

# MERSEA HARBOUR PROTECTION TRUST

CASE STUDY – A STEP BY STEP GUIDE

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# TODAYS TALK

- HOW WE DEFINED THE PROBLEM
- HOW WE DEFINED A SOLUTION
- HOW WE MANAGED THE PROJECT

# WHAT WAS THE PROBLEM?

## Cause & Effect

When one event causes another to happen. The **cause** is WHY it happens, the **effect** is WHAT



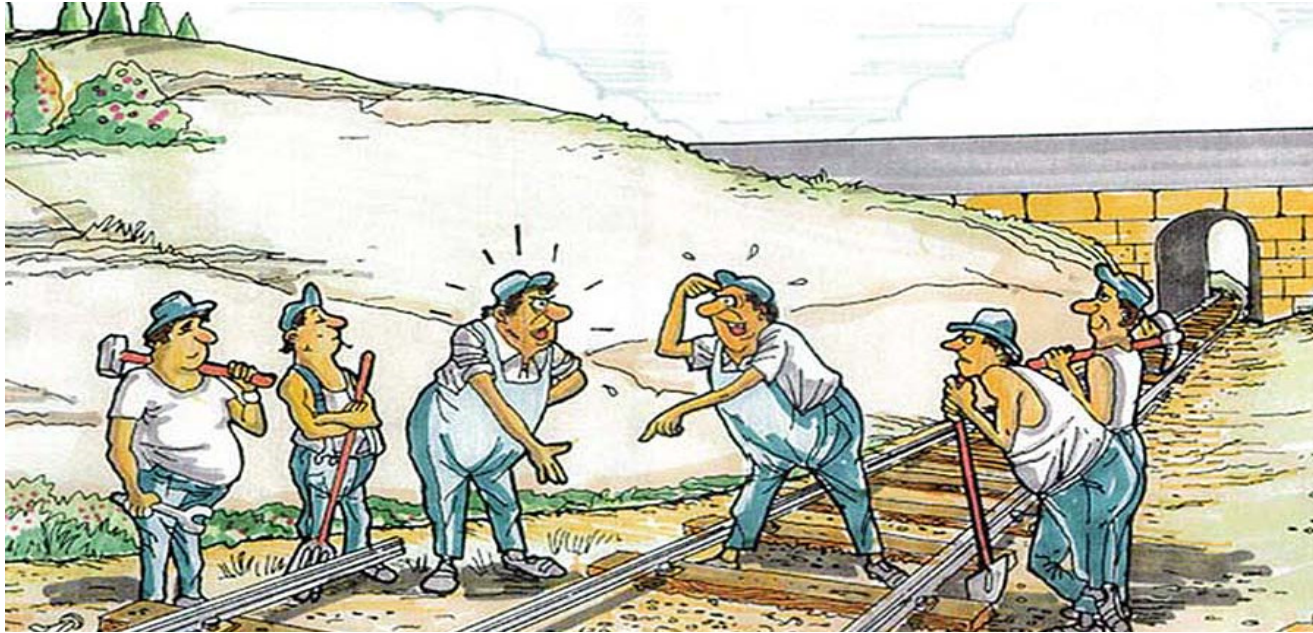
happens.



To Mersea harbour we could fix the EFFECT of erosion for perhaps 50 years but not the CAUSE of climate change

