

Programme

- 09.00 Coffee and registration
- 09.30 **Cllr David Ritchie, Chair of the Suffolk Coast Forum**
Welcome and aims of the day
- 09.40 **Wayne Hemingway MBE**
Adding value through regeneration
- 10.25 **Professor Graham J. C. Underwood**
Managing our coast and estuaries naturally
- 10.50 **Coffee break**
Opportunity to view the exhibition stands
- 11.05 **Workshops**
- 12.10 ***Lunch***
- 13.00 **Minette Batters, Deputy President National Farmers Union**
The value of agriculture to our coast and estuaries
- 13.30 **Mark Pendlington, Group Director Anglian Water**
Business and the coast
- 14.00 **Paul Heiney, writer and broadcaster, interviews Suffolk's coastal partnership to share their vision, values and views**
Live audience voting as you share your views with the Forum on what is important for our coast.
- 14.50 **Workshops**
Coffee available on the way
- 15.55 **Paul Hayden, Chair of the Regional Flood and Coastal Committee**
Summary and close
- 16.00 Conference close

We are grateful to our overall conference sponsors for 2017, Balfour Beatty plc.

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Workshops

Delegates have five workshops to choose from. Please choose two and confirm to lucy.williams@eastssuffolk.gov.uk

1. Using nature to help us manage flood risk on our coast and estuaries – kindly sponsored by CH2M

Workshop leads: Jane Burch, Suffolk County Council and Professor Graham J. C. Underwood, University of Essex

This workshop will consider how we utilise nature to deliver the benefits, such as flood management, that we want. It will explore how we might convert those benefits into funds to pay for enhancing or conserving nature to maximise what it can deliver for us.



2. Water - valuing our greatest natural asset - kindly sponsored by the Water Management Alliance and Anglian Water

Workshop leads: Karen Thomas, Water Management Alliance

Water is essential, this is a fact we are all certain about. This workshop will explore the importance of water to agriculture, business and the environment and the challenges faced in managing water in a coast and estuarine area.



3. A compelling case for investment – kindly sponsored by Mott MacDonald

Workshop lead: Paul Mackie, Coastal Partnership East and Mike Montgomery, Mott MacDonald

Securing the funding we need to manage our coastline is challenging. But there is a growing body of evidence showing that it can provide an excellent return on investment, both locally and nationally. This workshop explores case studies that are taking a holistic approach to understanding and communicating the value of these investments to secure alternative forms of funding. The session will explore the key role businesses have in supporting the case – be that tourism, agriculture, recreation or industry – and what expertise is available to strengthen our cases for investment.



4. Community voice, improve communications and trust in your community – kindly sponsored by Coastal Partnership East

Workshop lead: Julian Gregory and Sandra Cowper Eastern IFCA and Sharon Blease Coastal Partnership East

This workshop has been inspired by the communications approach adopted by Eastern IFCA and Community Voice Consulting.

Eastern IFCA embarked upon the challenging task of engaging with their local communities along the Lincolnshire, Norfolk and Suffolk coast. This workshop explores how it was done, what lessons they learnt and the potential benefit of replicating the approach to help engage with people and benefit from real local knowledge.



5. A pioneering approach – the value of the marine environment kindly sponsored by Royal Haskoning DHV

Workshop lead: Simon Amstutz and Pete Cosgrove Suffolk Coast and Heaths AONB Unit

The natural environment often fares poorly in decision making. Suffolk has been chosen to host a pioneering project to test how environmental and economic improvements might become complimentary. The 'Marine Pioneer' project that will demonstrate how the natural setting and assets we value – our 'natural capital', can be recognised as fundamental to how we live and therefore care for our environment. This interactive workshop introduces the Pioneer approach and invites participants to examine how they benefit from the Suffolk Coastal and Marine environment and why doing so is valuable.



6. Student workshop: exploring social value as part of engineering (part 1.) Building bridges (part 2.) – kindly sponsored by Balfour Beatty

Work shop lead: Kevin Hutchinson, Balfour Beatty

We recognise and support the need to provide information and help to students to encourage them as the future guardians of our coast: whatever career path they choose, be that of scientist, engineer, geomorphologist, hydrologist, surveyor and many others.

This year's workshop will be in two parts. Part one will be a 'Learn Live' session and will introduce students to the need to consider the value of projects beyond engineering. What are their social value to the communities that are involved in and impacted by work happening where they live and work?

The second part will quite literally be building bridges. Students will be involved in a hands on project to build a bridge and all the problem solving practical issues this brings.