

## Habitat Regulations Executive Committee

2020-21 Annual Business Plan and 5Yr Delivery Plan: Appendix G Type & number of different signage requirements across the East Devon Pebblebed Heaths SPA/SAC

Location name	Entrance sign	Primary interpretation	Secondary interpretation
Joney's Cross Car park	1	1	1
The Warren Car park	2	1	1
Woodbury Castle car park	1	1	0
Estuary View car park	2	1	2
Four Firs car park	1	1	TBC
Model Airfield car park	1	1	TBC
Uphams car park	1	1	0
Wheathill car park	1	1	1
Stowford Woods	0	0	1
Frying pans	0	0	1
Squabmoor	0	0	1
Mutters Moor car park	2	1	1

- Primary interpretation (main interpretation boards with high level of information displayed) for locations with high footfall.
- Secondary (basic information displayed) for areas with lower footfall and/or to support primary boards in larger car parks.

Additional requirements:

- Provision of signage to promote specific behaviours at key locations across the Heaths.
- Onsite way markers and trail guides for print and digital use to encourage people to explore highlighted routes while learning more about the area.

Overview of visitors by type (PHCT internal audience review):

- **Active recreation** (focus is on sport/activity: dog walking, mountain biking, horse riding, running etc)
- **Explorer families** (focus is family time with an element of adventure/activity, often but not always have children, generally confident and self-led)
- **Older and active** (retired and engaged, often keen to get involved through volunteering and/or building their understanding etc)
- **Special interest** (wildlife, historical, photography, artists etc)
- **Space seekers** (want peace, often alone or pairs, want to set their own agenda and not be approached with additional info)
- **Exploring safely** (keen to get out and about but often prefer some support/info/facilities, entry level outdoor)
- **View and a brew** (less active, enjoy beautiful landscape, often stay near or in vehicle)
- **Educational visits** (primary-college)

From the consultation carried out in 2019 it was highlighted as important to the public not to have too much infrastructure cluttering the landscape. The Pebblebed Heaths is not a country park. In addition, 'quiet zones' were highlighted in the strategy where access would not be proactively encouraged or have supporting infrastructure; visitor infrastructure would focus on existing areas subject to heavy use.

A core design principle is that the 'wild' and open nature of the heaths will not be compromised. As such, permanent signs will only be installed at key entry points on to the heaths.

Some (particularly new) visitors struggle to find their way around the numerous paths and tracks so the use of way markers will be beneficial to mark out suggested trails. These trails will be used for various engagement activities and as a creative way to get key messages across.

Waymarkers can be used to steer people towards the least sensitive areas of the heaths and will be sympathetic to the landscape in terms of their design and locations.

It is important to re-emphasise and encourage key behaviours at specific points across the heaths. Signage with colourful images, clear definitions of the issue and clear definitions of appropriate behaviour are needed to address ongoing issues relating to dogs on leads, dog fouling, avoiding particular areas due to erosion/trampling and preventing roadside parking.

It is expected that behavioural signs will be temporary/moveable and used at particular times of year or in response to particular damage.