

Meeting Title: Communicating Avon BAP

Date: 1st October

Time: 2.30 – 4.00 p.m.

Location: Bristol Zoo Gardens (Clifton Pavilion)



Chair: Neil Maddison

Minutes: Jenny Hayward

Attendees

Action

Mandy Leivers, Avon Gorge and Downs Project; Len Wyatt, ecologist, local person and involved in Welsh BAPs; John Morris, Wildspaces officer, South Gloucestershire Council; Sally Oldfield, Wildspaces officer, Bristol City Council; Jim O'Shaughnessy, projects officer and acting director, Forest of Avon; Jenny Hayward, Avon Biodiversity partnership co-ordinator; Jane Briggs, Wildthings partnership, B&NES; John Nickerson, education team manager, Avon Wildlife Trust; Paula Spiers, Avon Valley Partnership; Stacy Yelland, BTCV; Pat Ellingham, Communications/development, Avon Wildlife Trust; Neil maddison, head of conservation programmes, Bristol Zoo Gardens.

Apologies: Ed Drewitt, Bristol Museum and Art Gallery; Sam Burkey, Wildscreens and Natural History Consortium

Remit of the group

Communicating the Avon BAP (see objective identified below)

Group will not be working on publicising the partnership per se but the partnership will be publicised in an incidental manner through the work of the group

Objectives and key success factors

The group identified 6 main objectives. These objectives and key success factors brainstormed by the group are outlined below.

1/ Communicating Biodiversity

Simple message developed – what is biodiversity and why is it important?

Get information in from BAP

Target audience identified (started to do this in group: general public, landowners, community groups, children, schools, business etc. Would depend on message/issue to be communicated)

Communication channels identified

Learning from best-practice elsewhere

How?: Encourage local community groups to celebrate their own contributions to biodiversity

Promote particular species on particular sites

2/ Topic working group issues/ ideas

Getting info in enough details from topic groups

Resources: Through existing work and networks, therefore need a database of what we all do/know

This group could advise topic groups how best to communicate their work – help them to phrase messages/package projects for public etc. Lots of experience/expertise within group in communicating to wide audience that would be very useful for habitat topic groups.

3/ Events/ promoting active involvement in biodiversity

Any Biodiversity Partnership Member's event

Linking events to biodiversity message
Getting existing groups to publicise/mention others' events
Partnership logo with web address underneath

4/ Communicating key messages to environmental educators

Consistent messages
Pick on particular species/habitats each year
Focus/ prioritise messages
Info from topic groups
Info in/out

5/ Emphasize and focus efforts

Prioritise/focus (5 things to do..)
Info from topic groups
Practical/action orientated – what can people do/look for
Could do this in a seasonal way i.e. this season make sure you..../ tools to do it....

6/ Working with businesses

Info in-out
Incentives: develop case for business – impact on share price/financial gain, social corporate responsibility, expertise or access to expertise, new legislation
Targets: corporations with community programmes/environmental policies, developers
How do we do this: existing networks Chamber of Commerce, Future West, Envolve mostly doing sustainability issues, not focussed on biodiversity but useful starting points?
Earthwatch has helped in some areas. New business and biodiversity website exists.
Employee volunteering

Other attendees

North Somerset representative

Next meeting date: Friday November 12th 2-4pm Council Rooms,
Clifton Pavilion, Bristol Zoo