

<b>Public Document:</b>	Yes
<b>Exemption:</b>	None
<b>Review date for release</b>	None

## **Habitat Regulations Executive Committee**

### **Joint Communication Strategy**

#### **Appendix 1 - Mitigation Communications Protocol**

##### **Memorandum of Understanding between the Communications teams at:**

East Devon District Council, Exeter City Council and Teignbridge District Council.

##### **The principal objective of Habitat Regulations communications is:**

To promote the work of the Habitat Regulations Executive Committee (HREC) in a consistent and coordinated manner.

Including:

- To be main point of communications contact
- To achieve agreement on key messages about Habitat Regulations mitigation.
- To manage proactive and reactive media activity and relations
- To manage content for social media and website
- To manage collateral for the South East Devon Habitat Regulations Partnership brand
- To provide support for campaigns and events, where necessary
- To keep key partner (Natural England, Clinton Devon Estates, Exe Estuary Management Partnership, RSPB, DWT) communications departments updated and informed of Habitat Regulations project communications.

##### **Requested communications protocol:**

Lead communications officer suggested as Anne Mountjoy, Exeter and East Devon (EED) Growth Point and Teignbridge District Council (TDC).

Anne is suggested as Communications Officer due to her split role across EED Growth Point and TDC. The Growth Point has experience in similar arrangements for other cross boundary partnerships and is likely to have documents which will be useful.

##### **Key messages**

To be agreed with Habitat Regulations Executive Committee, Delivery Officer and Officer Working Group.

##### **Communicating with Members**

All councils' members to be informed of meeting agendas and minutes via internal communications routes.

Any Ward specific enquiries or issues to be returned to the relevant Council  
Appendix 1 Mitigation Communications Protocol

communications team for review/reply.

### **Media releases**

All media releases to include a quote from each Council's Leader or Portfolio Holder, and be approved by respective communications leads at each authority, to ensure compliance with local media relations/communications protocols. As and where appropriate, relevant Ward members to be contacted to ensure they are informed about activities and issues, and to be provided with an opportunity to comment.

Final draft to be circulated to key partners (Clinton Devon Estates, RSPB, National Trust, DWT etc) prior to release:

- Emma Percy, Teignbridge District Council  
[Emma.pearcy@teignbridge.gov.uk](mailto:Emma.pearcy@teignbridge.gov.uk) (01626 215164)
- Alison Stoneham, East Devon District Council  
[AStoneham@eastdevon.gov.uk](mailto:AStoneham@eastdevon.gov.uk) (01395 517581)
- Steve Upsher, Exeter City Council  
[stephen.upsher@exeter.gov.uk](mailto:stephen.upsher@exeter.gov.uk) (01392 265103)

As best practice, releases directly concerning key partners to also include a quote from a relevant partner spokesperson and be agreed with respective partner communications lead.

### **Website**

All online documents relating to the Committee to be saved to the website of the authority holding administrative responsibility.

All news and updates relating to the project will be shared on the Exeter and East Devon Growth Point website, as well as links to appropriate resources on respective Councils' websites as necessary. Documents can be duplicated on Councils' websites if required.

### **Social media**

To agree social media activity with communications partners and determine positioning of social media messages.

### **Collateral**

All collateral to feature 3 Councils' logos and to be approved by all Council logos to be used on a case by case basis, agreed with the respective Communications Lead and Delivery Officer (E.g. Dog Project collateral may require low government presence) Specific Habitat Regulations Executive Committee logo to be used on all collateral.

**Neil Harris  
Habitat Regulations Delivery Officer**

**South East Devon  
Habitat Regulations  
Executive Committee  
June 2016**