposed new overall cost-neutral structure.

- 1.3 The SAMM project would like to restructure the project slightly to shift the wardening resource slightly towards the summer to undertake SANG surveys and appoint a full time Data Warden to deliver the data collection, analysis and management within the project. The project has grown to be the largest mitigation project in the country and the need for data collection and analysis is becoming more pressing. We now have 63 SANGs that require monitoring, as well as day to day organization and collection of visitor monitoring data. Requests for data collected by the SAMM team are commonplace now from JSPB (around the natural capital of SANGs and comparisons of data with other projects) Local Authorities (around SANG use, visitor feedback, SPA visitor survey results etc.), and land managers (visitor pressure, access points, bird population data).

There are multiple benefits for the Data Warden post:

- More coherent workload within the team
- More detailed bespoke reports on SANG usage and visitor access for each Local Authority
- More capability to do in-house analysis of data already held
- More opportunity to collate and analyze data held by other organizations
- More capacity to collate natural capital benefits of SANG provision
- Significantly cheaper than using a consultant to collect summer SANG survey data
- Opportunity to investigate new monitoring techniques such as bioacoustics survey.
- A coherent assessment as to the effectiveness of the mitigation project

See **Appendix 1** for more detail on new proposed team structure, including role breakdown and costs. Approval is sought from the JSPB board for recruitment of a Data Warden and for this new structure ASAP.

2. Wardening and Delivery

- 2.1 The project currently provides a warden service on the SPA seven days a week from 07.00 to 19:00 (daylight hours permitting).
- 2.2 The updated warden output for the project for 2017- 2019 is set out below. The following table sets out the number of hours of warden activity delivered on the SPA during the period March – August 2019.

March 2019	Total hours wardened	702
	Number of interactions	753
	Number already spoken to	193
	Leaflets handed out	1000
	Number of dogs	679
	Number of dog walkers (5+)	1
	Average already spoken to	25.63%

April 2019	Total hours wardened	591.54
	Number of interactions	985
	Number already spoken to	323
	Leaflets handed out	1135
	Number of dogs	1020
	Number of dog walkers (5+)	31
	Average already spoken to	32.79%

May 2019	Total hours wardened	722.28
	Number of interactions	1940
	Number already spoken to	491
	Leaflets handed out	2962
	Number of dogs	1563
	Number of dog walkers (5+)	30
	Average already spoken to	25.31%

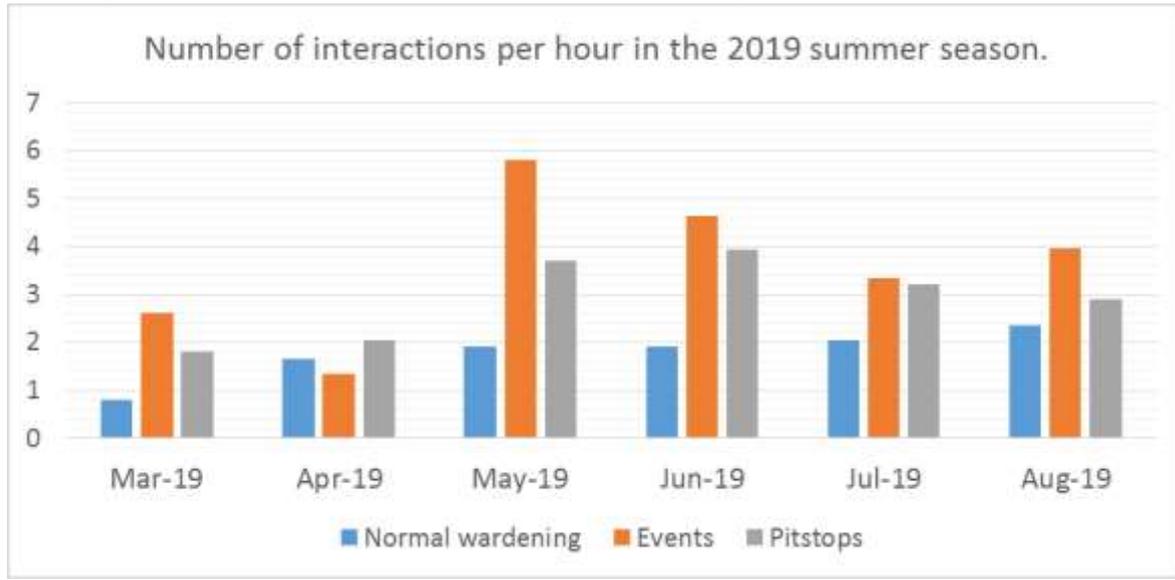
June 2019	Total hours wardened	477.75
	Number of interactions	1461
	Number already spoken to	297
	Leaflets handed out	1968
	Number of dogs	876
	Number of dog walkers (5+)	15
	Average already spoken to	20.3%

July 2019	Total hours wardened	558.25
	Number of interactions	1311
	Number already spoken to	427
	Leaflets handed out	1568
	Number of dogs	1041
	Number of dog walkers (5+)	21
	Average already spoken to	32.6%

August 2019	Total hours wardened	517.8
	Number of interactions	1466
	Number already spoken to	384
	Leaflets handed out	1551
	Number of dogs	971
	Number of dog walkers (5+)	13
	Average already spoken to	26.20%

