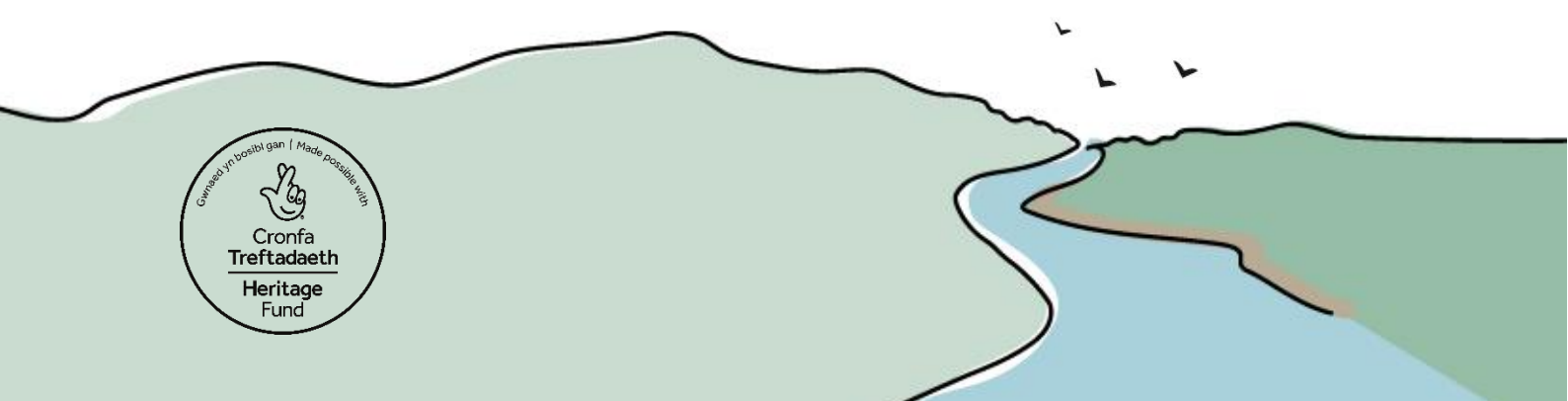
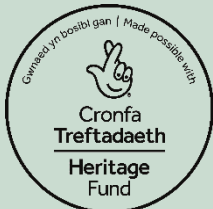


Our Dee Estuary Caru Aber Dyfrdwy

Summary Document



Our Dee Estuary – A Cross-Border Partnership Project



Grŵp Cadwraethol Aber yr Afon Ddyfrdwy
Yn cynrychioli 27 o gyrff lleol a rhyngwladol gyda diddordebau ym mywyd gwyllt Aber yr Afon Ddyfrdwy
Dee Estuary Conservation Group
Representing 27 local and national bodies with interests in the wildlife of the Dee Estuary

Our Dee Estuary / Caru Aber Dyfrdwy

Connecting coastal communities to a shared heritage

3.5 Years: Nov 2021 – Mar 2025

Total Cost: £883,155

A cross-border estuary-wide partnership approach is needed to tackle the intertwining and wide-ranging threats to the Dee Estuary, ranging from recreational and water quality issues to the need for improved governance and increased community awareness of the amazing wildlife. Cheshire Wildlife Trust, on behalf of the Tidal Dee Catchment Partnership, submitted a National Lottery Heritage Grant stage 2 application in May 2021 for a project to address these issues.

As a coastal project spanning two countries and established by a Catchment Partnership - partnerships usually associated with delivering inland water related projects, the development of Our Dee Estuary has raised the profile of the Tidal Dee Catchment Partnership nationally amongst coastal and catchment partnerships alike and put the Dee Estuary 'on the map' across strategic networks. As such, the delivery of Our Dee Estuary will be a pioneering and nationally exciting and inspirational project.

Our Dee Estuary aims to:

- Create a nature-based sense of place around the Dee Estuary making it a greater part of more people's lives and a better place to live, work and play.
- Work with local communities, estuary users, visitors and other partners to ensure our natural heritage is better managed, better recorded, better interpreted and in better condition.
- Improve access gateways and opportunities, breaking down barriers and making it easier for local communities and visitors to spend time enjoying the Dee Estuary without putting the heritage at risk.
- Provide opportunities for lifelong learning and training, enabling more and a wider range of people to develop new skills and ensuring that the rich heritage of the area is better understood by all.
- Empower a diverse range of people from across the target audience area to become Dee Champions, reducing negative environmental impacts and engendering a culture of stewardship and a lasting legacy.

