

Demonstrating the added value of a strategic approach to environmental or sustainability assessment.

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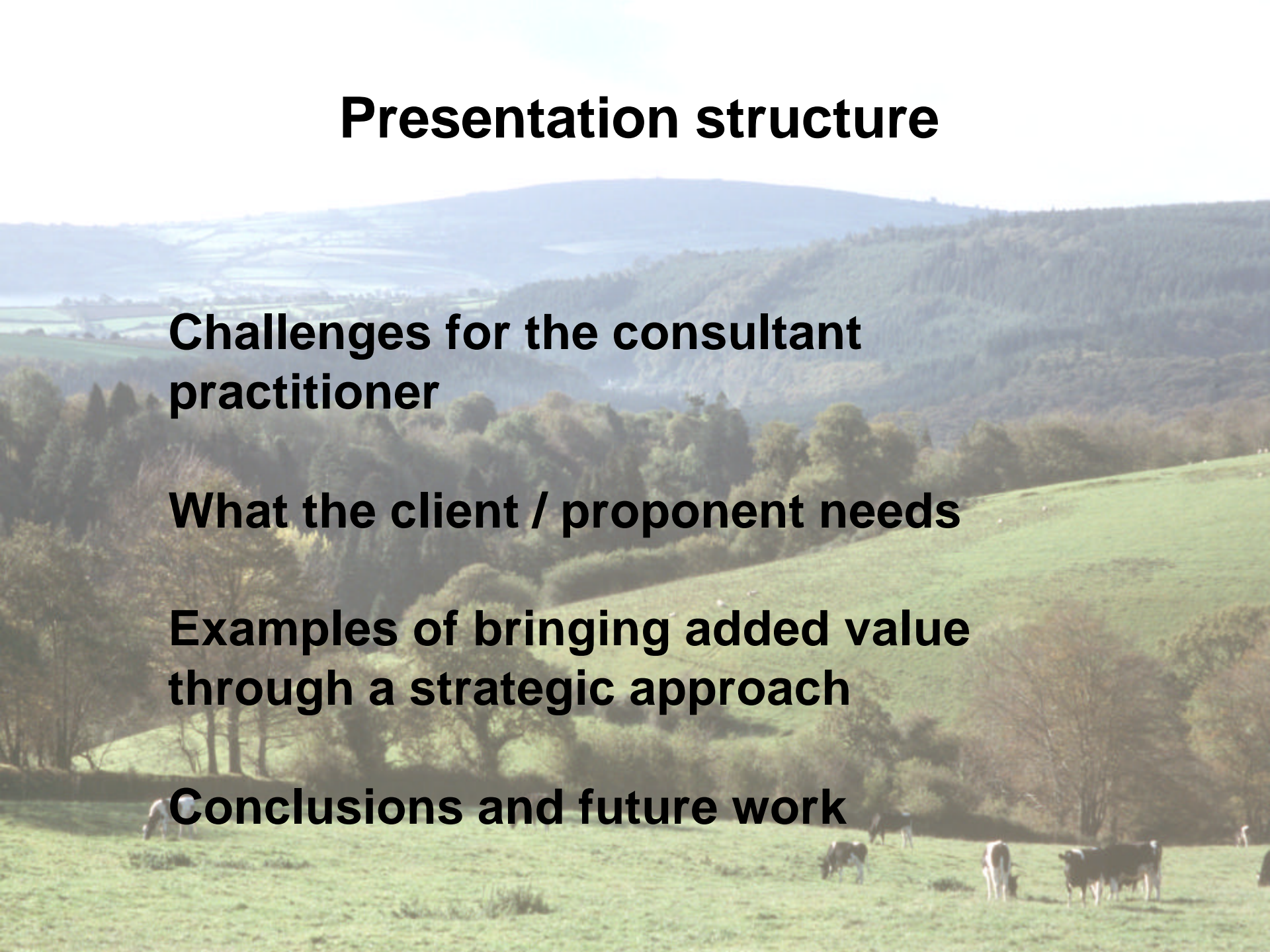
Presentation structure