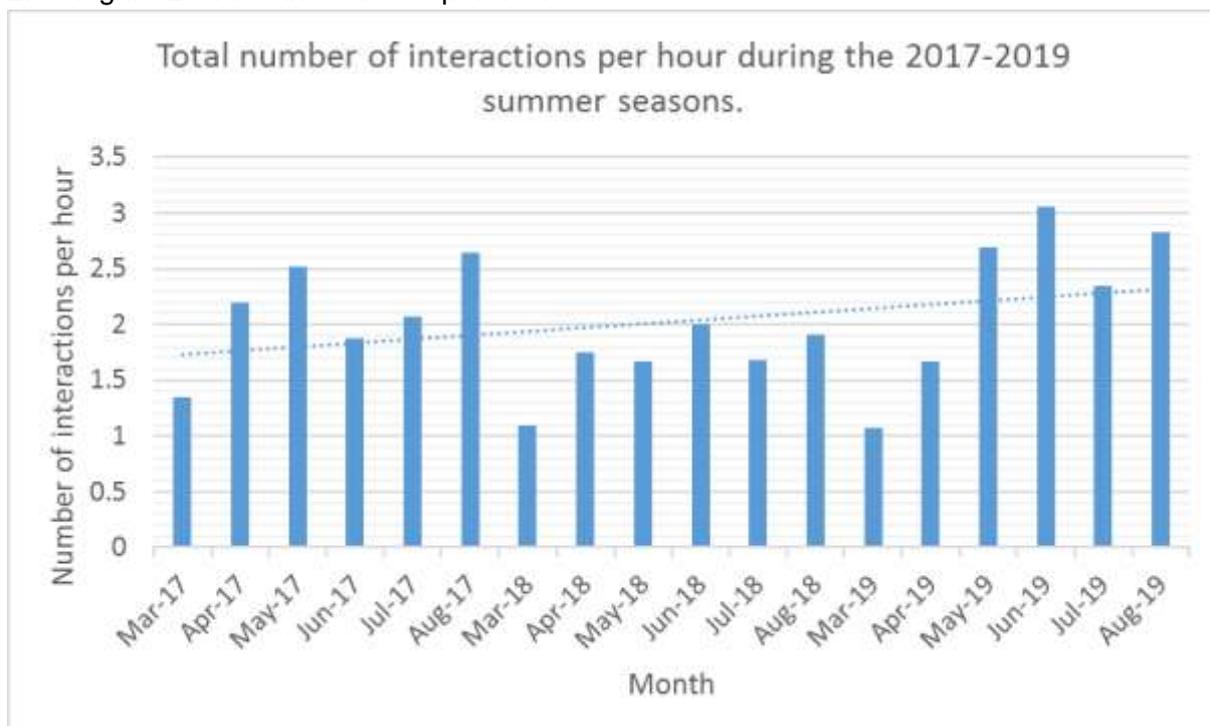
2.3 Forms of engagement have gone beyond wardening on the SPA, such as through social media, blog posts, talks at colleges and workshops with schools. Furthermore, wardening on the SPA has become more effective through new engagement ideas such as mini pit stops; this is reflected in Figure 1. In addition to this, Figure 2 shows that interactions per hour have increased. In May 2019, 1940 individuals were engaged with, the highest month of the project to date. This month showed the highest number of hours dedicated to pitstops, with many being undertaken on the weekend at busy sites.

2.4 - Figure 1 number of interactions per hour vs event type



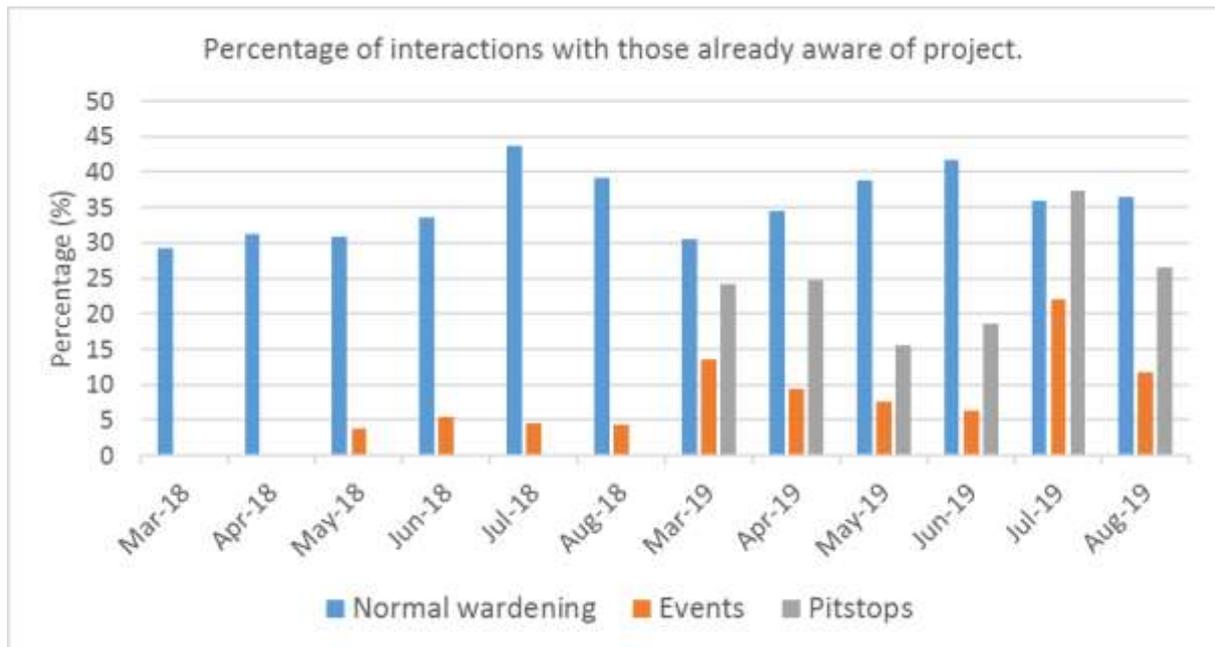
2.4.1 Figure 2 shows the number of interactions per hour throughout the 2019 summer season. The greatest number of interactions were seen at events, with a peak of 5.8 people/hour in May. The only month in which events did not display the highest interaction numbers was in April, and this was because few events were taking place across the SPA. Throughout the 2019 summer season, pitstops consistently showed a higher number of interactions per hour than normal wardening, with an average of 2.93 and 1.66 respectively. This suggests that events are most effective at engaging high numbers, though pitstops are more effective than 'normal wardening' when engaging those individuals already using the SPA. This data however cannot be used to measure the quality of an interaction.

