



Developing the County's Local Nature Recovery Strategy

MINUTES Stakeholder Engagement Technical Advisory Group (TAG) Stakeholder Engagement and Communication meeting 05.02.24, 11:00-12:00, Teams Meeting

Summary of actions and items agreed.

- 1.1 Items agreed – monthly 1 hour TAG meetings with following purpose: -
- provide advice throughout the project and review the effectiveness of engagement and communication activities,
 - to promote the project regularly through own organisations and channels,
 - to have oversight of the engagement and communications plan
 - to also have a view on messaging toolkit (tbc),
 - monthly review of stakeholder analysis updates and analytics updates of social media website, etc.
 - monthly look forward using Communication Planner.

1.2 Actions

February

Action	Who	Status
Draft Communication Planner to be shared with group	RB/CD	Done
Stakeholder Analysis to be shared with TAG, plus options for keeping it live and reviewing.	RB/CD	In progress
RB to follow up with CL about KWT focus groups which we may be able to coordinate with. Let TAG know about dates of second series of workshops.	RB	In progress

January

Action	Who	Status
Teams channel for the TAG to be established – communications planner and stakeholder analysis to be	RB/CD	In progress

uploaded for regular review by TAG		
Article for KWT members magazine to be amended to include specific promotion of activities	CD	Complete
Develop light touch messaging toolkit with basic messages and graphics that TAG can use	CD/RB	In progress

1.3 Attending and apologies.

Attending:

Charlotte Lewis – Kent Wildlife Trust
 Rachel Boot – Making Space for Nature Project Team
 Chris Drake – Making Space for Nature Project Team – TAG Chair
 Kathryn Hearnden – Kent Downs National Landscape
 Will Maiden – Forestry Commission
 Sophie Page – Environment Agency
 Anne Wynde – Engagement and Consultation Lead, KCC
 Alyn Thomas - Communications Manager KCC

Apologies:

Karen Rigby-Faux – Natural England

3. Minutes of January meeting – any outstanding actions or matters not covered elsewhere on this agenda? Minutes approved by TAG?

Name amendment needed on the January minutes, but otherwise group are happy for the minutes to be finalized and uploaded to the MS4N website.

4. Outline of January communications analytics and overview of communications planner – Rachel Boot

RB talked through Instagram and Facebook reach – both up 100%. Small number of followers, but reach looking healthy. Followers on both platforms are also up – it's a slow burn as building following organically, but people engaging consistently.

Facebook proving to be much better in terms of reach than Instagram.

Newsletter (3rd issue) sent out this month, with good open rate of 65%, compared to 50% for previous issues, to 1020 recipients. LinkedIn engagement is also up, by 400%. Website has been active from people booking onto our events – events pages have been the most frequently visited.

In terms of what is coming up: attending Farming Expo in March, we are booked to do a podcast with KWT in March with Emma Loder-Symonds from Nonnington Farms. We are attending the Design Show at Uni of Kent in April, and the Living Land Show in May, which is a show aimed at years 3-4 children (age 8-9). We have our second series of workshops in May, so starting promotional push for those shortly. Developing educational materials for primary school ages, and working with Kent's Children's University to advise us. Launching the Action for Nature app, developed by KWT, imminently, and we will be developing some tutorials to go on our website to accompany it. And we are attempting a call out to artists to work with us to interpret our priorities data into artworks.

KH comments that Kent Downs National Landscape will also be attending the Farming Expo, and CL comments KWT will also be attending – suggests group chat to see how we can partner with them both. CL suggest they can give out flyers on behalf of Making Space for Nature, at this and other events, and also can put up posters in visitors centre.

RB shows comms planner – the planner shows an overview of work at varying levels of details – first page shows milestones, key dates and international environmental days, events e.g partner events, and our own (workshops etc.), focus of promotions, newsletters, and partner mail outs. Milestone comms work is overlapping because of the nature of the project, so there are several calls to action at once.

The next pages show the specifics of content planning – January and Feb are populated with content, but beyond this it is difficult to plan content as we don't have specific dates etc. So, there are a lot of placeholders, but they are liable to change. RB asks the group if they can recommend a way to get round this problem.

5. Comments on analytics & planner TAG assistance in promoting upcoming work – all

Protected Landscape said the planner will naturally evolve, so understood that all details can't be available immediately.

KCC (AT) comments that documents like the planner are useful because they offer a line of sight – i.e. key milestones, comms objectives, key audiences, what the risks are and what the mitigation to those risks could be.

Document will allow KWT to coordinate with own comms – opportunities for sharing on social media. KWT use a task planner to establish deadlines and allocate jobs to different members of comms team.