# PUT A TEAM TOGETHER

LOCAL INTERESTS ALL WANTING THE SAME THING FOR DIFFERENT REASONS

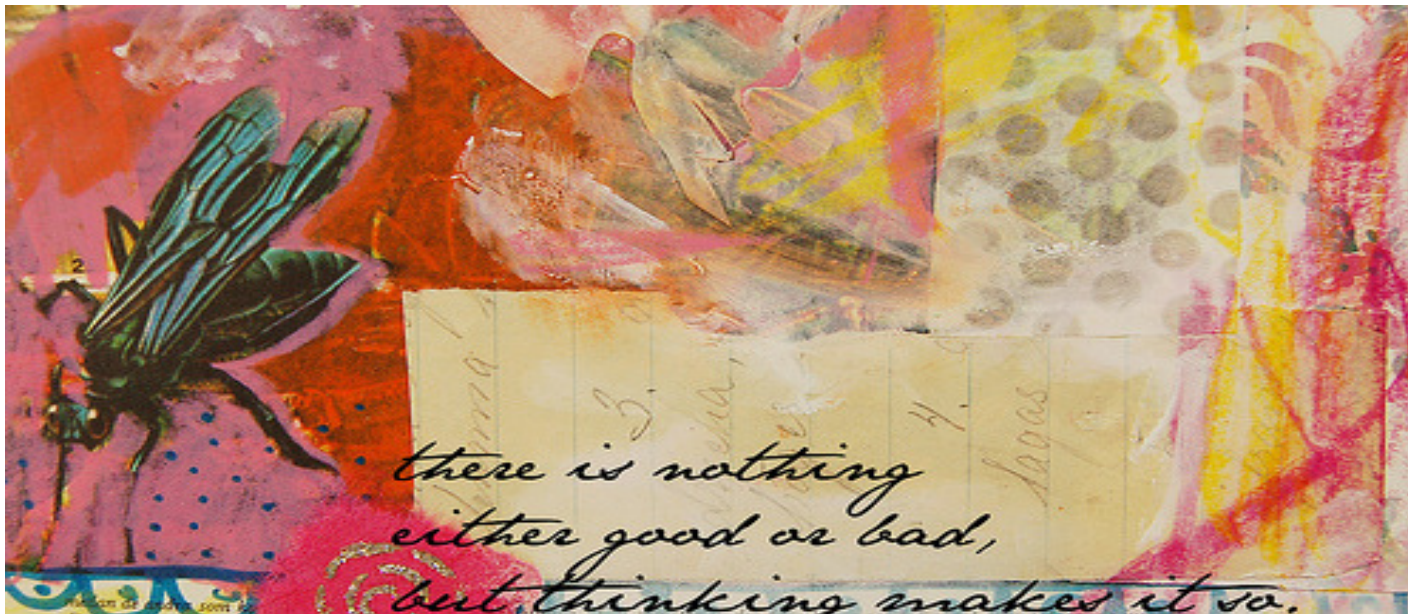


The “team” for Mersea includes local oystermen, fishermen, sailors, mooring owners, Councillors, RSPB, EWT.

TEAM DISCUSSED AND FORMULATED WHAT WE WANTED TO DO BY:

- PRODUCING A BUSINESS CASE – WHAT WE WANTED TO DO (PROTECT MERSEA HARBOUR)
- PRODUCING A PROJECT PLAN- HOW WE WERE GOING TO DO IT
- PRODUCING AN “EXECUTIVE SUMMARY” IN PLAIN ENGLISH
- THESE DOCUMENTS PROVIDED REASONS BEHIND THE METHOD (MULTI BENEFIT), COSTS (BEST COST:BENEFIT RATIO) AND PROGRAMME (WHAT TO BE DONE WHEN) FOR THE PROJECT

THE BUSINESS CASE DEFINES THE OBJECTIVE, DELIVERABLES,  
BUDGET, TIMELINE  
AND LOOKS AT THE OPTIONS, COMPLIANCE WITH NATIONAL  
STRATEGIES, COMPLIANCE WITH LOCAL STRATEGIES



It is a process mix of Shakespeare (above) and Kipling's six serving men-  
what, why, when, how, where, who to come up with the best solution

## THE BUSINESS CASE PROVIDES THE ECONOMIC APPRAISAL OF EACH OPTION



MONEY IS LIQUID ENERGY AND CAN BE TOO EASILY SPENT



# THE BUSINESS CASE PROVIDES A RISK ASSESSMENT FOR EACH OPTION



RISK ASSESSMENTS AND RISK MANAGEMENT MAKES ONE FACE WORSE  
CASE SCENARIOS TO AVOID FUTURE TEARS



THE BUSINESS CASE DEFINES THE PREFERRED OPTION, METHODS,  
BENEFITS, RISKS, COMPLIANCE AND COSTS TO REACH  
RECOMMENDATIONS AND CONCLUSIONS

