

Aims & Objectives



THEME	AIM
Agriculture / Rural Land use & Economy	To create and sustain, through viable farming partnerships, a mosaic of floodplain landscapes and wildlife.
Biodiversity and Landscape	To ensure the protection and enhancement of existing wetland habitats and to support the creation of new floodplain landscapes.
Floodplain and Water resource management	To fully integrate the objectives and benefits of wetland creation into floodplain and water resources management policies, strategies and practices.
Data Collation and dissemination	To monitor change and to collate and disseminate data in a readily accessible format to enable SAVWP to effectively plan, target and promote wetland creation, report on partnership success and contribute to floodplain and water resource policy development.
Communication and promotion	To promote greater appreciation of the economical and environmental value of floodplains, through the provision of managed access and interpretation.
Funding	To establish and maintain a diverse and stable funding resource to support the realisation of the Partnership's long-term vision and objectives.



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Aim: To create and sustain, through viable land management partnerships, a mosaic of floodplain landscapes and thriving wildlife			
No.	Objective	Key Partners	Linking Objectives
			B1-4, FW1-5, D1-4, CP1&2, F1&2
A1	Contribute to the targeting process for agri-environment incentives to ensure maximum potential resources for Severn & Avon Vales	EA, EN, FWAG, DEFRA, WTs, NFU	D,6&7,
A2	Target promotion of agri-environment schemes with S&AVales to ensure maximum environmental and socio-economic gain.	EN, EA, FWAG, DEFRA, WTs, NFU	F3-5
A3	Contribute to the development and review of agri-environment incentives to ensure viable economic support for farming enterprises that are compatible with, or are delivering wetland habitat enhancements.	EN, EA, FWAG, DEFRA, WTs, NFU	D6&7, F4
A4	Facilitate and support initiatives that enhance and diversify farming and rural incomes through wetland related initiatives. e.g. Branding of quality farm produce and tourism.	EN, EA, FWAG, DEFRA, WTs, NFU	CP3,4,&6, F3-5
A5	Provide technical advice and site based project management to ensure that wetland creation schemes are implemented to a consistently high standard and achieve maximum potential biodiversity gain.	EN, EA, FWAG, DEFRA, WTs, NFU, IDBs	F3-5
A6	Through the opportunities of consultation and other means, to seek compromise, to discharge or oppose, proposed changes in land use or land use practices liable to hinder, delay or conflict with the aims of protecting and enhancing existing wetland habitats and the creation of new floodplain landscapes.	ALL	

Theme: Biodiversity and Landscape >>

Aim: To ensure the protection and enhancement of existing wetland habitats and to support the creation of new floodplain landscapes.

No.	Objective	Key Partners	Linking Objectives
			A5, FW1-3, CP1-7, F1-5
B1	Ensure the protection, through appropriate management, of existing high quality wetland habitats and landscapes.	EA, EN, WTs, DEFRA, IDB	A1-4, FW4&5
B2	Extend the potential core area of high quality habitat through the promotion of enhanced management on sites of marginal quality.	ALL	A1-4, FW4&5
B3	Establish links between core wetland sites by the creation of new floodplain habitats on ecologically degraded farmland.		
B4	Contribute significantly towards the realisation of UK and county biodiversity action plan targets for wet grassland, reedbed and wet woodland habitats, and county landscape character aims and objectives for wetland habitats		
B5	Work with the aggregates industry and appropriate partners to develop wetland habitat creation opportunities linked to mineral extraction sites and plans most especially reedbed and wet woodland.	EN, EA, DEFRA, WTs, STW, County Councils	A1-4,



Theme: Floodplain and Water resource management >>

Aim: To fully integrate the objectives and benefits of wetland creation into floodplain and water resources management plans, strategies and policies of those who influence land management.

