

Giving a SEAL of APPROVAL for Safer Seals in North Norfolk

North Norfolk is privileged to be home to a large proportion of the worlds' common and grey seals. This Council has been proactive in supporting the local seal population and liaising with Friends of Horsey Seals and the Seal Rescue Centres to protect our seal habitats and colonies.

Our Safer Seals campaign was instrumental in raising awareness of the plight of our seals along the coast and how we as communities can help to protect and support them. The signage that was initially being put in place to advice about SEALs and their needs and how to obtain help for injured or ill seals is being updated and will be more visual and impactful following feedback. This will then be reissued.

It is now time to take further action to keep our seals safe.

This motion wishes to further increase awareness about importance of not having flying rings in our coastal environments, reward those businesses which agree to not sell them and

We are hoping that **all** members will be willing to support his motion and be actively involved in this next campaign: **Safer Seals – A SEAL of APPROVAL**

Motion: Safer Seals - A SEAL of APPROVAL

The Portfolio Holder of **Climate Change & Net Zero** will take responsibility for developing this ongoing campaign and work with the Environment and Leisure teams

Coastal members will be asked to:

- Audit their community for who is selling flying rings and who is not. All members are welcome to help and be involved.
- Request support from their Parish or Town council to encourage local businesses not to sell flying rings.
- Report to the Parish and Town Council and in District Cllr Reports and EH team those businesses which have gained a SEAL of APPROVAL
- Present SEAL of APPROVAL Certificates to their local SEAL SAFE businesses

Coastal businesses will be asked to:

- Not sell flying rings and other items which Seals may become entrapped or entangled with.
- Apply for a SEAL of APPROVAL certificate.
- Those businesses agreeing to not sell flying rings to display their certificate in the business window or prominently and in their branding.

Officers will be asked to:

- Liaise with RSPCA and Friends of Horsey Seals to ensure that the scheme is in line with their needs.
- Design a certificate for the SEAL of APPROVAL which show that the business is not selling Flying rings and other items which may entangle seals.
- Design a logo for SEAL of APPROVAL which businesses can use in their advertising.
- Provide a place for SEAL of APPROVAL on the Website and maintain a list of local coastal businesses which have achieved a SEAL of APPROVAL.
- Develop a video to promote the SEAL of APPROVAL scheme.

- Support annual press releases for Safer Seals and SEAL of APPROVAL to raise awareness across the district at appropriate times in the year.
- Ensure NNDC SAFER SEALS signs are in place in coastal regions for Seal Pupping season and the main human tourist season.
- Respond to other SAFER SEALS issues which need to be addressed where feasible.

Proposed by Cllr A Varley, seconded by Cllr L Withington