

## Communications Notes from Lead Officers' meeting 7-8<sup>th</sup> February 2017

### Group One – Jenny, Tom, Chris WS, Roger

Outcome I – Benefits beyond boundaries

Outcome II – Delivering for People (as well as the natural environment) – wellbeing, sense of place, resilient/cohesive communities

Outcome III – Need to fully agree main concepts we want to get across – then use the appropriate people/tools to get this to happen

This group did not complete their Analysis of the outcomes – i. why it is important, ii. what might get in the way of delivering this outcome, iii. how acceptable does this feel, iv. how possible does it feel BUT offered some additional comments which will be used to inform the communications action plan.

### Group Two – Linda, Estelle, Paul E, Sally, Sue, Richard

We want the NAAONB to deliver 3 national campaigns

Outcome I – Communicate the value of landscapes/AONBs to society – health and wellbeing, empowering communities, ecosystem services, climate change, natural capital

Outcome II – Communicate the importance of AONB Management Plans to planning inspectors, planning local authorities, neighbourhood plans (parish councils), agencies, DCLG

Outcome III – Campaign on health, physical and mental happiness

	Why is it important?	What might get in the way of delivering this outcome?	How acceptable does this feel?	How possible does it feel?
I	To build appreciation and support	Capacity and capability	Very	Very
II	Because planning is key to conservation	Capacity and capability	Very	Very
III	Because it's the biggest opportunity	Capacity and capability	Very	Very

### Group Three – Phil, Nick, Paul J, Martin

Outcome 1 – Advocacy to decision makers and influencers should be given a higher priority in our Communications work at the current time than work with the general public

Outcome 2 – Comms Plan needs to be reviewed in light of Brexit etc. and needs involvement and buy in from lead officers as well as comms officers

Outcome 3 – We need to hit the “political buttons” – collaboration, health and wellbeing. economy etc. Needs to be about the work we do as well as benefits from the areas. We

need to clarify our possible roles on agri-environment delivery in the future – be at the heart of post-Brexit schemes. Use out Chairs to reach decision makers

	<b>Why is it important?</b>	<b>What might get in the way of delivering this outcome?</b>	<b>How acceptable does this feel?</b>	<b>How possible does it feel?</b>
<b>I</b>	Opportunity created by Brexit (+ threats to our funding)	Capacity. Focus on public comms	Yes - we need to make space for it	Yes
<b>II</b>	Opportunity created by Brexit (+ threats to our funding)	Needs wide involvement but to be done quickly - difficult	Yes	Hopefully!
<b>III</b>	Opportunity created by Brexit (+ threats to our funding)	We need the data to back it up eg KPIs	Yes	Yes

**Group Four – Chris W, Simon, Andrew, Corinna, Elliott, Iain**

Outcome 1 – Technology – interaction/use with relevant media to ensure use of appropriate technology for audiences e.g. Press Releases not likely to be picked up by young people

Outcome 2 – HLF – main funder in delivery. Concern over potential reduction in priority of landscape in new strategy. Messages need to target positive stories

Outcome 3 – Government – mechanism to engage with other departments, how do we ensure Defra ministers have correct message and also use these messages in promoting protected landscapes to other departments.

	<b>Why is it important?</b>	<b>What might get in the way of delivering this outcome?</b>	<b>How acceptable does this feel?</b>	<b>How possible does it feel?</b>
<b>I</b>	Technology use appropriate to reach audiences	Capacity/competency	Potential for additional fiancé from AONBs to manage capacity in short term	
<b>II</b>				
<b>III</b>				

+ other comments which will be used to inform the communications action plan.

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