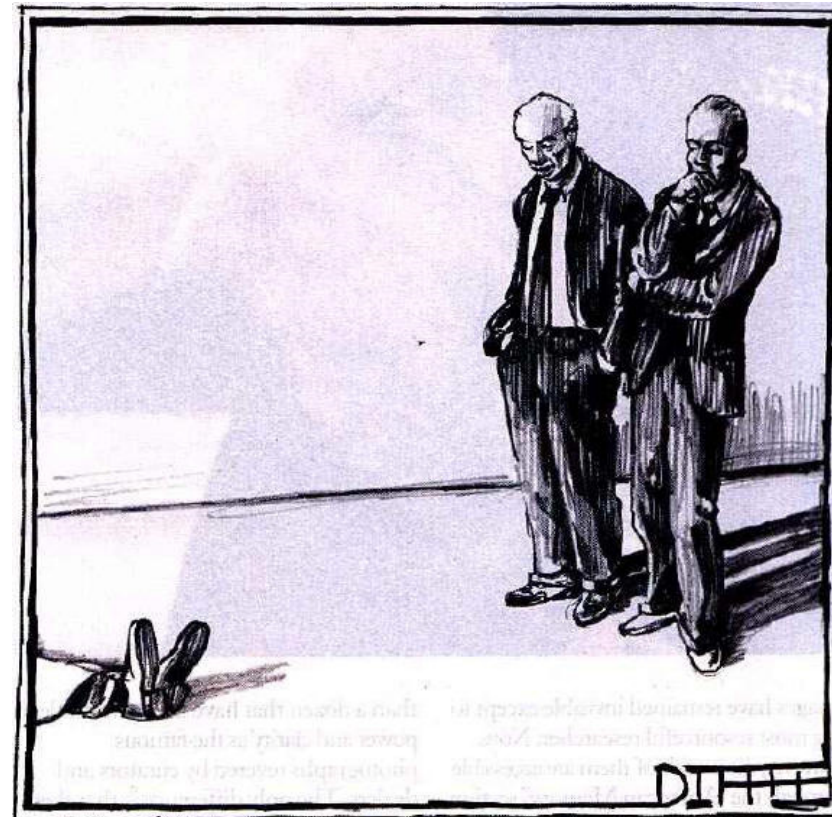


CLIMATE CHANGE ADAPTION FOR SEA LEVEL RISE  
DETRIMENTAL IMPACTS TO WILDLIFE AND HUMANS

# THE PROJECT PLAN (HOW WE ARE GOING TO DO IT) PROVIDES THE CRITICAL PATH PROGRAMME, LOCAL MANAGEMENT TEAM AND ANY CONSULTANTS NEEDED



DON'T BE LATE AND  
CHOOSE  
CONSULTANTS WISELY



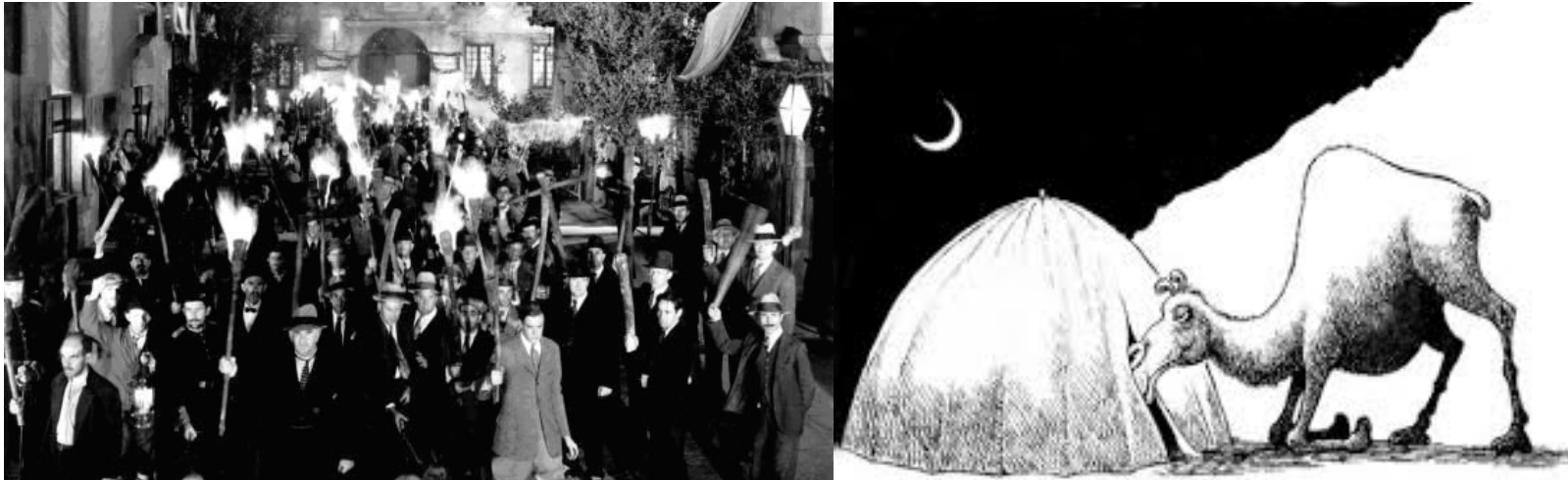
*"From the violent nature of the multiple stab wounds,  
I'd say the victim was probably a consultant."*

