

GB Non-native Species Media and Communications Working Group

Meeting 7, 11 August 2010

**Scotland Office, Dover House, 66 Whitehall, London
11.00**

Minutes

1. Attendance/apologies

Present:

Angela Robinson - Scottish Government (Chair)
Niall Moore - NNSS (Secretary)
Keith Davenport – OATA
Caroline DeVillie – Defra Comms
David Gilchrist – HTA
Eleanor Hart – Defra Comms
Emma Kiddle – Defra Comms
Mark Owen - AT
Robin Payne – SNH
Gary Scroby – HTA

Apologies received from:

Chris Chiverrell – CIRIA
Jo Long – SEPA
Meinir Wigley – CCW
Alison Smith - WAG

AR welcomed all to the meeting.

The minutes from the last meeting had not been circulated and it was agreed to circulate these prior to sign off.

2. Be Plant Wise Campaign

EH and CD summarised the results of the Be Plant Wise campaign and outlined the plans for future work (subject to Ministerial approval). They thanked all who had contributed to its success and pointed out that the

partnership approach had been vital to its success so far. At 11:40 news came through that the Defra Minister had approved the continuation of the campaign and this was warmly welcomed by the group.

KD warned that some retailers had not become involved due to the perception that to do so would 'admit fault'. He suggested that the way to improve this was by not laying blame about what had happened in the past but by highlighting the good work of those retailers that were supporting the campaign. He also encouraged caution on use of the economic report figures in the media. DG encouraged an emphasis on appropriate management and also to be mindful of the WRAP campaign. RP suggested emphasising that many species had been introduced by the Victorians and are only now causing huge problems.

The HTA and AT both agreed to include BPW advertorials on their websites.

The group agreed that having a presence at Aqua 2010 was a good idea.

ACTION 1 – NM to circulate the minutes of the January meeting for sign-off.

ACTION 2 – KD to send details of the LANTRA's September meeting to NNSS.

ACTION 3 – DG to send LANTRA contact details to NNSS.

ACTION 4 – DG and MO to include BPW advertorials on their websites.

ACTION 5 – DG to introduce HTA marketing campaigns manager to Defra Comms.

ACTION 6 – KD (or Aqua 2010) to inform Defra Comms who is going to Aqua 2010 and investigate the use of the pre-show brochure for BPW.

ACTION 7 – DG/MO/KD to send contact details of people involved with the Disposal issue to Defra Comms

3. Booklets promoting non-invasive plants

AR introduced the three booklets produced by Plantlife and RHS. Both KD and DG stated that they did not agree with the approach of suggesting alternatives and that the trade should have been involved to comment on commercial availability and other concerns. AR noted that the contractors and the steering group had been very keen to have the trades involvement for this very reason and were disappointed they didn't feel able to be involved. AR and NM argued that the booklets tried to portray a positive message in promoting non-invasive species rather than highlighting invasive ones. The group agreed to disagree on the issue.

4. Future media Opportunities

KD suggested the CBD CoP as a good opportunity while MO mentioned the launch of the south Cumbria rivers Trust Bio-security plan. RP mentioned the rhododendron training event in late August.

ACTION 8 – *MO to send details of the launch of the south Cumbria rivers Trust Bio-security plan to Defra Comms and NNS.*

5. Media and Communications Strategic Plan

NM informed the group that he is trying to estimate the amount of volunteer time expended on NNS control (and monitoring) in GB. The group suggested that, as well as organisations already mentioned by NM, the RSPB, WWT and RHS would also be worth contacting.

There was a brief discussion on the Training sub-group with the chair apologising to DG that he had accidentally been omitted from the circulation list for this.

ACTION 9 – *NM to produce a table of Actions from the Media and Comms Strategic plan outlining progress for the next meeting and for the Programme Board.*

ACTION 10 – PR to send NM details of volunteer time associated with NNS work in SNH.

6. Horticultural Code of Practice

KD and DG suggested that the code as currently drafted is rather skimpy and needs to act as a portal pointing interested parties to far more detail than it currently has. KD suggested this is particularly important if it is likely to be designated under the 1981 Act and therefore used as evidence in a court to establish liability. NM suggested that Nick Turner in Defra who is leading on progressing the code is looking for feedback directly to himself.

ACTION 11 – NM to re-circulate the Horticulture Code plus contact details for Nick Turner.

ACTION 12 – CD to speak to Nick Turner about internal communications within government related to the Code and its uptake .

7. AOB

NM mentioned the buy British label on the label for *Ludwigia* –KD offered to look into this issue.