Challenges for the consultant practitioner

What the client / proponent needs

Examples of bringing added value through a strategic approach

Conclusions and future work



Challenges for the consultant practitioner

- Awareness and understanding
- Perception
- Mandatory v Voluntary SEA
- Application within the planning system
- Managing expectations
- Linking to other strategies and other assessment frameworks

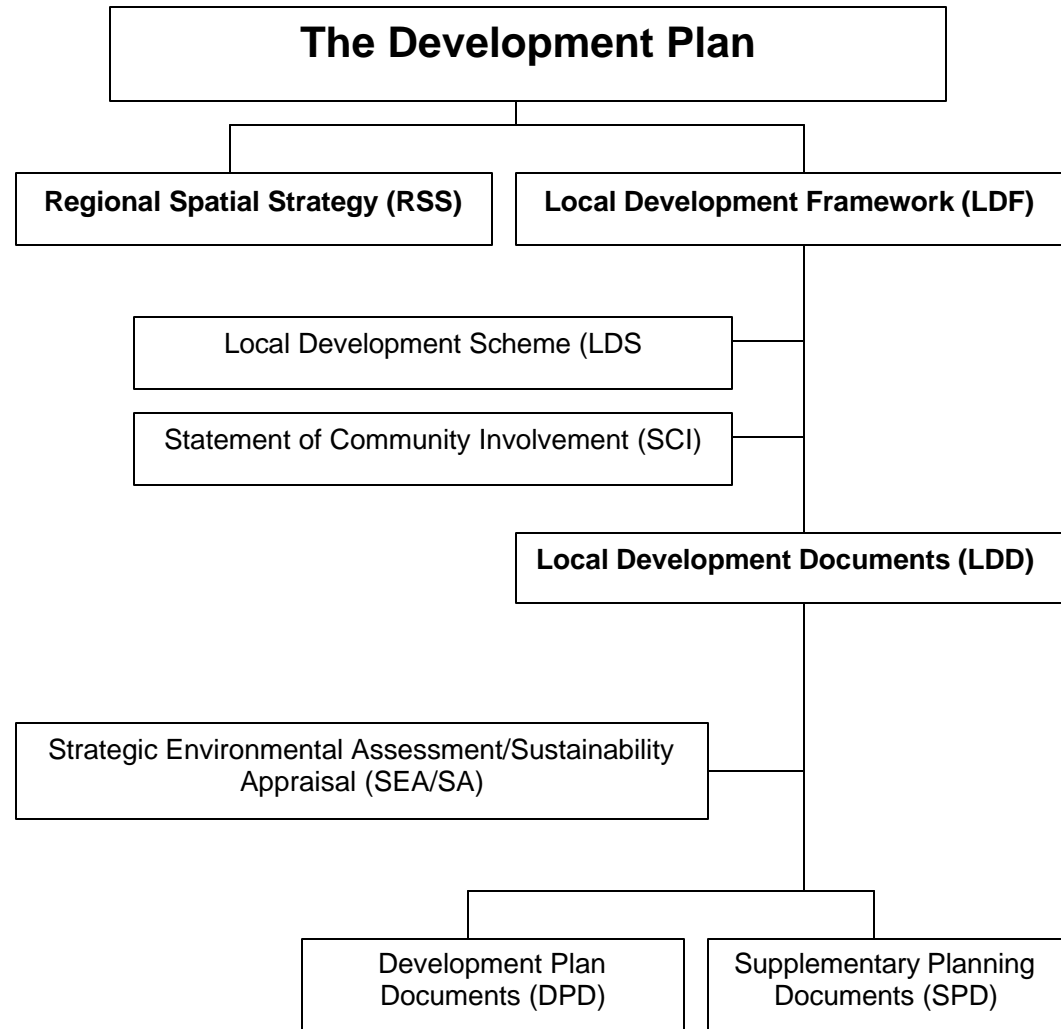
What the client / proponent needs:

- Rigorous assessment
- Defendable, transparent and logical
- Clear priorities for action
- Simple and understandable report
- Output which is easily integrated with other key strategies, objectives and decision making tools
- Delivered within budget and within an appropriate timescale