2.5 - Figure 2 - Total interactions per hour



2.5.1 The total number of interactions per hour have remained relatively stable, though the data suggests an increasing trend. The three highest figures, 3.08, 2.93 and 2.69 have all been present in the 2019 summer season. This suggests that the introduction of pitstops, as well as the greater number of events attended in the 2019 season has resulted in a greater number of average interactions per hour. Whilst more hours were spent wardening the SPA in 2017, hourly engagement was lower, likely due a reduced people traffic when compared to pitstops and events.

2.6 – Figure 3 - % of interactions with people already aware of the project



2.6.1 Figure 3 shows the percentage of interactions on the SPA with those that were already aware of the SAMM project. On average, 36.52% of individuals encountered whilst 'normal wardening' said that they were already aware of the project. Pitstops identified a lower percentage of individuals that said they were already aware, with an average of 24.5%. Additionally many pitstops have aimed a targeted approach, to set up in areas which are rarely warded, or where people traffic is high and engage with all individuals using that location on a given day. The events information suggests that we are raising awareness with the general community of our project as this activity reaches the most people who have not heard of us before.

SANG Visitor Surveys

2.7 The results of the 2018 winter SANG surveys have been analysed and the report is appended to this paper.

Summer surveys have been conducted by the SAMM Wardens at three SANGs in order to analyse footfall, public opinion and usage during July and August 2019.

Approaching 200 surveys have been conducted across the sites, which took 47 hours of warden time in total. Data will be collated and analysed in due course.

The SANGs surveyed:

Lakeside Nature Reserve, Ash Vale, Aldershot [Guildford Borough Council]

Shepherd Meadows, Sandhurst [Bracknell Forest Council]

Naishes Wood at Crookham Park, Church Crookham [Hart District Council]

3. Access to SPA land

- 3.1 There have been no issues or changes. Feedback from landowners remains very positive.

4 Communications, Promotion and Events

5

- 5.1 The website can be found at www.tbhpartnership.org.uk and continues to be used to promote our key messages.

The website content is designed to inform and inspire visitors about their local heathlands (including how to use them responsibly), to find out more about the wildlife we have on our doorsteps and to promote usage of alternate greenspaces.

To this end, we have written and published a number of blogs over the spring and summer about a wide variety of topics: Heathland wildlife (including ground-nesting birds, series' on bird ID, dragonflies and reptiles), articles on preventing and reporting wildfire, conservation grazing, contributing to citizen science projects, participating in the Year of Green Action and school sessions.

- 5.2 The 2nd edition of the A5 'Greenspace on your doorstep' booklet has just arrived. It lists 62 SANGs, which are also listed on the website, along with a map. It has been completely updated, reformatted and revised, with fantastic new photos and at – a - glance feature icons and an additional 18 new entries since the 2017 version. It has just been launched on our Heathland Hounds group and will be given out by the wardens on-site and at the pit-stop events in SPA car parks.
- 5.3 Our Facebook page continues to actively spread our key messages and now has 814 followers (736 likes – up from 571 at the last meeting). We continue to use it to promote events (Heath Week etc.) and encourage people to interact with the continuation of #TBHFridayChallenge. We regularly share partner information and events.
- 5.4 Our Twitter account now has 536 followers (up from 481 at the last meeting). We continue to use this social media platform to spread our key messages and engage people about heathlands, SANGs and promote tweets by partners. In June, we participated in the Wildlife Trust's #30DaysWild campaign. Every day for the month, we shared posts designed to highlight our key messages, celebrate amazing wildlife, promote SANGs, and promote our education opportunities. The whole team actively contributed to an incredibly diverse collection of posts and we generated lots of interest.

5.5 We have used the Year of Green Action (YoGA) to further promote SANGs and encourage the public to connect with and take action to protect and enhance their local greenspaces. This has taken the form of a YoGA section on the website, including a list of all events on SANGs and a page detailing opportunities for people to volunteer with partners to help them carry out valuable conservation tasks.

This resource is a great way to centralise all these opportunities that, in time, could be the place people go to look for walks, talks and events across the Thames Basin Heaths. It is also a great opportunity to boost attendances at events and increase awareness of what is going on within the partnership as a whole. We have also increased our efforts to promote partner events on SANGs by sharing/retweeting on social media.

