

**C-SCOPE Communications Task and Finish Group**  
**Friday 21st August 2009 – 1.00 pm – 4.30 pm**  
**Environment Meeting Room, County Hall, Dorchester**

<p><b>Present:</b></p> <ul style="list-style-type: none"> <li>• Ness Smith, C-SCOPE Project Officer (NS)</li> <li>• Paul Pinnock, Castle &amp; Park Manager, Lulworth Estate (PP)</li> <li>• Michael Carhart-Harris, Public Relations Officer, DCC (MCH)</li> <li>• Martin Gershon, Specialist, Communications. Regional Advocacy and Partnerships team, Natural England (MG)</li> <li>• Sarah Welton, Marine Consultant (SW)</li> </ul>	<p><b>Apologies:</b></p> <ul style="list-style-type: none"> <li>• Brian Cooper, Managing Director, Resort Marketing Ltd</li> </ul>
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1.	<p><b>Introductions</b>  NS welcomed everyone, and thanked them for attending on a Friday afternoon.</p>	
2.	<p><b>Communications Strategy – final comments</b>  NS thanked MG for his input on the Strategy, and confirmed that she had made most of his suggested amends. The group agreed that they were happy with the Strategy, and NS said it would now be sent to the Steering Group for final approval, before going to the JTS.  <b>Action: NS to send Strategy to Steering Group</b></p>	<b>NS</b>
3.	<p><b>Coastal Community Engagement</b>  NS described how C-SCOPE intends to conduct a series of community ‘information gathering’ sessions in November, to explain what C-SCOPE is, why it is being done, and to capture how, when and where people use the Marine Management Area. She also said how C-SCOPE would like to come up with a catchy name/acronym for the process, which is hoped to become a national template for this kind of work. The Group discussed how this should best be conducted. They felt it was important to use these sessions to foster a sense of pride and ownership in the MMA – that they can contribute and that they matter. We also need to be aware that people might be suspicious of why we are asking for this information, so we must ensure clarity of message. Key points were:</p> <ul style="list-style-type: none"> <li>• Publicity – best to use local radio, parish magazines and local free papers – eg Purbeck Advertiser and Swanage &amp; Wareham Gazette.. Maddie Pfaff is the contact for Lulworth, Winfrith &amp; East Cholden Parish Magazine. Your Dorset was also suggested as a good place to publicise the events. Could also use flyers in local businesses. PP suggested ‘Your coast, Have your say’ would be a strong message. Parish magazine deadlines in <b>three weeks</b> for October editions</li> <li>• Locations – the group thought that five locations would be suitable; Durlston, the Heritage Centre or village hall at Lulworth, Kimmeridge Marine Centre (SW said that Kimmeridge holds its own village meeting, and this might be a good way to engage with this community; contact is Anthony Byrd), Somewhere in Osmington; maybe the 3D education centre, but maybe the community too small here to worry about? Weymouth &amp; Portland Sailing Academy – perhaps two meetings here? Would be good to ‘add value’ with a tour around the Academy.</li> <li>• Who we should be approaching – concerns about statistical validity and engaging with as many people as possible. We should conduct another ‘session’ in the summer to capture tourists. Should we be going out to the community ie, clipboard approach, rather than expecting people to come to village halls? Could we use technology – interactive maps – for remote users? MCH said DCC is using multi-choice handsets successfully for community engagement. The Group felt that it was important to capture as many people’s use patterns as possible; NS cautioned of quality vs quantity of data.</li> </ul> <p><b>Actions: MCH to send NS details of local press contacts.</b>  <b>NS to put together a draft strategy for these sessions, and send to T&amp;F</b></p>	<b>MCH NS</b>

	<p><b>Group for comment and further input.</b>  <b>Group to come up with five catchy names for the process</b>  <b>NS to ask Steering Group about who we should involve and how.</b></p>	<p><b>ALL</b></p> <p><b>NS</b></p>
4.	<p><b>Public Facing Website</b>  NS explained to the Group that there was no budget to adapt or alter the existing C-SCOPE website to appeal to the general public. She said that public focus would be on Coastal Explorer Interactive (CEI) – A map based interactive tool that covers the whole of the Dorset Coast. It will enable the user to plan a day on the Dorset Coast, with a strong focus on sustainability. There is a specific T&amp;F Group for CEI, but NS asked for input on marketing the product, as well as renaming it.</p> <p>The Group felt that they the community engagement sessions would be a good place for market research; although this will not capture tourists. MCH informed that there is a PR officer is to be recruited for Team Dorset in the next couple of months – and they should be able to have useful input to CEI. People were unsure of what sort of budget should be allocated to promoting CEI, but MCH said he would ask colleagues. It was felt that local promotion would be fairly easy; SW said she had many contacts for Yacht Clubs, tourist boats and individual sailors via Poole Harbour Commissioners and would be happy to liaise with them. National promotion could be via links/banners on other Dorset and strategic websites. Also TICs and libraries would be good for flyers.</p> <p><b>Actions:</b>  <b>MCH to ask colleagues about marketing budget for CEI</b>  <b>Group to come up with three potential names for CEI (must be clear somehow that it is for Dorset)</b>  <b>NS to ask Brian Cooper and Tim Rose about marketing budget</b></p>	<p><b>MCH</b></p> <p><b>ALL</b></p> <p><b>NS</b></p>
5.	<p><b>Communication opportunities; professional and public</b></p> <p>It was felt that the Community Engagement sessions would provide a really strong opportunity for communicating with the local public. The forthcoming MSP/Indicator conference was also felt to be a strong communication message; pre conference we could focus nationally and locally on C-SCOPE and its link to the Olympics, post conference we could focus more at a local scale – we've heard from the experts, now have your say... should do this via media releases.</p> <p>Actions:  NS to draft media releases and circulate to Group for input/approval.</p>	<p><b>NS</b></p>
6.	<p><b>AOB</b></p> <p>There was no AOB. NS thanked everyone for their input. Next meeting to be scheduled via Doodle.</p> <p><b>Action: NS to arrange next meeting via Doodle.</b></p>	<p><b>NS</b></p>