

**GB Non-native Species Media and Communications Working Group**

**Meeting 9, 25 August 2011**

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

**Minutes**

**1. Attendance/apologies**

*Present:*

Niall Moore - NNSS (temporary Chair)  
Angela Taylor – Defra (temporary Secretary)  
Olaf Booy – NNSS (via tele-link)  
Bekka Corrie-Close – The Rivers Trust and Angling Trust  
Caroline DeVille – Defra Campaigns and Marketing team  
David Gilchrist - HTA  
Ellen Huis – Scottish Government  
Jo Long – SEPA  
Chris Morris – Defra Campaigns and Marketing team  
Robin Payne – SNH  
Alison Smith – WG

*Apologies received from:*

Chris Chiverrell – CIRIA  
Jim Collins – Sustainable Users' Network  
Keith Davenport – OATA  
Gary Scroby – HTA  
Mark Owen – Angling Trust  
Sophie Thomas – Plantlife

NM welcomed all to the meeting and explained that Angela Robinson had moved to aquaculture planning in Scottish Government and he would chair today's meeting.

**2. Minutes of last meeting, actions and matters arising**

The minutes were agreed with no changes. Actions 1, 3, 4, 5, 7 were discharged.

**ACTION 1** – (previously action 2) NM to send around information which he already has on volunteer time associated with NNS work –

**ACTION 2** – all to suggest organisations which he should ask for their own data, and provide contact details.

**ACTION 3** – (previously Action 6) – NM to set up a Media-issues Log and circulate the design to the group for approval.

**ACTION 4** – (previously Action 9) – all to send comments on the NNS newsletter design (other than those provided in the meeting) to the NNSS or [matthew.ashton@defra.gsi.gov.uk](mailto:matthew.ashton@defra.gsi.gov.uk).

### 3. Be Plant Wise Campaign - update

CM updated the group on developments with the Be Plant Wise campaign in the last 6 months. The group agreed that Be Plant Wise is working well and that right approach is to keep building the message over a long time.

**ACTION 5** – DG to send Defra C&M and NNSS the HTA News articles on Be Plant Wise and Ludwigia.

**ACTION 6** – All to send Defra C&M and NNSS information on BPW action and awareness raising.

Proposed activity includes:

- Be Plant Wise push in autumn – perhaps to include advertorial on BBC Gardener's World site again;
- producing training videos for training garden centre staff – will need to target different roles (awareness raising vs training video). HTA, which has produced some videos as part of its training role, pledged support and could slot these new videos into its training package. DG noted that specific sections in garden centres (eg aquatics or alpines) may be franchised and comms or training needs to reach these suppliers too;
- attending Aqua 2011;
- working with British growers on plant labels. Suggestions were circulated to relevant stakeholders and comments have been received from HTA, OATA, Plantlife and RHS;
- Fera Plant Health is hoping to have a garden at Chelsea Flower Show 2012 – opportunity for NNS awareness raising and to involve LAGs.

**ACTION 7** – DG to send NNSS contact details for HTA training manager, Penny Evans, and HTA's leaflet for the industry on plant labelling (which gave guidance on hazardous plants).

**ACTION 8** – CM to incorporate existing comments on plant labelling and circulate the resultant reduced options to the group for comment.

**ACTION 9** – Defra C&M to look into Ministerial breakfast with Garden Centre Association.

**ACTION 10** – AS to investigate potential contribution to BPW comms with Wales INNS Country group.

**ACTION 11** – CM to send RP graphics for BPW pop-up stand. RP to fund production for Scotland.

David Knott of Royal Botanic Gardens Edinburgh has risk assessed plants for invasiveness and proposed that a small number are removed from the living collection and confined to the herbarium.

**ACTION 12** – RP to send Scottish Sunday Times article to CDV.

Invasiveness is not amongst criteria used by HTA and RHS in evaluating plants in competitions – current criteria include ease of propagation and low cost, so invasiveness can be seen as beneficial.

**ACTION 13** – DG to talk to John David at RHS about reviewing competition criteria.

#### **4. Check, Clean, Dry Campaign - update**

CDV updated the group on action under the Check, Clean, Dry campaign which was launched in March 2011. This includes availability of CCD poster as template into which logos can be inserted, and upcoming clinics at Southampton boat show.