5.6 Heathland Hounds, our dog owner focused initiative continues to evolve. It is used as a way of encouraging responsible behaviour on the SPA and also to promote the Alternate Greenspaces.

Heathland Hound Facebook group membership is now 874 (up from 673 at the last meeting) and regular posting about responsible dog walking (on and off the SPA), promotion of SANGs, guided dog walk meet-ups, relevant information from partners as well as more general information about dogs and dog ownership have made this a go to group for locals. The group is fast becoming a trusted source of dog-related information.

The Facebook group continues to be increasingly interactive, with a number of members actively posting about visits to our alternate greenspaces. Some of them are working their way round their local SANGs using our Greenspace on Your Doorstep booklet and providing reviews of their experiences. Having the wider community promoting these places for dog walking is certainly helping to raise the profile of them across the Thames Basin Heaths area.

Heathland Hounds has assisted partners with their events. These have included leading guided dog walks at Wellesley Woodlands and Ash Green Meadows (Blackwater Valley’s Dog Day) and one at Edenbrook Country Park with *Farnham Walkie Talkies*. Also we have attended 7 events across the SPA in our new Heathland Hounds livery and branding:

<https://www.facebook.com/groups/HeathlandHounds/748305735317721/>

5.7 Throughout the season, we attended 21 events. The table below shows the data collected from the events we attended:

Hours wardened	Number of people spoken to	Number of people already spoken to	Number of leaflets distributed	Number of dogs
243.75	1428	79	2598	628

We attended 4 events on SANGs and to promote these greenspaces, and several local events to raise our profile within the communities living within the SPA boundaries. We used wildlife-themed crafts, to draw in children, allowing conversation with families about how they use their local heaths and the other greenspaces available locally. We have attended Yateley May Fayre, Hartley Wintney Village Fete, St John's Village Fete, Bisley Strawberry Fayre and Guildford goes Wild.

We led several Nightjar guided walks on the SPA: at Caesar's camp, Bracknell forest, Castle Bottom NNR, Hazeley Heath, Chobham Common and Ockham Common. These walks were open to members of the public, allowing them to experience a nightjar sighting with the safety of numbers on the heaths at night. These sightings are important for people to connect with rare heathland wildlife, and therefore feel compelled to protect it.

We attended a Fire Awareness Day at Hale Community Centre which was attended to spread the word about the dangers of wildfires, the damage they cause, and how we can prevent them.

We attended Heritage Day at Sandhurst Academy to spread awareness about the wildlife that the army share their training grounds with.

5.8 Heath Week took place from Sunday 28th July – Saturday 3rd August and built on the success of last year's inaugural event. During the week we ran twenty-six events over seven days, with a good spread across Surrey, Hampshire and Berkshire. The activities involved working with 18 partners. Events included a variety of natural history walks and talks, arts and crafts, dog behaviour, wildfire, meeting cattle and learning about conservation grazing. The week was an excellent way to showcase just how amazing heathland is and raise public awareness of what we can all do to protect it.

5.9 K9 Fire Patrol is a joint initiative with Surrey & Fire Rescue Service that has been initiated to encourage dog walkers to keep an eye on their local heaths. In return for recording time spent on the heaths, reporting any fires, fly-tips and anti-social behaviour and spreading information about what to do in the instance of fire, dogs are presented with a Hi-Viz jacket to promote the scheme. This jacket is a useful talking point in engaging other heath users around fire safety, providing the perfect opportunity to spread awareness about wildfires and the risk they pose to people, businesses and wildlife

So far, there have been more than twenty dogs (and their owners) sign up to the scheme. These people will provide extra pairs of eyes and ears on the SPA and help with the spread of positive messages regarding wildfire across the heaths.

5.10 We have launched regular Fire Fighting Friday pit-stops to spread key messages about heathland wildfires with the aim of reducing their incidence. These events also provide opportunities to dissuade people from being careless with fire (BBQs, cigarette disposal, fire play) and encourage them to ring 999 the moment they encounter a fire.

A number of these events have been supported by local fire and rescue services. Pit-stops have taken place at Lightwater Country Park, Brentmoor Heath, Horsell Common, Whitmoor Common, Barossa, Yateley Common, Caesars Camp and we have spoken to 325 people with 213 dogs in tow.

Almost sixty people have showed an interest in signing up for the K9 Fire Patrol as a result of these pit-stops

- 5.11 May saw the publication of the inaugural quarterly Thames Basin Heaths Partnership Newsletter. The aim of this web-based newsletter is to allow partners to disseminate information, celebrate achievements, request assistance, share knowledge and promote events.

The first edition had contributions from eleven partners and the second publication is due in September.

- 5.12 On 6th June land managers from the Access Management and Monitoring Partnership group met at Tweseldown Racecourse to learn about habitat management work that had been going on over the winter there. The work had been done on-budget under a Countryside Stewardship Scheme and had resulted in the re-colonisation of the site by all three Annex 1 bird species this spring, which had been absent in the previous few years. Key to this success was creation of suitable habitat, access management on site and defragmentation of the heathland area.

6 Education work

- 6.1 The new Education & Engagement Officer, Michael Jones, has been working with a number of schools and community groups with the aim of promoting the Thames Basin Heaths Partnership's key themes around responsible use of our heathlands, set around the primary message of raising awareness of three rare ground-nesting birds (Nightjar, Dartford warbler & woodlark).

