

GB Non-native Species Media and Communications Working Group

Meeting 3, 4th September 2008

11.00, Room 406, Eastbury House, Albert Embankment, London

MINUTES

1. Attendance/apologies

Present:

Angela Robinson - Scottish Government (Chair)
Niall Moore - NNSS (Secretary)
Seleha Carruthers - Defra
Chris Chiverrell - CIRIA
David Gilchrist - HTA
Jo Long - SEPA
Robin Payne - SNH
Alison Smith - WAG
Angela Taylor - Defra
Mark Tollitt - Defra
Paul Walton - Wildlife and Countryside Link
Ruth Waters - NE

Apologies received from:

Julie Clarke - EA
Jim Collins - PCT
Keith Davenport - OATA
Mike Heylin - FACT
Jo Hughes - CCW
Meinir Wigley - CCW

2. Minutes of June meeting

The minutes of the June meeting were signed off subject to two minor corrections.

3. Actions and Matters Arising

AR informed the meeting that the May 22 International Biodiversity day was devoted to Invasive Alien Species and this could be a potential media and

communications opportunity. The group agreed (after some debate) that this should be explored.

DG raised the issue of the Horticulture Nursery Stock Conference in Bromesgrove, in January 2009 and stated that this might also be a useful opportunity for communicating our message to an important stakeholder group. The working group agreed.

The group also discussed the suggested definitions in Annex A of the Media and Communications Strategy and agreed that these still needed some work.

ACTION 1 – Defra, WAG and SG officials to check who leads on International Biodiversity Day.

ACTION 2 – DG to check with the organisers of the Horticulture Nursery Stock Conference to see whether there were any opportunities at the January event.

ACTION 3 - ALL to send feedback on the draft definitions (Annex A) to NM by Sept 19.

ACTION 4 – NM to revise and re-circulate the revised definitions for final signoff by Sept 30.

AR noted that the GB Programme Board were keen for the Media and Communications Working Group to pull together a list of opportunities for communication that will be happening over the next 6 - 8 months (i.e. in advance of the finalisation of the draft Strategy).

CC mentioned his Invasive Species Management Guidelines publication which is likely to be finalised in October. The launch could be an opportunity to spread more general messages among the infrastructure sector and others but this would cost money to organise. He suggested using six strategically located 'workshops' which would cost approx. £30K. There was general agreement that this would be a good opportunity to reach this sector.

There was also general agreement that the suggestion to use the document as the basis of a Collin's Guide style publication was a good one but PW suggested that any ID guide should also contain details on where to go for information, what and where to report sightings etc. PW also suggested that expanding on the prevention message in the document would be important at any launch workshop. NM suggested that any training workshops that were being funded by government would need to be 'on message'.

RP mentioned that Joe Starinchak from the US Department of Agriculture would be visiting GB in November. RP noted that Joe is working closely with industry on a range of non-native initiatives and highlighted his "Blended Value" proposal. AR confirmed that we would arrange a Media and Communications Working Group meeting around his visit.

ACTION 5 – NM to send out the Joe Starinchak initiative information.

ACTION 6 – ALL to get back to CC with suggestions for the CIRIA publication launch.

ACTION 7 - ALL to send list of media opportunities to NM.

MT explained that the main reason for clumping stakeholders was to align messages and that agreeing the main messages was a priority. The group then carried out a brainstorming session on what the key messages should be. It was agreed that these would include highlighting both the environmental and economic impact of INNS and a number of potential key messages were written on a flip chart.

ACTION 8 – NM to circulate a draft of the key messages for comment by September 19.

ACTION 9 – ALL to comment on the key messages and agree a final suite of messages by September 30.

4. Stakeholder mapping

AR summarised (for the benefit of those that weren't present) the stakeholder mapping process that had been conducted at the last meeting. MT suggested that, with the large number of varied stakeholders (as well as the general public), there may be a need for two strategies incorporating two very different approaches of engagement (one for the 'stakeholders' and another for the general public). After some discussion of this it was decided to incorporate both stakeholder engagement and public engagement within the same overall strategy document but to keep them in separate sections.

AS suggested that there should be a column for opportunities on the stakeholder mapping table. The group went through the sections with missing information and agreed on priorities, desired outcomes and actions.

ACTION 10 – ALL to send their additions and changes to the Stakeholder Mapping Table to NM by September 19.

ACTION 11 – NM to revise the Stakeholder Mapping Table in the light of comments received and circulate the revised table.

ACTION 12 – NM to confirm date for next meeting to include attendance by Joe Starinchak.

5. Media and Communications Strategy

AR introduced the draft strategy document and asked for comments. The group noted that the strategy was still in skeleton draft and needed much further work.

6. Baseline survey of public awareness

NM summarised the developments to date on the baseline survey on public awareness that is being funded by Defra – Creative Research are carrying out the survey work with the Central Office of Information being contracted to run the contract on behalf of Defra. The qualitative work (focus groups) is likely to commence shortly.

7. AOB

RW mentioned the BBC week on INNS on the week beginning September 22.

AS alerted the group to the (Welsh?) Media and Communications group for the Japanese knotweed biological control project.

DG mentioned that getting dates and times of future meetings ASAP would be very helpful.

8. Date and Location of next meeting

It was agreed that the next meeting would take place in London in early November to coincide with the visit of Joe Starinchak.