



SOUTH EAST DEVON
HABITAT REGULATIONS
PARTNERSHIP

Habitat Regulations

Communications Protocol – January 2024

Memorandum of Understanding between the Communications teams at:

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

The principal objective of Habitat Regulations mitigation communications is:

To promote the work of the South East Devon Habitat Regulations Executive Committee (and Partnership) (SEDHREC/SEDHRP) in a consistent and coordinated manner.

Including:

- Agree main point of communications contact.
- To achieve agreement on key messages about the Mitigation Strategy and activities.
- To manage proactive and reactive media activity and relations to ensure appropriate recognition of partner authorities in funding joint initiatives (SANGS and other site-specific measures such as visitor access improvements, Exe Patrol Boat, Exe wildlife refuges, etc.).
- To manage content for social media and website.
- To manage the South East Devon Wildlife brand as the external face of SEDHREC and SEDHRP.
- To provide support for campaigns and events, where necessary.
- To keep key partner (National Trust, RSPB, DWT, Clinton Devon Estates, Exe Estuary Management Partnership) communications departments updated and informed of SEDW project communications.

Requested communications protocol:

Lead comms officer to remain as Anne Mountjoy, East Devon District Council (EDDC), due to experience of working in a split role across Exeter and East Devon Growth Point and Teignbridge District Council. Anne currently works for EDDC Growth, Development and Prosperity team and provides comms support for similar cross-boundary partnerships (eg Clyst Valley Regional Park).



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Communicating with Members

Each Committee member will be supported by their appropriate council comms contact, with assistance from SEDHREC comms officer.

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 communications team for review/reply.

Media releases

All media releases to include a quote from the Chair of SEDHREC (who rotates between the three councils). If appropriate, each Council's Committee member can be asked to provide a quote. These must be approved by respective communications leads at each authority, to ensure compliance with local media relations/communications protocols. As and where appropriate, local comms leads to contact relevant Ward members to ensure they are informed about activities and issues, and to be provided with an opportunity to comment.

Any partners directly involved to be asked to provide a quote.

On despatch, releases to be circulated to key partners (Clinton Devon Estates, DWT, RSPB, etc).

Key comms contacts:

- Louise Raymond, Teignbridge District Council
Louise.Raymond@Teignbridge.gov.uk (01626 215164)
- Andrew Hopkins, East Devon District Council
ahopkins@eastdevon.gov.uk (01395 517581)
- Steve Upsher, Exeter City Council
stephen.upsher@exeter.gov.uk (01392 265103)

Key technical/policy contacts:

- Neil Harris, EDDC/ECC/TDC
nharris@eastdevon.gov.uk (07890 626 291)
- Jill Day, Exeter City Council
Jill.day@exeter.gov.uk (01392 265615)
- Fergus Pate, Teignbridge District Council
Fergus.pate@teignbridge.gov.uk (01626 215466)



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Branding

Brand simplicity and consistency is key to raise awareness, understanding and reach of our work. All brand references use South East Devon Wildlife, including on the website, social media and our engagement team are 'Wildlife Wardens'. When referring to the organisation where appropriate, South East Devon Wildlife should be used. In circumstances where the Committee or Partnership are referred to specifically, then South East Devon Habitat Regulations Executive Committee and South East Devon Habitat Regulations Partnership can be used.

Website

All news and updates relating to the project will be shared on www.southeastdevonwildlife.org.uk, as well as links to appropriate resources on respective Councils' websites as necessary. Documents can be duplicated on Councils' websites as required.

Social media

South East Devon Wildlife/Devon Loves Dogs officers manage their own social media channels, with training, advice and guidance from SEDHREC comms officer. Where appropriate social media messages to be shared by communications partners.

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

(Eg Dog Project collateral requires low local authority branding)

Specific Habitat Regulations Executive Committee logo to be used on all collateral.



Exeter
City Council