**ACTION 14** – CDV to follow up on issues with editing CCD poster (specific version of Adobe Acrobat has to be used).

## MCWG 9 Approved Minutes

Discussed possibility of producing footage to support CCD, similar to that produced by COI for BPW. Training video on biosecurity messages would be welcomed and some already exist: Snowdonia Active and Scottish Canoe Association have both produced training footage on cleaning canoes. SCA is keen to share its footage with the British Canoe Union. BCC noted that water users are finding the level of guidance on biosecurity procedures inadequate.

**ACTION 15** – *JL to send Mike Dales of Scottish Canoe Association's contact details to CDV.*

**ACTION 16** – *All to feed questions on biosecurity procedures to Simon Mackown ([simon.mackown@defra.gsi.gov.uk](mailto:simon.mackown@defra.gsi.gov.uk)) for consideration in upcoming project.*

**ACTION 17** – *OB to circulate link to NNS website biosecurity pages and group to feed any comments back to him.*

Check, Clean, Dry is being launched in Scotland on 27 September.

BCC raised example of "Silt Buster" dredging machine used in Cumbrian river discharging silt from previous location. Machinery hire is potentially a significant pathway.

**ACTION 18** – *BCC to investigate dredging machine cases in Cumbria and AS to make enquiries through construction sector contacts and report back.*

### **5. WFD Comms funding**

NM updated the group on the recent allocation of almost £5m of Defra Water Quality Division budget over 4 years to Water Framework Directive NNS issues in England: £300k is allocated to existing LAGs this f/y for projects to promote NNS volunteering; ~£850k over 4 years is allocated to raising public awareness to change behaviour. The bulk of funding is being pushed towards existing campaigns. NM is drafting a spec for a project to make a LIFE+ bid next year.

**ACTION 19** – OB to circulate media section of the Didemnum proposal to the WG for feedback.

## 6. EU Strategy – Public Awareness

NM updated the group. The reports of the working groups have been signed off and published on the CIRCA website. The Commission has said in its biodiversity statement that it will legislate on IAS and proposals are expected next year.

## 7. Non-native Species information Portal launch

The current NNSIP contract ends on 30 September and the tendering process for the next contract is in hand. CDV outlined ideas for launch including Ministerial event with current and desired data contributors and Ministerial articles for their newsletters.

**ACTION 20** – NM to let the WG know when the NNSIP final report is available.

**ACTION 21** – All to send thoughts on the NNSIP launch and potential events to piggyback to CDV.

**ACTION 22** – DG to send Sam Gunston's contact details to CDV ref HTA Futures event on 13 October.

**ACTION 23** – All to send any comments on NNSIP webpages to OB.

## 8. Media and Communications Strategic Plan

### *Progress updates*

Discussion of progress against strategic plan recommendations included one presentation on research at the Stakeholder Forum.

### *Future priorities and opportunities*

Discussed comms under the Wildlife and Natural Environment Act. Wales is adopting a more sectoral approach and a Sustainable Development Bill is proposed.

**ACTION 24** – RP to update the group on WANE Act comms and seek ideas/linkages.

## 9. Training update

OB set out the training sub-group's thinking on training for professionals/ industry (as distinct from awareness raising or education). Priorities are: 1) Focus on biosecurity; 2) aspects of identification; 3) aspects of management. Recommend developing off-the-shelf training modules which can be incorporated into wider training. Develop central platform on NNSS website where opportunities can be listed. Workshop in York 5 October involving stakeholders providing or requiring training. Have identified opportunities including WANE Act, and WFD obligations for EA and SEPA staff. The sub-group will report back to the working group in about 5 months.

## 10. AOB

Two main issues were discussed under AOB:

**ACTION 25** – *Green Blue, and Fera's Plant Health team to be invited to be members of the working group on either a permanent or ad hoc basis.*

NM asked for volunteers to Chair the working group. RP offered and was elected. DG suggested that a Vice Chair would be helpful to provide continuity in the absence of the Chair. He volunteered and was elected.

The group agreed to increase the frequency of meetings.

All to note next meeting date of **Thursday 8 December** in London.