

APPENDIX C
Downland Whole Estate Plan
Action Plan Priorities

Project	Commenced?	Will funding be required - by Council or externally?	Benefits income generation for the Downland	Benefits tourism	Benefits Education	Benefits Health/Safety	Benefits Sustainability	Prioritisation Level	Comments
Beachyhead Visitor Centre - new centre serving as the gateway to the Estate	Yes - investigating initial proposals to improve the existing centre. Future work may include a new centre.	Yes - but minimal initially and from existing resources. If a new centre was built in the future then this would require additional funds, but this could be through a variety of sources, including crowd-funding.	Yes - would be the gateway to the Downland, signposting opportunities and education.	Yes - would be the gateway to the Downland, signposting opportunities and education.	Yes - would be the gateway to the Downland, signposting opportunities and education.	Yes - would be the gateway to the Downland, signposting opportunities and education.	Yes	High	Project likely to start with changes to the design, interpretation and content of the existing centre within the realms of the current infrastructure, but future development opportunity too.
Re-purposing redundant farm buildings - artisans, craftspeople and business start-ups, farm shop and courses/hub at Black Robin Farm	Yes - investigating initial proposals for Black Robin Farm as a hub. Future proposals could build on this.	Yes - although existing funding may be available for initial set-up of a hub at Black Robin Farm, future projects likely require additional funding, although this could be from a variety of sources.	Yes - helping to create new destinations for tourists and income opportunities for the Downland.	Yes - helping to create new destinations for tourists and income opportunities for the Downland.	Yes - helping to create new education initiatives.	Yes - provides additional opportunities for health activities.	Yes	High	Initial project for education hub at Black Robin; future projects would need to be developed.
Improving the educational offer - through a new visitor centre, ranger and outdoor learning activities	Would run through a number of projects including proposals for the Countryside Centre and Black Robin education hub.	Yes - although some offer could be made from within existing resources or supported through circular income generation.	Yes - through charges for opportunities and events.	Yes - could become part of the tourism offer.	Yes - would be central to an increased education offer across the Downland.	Yes	Yes	High	Central to the WEP is the aspirations to increase the education offer across the Downland.
Creation of a group to help fundraise and take projects forward	Likely to be a gradual progression starting with a 'friends of' type body initially.	Not for the set up of the group.	Yes - through bringing in funds/resources to support future projects.	Yes - group would focus on bringing priority projects in the WEP to fruition.	Yes - group would focus on bringing priority projects in the WEP to fruition.	Yes - group would focus on bringing priority projects in the WEP to fruition.	Yes	High	Formation of group will be key to the progress of future schemes.
Safe and sustainably managed woodland - felling interventions to address Ash Dieback	Yes - initial felling completed 19/20.	Initial works funded largely from Downland reserves and some open Downland woodland budget. Income from timber sales will reimburse proportion of that spend enabling finance of further works.	Yes - Helping to maintain an attractive and safe environment for tourists and generate spend.	Yes - providing a safer environment and linking to the 'green tourism' agenda through development of a more diverse environment accessible along well maintained access routes.	Yes - public information distributed during the works generated lots of interest in the history of the woodlands and schools/colleges might eventually be involved in some replanting or ongoing maintenance.	Yes - providing a safer environment and therefore continuing to encourage people to use the area for exercise and recreation.	Yes	High	Prioritised due to Health and Safety
Continued Scrub Control in line with the Council's objectives	Yes	No - existing resources being used.	Yes - Helping maintain a diverse environment linking to the 'green tourism' agenda.	Yes	Yes - feeds into a wider education topic about management of the Downland.	Not particularly.	Yes	High	Work already being undertaken as part of ongoing management of the Estate
Prepare Farmers for the transition away from the current subsidy regime	Strutt and Parker are the agents appointed for managing the farm tenancies and will help support farmers through the transition; discussions have already commenced with farmers and these will be ongoing.	Yes - subsidy would see requirement for external government funding to replace current EU subsidy.	Not directly, but does generate income for the farmers enabling them to continue farming to a high standard.	Yes - ensuring the land is maintained and can continue to be farmed appropriately.	Yes - feeds into a wider education topic about management of the Downland.	Yes - ensures that the farms are farmed in accordance with strict outputs	Yes	High	Discussions have already commenced with the farmers and will be ongoing. Strutt and Parker will be available to help support the farmers and their agents during the transition
Increase opportunities for holiday lettings	Yes - initial work commenced 19/20. Holiday lettings being explored at 3 Cornish Cottages and Black Robin Farm. Could form part of support for hub at Black Robin Farm.	Yes - Council has already earmarked £30k to the project across four properties.	Yes - either through the GF to support EBC general income, or if agreed, to directly support hub at Black Robin	Yes - by increasing the available accommodation across the Downland.	Yes - could help support running education hub.	Potentially - works to the properties will ensure they are statutory compliant and improvements to safety will be made where relevant.	Yes	High	Work has commenced. Possible issues with 3 Cornish Cottages needing a full rewire, so focus may need to be on Black Robin properties initially.