Underpinning everything has been the drive to inspire as many people as possible to value heathland and, on a wider level, motivate them to get outside and love nature. This role promotes high level engagement.

So far, feedback has been incredibly positive and Michael has forged some good links with schools, groups and with partners.

- 6.2 School based education has been explored and Michael has been forging valuable links with the staff and students at Wildmoor Heath School – especially in Year 3 (Key Stage 2), where the class teacher had set aside a full topic for learning about heathlands. Michael and the class teacher formulated a scheme of work linked directly to the heathland that is adjacent to the school grounds (Wildmoor Heath, BBOWT). This was a perfect chance to find ways to weave heathland into a variety of National Curriculum strands, whilst providing high-quality opportunities to engage and enthuse children about nature and wildlife in general and the heathland on their doorstep. Over a number of lessons, a number of curriculum areas were covered—science, literacy, art, geography – and children created paintings, spells, persuasive writing and scientific sketches, learning how to identify and classify creatures and about threats to heathland wildlife after their exploration and investigation.

- 6.3 6 additional school sessions; whole school assembly, multi activity day and 4 heathland guided walks have also been delivered, covering Key Stages 1 and 3 and Early Years Foundation Stage at 3 different schools.
- 6.4 Heathland Education for Scouts, Guides, Beavers and other community groups has also been delivered, following an assessment on how to create sessions that can be used to target different groups to get them engaged with their local heathlands. Working with various groups, Michael has trialed different sessions in order to gauge what activities might get a good take-up and also help us to spread our key messages. 10 sessions have been delivered to six different community groups; Guides, Beavers, Scouts, LinkAble group, National Citizen Service group and a U3A group. Activities have been outdoor learning sessions, litter picks, practical tasks and guided walks with a theme of learning about and protecting the heaths or connecting people with their local greenspace (SANG).

7 SPA and SANGs Monitoring

- 7.1 The report summarizing the results of the Automated People Counter Data is appended to this paper.
- 7.2 The Project continues to undertake monthly car park transects across the SPA area, and the project is now in the third year of undertaking this work. The report summarizing the results of the Car Park count data is appended to this paper.
- 7.3 The SPA bird data for the year ending 2018 is as follows:

Estimated totals of Annex 1 Bird Territories on the Thames Basin Heaths SPA and Peripheral Sites, 2006-18.

Survey year	2006	2007	2008	2009	2010	2011	2012	2013
Nightjar	320	313	298	296	326	337	320	325
Woodlark	216	229	180	157	159	161	202	135
Dartford W.	389	529	633	61	38	47	87	118

Survey year	2014	2015	2016	2017	2018
Nightjar	355	313	332	351	366
Woodlark	155	147	124	164	112
Dartford W.	292	457	430	556	265

- 7.3.1 Nightjar numbers continue on the upward trend recorded 2015-17, the 2018 total of 366 being the highest since monitoring began in 2003. Nightjars are more diverse in their habitat requirements than either of the other two Annex 1 species and the mix of heather, bracken, birch and pine scrub found on the TBH sites provides plenty of suitable nesting opportunities. The species is particularly vulnerable to predation and disturbance so that recreational use of many of the sites by dog walkers represents a particular threat. Historically, the SPA Nightjar population has remained more stable than the other two Annex 1 species. This may be because Nightjars spend their

winters in sub-Saharan Africa and are therefore not subject to pressures caused by harsh winter conditions in this country.

- 7.4 Although the downward trend in Woodlark numbers over the 2014-16 period was reversed in 2017, 2018 saw a continuation of the decline with a 32% fall from an estimated 164 territories in 2017 to just 112 in 2018. This decline may be due to habitat availability and quality, availability of food, disturbance and a range of other factors. Woodlarks require areas of bare ground near to woodland as an ideal habitat type. Operations such as scrub clearance and/or carefully controlled winter burning with follow-up grazing are ways of creating and maintaining optimum habitat for Woodlarks. It is possible that the 'Beasts from the East' led to a fall in numbers. Coming in February/March, at the end of the winter and coinciding with the start of the Woodlark breeding season, the very low temperatures could have led to the loss of some birds, or poor breeding condition at the beginning of the season. Woodlark numbers are going down in other parts of the country to the extent that the national Rare Birds Breeding Panel, after removing the species from its list, have now reinstated it.
- 7.5 Dartford Warbler's preferred habitat is mixed heather and gorse. After substantial growth in the Dartford Warbler population following the harsh winters of 2008/09 and 2009/10, the 2018 count of just 265 territories represents a setback in the species' recovery. Most probably the two 'Beasts' were again responsible. Although these spells of bad weather were both short, temperatures were very low and caught the birds at their most vulnerable in the hungry gap between winter and spring. It is possible that smaller sites, where slight population increases were recorded last year are less exposed than the wide open spaces on the larger ones, where there were heavy declines.

