

	<p>would look into it. She also said that DCF hoped to attend as many events over the summer where such leaflets could be handed out.</p> <p>The Group reiterated that community engagement was vital. It was agreed that the basic ideas the Group came up with at the last T&F meeting were a good starting point for this. Village groups/meetings etc would be a good way into communities. TICs were suggested as holding good contacts for local parishes/magazines etc. Village websites were also recommended, as well as local pages of the Dorset Echo.</p> <p>The Group also mentioned that Portland should be considered, as residents here often felt 'left out'. PP said advised that when talking to communities around Lulworth, one of the inevitable questions would be about the continued use of the ranges. NS said the marine plan would address relevant timescales, and this issue would be considered. Best contact at the MoD for this is Lt Col James Coward at the AFV Gunnery School.</p> <p>PP said it was important that we tell people what the data we are gathering is used for. A two stage process was discussed – presenting the project first of all, then a follow-up drop-in session (the GBRMP re-zoning used this successfully). PP suggested a local representative should be identified, who could act as a conduit between community and the project team. NS said that a similar idea was part of the newly-funded Pathfinder project and she would talk to Ken Buchan about it.</p> <p>The Group felt that this was a logical engagement strategy, and were happy for that as many of the people contacted via the interactions matrix and user groups would also be members of coastal communities, this would create a level of interest and</p> <p>MCH asked if the Communication Strategy would be updated. NS said that she would update, and circulate to the Group.</p> <p>Action: NS to update and circulate Communication Strategy. Also look into costs of producing leaflet.</p>	NS
5.	<p>New Media Opportunities</p> <p>NS informed the Group that social networking had been discussed at the last Steering Group meeting, and asked them if they thought this was worth pursuing. The Group had a discussion about Twitter, and how it works; concluding that for the number of followers we might attract, it wouldn't be worth the time effort required. YouTube was considered a good idea – NS was going to talk to a creative contact to discuss a potential script. SW mentioned the MCA/RNLI calendars which had humorous cartoons might also be a source of inspiration. MCH mentioned that DCC has in-house video production facilities via DCET (they charge). DCC can also set up a Blog via the Dorsetforyou team. This was seen as perhaps more suitable than Twitter but, again, time resource is an issue. MCH suggested that a Facebook group would be a good idea, and also joining other groups (e.g. surfers, jetskiers etc) would be an excellent way of contacting 'solitary' sea users i.e. those not part of a club.</p> <p>Action: NS to set up Facebook Group and talk to creative contact.</p>	NS
6.	<p>Getting the media excited!</p> <p>NS told the Group how difficult it was proving to excite the press about marine planning. She said she had written a press release about the MSP conference, but this had not been taken up. Countryfile had also been in touch, but were only interested if they could film us doing something! It was agreed that it was not worth sending out regular releases just for the sake of it, and that we should wait for the more 'exciting' bits of news, such as the Seabed map, Seascope, results of the interactions matrix etc. NS apologised that she hadn't circulated the press release, and said she would send it to the Group so they could see it. She also asked the Group to see if they could think of any new approaches.</p> <p>Action: NS to circulate conference press release.</p>	NS
7.	AOB	

	<p>NS suggested that the Group would not need to meet again until the late Spring, but that she would continue to contact the Group for their views and assistance when needed. The Group agreed to this.</p>	
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