No.	Objective	Key Partners	Linking Objectives
			A2,4&5, B1-5, D1-3, CP1,5&7, F2
FW1	Identify and develop, in partnership with the Agency managed retreat schemes that integrate flood management, biodiversity and socio-economic gains	EN ,EA, DEFRA, IDB, WTs, RSPB, W&WT, NFU	CP2, F3-5
FW2	Ensure habitat rehabilitation/creation is integrated into floodplain strategic planning processes and management policies (CFMP, Tidal & fluvial strategies, CAMS, WFD)	EN ,EA, DEFRA, WTs, RSPB, W&WT, NFU	
FW3	Identify and develop reaches of agricultural defence where targeted agri-environment schemes would support landowners and provide biodiversity gains through a reduction / abandonment of management.	EN ,EA, DEFRA, ADA/IDBs, WTs, RSPB, W&WT,	CP2, F3-5
FW4	Develop opportunities to enhance the biodiversity resource of Internal Drainage Board adopted watercourses and to manage waterlevels for habitat benefit	EN ,EA, DEFRA, ADA/IDBs, WTs,	F3&5
FW5	Identify watercourses under the Critical Ordinary Watercourse guidelines where biodiversity may be enhanced through a change of management authority.	ADA/IDBs, EA, EN DEFRA, WTs,	



Aim: To monitor change and to collate and disseminate data in a readily accessible form to enable SAVWP to effectively plan, target and promote wetland creation, report on partnership success and contribute to floodplain and water resource policy development.

No.	Objective	Key Partners	Linking Objectives
D1	Review the Wetland Restoration Study (Ecoscope 1999) to reflect new opportunities and changes in flood management and agricultural policy	ALL	A1-5, B1-5, FW1-5, CP1-7, F1-5
D2	Draft a partnership wide strategy for land use, landscape, floodplain and water resource management, incorporating wetland opportunities outside of identified zones (Ecoscope).		
D3	Develop vision maps of potential restoration zones to support targeting of agri-environment and other resources.	ALL + landowners, tenants and local communities,	
D4	Establish a mechanism that ensures key data, e.g. CSS agreements is regularly updated and available to the wider partnership.	ALL	
D5	Ensure SAVWP success is reported and incorporate into relevant monitoring processes. e.g. UK & county BAP reports	ALL	
D6	Contribute to and disseminate national data on eco-hydrological and best habitat management practices.	EA, EN, RSPB, W&WT	
D7	Undertake and report on an economic appraisal of the cost to farming enterprises of developing wetland habitats and the agri-environment incentives required to achieve BAP targets in the S&A vales.	FWAG, DEFRA	
D8	Establish and implement a mechanism through which the biodiversity and landscape character gains can be monitored and reported.	ALL	

Theme: Communication and Promotion >>

Aim: To promote greater appreciation of the economic, social and environmental value of floodplains, through the provision of managed access and interpretation.

No.	Objective	Key Partners	Linking Objectives
			A1-3, FW1-5, D1-8, F1-4
CP1	Publicise the Partnerships successes and experiences through the publication of literature and the effective use of local, national and specialist media.	ALL	
CP2	Promote opportunities for managed access through links with tourism and rural regeneration initiatives.	ALL	A4&5
CP3	Establish and maintain a SAVWP Web Site to disseminate information to, and encourage contact with, a wider public and professional audience.	ALL	
CP4	Establish a series of events to promote awareness of the partnership and wetlands to local communities	ALL	
CP5	Inform and influence public perception as to the impact of wetlands on flood risk	ALL	
CP6	(Re-) establish the S&A Vales Wetlands Partnership Forum as a mechanism for engaging with the wider planning and rural communities	ALL	
CP7	Improve the Partnerships profile with senior policy / decision makers at regional and sub-regional level, through presentations to key committees / conferences etc.	ALL	
CP8	Quantify and promote the positive economic, social and environmental impacts of wetlands and the work of the SAVWP, making appropriate links to regional and sub-regional economic development programmes, including community strategies.	ALL	
CP9	Research and promote awareness and cultural traditions/heritage related to community life, land use and resource management associated with wetland landscapes and their historical perspectives.		