8 Looking forward

- 8.1 SAMM warden Nick Izard is in the process of setting up a SANGs working group to produce a SANG Guideline document, which is intended to supplement the site quality checklist which developers use when designing a SANG. The guidelines are aimed particularly for new private developments. The document will work to enhance the quality of SANGs by providing guidance for the production of high quality information boards, site layout, maintenance plans and ecological practices.
- 8.2 The project intends to conduct 12 SANG surveys over the winter period.
- 8.3 Once the hosting agreement is renewed the project manager will be reviewing and renewing all existing agreements for access, accommodation, staffing and other resources for a further 3 year term.
- 8.4 We intend to have a busy winter promoting SANGs and engaging with dog walkers through Heathland Hounds and giving out our brand new SANGs booklet.
- 8.5 We will be working with the Natural England behavioral insights team on a controlled trial to research the most effective language and means to affect behavior change and spread our project messages. Global behavior change experts will work with us to determine how we frame our messaging so that our communications have maximum impact. This is to build on the success that we have had in the last couple

of years of telling engaging stories which has led to better interactions and proliferation of our messages. The research will be used to inform us on which strategies are most effective at affecting behavior change. It leads on from our work with the behavioral insights team who have published this document, which we have already started to implement. <https://publicinterest.org.uk/nature-toolkit/>

- 8.6 After consulting with personnel from a number of Fire Services*, the Education and Engagement Officer, Michael Jones, has now completed a session for a heathland wildfire awareness assembly and PHSE lesson, so if any of the partners know of any secondary schools who would benefit from and/or be interested please let him know. The session – aimed at Year 8 students – will introduce the group to their local heathland (what lives there and why it is special) and deal with the causes of wildfires and consequences of them for wildlife and people, including those who start them. The ultimate aim of the session will be to reduce the incidence of fires caused by carelessness across the SPA. Ultimately, this will be targeted to potential problem schools.

* Including Phil Cliff (Community Engagement Officer) at Rushmoor Fire Station, Judy Rice (Education Manager) at Hants Fire & Rescue, Neil Tanner at Woking Fire Station.

- 8.7 Judy Rice has been provided with some information specific to heathland wildfire which she will incorporate into her schools fire safety and arson education programme – This will be delivered all across Hampshire to Year 8 students once an update is completed.
- 8.8 NE is currently exploring a joint working initiative in the Wealden Heaths area with East Hampshire District Council and Whitehill Town Council where there is an opportunity for a SAMM warden resource to be shared to cover a short period of 2-3 years until a hosting body for the monitoring aspect of their SAMM funding is secured. All funding will be appropriated carefully to ensure that neither project subsidizes the other if this does come to fruition.

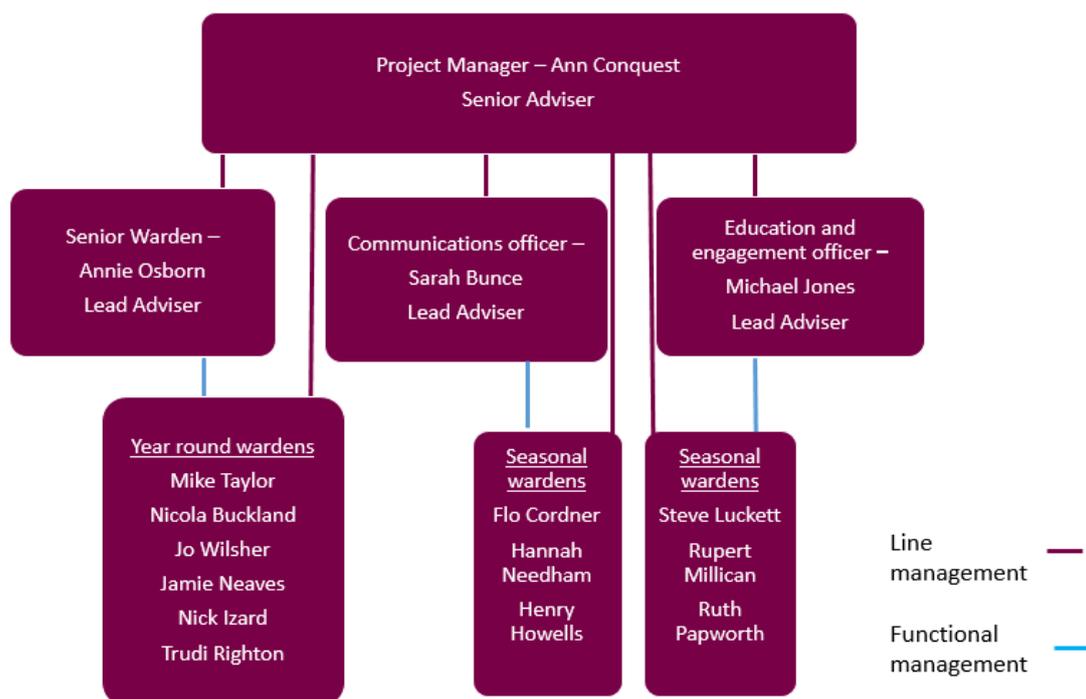
Appendix 1 - SAMM team staffing change proposal August 2019

Approval is sought to change the staffing structure of the SAMM team to better reflect workload and responsibilities.