KCC (AT) asks if there are key messages we are trying to promote, or objectives/calls to action, or whether comms is focused on educating and informing at this point. RB explains that first month of comms work was project awareness, but now we are working on several calls to action.

RB comments that comms planner will be uploaded onto shared Teams channel – will create space within document for TAG members to add their comms outputs that might align. Environment Agency commented that having the document in a shared Teams channel will be useful, and allow partners to comment on comms posts and make suggestions for changes etc.

Action: TAG to review document once it is uploaded to shared Teams channel.

6. Approach to Stakeholder Analysis monthly review – overview/discussion – Chris Drake/all

CD explains that Stakeholder Analysis was created by project manager back in autumn. In terms of engagement, he noted we are also tracking our engagement, and this is a separate document covering all engagement.

There are broad groups included in the Stakeholder Analysis, such as government bodies, communities, developers, businesses etc. We would like to think about how we use the Stakeholder Analysis – maybe we should look each month at how we are going with each group – should be use a traffic light system? This would hopefully help us spot groups we are not reaching and opportunities of how we can do that. This document will also go on the shared Teams channel.

Any thoughts on how that can be used?

Protected Landscape comments that the document is likely to naturally evolve as the project develops. CD – should we break down broad groupings so that officers can give TAG a view of how each group are faring in terms of engagement?

Protected Landscape - If it's just for reference rather than measurement, then it can be informal, and a traffic light system may be useful.

CD comments that this doc can be reviewed by the group every month.

KWT - Do you have targets or numbers attached to these groups?

CD - The groups are rated in terms of engagement, but do not have target numbers attached to them.

KWT - could this group help with that, total numbers to measure against – add a column for activities to see what has been done.

CD: The engagement tracker shows these activities, but we could add a line to the Stakeholder Analysis that shows what key engagement opportunities have taken place.

CD - when you talk about numbers, what do you mean?

KWT clarifies, for example how many farmers are in the Darent Valley CD replies that Alexa the Landowner officer would have a good overview on this.

KCC (AT): How are different levels of interest linking back to the comms plans? How are you targeting specific groups?

RB: The comms plan focuses on general comms aimed at the wider public, rather than specific groups – however, we have a team of officers who are all targeting the sector specific engagement in their roles- RB supporting them with tailored sector specific comms, such as partner mailouts.

Action – Stakeholder Analysis to be shared with TAG, plus options for keeping it live and reviewing.

7. Approach to completion of messaging toolkit – – overview/discussion Chris Drake/all

CD asks group for their thoughts on a messaging toolkit – each officer is finding they need to tweak messaging. So should we be capturing that in terms of a messaging toolkit. We have FAQs on the website, and our NE senior advisor has provided us with national comms messaging that we can use, which has been helpful, but do we need to go beyond this and establish a messaging toolkit, for key messages, and for the different milestones?

KCC (AT) comments that it can be a useful way to identify what messages are going out, if there are any contradictions in messaging that need sorting, and to join up certain comms.

KWT comments that perhaps things will come out of the workshops which will direct messaging.

RB comments that we need to be mindful of language with wider public that it doesn't sound too corporate, as we have had some feedback where people believe this is a top-down strategy, rather than what it actually is, which is bottom-up and collaborative.

KCC (AT) and Environment Agency comment that they need time to look at the documents that we have already produced in order to be able to comment on messaging toolkits etc.

6. Agree TAG purpose – proposed areas: -

CD list's purpose of TAG for confirmation that the group agree with purpose and contributions: -

- provide advice throughout the project and review the effectiveness of engagement and communication activities,
- to promote the project regularly through own organizations and channels,
- to have oversight of the engagement and communications plan
- to also have a view on messaging toolkit (tbc),
- monthly review of stakeholder analysis updates and analytics updates, social media website, etc.
- monthly look forward using Communication Planner.

Decision: Group agreed this as proposed purpose of the group.

7 AOB

KWT raised point that workshops may exclude people who are unable to attend during the working day – suggests scheduling outside work hours. Also mentions KWT are running various focus meetings that we can tag on to if that would be helpful.

RB says we will consider this for the next round of workshops, and that the next round will be shorter in length, which hopefully will make them more accessible. Also developed a self-led workshop pack now to try and make it more accessible for those who can't attend in person, which follows the format of the in-person workshops.

The next TAG meeting is the 7th March at 11.00.

Action – RB to follow up with CL about KWT focus groups which we may be able to coordinate with. Let TAG know about dates of second series of workshops.