

LTO2 ITEM 24

> Message Received: Jul 11 2006, 04:21 PM
 > From: "Simon Hickmott"
 > To: "Town Council - Rye" , "Yolanda Laybourne"
 > Cc: "Isabelle Boudaud" , ryehbr@onetel.net
 > Subject: Wildlife Weekend 2007 - keeping you in touch
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I said that I would get back in touch after our meeting last month with those that were involved with Wildlife Weekend 2006.

Overall, there seems to be considerable enthusiasm amongst conservation organisations and individuals in the Rye area to create a Rye Bay Wildlife Weekend for 2007; over 3,000 visits were made to events in 2006, including 700 to the National Trust's Wickham Manor Farm and 400 to Lower Court Hall, Winchelsea. We have changed to the end of May weekend/bank holiday as that will enable us to benefit from the 2007 BBC Springwatch promotion, as it will be after lambing and just before tern watch starts, and as we couldn't think of any local event clash.

We propose to focus the programme as follows:

- > • Saturday, 26 May – Rye Harbour, especially Rye Harbour Nature Reserve;
- > • Sunday, 27 May – Winchelsea, especially Wickham Manor Farm;
- > • Monday, 28 May – Camber, especially Johnson's Field/Camber Sands.

We remain keen to encourage businesses and others in the town of Rye to benefit from and link with Rye Bay Wildlife Weekend but have yet to identify an organisation to lead this. We were delighted that a few individual businesses joined this year and would welcome greater participation to add a whole 'wildlife flavour' to the town for that weekend, by for example by dressing windows, putting up posters and bunting, and creating exhibitions on a wildlife theme.

Through staff based in Rye and Lewes, the County Council can offer to:

- > 1. design, produce and distribute a promotional brochure, print x15,000, TICs, environmental visitor centres etc;
- > 2. design, produce and distribute a children's programme leaflet x10,000, print and distribute it to local schools;
- > 3. design, produce and distribute posters, eflyers, flags and possibly other branded materials;
- > 4. produce PDFs of materials on our website, WildRye and offer it to others for their websites;
- > 5. buy advertising in newspapers;
- > 6. liaise with the media;
- > 7. organise, staff and pay for events at Rye Harbour Nature Reserve;
- > 8. organise, staff and pay for events at Camber Sands;
- > 9. organise and pay for a reception to launch the event;
- > 10. support events at Wickham Manor;
- > 11. organise and ensure staffing of a wildlife art display at Lower Court Hall, Winchelsea in collaboration with our French partner in the Somme and their International festival 'Festival de l'Oiseau et de la Nature' ;
- > 12. swap space for advertising events of others in our programme, for space in their programme;
- > 13. pay for shuttle bus and poss. boat services from Rye to Rye Harbour, Wickham Manor and Camber on days of events;
- > 14. advise businesses on wildlife matters, such as the themes for window dressing;
- > 15. support local schools to be part of the event;
- > 16. engage with and support wildlife organisations to join the event; and

> 17. encourage French visitors through our contacts with our sister event in the Somme (mid-April Festival de L'Oiseau et de la Nature), and by including events with French translation and by assisting French groups to make their arrangements to visit.

We won't organise similar events elsewhere in the county on that weekend (Shinewater, Eastbourne was successful this year but over-stretched us), but we will consider follow-on weekends in June and July for Hastings, Pebsham and Shinewater/Pevensey.

In conclusion, we'd especially value events in Rye town that linked with Rye Bay Wildlife Weekend but don't have the resources to organise and pay for everything. We think that there is an opportunity here for local businesses, artists and others to benefit from our annual spotlight on the internationally important wildlife of the area.

I appreciate your support and look forward to talking further with you.

With best wishes.

Simon Hickmott

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