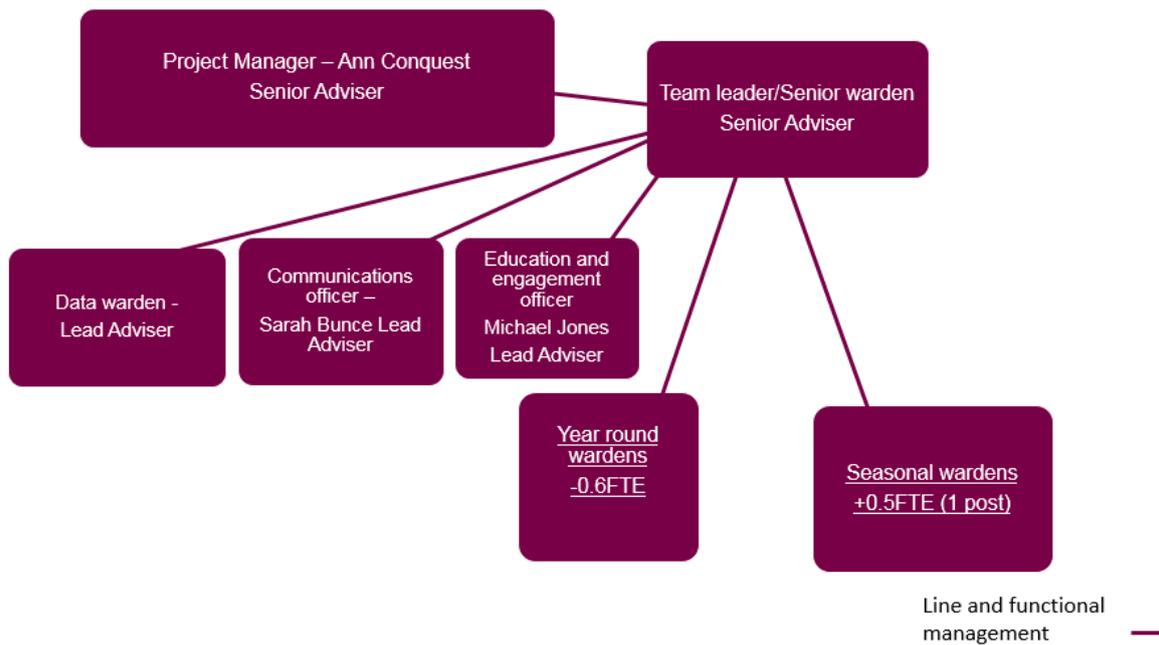
Following the resignation of the senior warden NE has taken the decision to replace this post at a higher grade, which better reflects the responsibility of the role and is more sustainable going forward in order to make sure that the project continues to fulfil its responsibilities in a healthy and safe way.

A new, alternative cost-neutral structure is proposed for the wider team which will better reflect current staff responsibilities, result in a more sustainable management workload going forward and address the increased summer workload now that a larger number of SANGs are maturing. A new team leader at a higher grade is now in post and this paper proposes the introduction of a data warden at a lead adviser grade and slight restructuring of the wardening resource. The data warden role will replace the need for the project to outsource data analysis work, saving between £19,000 and £25,000 annually from the programme spend. The changes proposed are therefore cost neutral to the project and will result in significant wellbeing, efficiency and opportunity gains.

Structure in March 2019



New proposed structure



Proposed change to roles:

Role	Current approved FTEs	Proposed FTEs	Change in FTEs
Project manager / team leader (SEO grade)	1.0	1.8	+0.8
Senior/Data Warden, Comms officer and Education officer (HEO grade)	3.0	2.68	-0.32
Year round wardens (EO grade)	5.0	4.4	-0.6
Seasonal wardens (for 6 months so half FTE – six seasonals currently) (EO grade)	3.0 (6)	3.5 (7)	+0.5 (+1)
Total			+0.38

Cost change:

Total cost of roles per annum at 2019/20 pay scales:

Role	Current cost at 19/20 pay scales	Proposed cost at 19/20 pay scales	Change
Project manager/ Team leader	£40,939	£73,690.93	+£32,751.53
Senior/Data Warden, Comms officer and Education officer	£97,985.47	£87,388.66	-£10,596.82
Year round Wardens	£139,081.73	£122,299.72	-£16,782.01
Seasonal wardens	£81,586.69	£95,184.47	+£13,597.78
Total	£359,593.30	£378,563.78	+£18,970.48

The proposed costs will be additional costs to the staffing budget. The team leader post is necessary to make staff management more coherent and relieve excessive ongoing workload pressure on the project manager. It will also allow the Comms officer and Education officer to focus completely on their core roles, maximising their delivery against these key work areas. The management responsibilities currently being fulfilled by the lead advisers is above their pay grade and a team leader role will ensure that all the management and Health and Safety responsibilities are being carried out by the appropriate grade.

The Data Warden is proposed to co-ordinate the Access Management and Monitoring that the SAMM Project does and analyse this data within the project thus saving externally commissioned data analysis. This currently costs £19,500, which will be saved annually from the programme spend. The increased wardening resource during the summer offsets the data collection time for SANG surveys. Sufficient staffing will be present over winter to complete winter surveys. This new proposed structure is supported by NE management as a cost neutral solution for the SAMM team.

Appendix 2 – SAMM staff – current roles and responsibilities

Green text: proposed responsibilities to be replaced by new team leader, Rob West
Blue text: proposed responsibilities to be replaced by new data warden – in addition, this role will include data analysis work currently undertaken by consultants.

