

Notes from Workshop on preparing Communications Strategy for LBAP – 15/10/08

Objectives

- Raising awareness (increasing knowledge base)/profile
- Ensure engagement (internal and external)
- Secure funding
- Direct involvement and commitment
- Delivery/outcomes

Audiences

- Internal – steering group
 - Wider partnership
 - Organisation
- External – public e.g. community partnerships/parish plans
- Other sectors e.g. business
- Funders

Messages *Depends on Audience you are targeting*

- Reverse the decline of biodiversity
- You can help
- Helping biodiversity = helping economy and society
- Healthy biodiversity has these benefits [specific to audience]
- Biodiversity happens at a landscape scale

Tools and Activities

- E-newsletter – for the partnership
- Annual Review (leaflet) – for public audience – in libraries etc
 - For decision makers
- Web site – question around the focus for this? – should be aimed at partnership
- Link in with existing mechanisms e.g. Parish Council Associations/partner web sites
- Talks/seminars/conferences – targeted
- Displays
- Media – but use existing partner brands?
 - Sometimes as LBAP partnership (depends on message/audience)
- Don't use the word biodiversity unless to funders etc.

Resources and Timescale

- Partner expertise (press officers) – use their expertise
- LBAP Officers – for internal comm's
- Possibly LBAP chair for some contact
- Timescales – see MOA
- Partnership – monthly basis for comm's, must be regular and need to establish two way communication

- Some communication will require funding
- Partnership is also a communication resource

Monitoring

- Hits on websites
- Questionnaires
- Local Authority Citizen Surveys
- Website surveys/feedback form
- Audience has a contact point to feedback to on anything produced
- 'Read receipts' on email communications
- Total press releases relating to nature conservation
- Individual press release – what is the level of take up by media organisations