

## **Review of Gloucestershire Environment Partnership Communications Plan – October 2010**

There is concern that more needs to be done to improve the communications of the Gloucestershire Environment Partnership (GEP), in particular that GEP communication can be too one-way – often discussions take place, presentations are received but the information does not go beyond GEP Board meetings.

It is recognised that more needs to be done to support and encourage the GEP partners to be able to participate more and become actively involved in the work of the partnership, disseminating information received at the meetings.

To ensure that we communicate our successes to the wider community through our partners, encouraging them to discuss issues within their organisations and then provide a forum for them to feedback, a template for each meeting has been drawn up.

Proposal - at the end of each GEP Board Meeting members need to:

- Decide on 3 key points/actions/issues that should be taken back and debated within each partner organisation.
- Decide on 1 key point/action/issue that will be subject to more intensive communication. It is important that the story chosen is presented in a personalised way.
  - Press release
  - Newsletters (including partner newsletters)
  - Parish magazines (through GRCC)
- Consider how these points/actions/issues could overlap with the work of the other thematic partnerships and how a closer working relationship could be developed.

At the beginning of each GEP Board Meeting members need to:

- Briefly discuss any feedback from the partners on the 3 key points

Actions and points from the meeting:

- Track down the communications plans of the other thematic partnerships as examples. (Diane)
- Circulate the Partnership Agreement to everyone who was at the Communications Meeting (It's on the website - <http://www.glosep.org.uk/docs>)
- Monitor how many hits the GEP website receives and if possible, how long people are on it for. (Kierson)
- Find out status of the State of the Environment report – is it available for further communication? (Kierson)
- Each partner to provide a list of communication channels within their organisation (All)
- First couple of stories could be led by SWEA after which other partners need to take the lead – State of the Environment, Total Energy, YEP!