Project Manager- Ann Conquest

Project management

- SAMM strategy – legal framework and hosting agreement. Effectiveness of approach.
- Business management – budget setting, staffing and logistical resource, budget management
- Finance – Billing. Liaison with Hampshire County Council and NE management re: finance including reporting on SAMM spend against budget.
- Responding to MP letters, FOI requests and challenging enquiries
- Large value procurement – drafting tender specifications, spending controls and signoff procedures, invoicing, contract negotiation and delivery.
- Negotiating and renewing access agreements with all landowners
- Governance and audit – risk and asset registers, HMRC compliance
- Estates management (accommodation) - H and S compliance, negotiation of lease, billing and landlord relationship
- GIS work for access agreements and SANGs
- Building links with similar projects

Reporting

- Produce JSPB reports, attend meetings and answer queries
- Attend, present at JSPB officers meetings, and answer queries
- Chairing and organisation of AMMP meetings
- Quotes and tenders for data analysis, such as SANG and SPA visitor surveys, SPA bird survey
- Collating data analysis from surveys for reporting
- Liaison with Local Authorities re: data collected by project
- Collating externally collected evidence – e.g. SANG people counter data
- Gathering together evidence internally and externally collected such as by universities to inform the strategic approach

Management

- Line management of 3 Lead Advisers and the 6 year round wardens.
- Objective setting and performance management of staff. Performance verification and reporting.
- Overseeing Health and safety and wellbeing
- Setting personal development plans
- Resolution of more complex management / HR issues for all staff, including seasonal wardens
- Recruitment and leaving administration

Senior Warden- Annie Osborn – (currently approved as part of the wardening resource)

Day to day functional management of wardens

- Induction and Practitioners' guide (instruction manual for new wardens)
- Produce rota for the team to ensure even spread of wardening across sites and reactive wardening to information from surveys, the public and landowners.
- Event co-ordination
- Health and safety – risk assessments, policy and procedures, reporting and investigating.
- Plan and lead team meetings
- Training and development organisation, including mandatory training
- Expenses
- Wardening support/mentoring

Organisation of monitoring

- People counters – Organising installation of counters, downloading and collation of data
- Car park transect survey – calendar and organisation of rota
- SANG visitor surveys – survey preparation and format, determine sites, organise staffing
- Warden logs – collation and reporting

Organisation of wardening tools and equipment

- Tools login, maintenance, registering and deregistering and audit of tech equipment e.g. iPads, Phones, laptops, satnavs, people counters.
- Development of new ways of working to increase efficiency e.g. apps – investigation, programming and training of team. (such as our new survey 123 software)
- Vans – overseeing servicing, vehicle checks and logs
- Equipment – maintenance, inventory and storage
- Small procurement of wardening equipment.

Communications Officer – Sarah Bunce

Communications Lead role:

- Comms strategy, branding of TBH and Heathland Hounds
- Co-ordinate warden led projects: Heathland Hounds, wild about the heaths, #30 days wild
- Organisation of Heath week
- Production and procurement of pitstop/display materials such as posters, boards etc.
- Production of all material for Leaflets
- Facebook lead – co-ordination of stories from wardens, TBH Friday Challenge and original posts
- Website – publishing of SANGs updated listings, warden blogs and maintenance of site.
- Media enquiries
- Printing and warden support for events and pitstops.
- Small procurement of comms related equipment and leaflets.

Management

- Management of 3 seasonal wardens including support, performance, development
- Interview and induction of new wardens

Education Officer – Michael Jones

Education work

- Scope and direction of education work
- Links and liaison with partners delivering education
- Links with local schools and development of curriculum based lesson plans
- Delivery of assemblies, lessons and field visits on Annex 1 birds / heathland
- Work with scouts/guides and other community groups
- Developing resources
- Safeguarding procedures, Health and safety around role
- Developing links with fire service and police to share resources and information
- Training and development re: outdoor learning and engagement
- Opportunities re: Year of Green Action #IWill, for SANGs promotion
- Training of team during induction
- Blogs and updates on website around education work

Management

- Management of 3 seasonal wardens including support, performance, development
- Interview and induction of new wardens

Wardening team

Public engagement

- Wardening on site
- Attendance at events and fayres
- Running of Heathland hounds group on Facebook and Twitter as well as HH guided walks
- Twitter posts and photos such as #30dayswild
- Facebook direct messages and developing/publishing FB posts
- Developing initiatives to engage wider audiences
- Guided walks and other events throughout the year such as during Heath Week
- Writing Blogs
- Producing resources for use at events such as worksheets, illustrations etc.
- Producing nature notes for display on SPA sites to engage with site users
- Promoting SANGs through events and e.g. nature trails

Partner working

- Liaison with landowners about issues such as livestock, events, access and management
- Partner working and engagement during the winter – working alongside volunteers
- Producing an AMMP newsletter to enable partners to share ideas and expertise
- Organising SANG managers working group to produce guidance on SANG design and implementation for developers.
- [Feeding back to Local Authorities about SANG surveys](#)
- Organising events for heathland managers to share best practice
- Administration around events

Monitoring

- [Downloading of people counter data](#)
- Completion of car park transect and SANG surveys

Other

- Training for role, such as induction, manual handling, first aid, site safety,
- Production of site risk assessments
- Carrying out vehicle checks and logs for vans
- Warden logs, work administration

[Additional responsibilities/opportunities for a new Data warden - not currently resourced:](#)

[Data analysis work – such as analysis of the SANG surveys and other project data.](#)

[Collation of information from each Local authority of information on visitor numbers, the benefits to wildlife and biodiversity arising from SANG.](#)

[Collecting data that could contribute to monitoring of SANGs using new technology like Bioacoustics.](#)