Prepare for the rollout of the new Environmental Land Management System (Open Downland)	Officers are already understanding about how ELMS may impact the open downland and will continue to ensure the Council is well placed for applications to support managing the Estate. Strutt and Parker will also be able to provide any necessary advice and support.	Yes - subsidy would require government funding.	Yes - enables the Council to carry on managing the open downland to a high standard.	Yes - ensuring the Downland can continue to be managed appropriately.	Yes - feeds into a wider education topic about management of the Downland.	Yes - ensures the Open Downland continues to be managed in accordance with strict outputs.	Yes	High	Ongoing.
Explore biodiversity net gain opportunities through planning requirements (Incl. Local Nature Recovery Strategy, habitat banking)	Yes - a draft biodiversity strategy is in its early stages. The Core Strategy contains Key Spatial Objective 7: Green Space and Biodiversity but the upcoming Eastbourne Local Plan will formalise this more	Yes - but likely through funding from offsetting on developments	Yes, potentially.	Yes, potentially.	Yes, potentially if it was tied into an education offer	Yes	Yes - depending upon the specifics of the habitat loss at the sacrificed site.	High	Further work to be undertaken on the biodiversity strategy. Eastbourne Local Plan in early stages.
Communication Strategy to ensure the Downland is presented as a positive place for recreation well-being and community use, particularly for those experiencing mental health issues.	Yes - the Downland WEP will play a key part in the strategy as the positive catalyst for other projects. A full strategy needs to be developed working with public health and the coastal suicide prevention partnership; it is envisaged that the Countryside Centre could play an important role in this.	Potentially - however, it is hoped that the majority of coms could be undertaken within existing resources.	Yes - promoting the Downland better will help to support the circular economy for the estate.	Yes - helping to create new destinations for tourists and income opportunities for the Downland.	Yes - the benefits of education could be promoted through the strategy.	Yes	Yes	High	Developing a positive communication strategy is likely to help support change for those experiencing mental health problems, whilst also promoting the wider benefits of the estate.
Creating more tourist accommodation - glamping at Black Robin, development of Eastbourne Downland Golf Course	No - focus currently on holiday lettings.	Yes - business case would need to identify funding avenues.	Yes - helping to create new destinations for tourists and income opportunities for the Downland.	Yes - helping to create new destinations for tourists and income opportunities for the Downland.	Potentially if it was tied into an education offer	Yes	Yes	Medium	Likely to be a later phase of accommodation planning across the Downland.
Maximise the biodiversity and amenity value of the Estate woodlands - establish new wide access ways, upgrade existing, provide walker experiences (incl. viewing points, tag and monitor old trees, tree sponsorship), selective thinning and planting interventions.	Yes - some through works already underway across the Downland.	Yes - existing resources not sufficient for some of these types of improvements. Current budget supplemented by stewardship grants that are due to expire in April 2022.	Yes - helping to maintain an attractive and safe environment for tourists and generate spend.	Yes - providing a safer environment and linking to the 'green tourism' agenda through development of a more diverse environment accessible along well maintained access routes.	Yes - feeds into a wider education topic about management of the Downland.	Yes	Yes	Medium	Requires additional funding for the larger scale improvements.
Contribute to a Nature Recovery Network - identify areas for habitat restoration and creation.	Yes - Habitat restoration and recovery are part of ongoing works under existing stewardship arrangements but not formally linked at this time to the Nature Recovery Network.	Potentially depending on the restoration/improvement.	Yes - as part of the overall initiatives to help maintain an attractive and safe environment for tourists and generate spend.	Yes	Potentially if it was tied into an education offer - and/or continued or expanded existing use of volunteers from a wide variety of backgrounds.	Yes	Yes	Medium	Individual projects would need to be worked up. Funding would need to be secured.
More sustainable water system network	No - although there have been historic conversations with the local water company which required substantial investment before any transfer of the supply.	Potentially	Potentially - through reducing the Council's liabilities	Potentially - by enabling future development opportunities.	Potentially - by enabling future development opportunities.	Potentially - by enabling future development opportunities.	Potentially	Medium	Discussions with South East Water or an alternative water company required.

Explore opportunities for social prescribing schemes on the Estate through participatory and volunteering opportunities.	Yes - Volunteers are already used for some habitat management and maintenance of access routes and infrastructure. Former 'Story of Eastbourne' team ready to provide support in running projects, workshops etc. It is known that social prescribing is practiced by some doctors in Eastbourne and contact has been made with volunteer leaders of mental welfare groups.	Possibly, depending on the volunteering opportunity	Yes - If NHS or voluntary health sector assist with payment for walk/activity leaders employed by EBC.	Potentially	Yes	Yes	Yes	Medium	Already being explored as part of current management of the Downland estate
Improving public transport and encouraging a transition away from private vehicle use	No	Potentially - depending on what the improvement was	Potentially - by increasing ease of access	Yes	No	Yes - could encourage visitors	Yes - would need to be a sustainable element to any changes	Medium	Would need to be explored with partner organisations
Promote best practice in sustainable land management to protect the aquifer	No	Possibly external funding	No - Not directly but could be a catalyst in helping explore more sustainable water supply	No	Potentially	No	Potentially	Low	Would need to be explored with partner organisations
Encouraging visitor donations	No	No	Yes	Yes	Potentially if it was tied into an education offer	Potentially - depending on how donations are used	Potentially - depending on how donations are used	Low	Likely to be an offshoot of future projects developed on the Estate. The Council already has committed to a heritage contribution through sales of ticketed events (theatres/bandstand etc.)
Build a value added brand for the Downland	No	Potentially	Yes	Potentially	No	No	Potentially	Low	This is likely to start coming together once projects are delivered.
Maintaining and restoring dew ponds	Yes - Some ongoing maintenance and restoration work.	Potentially - depending on what the improvement/restoration was	No	Potentially	Potentially if it was tied into an education offer and/or volunteering opportunities.	No	Yes	Low	Further works could be undertaken through volunteers or as part of an education package.