



South Lanarkshire LBAP Communications Plan

The LBAP

The SL LBAP was produced in 2010 and details the vision and actions to deliver biodiversity improvements on the ground within South Lanarkshire. It incorporates aims and measures that the LBAP Partners will work towards, as well as the physical projects that the partners will deliver. A People and Communications section was included in the plan in recognition of the importance of raising awareness of biodiversity with a variety of audiences. This communications plan details how the targets in the LBAP will be met and the role of each partner in the P&C action plan.

It will be coordinated by a small P&C group comprising of LBAP members and will contribute to the monitoring and reporting of the overall LBAP. It is vital that all partners agree to the plan and commit to implementing the actions that they are responsible for.

The aims of the Communications Plan

There are 5 themes within the P&C plan in the LBAP. They are: education; public engagement; volunteers; play and guidance. It is also recognised that many of the actions delivered under the other sections of the plan will have communication elements, and this plan aims to collect that information as well as deliver actions specifically aimed at P&C. The measures are focussed around participation in volunteering days, attendances at guided walks, talks and other events, training events, site interpretation, and general awareness raising activities.

What will the Plan do?

- Provide information on the measures in the Tier 2 P&C plan
- Gather information on the P&C elements of Tier 3 projects and other partner projects
- Develop and deliver actions that will raise awareness of biodiversity in addition to the above

What will the LBAP Partners commit to?

- Provide info when requested on Tier 2 measures
- Provide info when requested on Tier 3 and other projects
- Fill in and return an annual questionnaire on P&C activities that contribute to the plan
- Assist the P&C group with other communications actions when necessary

Action Plan

Number	Action	Partners	Measures	Timing
1	Deliver an annual events programme	All	Report on events programme to P&C Group by completing annual questionnaire (appendix 1)	Annual
2	Produce promotional materials as and when necessary, or as part of a larger project	All	Report on events programme to P&C Group by completing annual questionnaire (appendix 1)	Annual
3	Produce and keep up to date an SL Biodiversity website	P&C Group	All partners to provide information and news articles on request	Website launched end 2011
4	Produce an annual newsletter	P&C Group	Each partner to provide one article for each newsletter	Annual
5	Deliver a bi-annual conference or workshop for partners, agencies, community groups etc	P&C Group	All partners to provide relevant input when requested	Every 2 years
6	Produce guidance notes as and when necessary	P&C Group	All partners to provide relevant input when requested	

LBAP Partners

South Lanarkshire Council (SLC)
Central Scotland Forest Trust (CSFT)
Forestry Commission Scotland (FCS)
Hamilton Natural History Society
River Clyde Fisheries Management Trust
Royal Society for the Protection of Birds (RSPB)
Scottish Environment Protection Agency (SEPA)
Scottish Natural Heritage (SNH)
Scottish Grants and Rural Payments Inspectorate Division (SGRPID)
Scottish Wildlife Trust (SWT)
Glasgow Clyde Valley Green Network Partnership (GCVGNP)

Appendix 1

SL LBAP Questionnaire to partners (to gather info for tier 2 measures)

1. How many training events have you held this year in South Lanarkshire:
 - a. Formal _____
 - b. Informal _____
2. How many people in total took part in your training events?
3. How many walks did you run in South Lanarkshire?
4. How many talks did you run in South Lanarkshire?
5. How many people took part in these walks?
6. How many people attended the talks?
7. How many biodiversity focussed events have you run in South Lanarkshire?
8. How many people attended these events?
9. Where were these events, walks and talks held (tick boxes)?
 - a. School
 - b. Country Park
 - c. Community Woodland or Nature Park
 - d. Etc
10. What was the target audience for these events, walks and talks (tick boxes)?
 - a. School pupils (primary or secondary)
 - b. General public
 - c. Businesses
 - d. Active community groups
 - e. Other groups (scouts, youth groups, rambling groups etc)
 - f. Other _____
11. How many of your sites have had interpretation materials created this year in South Lanarkshire (leaflets, webpages etc)?
12. How many of your sites have had on-site interpretation installed or upgraded this year in South Lanarkshire?
13. Have you worked with any schools towards their eco-school status this year in South Lanarkshire? If so, how many?
14. Have any of your events, walks and talks been part of a SL LBAP Tier 3 project? If so, which one(s)?
15. Have you been able to make use of the Scottish Biodiversity Forum's Biodiversity toolkit this year?
16. Have you used any of the other free biodiversity resources provided by the likes of SNH?
17. Have you produced any of your own promotional materials this year?
18. If so, what where they and how many (roughly) have been distributed?
19. Are there any additional guidance notes, materials etc that the SL LBAP could provide or assist you with?
20. Anything else worth noting?!