

GB Non-native Species Media and Communications Working Group

Meeting 8, 16 February 2011

**Nobel House, Smith Square, London
11.00**

Minutes

1. Attendance/apologies

Present:

Angela Robinson - Scottish Government (Chair)
Niall Moore - NNSS (Secretary)
Chris Chiverrell – CIRIA
Caroline DeVille – Defra Comms
Ed Dyson (replacing Angela Taylor) – Defra
Emma Kiddle – Defra Comms
Jo Long – SEPA (via tele-link)
Mark Owen – AT
Robin Payne – SNH (via tele-link)
Gary Scroby – HTA (via tele-link)
Alison Smith – WAG
Mark Tollitt – Defra Comms

Apologies received from:

Keith Davenport – OATA
David Gilchrist – HTA
Stephen Gledhill – EA
Angela Taylor – Defra (replaced by Ed Dyson)
Sophie Thomas – Environment Link

AR welcomed all to the meeting.

2. Minutes of last meeting, actions and matters arising

The minutes were agreed with one minor change. MO suggested we need to chase up last point in AOB in relation to the buy British labels on some aquatic plants.

ACTION 1 – *NM to chase up KD on the buy British labels on some aquatic non-native plants.*

ACTION 2 – *(previously Action 10) – RP to send NM details of volunteer time associated with NNS work in SNH.*

3. Be Plant Wise Campaign - update

EK updated the group on the latest developments with the Be Plant Wise campaign. Highlights of Phase 2 of the campaign included attendance at AQUA 2010 trade fare, signing up an extra 29 retailers, meeting with aquatic plant growers and supporting 13 local action groups in disseminating BPW material.

On the aquatic bio-security campaign (currently being developed with stakeholders) the main objective is to improve good bio-security practice among key target audiences using killer shrimp as a 'hook'. Most effort in the next 4-6 weeks will be to develop a toolkit of guidance, to support local events and develop a strong central brand. AR noted the importance of ensuring the campaign covered all of GB and it was agreed to send details to Scottish Government. MO noted that the Angling Trust is about to issue an appeal to anglers (in their e-newsletter) not to use felt-soled waders. CC suggested targeting house boat owners and RP suggested that British waterways and those that transport boats should also be targeted.

EK distributed to the group three examples of the early draft brand designs. These were discussed mainly after lunch. The group agreed that:

- 'Stop the Spread' was preferable to 'Protect our Waters'
- The red colouring and continuous circle were preferable to the orange and dotted line.
- *Check, Clean, Dry* was recommended but separated by dashes.

ACTION 3 – *AR and AS to investigate if funding would be available from Scotland and Wales to support the aquatic bio-security campaign.*

4. EU Strategy – Public Awareness

NM introduced the paper summarising the draft report to the EU Commission and asked for comments by February 23. MO observed that the document lacked any mention of bio-security and seemed rather 'top down', needed more emphasis on NGO involvement and more innovative thinking (e.g. posters near airports). MT suggested that the document lacked any comment on audience insight (but NM pointed out that he had removed a section on this in his summarisation). CC expressed concerns that there should not be a 'one size fits all' attitude in relation to the EU Strategy and public awareness elements of it.

ACTION 4 – NM to circulate the audience insight section of the EU draft report to all.

ACTION 5 – All to comment on the Draft report to NM by close of play Feb 23.

5. Media and Communications Strategic Plan

Progress updates

NM went through the table of recommendations from the Media and Comms. Strategic Plan. Progress overall has been good with only a few minor areas of concern, including the development of the case studies and lack of use of the stakeholder sounding board.

Future priorities and opportunities

Various suggestions were made including: the IEEM spring conference on NNS, the run-up to the Olympics, the Scottish WANE Bill, Wales Natural Environment Framework, England Natural Environment White Paper, England Biodiversity Strategy, Fisheries and Angling Trust Conference.

NNSIP Launch

NM informed the meeting that the launch of the Portal was likely in September/October this year. The group agreed that a September/October launch this was a good time as it would coincide with an autumn push on Be Plant Wise.

6. BBC Coverage

RP informed the group about the issue of pine martens turning up on the Isle of Mull – probably stowed-away on the ferry or as a deliberate introduction. The attitude of Autumn Watch was rather ill-informed. It was generally agreed that some of the BBC (and other channel) reporting was not balanced and sometimes technically incorrect. The group agreed that a Media-issues Log should be established.

ACTION 6 – *NM to set up a Media-issues Log and circulate the design to the group for approval.*

7. Horticultural Code of Practice

ED updated the group on progress with the code which is now before ministers.

8. Training update

AS outlined the developments with the Training sub-group after its first meeting. ToRs have been agreed as have extra organisations to invite. The sub-group had decided that a rigorous audit was not necessary.

9. AOB

Two main issues were discussed under AOB:

Phytophthora

NM mentioned the *Phytophthora* awareness raising issue on bio-security and its resonance with the current aquatic bio-security campaign.

NNS Newsletter

ED outlined proposals for a newsletter (to update stakeholders on NNS) that Defra are hoping to produce on behalf of GB. The group suggested that Quarterly was sufficiently frequent and it should be just sent out as a link and agreed that it should have a GB focus. Defra Comms agreed to help with design templates and suggested looking at *Farming Link* as an example.

ACTION 7 – *ED to circulate the draft newsletter design to all.*

ACTION 8 – *All to comment on the draft newsletter design.*