# THE PROJECT PLAN DEFINED HOW MUCH MONEY WE WANTED AND HOW TO MANAGE RISKS



THE RISKS TO ACHIEVING OUR OBJECTIVE, HAVING ENOUGH MONEY, MEETING DEADLINES

# COMMUNICATION STRATEGY TO LOCAL COMMUNITY



MEETINGS AND EXHIBITIONS TO FIND OUT OBJECTIONS, CONCERNS, NEW IDEAS  
AND RE-VISIT OBJECTIVES AND METHODS IF NEEDED

## COMMUNICATION STRATEGY TO DECISION MAKERS



LOCAL AND CC MEMBERS, MP'S, REGULATORS (EA, NE, MMO), LOCAL PRESS, INTEREST GROUPS (RSPB, EWT). CREATE WEBSITE AND FACEBOOK PAGE ETC

# WE THEN GOT CHARITY STATUS

WITH LEGAL DUTIES AND NOT A LOOSE AFFILIATION



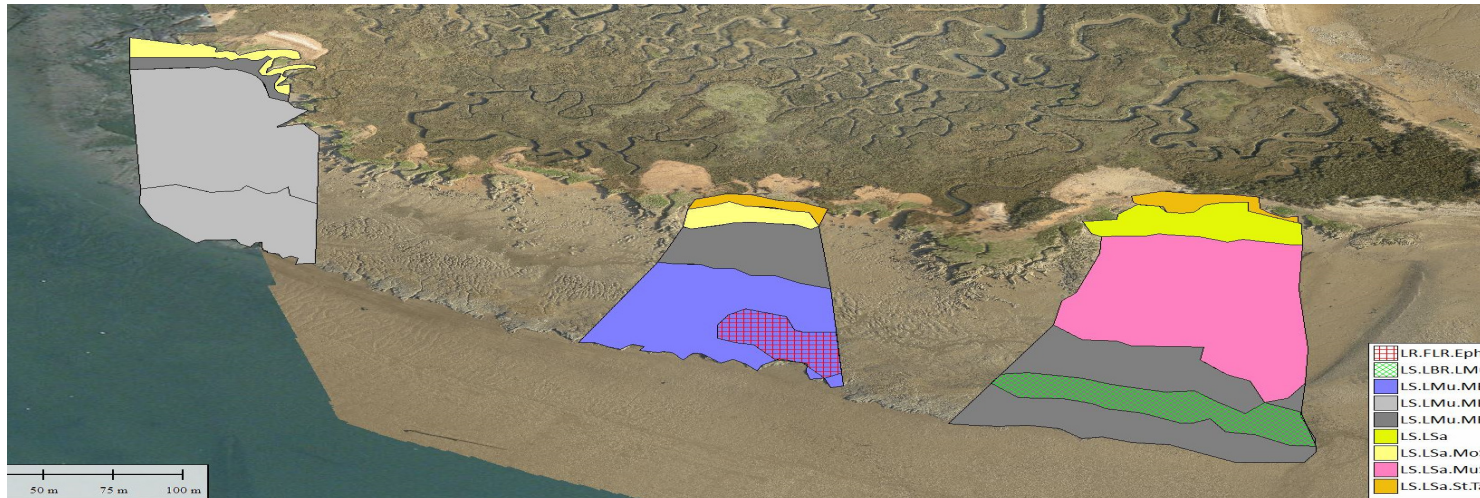
THIS IS VITAL TO FUNDRAINING AND LAND OWNER APPROVAL

# FUNDRAISING

- BY LOCAL CONTRIBUTIONS
- CC GRANTS
- CBC GRANTS
- GRANTS FROM OTHER CHARITIES
- CONTRIBUTIONS IN KIND FROM RSPB/EWT
- GRANT FROM EA (TOWARD FLOOD DEFENCE)
- BY GIVING ALL OUR TIME FOR FREE



# SURVEYS



WHICH INCLUDED LAND LEVELS, HISTORIC EROSION, INVERTEBRATES, BIRDS, PLANTS, WATER DEPTHS, CURRENT SPEEDS, EXISTING POLLUTION, SHELLFISH, FISH, MAMMALS ETC ETC

THE SURVEYS ALL THEN FED INTO AN ENVIRONMENTAL  
STATEMENT – A MUST FOR CONSENT APPLICATION TO THE  
REGULATORS



THE REGULATORS INCLUDE NE, EA, MMO, CBC – AND IT'S A  
LONG AND VERY EXPENSIVE PROCESS INDEED!

# REVIEW THE OBJECTIVE



AVOID PROJECT CREEP!

# THREE LESSONS



LESSON 1

# LESSON 2



WARREN BUFFET - THE NOAH PRINCIPLE- "PREDICTING RAINFALL DOESN'TCOUNT-  
BUILDING ARKS DOES"  
DO WE TALK ABOUT SOMETHING TO DO, OR DO SOMETHING TO TALK ABOUT?



# LESSON 3



NEVER EVER GIVE UP