

**South West Regional Biodiversity Partnership
Nature Map Strategic Working Group
Thursday 4th May 2006
English Nature, Renslade House, Exeter**

Minutes

Present: Simon Brenman (SWWT), Lyn Jenkins (EA), Mark Robins (RSPB), Tim Corner (LRCs), Basil Greenwood (EN), Colin Studholme (Glos WT), Heather Sohl & Rachael Fickweiler (SWRBP), Ray Perrins (SWO/EN), Richard Ormerod (GOSW).

Agenda Item	Actions
1. Apologies	
Antonia Nichol (NT), Phil Tolerton (RDS), Victoria Whitehouse (Cornwall WT), Pat Lehain (RDS), Mark Durk (FC)	
2. Minutes of last meeting	
Many of the actions from the previous minutes will be covered under today's agenda.	
3. Nature Map development plan	
<p>HS has produced the next version of the development plan. Group to report back on whether they are happy with this and then HS to produce an action plan (focused on the more immediate actions needed rather than providing detail throughout). All to comment on the scoring of urgency and importance in the development plan by 17th May.</p> <p>LJ felt that it was important to get NM to the local level and will be doing a ½ hour slot on NM at the Water and Wetlands day on the 27th June.</p> <p>HS&RF are holding a NM Seminar for LBAP co-ordinators on 13th June. Other regional NM group members are invited. Mark Robins hopes to attend this.</p> <p>BG is holding a 1.5 hr workshop on NM at the Protected Landscapes forum event in May. NM action plan to be produced before 30th June. HS to circulate draft to the group before this.</p>	<p>All HS All</p> <p>MR</p> <p>HS</p>
4. Communications	
<p><i>Communications Plan</i></p> <p>Pam Beddard has produced a communications actions list for NM which was circulated. She can produce a formally structured NM communications strategy if the group are happy with this. The group went through the list and discussed the points raised. The main issue upon which the group couldn't agree was a NM launch. RF to ask Pam for more detail about how to hold a NM launch event without it costing too much. Popular points included the fact pack, JPEG maps, postcard, introductory articles, technical articles (ask Phil T/Pat L to do one for farmers), all organisations having their logos on NM, and monitoring website use of NM pages. There is more here than we can do though, so we need to give Pam some feedback on what our priorities from this list are – SB to have a go at prioritising the actions list by 12th May.</p> <p><i>Leaflet</i></p> <p>Fiona has been given the details of proposed changes to the leaflet – eg reducing the amount of text, and is working on this. It is important that a 'house style' is developed and adhered too, and this must work when printed in black and white. Suggested that the front cover of the leaflet be a template for all NM documents. HLF funding has been sought for endorsement of NM and we need a decision on this to enable us to include the HLF logo</p>	<p>RF</p> <p>HS</p> <p>SB</p>

<p>on the leaflet if possible. MR to ask Louise to find out about the HLF funding. Letter for distribution to be circulated. Fiona is producing a NM poster and a poster of the front cover of the leaflet (also awaiting the HLF logo). These will be available on the website as PDFs. An A2 template could be produced which could be amended with a relevant message for the audience in mind? (A2 would have to be printed by a print-shop). A roller display would be useful but cannot be produced until we have decided what we really want.</p> <p>Leaflet and posters to be sent to SB, MR & CS on CD.</p> <p>A summary sheet of content for a NM page on the SW Observatory website was circulated. Any comments to be sent to HS ASAP.</p> <p><i>NM Events</i></p> <p>A NM presentation ought to be offered to SW CORE for a future meeting. Maybe PT could do it as MR is already a member of the group?</p> <p>Other events/meetings to target - Rural Affairs Forum, GO secretariat – meetings every quarter, and REN.</p> <p><i>Power Point Presentation</i></p> <p>HS ran through a generic PP presentation on NM which is to be available as a tool to use for NM advocates. This can be adapted for each audience, but comments from the group included:</p> <p>More about landscape scale work and why do it -ecological functioning, isolation/fragmentation, spatial - all should be mentioned</p> <p>Include blank slides with stunning pictures for user to enter own text</p> <p>Remove ‘with thanks’ slide</p> <p>Include ‘your county’ slides immediately after regional slide</p> <p>Don’t use phrase ‘unique’ in description of region</p> <p>The group felt supporting notes would not be needed.</p>	<p>MR BG</p> <p>HS</p> <p>All</p> <p>MR</p>
<p>5. Methodology and process for producing Nature Map</p>	
<p><i>Further work on Rebuilding Biodiversity methodology</i></p> <p>The meeting between Kevin Watts, Roger Catchpole and SWWT to discuss this is still to be organised.</p>	<p>SB</p>
<p>6. Guidance on use of Nature Map in LDF development</p>	
<p>Draft guidance was circulated. Mike Oxford has asked particularly for feedback on sections 3 & 5 where he has posed specific questions. The guidance should be labelled clearly as a draft and circulated to the group. Comments by 22nd May. The final version should be kept as an electronic copy so that it can be changed in the light of future planning gain supplements etc.</p>	<p>HS All</p>
<p>7. AOB</p>	
<p>No-one from the RBP could attend the West Mids ‘Landscapes for Living’ trip to the Netherlands, but interest was shown in a potential future trip that SWRBP might organise itself.</p>	
<p>8. Date of next meeting</p>	
<p>Tuesday 20th June, 10.45, English Nature, Renslade House, Exeter</p>	