Our Shared Vision

Our Dee Estuary is about connecting coastal communities of the Dee Estuary (Wirral, Cheshire West and Chester, Flintshire and Denbighshire) with their natural heritage to create a new community of stewardship to protect the unique and spectacular coastal natural heritage. The community will be defined by a nature-based sense of place, one shaped by joyous experiences and a deep understanding of the estuary's wildlife and that drives a passion to protect it.

A nature-based sense of place for the Dee Estuary

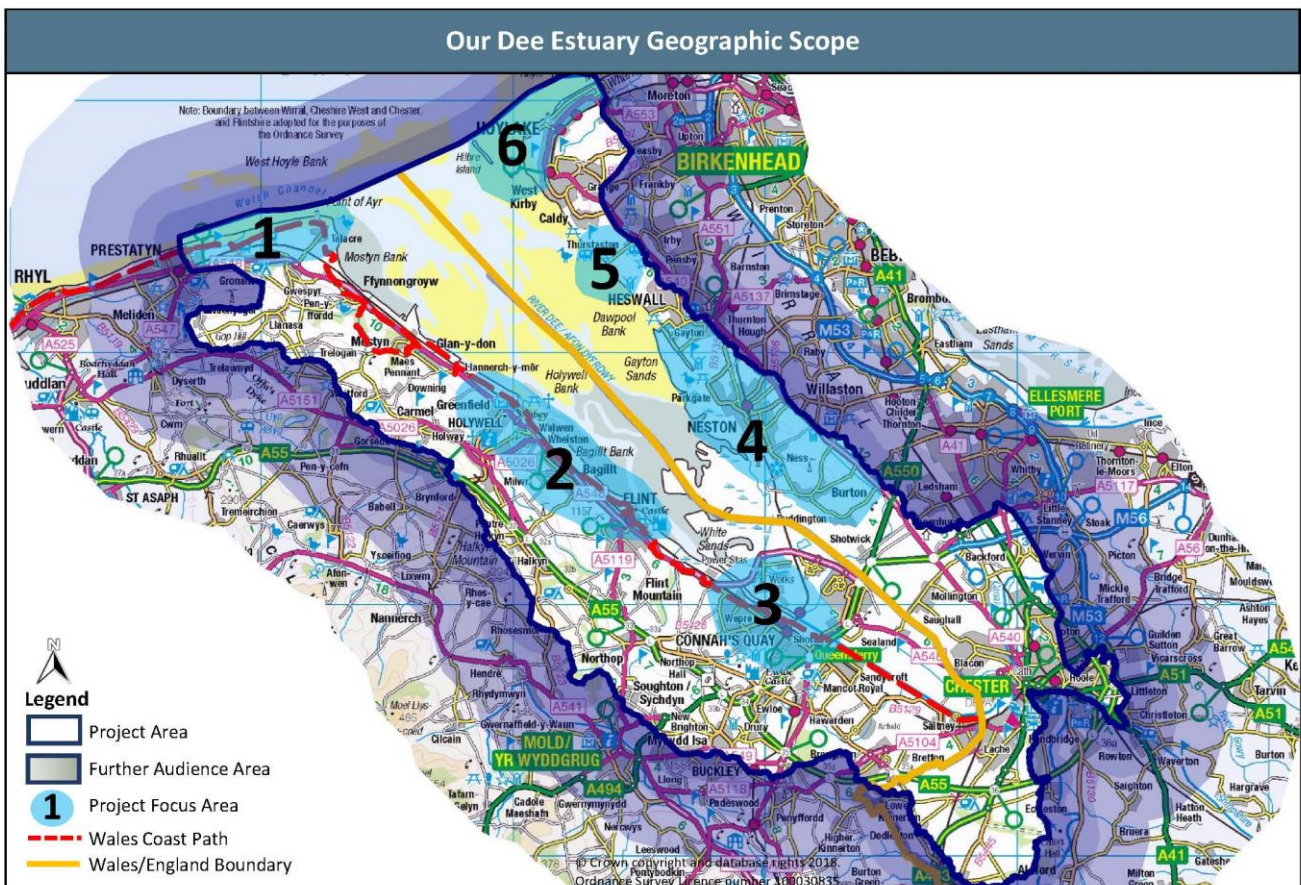
- A place without boundaries and where a mutual sense of place and a community of stewardship can be forged by highlighting and reflecting aspects of their shared interest and experience. Communities of different backgrounds and cultures connect around the common approach to caring for the diverse and fragile nature.
- A place of many diverse parts managed as a whole, regardless of place or politics through cross-boundary and collaborative working among organisations and groups around the estuary. Decisions put nature first and help people to take the right actions for wildlife. United estuary governance and connected management ensures a sustainable legacy for wildlife in the estuary.
- A place where people find joy in wildlife and seek relationship through deep understanding of it. People see it as a privilege and responsibility to share their lives with this diverse wildlife and consider the impact of their enjoyment and use of the estuary.

