



SOUTH EAST DEVON
HABITAT REGULATIONS
PARTNERSHIP

South East Devon Habitat Regulations Executive Committee

South East Devon Wildlife branding update

Anne Mountjoy, Communications Officer
January 2024



Exeter
City Council



Teignbridge
DISTRICT COUNCIL
South Devon

Legal comment/advice:

There are no substantive legal issues to be added to this report.

Finance comment/advice:

No direct financial implications arise from the report.

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

Recommendations

It is proposed that the Executive Committee:

1. Notes the branding update for South East Devon Wildlife, South East Devon Habitat Regulations Partnership and South East Devon Habitat Regulations Executive Committee.
2. Approve the revised communications protocol for the partnership and Committee.

Equalities impact: Low

Risk: Low. This report provides an update on branding for the work of South East Devon Wildlife.

1. Summary

1.1 South East Devon Wildlife (SEDW) is the public facing brand for the South East Devon Habitat Regulations Partnership and South East Devon Habitat Regulations Executive Committee.

1.2 A recent review of how the organisation, partnership, project work and committee are referenced has shown that standardisation of our name would reinforce and improve the awareness of the organisation and the work carried out.

2. Findings

2.1 An internal review of the South East Devon Wildlife (SEDW) brand has been carried out. The review found that the work of officers, the work of the partnership and the work of the committee are referred to in different ways.

2.2 Since its launch, SEDW officers have strived to increase engagement with the public by using plain English. For example, Habitat Mitigation Officers are now called Wildlife Wardens.

2.3 A standardisation exercise was carried out on digital communication channels to increase brand awareness and search engine optimisation. Where possible, digital communications channels are now named South East Devon Wildlife or derivatives of that.

2.4 To extend the standardisation work, it is recommended that the organisation and its work should be consistently referenced as South East Devon Wildlife. This change will mean that references to our work will consistently use South East

Devon Wildlife, across all comms, including when writing news stories for partners' communications.

2.5 For example, new website text for 'about us' would be:

South East Devon Wildlife (SEDW) is a partnership of Exeter City, East Devon and Teignbridge District Councils (specifically referred to as the South East Devon Habitat Regulations Executive Committee (SEDHREC)) and officer working group, (specifically referred to as the South East Devon Habitat Regulations Partnership (SEDHRP)).

SEDHREC oversees the work of SEDW and is legally required to make decisions and recommendations across the three authority areas to protect three internationally important conservation sites.

The Committee operates through a delivery manager and the SEDHRP, to protect places such as the Exe Estuary, Dawlish Warren and the East Devon Pebblebed Heaths for future generations to enjoy.

2.5 Where it is not possible to use South East Devon Wildlife, South East Devon Habitat Regulations Partnership or South East Devon Habitat Regulations Executive Committee will be used when the appropriate governance group is referred to.

2.6 The communications protocol should be updated in line with this. See Appendix 1.

Anne Mountjoy
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South East Devon Habitat Regulations Executive Committee

January 2024

Natural England comment:

Natural England have reviewed the report and have no further comment.