# Seagrass Restoration Solent

Implementing the stakeholder engagement plan

**BACKGROUND**

See Project Brief

**REQUIREMENTS**

WWF requires the expertise of a contractor to undertake a detailed stakeholder mapping exercise around the Isle of Wight and co-develop and implement a stakeholder engagement plan for the restoration of seagrass in the Solent. The purpose of the mapping exercise is to understand the various stakeholder interests and use of sites that are ecologically suitable for seagrass restoration. The information gathered will be further used to inform the development of a stakeholder engagement strategy.

The objectives of the stakeholder engagement work are:

* to provide detailed stakeholder mapping regionally and locally for specified areas;
* ascertain socially and economically appropriate locations for seagrass restoration from those sites deemed ecologically suitable; and
* acquire the support and input to project design of local stakeholders for the restoration and protection of seagrass in the long term (project legacy).

The contractor should have an excellent understanding of local stakeholders, their sensitivities, and their interests in the area; a thorough understanding of stakeholder engagement techniques and the likely merits of their application on marine issues; a general understanding of marine habitat restoration issues in the area, as well as the benefits of seagrass restoration.

Dependent on the contractor performance on this stakeholder mapping and planning exercise, further funding is available for implementation of the stakeholder engagement strategy resulting from the stakeholder mapping recommendations.

The contractor will be expected to work closely with WWF, Project Seagrass and Swansea University to incorporate their existing understanding of stakeholder networks and to ensure that the implementation of the stakeholder engagement plan complements and adds value to the seagrass restoration efforts being undertaken on the ground, working in concert to the project workplan and any subsequent adaptations required to those plans.

**SPECIFIC ACTIVITIES – DEVELOPMENT PHASE (DECEMBER 2021- APRIL 2022)**

The stakeholder mapping and development phase work will include 3 key tasks:

**Task 1:** deliver a detailed stakeholder mapping exercise outlining regional to local (site level) stakeholders who should be involved and to what level in project planning and activities. This will allow us to understand regional stakeholders and all stakeholders with an interest in the potential restoration areas.

**Task 2:** Determine potential threats and opportunities to achieving the seagrass restoration goal

**Task 3:** Develop a detailed stakeholder engagement strategy and plan for the delivery of the project.

Below is a proposed approach (based on previous stakeholder engagement exercises for a seagrass restoration pilot project in Wales) but we welcome alternative approaches. The exact approach and methodology to be used is to be discussed and agreed between project partners and the successful contractor. WWF have included below various considerations to be taken into account in developing the proposed methodology and to help guide potential contractors in understanding the requirements of WWF.

**Task 1: Identify all stakeholders**

* Start-up meeting with project partners and WWF to discuss existing stakeholder information gathered and the scoping strategy moving forward.
* Long-list stakeholder identification with metadata.
* Power/influence mapping from stakeholder long-list.
* Collating pre-existing reviews, reports, studies on stakeholder engagement in the area. This will include past and on-going projects; recommendations resulting from those studies; information on attitudes, knowledge, and perceptions; any social network or power analyses; and occasions when people in the area have made significant contributions to marine management.
* Identify information gaps highlighted by information review exercise above.

**Task 2: Determine potential threats & opportunities to achieving the seagrass restoration goal**

* From Task 1 evaluation on previous stakeholder engagement in the area, identify potential threats & opportunities to achieving the seagrass restoration goal

**Task 3: Develop stakeholder engagement strategy and plan for the project**

* Drawing on the results from Task 1 & 2, develop a stakeholder engagement strategy and plan to help achieve the seagrass restoration goal, including anything that should be avoided.

**EXPECTED DELIVERABLES:**

1. Long list of stakeholders with meta-data entered into database
2. Power/influence map for use as an engagement tool
3. Report on past marine engagement initiatives with section on data gaps
4. Potential threats & opportunities to achieving the seagrass restoration goal identified
5. Stakeholder engagement strategy and plan for the Solent work

**SPECIFIC ACTIVITIES – DELIVERY PHASE (MAY 2022-June 2024)**

**Task 3:** Establish and help facilitate meetings of a “Solent **Seagrass Restoration Stakeholder Reference Group”** (or an appropriate steering group including representatives of key/all stakeholder groups) to provide a) a forum for information sharing on the project; b) consultation on suitable seagrass restoration siting; c) a self-sustaining local management group for seagrass restoration and protection.

**Task 4:** Help organise and facilitate **individual meetings** with key stakeholders, as detailed in the stakeholder engagement plan, involving project partners where necessary, to ensure stakeholders understand the seagrass restoration work and facilitate their input into site location options and management.

**Task 5:** Help organise and facilitate **small interest group meetings,** as detailed in the stakeholder engagement plan, involving project partners where necessary, to ensure interest groups are engaged for mutual information sharing, as well as acquiring input into project design and identifying mutually beneficial supplementary activities.

**Task 6:** Seek out and help organise project engagement at relevant **existing local group meetings** (e.g., local Council meetings), to help inform stakeholders about the project and gather input for project design and management.

**Task 7:** Help organise project involvement in local **community events** (as identified in Table 3 of the stakeholder engagement plan). This engagement will likely include displays describing project plans and activity, as well as opportunities to directly engage with the wider public and answer questions. Work with project partners in the design and production of suitable awareness materials.

**Task 8:** Assist project partners inorganising **local voluntary involvement** in project activities including deployment, monitoring, remedial work, and awareness.

**Task 9**: Work with project partners to identify local **communication channel** opportunities and assist with the design and production of content and materials for these channels.

**EXPECTED DELIVERABLES**

* Establishment and regular meetings of a Seagrass Restoration Stakeholder Reference Group – provide meeting minutes.
* Individual and small interest group meetings held with key stakeholders identified in the stakeholder engagement plan and project partners (where necessary) to ensure awareness about the project and garner input into project design and management – provide summary of meetings where project partners not present.
* Meetings held with existing relevant community groups and project partners (where necessary) to ensure awareness about the project and garner input into project design and management – provide summary of meetings where project partners not present.
* Appropriate community events identified, and support provided to project partners to participate and engage with the public at the events.
* Local volunteers identified for participation in volunteer appropriate project activities.
* Communication channel opportunities identified, and advice provided to project partners on messaging.
* Support in developing awareness materials.
* Quarterly reports on engagement activities.

**TENDERING PROCESS**

Please provide a detailed written quote and budget for the work described above by 17th November 2021. Please include information on your experience to deliver the work. Quotes for work during the development and delivery phases must not exceed a cumulative total of £50,000.

The contractor’s budget should include any expected travel and accommodation costs. The consultant will be expected to provide all their own office and communication facilities. WWF should be invoiced separately to this contract agreement for the production of any awareness materials produced, securing the prior consent of WWF before production.

Please email your response to [rzanre@wwf.org.uk](mailto:rzanre@wwf.org.uk) & [sclement@wwf.org.uk](mailto:sclement@wwf.org.uk)