Examples of bringing added value through a strategic approach:

Mandatory SEA/SA

e.g. SEA / SA of
Local Plans or
Local
Development
Frameworks



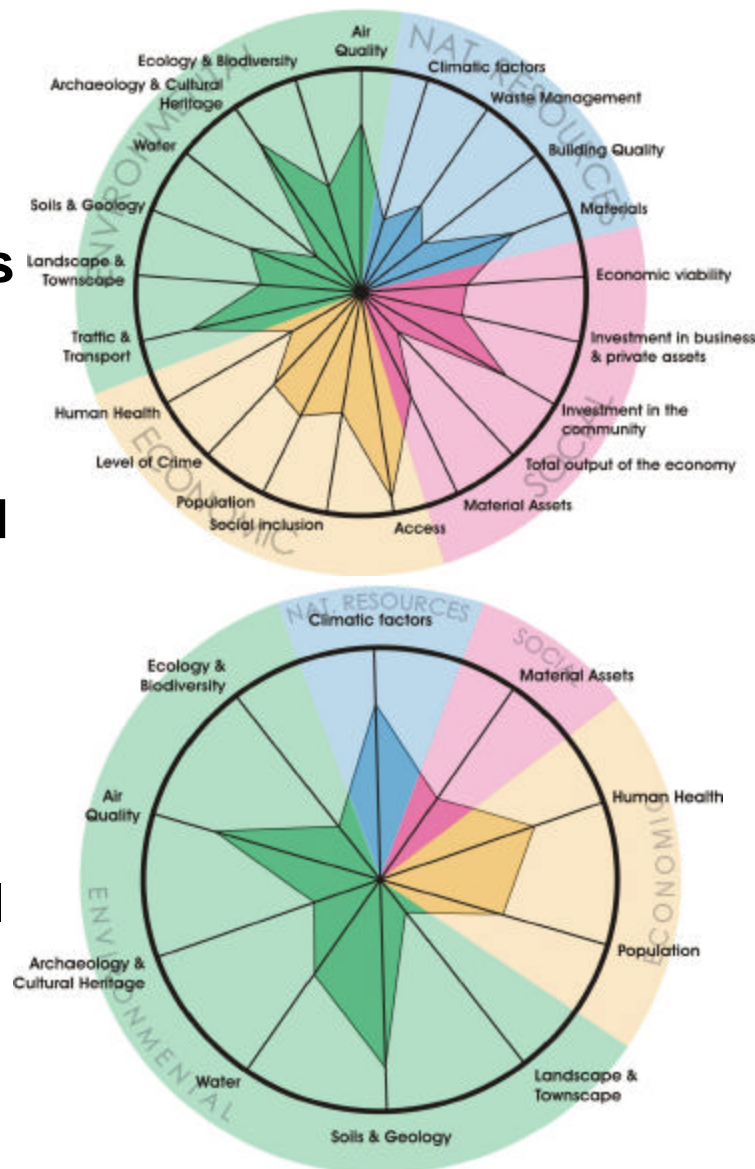
Voluntary SEA / SA

- e.g. Master Planning and development projects
- e.g. Private Finance Initiative (PFI) programmes
- e.g. Regeneration strategies



Sustainability Appraisal Assessment Framework

- Applied as a tool to identify key issues and opportunities
- Contributes to the definition of the scope of the subsequent more detailed assessments
- Helps to define a monitoring programme
- Development of objectives / appraisal criteria
- Uses KPIs linked to objectives and targets



Conclusions and future work

A flexible approach

Tools to give consistency and rigour

Fit for purpose

Link to other relevant plans and assessments

Communication

Raise awareness

Break down the assessment “bite-sized chunks”

Ensure assessment is initiated early

Clarity on scope of the Directive

A scenic view of a coastline. In the foreground, there are green, grassy cliffs. Below the cliffs, a sandy beach curves along the edge of a blue sea. The sea extends to the horizon under a blue sky with scattered white clouds. The text "Any Questions?" is overlaid in the center of the image.

Any Questions?