Project Area

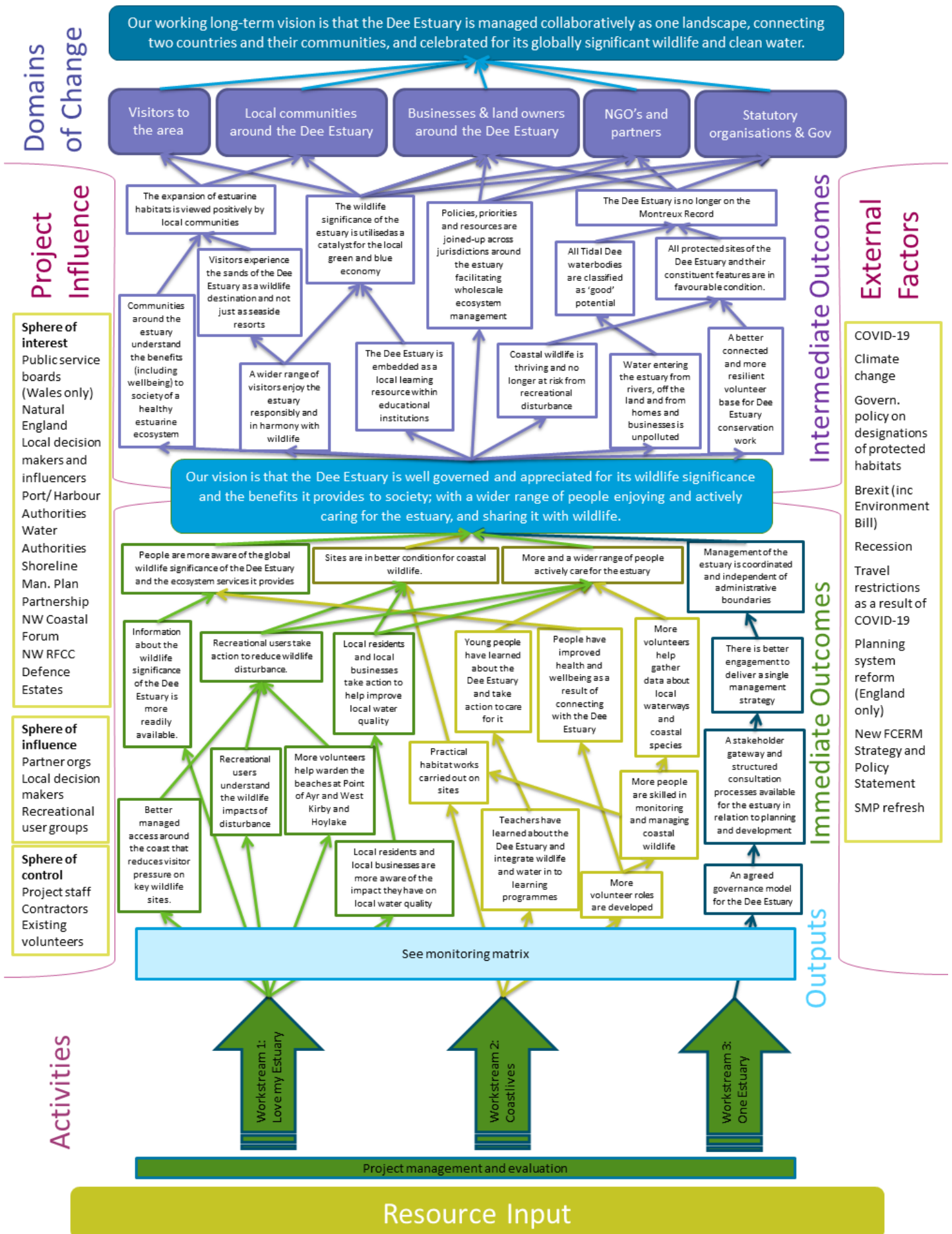
The Our Dee Estuary project is defined by water, wildlife and the local communities. The Project Area is therefore the Tidal Dee catchment, reflecting the water catchment influence on the estuary, and added to this are areas of the Dee Estuary European Marine Site at the mouth of the Dee Estuary which are important for wildlife.

