

GB Non-native Species Media and Communications Working Group

Meeting 11, 26 March 2012

**Defra, Nobel House, Room 101, Smith Square, London
11.00**

Minutes

1. Attendance/apologies

Present:

Robin Payne – SNH (Chair)
Niall Moore - NNSS (Secretary)
Angela Taylor – Defra
Keith Davenport – OATA
Alison Smith – Welsh Government
Mark Owen – Angling Trust
Emma Corbett – Defra External Communications team
Olaf Booy – NNSS (via tele-link)
Caroline Price – Royal Yachting Association (via tele-link)
Stan Whittaker – Scottish Natural Heritage

Apologies received from:

Catherine Murdoch – Scottish Government
Jo Long – SEPA
Trevor Renals - Environment Agency
Gary Scroby – HTA
Sophie Thomas – Plantlife
Alison Wilson – Fera

RP welcomed all to the meeting. He introduced his colleague, Stan Whittaker, from SNH, who has kindly offered to replace him as chair.

2. Minutes of last meeting, actions and matters arising

The minutes of the December meeting were agreed. Most actions were discharged or were covered within the body of the meeting but the following were of note:

KD reported on the success of the aquatic plant growers meeting and RP thanked him for his efforts. OB/CP reported on the success of CCD at the Dinghy show. AS mentioned the Green Paper on the Living Wales framework.

ACTION 1 (former Action 8) – NNSS to compile log of BPW actions and awareness raising activities.

ACTION 2 – All to send suggestions for potential articles for the NNS newsletter to the NNSS or matthew.ashton@defra.gsi.gov.uk.

ACTION 3 (former Action 15) – KD to circulate urls to all re CBD SBSSTA and European Pet Code of Conduct.

ACTION 4 – AS to circulate the link to the Green Paper on the Living Wales framework.

ACTION 5 – SW to send Scottish beekeeper organisation contacts to NM.

ACTION 6 (former Action 2) – AS to circulate e-version of updated Japanese Knotweed notes.

3. Training Working Group report

OB introduced the draft final report. The following were the key points from the discussion.

AT/AS suggested there was need for an Action Plan and costings. This was discussed extensively and the group agreed that an Action Plan and timeline were needed with an indication of which of the recommendations were priorities or quick wins.

There was considerable discussion on the how best to maintain oversight of the delivery of the recommendations. The group agreed to recommend to the Programme Board the establishment of an Expert Training Panel which would convene electronically but which would be invited to the Media and Comms WG annually for an update on progress.

MO suggested mentioning the Institute of Fisheries Management and the Sport England Club Mark (accreditation).

The group thanked OB and the TWG for their efforts and agreed that, following alteration of the report as agreed at this meeting, it would be re-circulated by April 20, then finalised and sent to the Programme Board at its next meeting (expected June/July).

ACTION 7 – TWG to alter training report as agreed and re-circulate by April 20.

ACTION 8 – All to comment on revised report.

ACTION 9 – OB to finalise report for next Programme Board meeting and prepare a covering note for the Board (the content of this to be agreed by the working group).

4. Be Plant Wise and Check, Clean, Dry campaigns - update

NM updated the meeting on progress with BPW and CCD, highlighting the production of fixed signage for CCD, production and distribution of pop-up stands for both BWP and CCD, designing a new joint GB BPW leaflet, development of a QR code for aquatic plant labels, successful meeting with aquatic biosecurity stakeholders, purchase of advertorials on key websites, purchase of search terms online etc.

On PR – the main events are the Game Fair in July and the opening of the Bristol Zoo display in May plus a possible May 2013 Day of Action and show garden (jointly with Fera) at Chelsea 2013.

AT mentioned the proposed survey of public attitudes in England. KD and others were worried that it is too early in the long process of awareness raising to demonstrate increased awareness and that it might backfire.

ACTION 10 – OB to send QR code for plant labels to KD.

ACTION 11 – VJ to send EC details of online advertorials.

ACTION 12 – AT/NM to convey the worries of the group re. the Public Attitudes Survey to Huw Thomas.

5. Stakeholder Forum – communicating the rationale for control issue

The group agreed that having this issue as a workshop was a good idea.

6. EU Strategy

The group agreed with the suggestion that producing a set of agreed points to use around the time of the Commission announcement would be a good idea. Stressing citizen science and good news stories would also be important.

7. Media and Comms Strategic Plan - Update of recommendations

All the recommendations pretty much on track.

8. AOB

MO raised the media handling issues surrounding the killer shrimp discovery in the Broads. He was very concerned that the local EA handled the media release and key national stakeholders were kept in the dark. The release also had no mention of CCD. The group in general was concerned that stakeholders were being ignored and suggested the Programme Board be made aware of the situation.

AT mentioned the need for producing a GB companion animal COP and KD agreed to cut down the existing codes and agree this with AT.

ACTION 13 – NNSS to offer the assistance of the group to the CEO of the Broads Authority.

ACTION 14 – NM to raise the issue of non-engagement of stakeholders during outbreaks, with the Programme Board and Rapid Response Working Group.

ACTION 15 – KD and AT to take forward the development of a summarised companion animal code of practice.