



SOUTH EAST DEVON
HABITAT REGULATIONS
PARTNERSHIP

South East Devon Habitat Regulations Executive Committee

Joint Communications Strategy

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June 2016



Exeter
City Council



Legal comment/advice:

The report raises no direct legal implications.

Finance comment/advice

There does not appear to be any direct financial implication within the recommendations of this report.

Public Document:	Yes
Exemption:	None
Review date for release	None

- Recommendations**
1. To approve the Habitat Regulations Mitigation Communications Protocol as attached (Appendix 1).
 2. To note the Key communications messages (Appendix 2).

Equalities impact: Low

Risk: Medium

As a multi-district project, the South-East Devon European Site Mitigation Strategy is at risk of being subject to communication issues which could result in negative publicity, if not managed at a strategic level..

1. Summary

1.1 To ensure that the reputations of the Executive Committee and the respective Councils are protected, a communications protocol has been produced for agreement (see Appendix 1). This seeks to ensure that the work of the Executive Committee is communicated positively and adverse publicity is avoided or limited.

1.2 Key messages (see Appendix 2) about the work of the Executive Committee will enable the project to be promoted in a consistent and coordinated manner, internally and externally. This will keep Council members informed of issues arising, media enquiries and media coverage, with opportunities to respond.

1.3 This will also enable key partner (Clinton Devon Estates, Exe Estuary Management Partnership, National Trust, RSPB and DWT) communications departments to be updated and informed of Executive Committee communications.

1.4 Communications will be led by the Exeter and East Devon Growth Point, supported by Teignbridge District Council. The Growth Point will provide useful experience in similar arrangements for other cross boundary partnerships.

Natural England comments:

No comments.

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