

COMMUNICATION PLAN FOR HEREFORDSHIRE BIODIVERSITY PARTNERSHIP FEBRUARY 2007

1. Aim:

To raise awareness of the BAP in Herefordshire and increase local engagement with it.

2. Overall Objective/Summary Objective

To produce a SMART plan to promote access to the Herefordshire Local Biodiversity Action Plan.

3. Key Objectives

- 3.1 To implement the Herefordshire LBAP Update species and habitat action plans
- 3.2 To identify and engage of community groups / audiences / businesses
- 3.3 To increase public awareness of local biodiversity
- 3.4 To increase awareness of local biodiversity through education and business involvement
- 3.5 To provide training to identified audiences
- 3.6 To promote and celebrate the LBAP
- 3.7 To ensure the web-site for the Partnership is maintained and take steps to promote biodiversity through implementation of this plan
- 3.8 To increase business participation through implementation and funding of the Herefordshire Local Biodiversity Action Plan



4. Target Audiences

- 4.1 Herefordshire Council
- 4.2 Existing BAP partners
- 4.3 General public
- 4.4 Disadvantaged groups
- 4.5 Businesses
- 4.6 Potential partners within the BAP Partnership?
- 4.7 Regional and National partners
- 4.8 Schools

5. Specific Actions

- 5.1 Production of three newsletters per year
- 5.2 Update Partnership website every two months, or as and when required
- 5.3 Engage in the Herefordshire Community Strategy
- 5.4 Attendance at three Agricultural shows per year
- 5.5 Update the Herefordshire Museum display
- 5.6 Engage businesses through surveys / land audits / award scheme / representatives
- 5.7 Input to Bodenham Lake Nature Reserve visitor site
- 5.8 Receive and provide training ~ BARS → Wider Partnership
~ Planners
- 5.9 Ensure Eco-School targets link in with the curriculum
- 5.10 Production of a standard BAP talk / presentation
- 5.11 Provide talks to forward planners re: Parish plans in BEAs and their involvement
- 5.12 Assist in the development of Madley Environment Education Centre
- 5.13 Publicise “Breathing Places” to ensure county-wide engagement in biodiversity related projects
- 5.14 Initiate projects to involve certain groups, e.g. elderly, disabled, ethnic minorities
- 5.15 Contribute to publications through local businesses, e.g. Wiggly Wiggles, Bulmers
- 5.16 Ensure Herefordshire Council continues to hold biodiversity related events across the county
- 5.17 Provide talks / presentations where appropriate
- 5.18 To improve access to information via several identified measures – web, publications, talks, presentations, newsletters, training, BARS, events, meetings
- 5.19 To provide biodiversity materials/displays etc. at the county Tourist Information Centres and the Herefordshire Council Information Offices



6. Monitoring of delivery of the Communication Plan

The measurable and achievable targets outlined in this plan must be realistic and to further the development and sustainability of the LBAP process in Herefordshire as an integral part of lifestyle and policy for all.

Intended benefits include:

- 6.1 Increased knowledge of biodiversity conservation across the county by an increased / otherwise excluded by the present partnership
- 6.2 An increased sense of responsibility / stewardship of local biodiversity and the landscape by proposed and existing target audience
- 6.3 Increased level of “joined up” thinking between partner organisations
- 6.4 Acceptance of the Herefordshire LBAP as a strategy for nature conservation by intended partners
- 6.5 Increased public involvement in biodiversity related projects
- 6.6 Assurance that the LBAP is a key document in the provision of planning advice
- 6.7 Integration of the LBAP into new and existing policy and strategies within the County

Action Number	Action	Target audience	Meets Objective number	Priority 2007/2008	Priority 2008/2009	Priority 2009/2010
5.1	Production of 3 newsletters per year	4.1, 4.4, 4.5, 4.6, 4.7	3.6, 3.7	✓	✓	✓
5.2	Update website every 2 months or as and when required	All	3.7, 3.3, 3.6	✓	✓	✓
5.3	Engage in the Herefordshire Community Strategy	4.3, 4.4, 4.5, 4.8		✓	✓	✓
5.4	Attendance at 3 Agricultural shows per year	4.2, 4.3, 4.4, 4.5, 4.6, 4.7	3.2, 3.3, 3.6, 3.8	✓	✓	✓
5.5	Update the Herefordshire museum display	4.2, 4.3, 4.5	3.6		✓	✓
5.6	Engage businesses through surveys / land audits / award scheme / representatives	4.1, 4.4, 4.5	3.5, 3.4, 3.8		✓	✓
5.7	Input to Bodenham Lake Nature Reserve visitor site	4.1, 4.2, 4.3	3.3, 3.4		✓	✓
5.8	Receive and provide training BARS → Wider partnership Planners	4.1, 4.4, 4.6, 4.7	3.1, 3.5, 3.7, 3.8	✓		
5.9	Ensure Eco-School targets link in with the curriculum	4.1, 4.2, 4.3	3.4		✓	✓
5.10	Production of a standard BAP talk / presentation	4.1, 4.2, 4.3, 4.4, 4.5	3.2, 3.3, 3.6	✓		
5.11	Provide talks to forward planners re: Parish plans in BEAs and their involvement	4.1	3.1, 3.4, 3.5		✓	✓
5.12	Assist in the development of Madley Environment Education Centre	4.1, 4.3, 4.4, 4.5	3.2, 3.4		✓	✓
5.13	Publicise "Breathing Places" to ensure county-wide engagement in biodiversity related projects	4.1, 4.2, 4.3, 4.5, 4.6	3.2, 3.3, 3.8	✓		

5.14	Initiate projects to involve certain groups, e.g., elderly, disabled, ethnic minorities	4.1, 4.3, 4.5, 4.6	3.2, 3.3		✓	✓
5.15	Contribute to publications through local businesses, e.g. Wiggly Wiggles, Bulmers	4.2, 4.4, 4.5	3.2, 3.3, 3.4, 3.6, 3.8?		✓	✓
5.16	Ensure Herefordshire Council continues to hold biodiversity related events across the county	4.1, 4.2, 4.3, 4.5, 4.6	3.1, 3.3, 3.4, 3.6	✓	✓	✓
5.17	Provide talks / presentations where appropriate	See 5.10	3.2, 3.3, 3.6	✓	✓	✓
5.18	To improve access to information via several identified measures – web, publications, talks, presentations, newsletters, training, BARS, events, meetings	All	All	✓		
5.19	To provide biodiversity materials/ displays etc. at the county Tourist Information Centers and the Herefordshire Council Information Offices	4.1, 4.2, 4.3, 4.4, 4.5	3.3, 3.6		✓	✓