The project will take an estuary-wide approach, but there are particular areas of focus for on-the-ground activities which are either of high importance for wildlife, or where audience concentrations exist (honeypots), or both. Often a honeypot site is a wildlife hotspot on the estuary, which makes these locations the ideal places to focus our project activities. Six Project Focus Areas have been identified and they are:

1. Gronant Dunes and Talacre Warren
2. Flint Shoreline (Greenfield, Bagillt, Flint)
3. Deeside Wetlands (Connah's Quay and Shotton)
4. Neston Marshes
5. Thurstaston Shore
6. Hoylake and West Kirby Beaches



Our Dee Estuary Theory of Change



The Workstreams

Activities in Our Dee Estuary will be delivered through three workstreams – Love my Estuary, Coastlives and One Estuary. Each of these will deliver a different element of the project, but each has a critical role in delivering the overall Vision of Our Dee Estuary. Cross cutting the workstreams are Dee Champions, people fundamental to the success of the project and maintaining long-term benefits. Dee Estuary Traineeships will have the opportunity to volunteer alongside the project team and build key skills and experience that will help progress their career aspirations.



Our Dee Estuary workstreams and how they relate to the target audiences.

Workstream	Objective	Target audience
Love my Estuary	Promoting the estuary and encouraging behaviour change.	Recreational users on the Dee Estuary.
		People connected with addressing water quality issues.
		Coastal communities around the Dee Estuary (specifically those who have negative perceptions of natural coastal processes due to a lack of understanding of the natural heritage, and those who would like to engage with natural heritage in the Dee Estuary).
Coastlives	Estuary wildlife focussed volunteering, training and learning.	Existing volunteers and those interested in volunteering.
		Coastal communities around the Dee Estuary (specifically those that may not be currently engaging at all with the wildlife of the estuary because of their personal circumstances or because of a lack of interest in wildlife, and those who would like to engage with natural heritage in the Dee Estuary).
		Teachers of Key Stage 2 and upwards.
One Estuary	Establishing a long-term and unified approach to estuary management.	Decision makers and influencers.
		Existing volunteers and those interested in volunteering.

Workstream Activities

Workstream	Objective	Activities
Love my Estuary	Promoting the estuary and encouraging behaviour change.	<ul style="list-style-type: none"> • Connect recreational user groups through a Dee Estuary Coastal Recreation Group • Deliver a Dee Estuary coastal recreation behaviour change initiative: <ul style="list-style-type: none"> - Targeted communications campaign promoting key messages. - Targeted behaviour change events. - Coastal awareness training events. - Production and dissemination of Coastal Code information.
		<ul style="list-style-type: none"> • Deliver a Dee Estuary clean water awareness raising initiative: <ul style="list-style-type: none"> - Targeted communications campaign promoting clean water messages (Connect Right, Stop the Block, Call of Nature). - Targeted water and wildlife pop up events. - Promotion of a voluntary coastal clean water business accreditation scheme. - Recruit, train and support a network of local community Clean Water Ambassadors.
		<ul style="list-style-type: none"> • Launch a Dee Estuary website – an online gateway where people can discover more about the Dee Estuary. • Artistic collaboration to bring creative writing, art and science together to share stories about the wildlife and communities of the Dee Estuary. • Bring the wildlife to people by recording wildlife at inaccessible locations and creating quality digital resources and showcasing this through communication channels and events. • Deliver an exciting acoustic project working with University of Manchester social anthropology specialists. • Practical access work to manage the impact of visitors and help a wider range of people enjoy the estuary. • Share estuary-wide and local trail information to reduce visitor pressure on key sites and to provide more information for those wanting to explore their coast. • Targeted on-site interpretation. • Series of events to celebrate and learn about the Dee Estuary.

Workstream	Objective	Activities
Coastlives	Estuary wildlife focussed volunteering, training and learning.	<ul style="list-style-type: none"> Establish a variety of volunteer roles including citizen science species recording and monitoring, wader wardening and waterway recording and provide training and support for those roles. Undertake practical conservation work on sites with volunteers, supported by capital works. Signposting to existing volunteer groups including 'cross pollinating' to promote opportunities and increase group resilience and capacity. Offer a Dee Estuary Traineeship and skills based training for volunteers.
		<ul style="list-style-type: none"> Work with referral agencies and social prescribing networks to deliver wellbeing with nature volunteering for those who need additional support to engage with natural heritage in the Dee Estuary.
		<ul style="list-style-type: none"> Deliver a Dee Estuary Training Programme – a capacity building structured programme for educators using digital media and involving practical sessions learning about wildlife and water. Create short film upon programme completion to share back, celebrate the success of the programme and inspire further engagement.
One Estuary	Establishing a long-term and unified approach to estuary management.	<ul style="list-style-type: none"> Cross border collaboration to increase the resilience of natural heritage through improved governance and the involvement of local communities. Embed legacy planning from the beginning through continuous listening and learning and putting things in place for the long-term. Dee Champions – overarching initiative recognising those who actively care for the Dee Estuary and to inspire others to become Dee Champions. Supported by an annual celebration event and Dee Champions Award. Ensure an estuary-wide approach to branding and communications.

Caru Aber Dyfrdwy **Our Dee Estuary**