

Avon BAP Communications Group Meeting
 13th October 2005, 10.00 am – 12.30 pm
 Bristol Zoo Gardens (Clifton Pavilion)
 Chair: Neil Maddison (Bristol Zoo)
 Minutes: Lucy Rogers



Item	Actions
<p>1. Introductions & apologies Present: Neil Maddison (Bristol Zoo), Len Wyatt (local ecologist), John Morris (SGC), Lucy Rogers (Avon Biodiversity Partnership).</p> <p>Apologies: Mandy Leivers (Avon Gorge and Downs Project), Sally Oldfield (BCC), John Nickerson (AWT), Paula Spiers (Avon Valley Partnership), Stacey Yelland (BTCV), Rachel Sharp (AWT), Jim O'Shaughnessy (Forest of Avon), Ed Drewitt (Bristol Museum and Art Gallery), Sam Burkey (Natural History Consortium), Jane Briggs (B&NES). Sam Jarvis (NSC), Susan Stangroom (NSC).</p>	
<p>2. Minutes of last meeting and matters arising</p> <ul style="list-style-type: none"> • JH to ask Focus group chairs and steering group members to think of issue/message that needs to be communicated to the public and actions that would help. Discuss at steering group. LR to follow up. • Investigate campaigns run in other areas of the country to learn from best practice Sally, Stacey, Paula, Mandy and Jenny. LR to follow up. • Group could tie in with Festival of Nature. LR to talk to Sam Burkey. 	<p>LR LR LR</p>
<p>3. Approaching the business sector to get them involved</p> <ul style="list-style-type: none"> • Need to be clear, focused and specific on what we want from the business sector. • The remit of this group is communicating the Avon BAP and raising awareness of biodiversity issues, and therefore assistance from the business sector should be for this end. (see section 4.8 of Avon BAP for specific Communications actions). • Could organise more awareness raising events such as Hedgerow fortnight and Marine week. More successful if tie in with what's already happening. All to think of potential events. • Could approach business sector for money to produce an annual review of Avon BAP Partnership achievements and plans. Each organisation in the Partnership could write their own sections and be acknowledged in their own right, but come under the umbrella of the Partnership. NM to discuss with Steering group. (This fulfils action listed in Avon BAP of more strategic approach to improving communication – see section 4.8). • Aimed at audience of biodiversity professionals, locals, councillors, children, businesses. • All to contribute to brief to present to Steering group. LR will start. 	<p>ALL NM ALL</p>
<p>4. Champions for Biodiversity scheme</p> <ul style="list-style-type: none"> • The idea is to raise awareness of conservation issues by encouraging public to champion a species or habitat, using the Zoos publicity. To be discussed in detail at next meeting. 	

<p>5. Avon BAP partnership website</p> <ul style="list-style-type: none"> • The website functions well as it is for members of the Partnership to obtain information. • Should resources be used to increase appeal and use of website for general public? E.g. by putting in more articles about the BAP, what the partnership is doing, and habitat and species information. Need to be careful not to duplicate other websites such as AWT. This would need more resources. Could use student, volunteer or money from business sector. NM to discuss with steering group. • Could be used as a portal to publicise events from all partnership websites by putting in more links. LR to investigate this and also check that all partnership organisations websites link to Avon biodiversity partnership website. • Should funding group be meeting to raise funds for issues such as the website? NM to discuss with steering group. 	<p>LR</p> <p>NM</p> <p>LR</p> <p>NM</p>
<p>9. Communication updates round the table</p> <ul style="list-style-type: none"> • .JM – SGlos Council running a successful scheme ‘Conservation Counts’ where public can use postcards to record spp seen in local nature reserves, data used by BRERC. • NM – Festival of Nature coming up. Heather Holve (Zoo Marketing) is updating Zoo website conservation pages, will check links with Avon Biodiversity Partnership website. • LR – Conservation and Marine group have money to produce a leaflet on Severn estuary access and wildlife. LR will circulate for Communications group to have input to design when appropriate. Important for Partnership to have consistent look/brand. 	
<p>9. Next meeting date</p> <p>The next meeting date to be confirmed.</p>	