

**GB Non-native Species Media and Communications Working Group
Meeting 10**

11.00, Friday 9 December 2011

Defra, Nobel House, Room 107, Smith Square, London

Minutes

1. Attendance/apologies

Present:

Robin Payne – SNH (Chair)
Niall Moore - NNSS (Secretary)
Vicky Jackson - NNSS
Angela Taylor – Defra
Keith Davenport – OATA
Alison Smith – Welsh Government
Sophie Thomas – Plantlife
Mark Owen – Angling Trust
Trevor Renals - Environment Agency
Chris Morris – Defra External Communications team
Emma Corbett – Defra External Communications team
Alison Wilson – Fera
Olaf Booy – NNSS (via tele-link)
Catherine Murdoch – Scottish Government (via tele-link)
Jo Long – SEPA (via tele-link)
Jane Swan – The Green-Blue (via tele-link)

Apologies received from:

Gary Scroby – HTA
David Gilchrist - HTA

RP welcomed all to the meeting. NM announced that David Gilchrist has had to resign as vice-chair. RP acknowledged on behalf of the WG all the hard work carried out by the HTA and recommended a letter should be sent to DG to thank him.

<p>ACTION 1 – NM to send letter of thanks to DG on behalf of the Working Group.</p>
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2. Minutes of last meeting, actions and matters arising

The minutes were agreed with one minor change. Ongoing actions and matters arising were covered within the body of the meeting.

ACTION 2 – *VH to send the quarterly compiled list of media coverage to WG (already sent to Programme Board).*

ACTION 3 – *(previously Action 4) All to send comments on potential articles to the NNS or matthew.ashton@defra.gsi.gov.uk.*

ACTION 4 – *(previously Action 19) OB to circulate Didemnum update to all.*

ACTION 5 – *(previously Action 21) All to send thoughts on events at which the NNSIP should be promoted to AT.*

3. Change in Defra Comms Role

Chris Morris gave an overview of the change in role of Defra Comms to addressing 'Big Ticket' issues only, and that INNS was unlikely to be listed as a priority. NM introduced the role of VJ to carry out partnership marketing until the end of the financial year. Emma Corbett was introduced as the key contact within Defra Comms for INNS – which sits within the key ministerial theme of 'resilience' so should be kept informed of key developments with the group. AT added that Defra (Biodiversity) were still very much engaged in the INNS campaigns and she is lead on Media and Comms.

ACTION 6 – *VJ to circulate events calendar to all. All to respond with key event dates suitable for awareness-raising.*

ACTION 7 – *VJ to circulate scamp (draft) of posters and large display panel to all. All to comment, and include any new high-resolution photos if possible. AS to advise on Welsh translations.*

4. Be Plant Wise Campaign Update

NM provided a summary of BPW actions since the last meeting. Catherine M is attending Gardening Scotland event in May.

ACTION 8 – *(Previous Action 6) All to send VJ information of their BPW actions and awareness raising activities.*

ACTION 9 - VJ and KD to liaise re labelling meeting – KD to arrange date.
ACTION 10 – KD to update VJ with BPW contacts.
ACTION 11 – EC to consider arranging ministerial breakfast for NNSS issues – potentially to coincide with NNSIP launch in March.
ACTION 12 – VJ to talk to AW re contacts for making videos. VJ to discuss options with Communisis.
ACTION 13 – JS to liaise with OB and VJ re collateral for Dinghy Show and attendance at event.
ACTION 14 – All to send high resolution logos and artwork updates to OB/VJ.

Chris M and EC left the meeting at 12:00.

5. Check, Clean, Dry campaign - update

NM updated the meeting on progress with Wildfowl and Wetlands Trust opportunity for promotion of CCD and BPW messages. TR commented if the Barnes site is to be used, this would be a good opportunity to acknowledge the successful *Ludwigia* removal action. OB leading on fixed signage to be placed at key boating/angling sites. TR updated on Port of London Authority opportunity to promote CCD for the Jubilee and Olympics activities, together with BMF and YHA support. A focus on Quagga mussel was recommended

ACTION 15 – (previously Action 17) OB to re-circulate link to NNSS website biosecurity pages and all to feed back comments to OB.

6. The WANE Act – comms plan and cross border issues

Catherine M summarised the new provisions of Scottish Wildlife and Natural Environment Act regarding release into the wild. AS noted the Welsh Government are following the Act with interest.

7. Outcomes of the CBD SBSTTA

KD updated the meeting on EU progress with CBD. The Council of Europe have now accepted the European Pet Code of Conduct.

ACTION 16 – *KD to circulate urls to all re CBD SBSSTA and European Pet Code of Conduct.*

JS left meeting at 14:00.

8. Asian Hornet

NM provided the meeting with an update on the Asian Hornet. Defra and Fera have been working together to compile a Bee Health Response Plan.

ACTION 17 – *NM to circulate list for Asian Hornet key stakeholder organisations and all to suggest any additions.*

ACTION 18 – *OB to draft 'alert' poster for Asian Hornet.*

ACTION 19 – *AW to liaise with Defra Press Office re Asian Hornet.*

9. EU Strategy

NM updated the meeting with an update on the EU strategy for IAS (Invasive Alien Species). MO is giving a presentation to a European parliament committee on 24th January.

10. Media and Communications Strategic Plan –

- **Update**
- **Future Priorities and opportunities**

ACTION 20 – *Remove Action Point 2.4 from M&C list.*

ACTION 21 – *VJ to take forward compiling press information from the LAGs at the Preston Montford workshop.*

ACTION 22 – *VJ to send LAG group list to MO. MO to return with additions as appropriate.*

11. Training Update

OB advised the meeting that a Training subgroup was formed last October and has convened 4 times since. The final report is due in Spring which will be circulated to the M&C WG. OB thanked the workshop chairs for their support (RP and AS).

12. AOB

ACTION 23 – AS to circulate e-version of updated Japanese Knotweed notes.

ACTION 24 - AT to look into issue of biosecurity for military vehicles returning from Afghanistan.

ACTION 25 – AS and Catherine M to look into funds for NNSS website.

NNSS to send round dates for next meeting – to be in London, probably late March.

Meeting closed at 15:00.