

2014 Exec Office comms opportunities planner

Organisational priorities: plant health, green economy, Grown in Britain, forest cycle, wildlife management

Additional Exec Office priorities: arts on the PFE, skills & apprenticeships

Date	Opportunity	Notes	Match to organisational priority	Partner organisations involved	FC Chair/ Director/ Senior Management involvement	Ministerial involvement	FC news angle/ key messages	Other promotional opportunities	Success measures	FC lead	Comms lead
Feb TBC	NFI woodland area maps and reports (final)	Publication of final GB, county and regional maps and reports (provisional GB and country reports published 2011)	PH, GE, GiB, forest cycle, WM	GiB (for link to forest production planning)	Quote for Chair, WH or RC	No	Most robust and comprehensive stats and maps ever; great baseline for planning all aspects of forest management & expansion	Twitter, stakeholder engagement	Take-up of press release/s; retweets and favourites; website visits and downloads	Peter Weston/Ben Ditchburn	Charlton Clark
Feb TBC	Launch of Science and Innovation Strategy	Could be a possibility to launch at Tree Health Summit, depending on content of strategy in relation to plant health science.	Plant health	Forest Research						Roger Coppock	Charlton Clark?
11/02/14	Announcement of the Jerwood Open Forest commissioned artwork	One project from the Jerwood Open Forest exhibition will be selected by the panel of leading practitioners and project partners to receive a £30,000 commissioning budget to realise their proposal.	Arts on the PFE/ green economy	Jerwood Visual Arts	Chair and Director have event in diaries	No	Use the national reach of this project to raise awareness of arts across the PFE and their importance for attracting visitors to woods and forests.	Pitch to national lifestyle broadcast to follow the creation of the commissioned work.	Recognition of FC's support of arts projects as new ways to engage people with forests.	Hayley Skipper	Katrina Podlowska
14/02/14	Highgrove forestry skills and apprenticeships meeting	HRH The Prince of Wales is hosting a meeting on forestry apprenticeships and skills at Highgrove on 14 February. Focus for FC will be on leadership, collaboration and enabling the sector to work better together to help each other. Ian Gambles will facilitate the afternoon series of workshops.	Skills & apprenticeships	Duchy Estate, CLA, Confor, Grown in Britain and others	Ian Gambles will facilitate session on skills for future and bringing together partners in sector to help deliver objectives.	No, but HRH The Prince of Wales is attending	The Forestry Commission wants to build on the great work that is happening already to help create relationships and facilitate the development of forestry skills.	Photography at event (from lunchtime and incorporating workshops) and follow up release with quotes from attendees. TBC with Clarence House	Agreements reached to enable partners to work together to overcome issues and deliver more successfully on forestry skills.	Steve Fowkes	Katrina Podlowska
Mid March	Become a forest ranger for a day competition - south district	The South District is running a competition with regional schools, scouts and brownies to win the chance to spend the day with a FC ranger. High profile judges include Helen Skelton and Steve Backshall. Entries are to tell FCE what they love about trees and woodlands. Entries via video, a poster, or a short piece of writing	skills and apprenticeships	Go Ape, CITF	Director to potentially sit on judging panel	No	Forestry Commission wants to inspire children to love forests and understand more about how they are cared for.	Regional PR surrounding competition; filming by BBC South	FC messages are clear and well used; high level of positive coverage; IG noted in comms	Libby Burke	Libby Burke
13/03/14	Defra Green Infrastructure Partnership transition event	Defra are handing over facilitation of the Green Infrastructure Partnership (a NEWP commitment) to the Town and Country Planning Association. This Ministerial event will celebrate the work that has occurred over the first 2 years of the partnership. NB Pam Warhurst will be speaking at this event.	Green economy	NE, Defra	IG not able to attend. Jane Hull will see if another FC rep can attend (Mark Durk?)	Lord DeMauley	Green Infrastructure Partnership is handed over to the sector.	TBC	FC maintains profile as leader in expertise and research to inform urban forestry.	Jane Hull	Katrina Podlowska
3/3/14-9/3/14	Climate Week	TBC whether ready in time: first Pending Issuance Units go on sale from WCC-certified woods - press release	Green economy	Markit Environmental Registry	Chair/Wilma Harper/Roger Coppock?	No	Announcement that "pending issuance units" are being offered for sale on Markit registry for first time.	FC will use social and poss traditional media to share work and messages on climate change.	Use of PR, retweets etc	Charlton Clark	Charlton Clark/ Katrina Podlowska (CC on leave during week)

30/03/14	Forest Discovery Day (ties in with English Tourism Week 29/3-6/4)	All districts to participate. Events to be planned at main visitor centres and all to display branding. Aim is to encourage visitors to FC woods and forests to discover more about how/ why forests are managed and how they can support this work.	Green economy/ forest cycle/ plant health	N/A	Director quoted in PR	Dan Rogerson quoted in PR - TBC	Use Public Opinion of Forestry 2013 stats - 90% feel forests are places for relaxation but 30% are too busy to visit. TBC	Social media, onsite opportunities	Use of PR, key messages, sign up to events	Josephine Lavelle	Katrina Podlowska
April - TBC	Red Squirrel Seminar	This involves the proposal that red squirrels are reintroduced on the Duchy Estate in Cornwall. An event may involve several agencies debating the possible reintroduction.	Wildlife management	TBC	IG to attend?	TBC	TBC	TBC	TBC	Rebecca Isted	Stuart Burgess
2/4/14-3/4/14	ICF Trees, people and the built Environment II: Urban trees research conference	ICF hosting, Forest Research and Forestry Commission are conference partners. FR colleagues have speaking slots. Jane Hull establishing if IG can have a panel chairing role. Location: Edgebaston, Birmingham. See http://www.charteredforesters.org/conference2014	green economy	ICF, FR and others	2 free tickets for the conference plus VIP invitation to the Conference Drinks and top table seating. Need to agree senior FC attendance (IG and SH?). Opportunity for IG to give closing plenary speech - Jane Hull is following up.	No	Overall key message is FC as the provider of knowledge, evidence and information to help delivery bodies (such as Local Authorities) to both create and maintain a high quality urban forests and green infrastructure	Rogger Coppock will draft an article for the conference brochure and author as IG.	TBC	Jane Hull	Katrina Podlowska
Late April / early May	Oak processionary moth larvae emergence	Beginnign of main danger period for hman and animal health, and of main thrust of control operations	Plant Health	Public Health England, Kew, Royal Parks, London LAs and W Berks Council, Defra etc	Alison Field? Could go higher	No	As well as usual "alert" comms re the dangers and reporting, opportunity to restate success of last year's operations	Twitter, partners' comms teams and outlets, stakeholder engagement	Take-up of press releases; no. of media interviews; retweets and "favourites; numbers of caterpillar and nest reports; Numbers of leaflets uplifted; website visits;	Andrew Hoppit (London)	Charlton Clark
01/05/14	RFS NDG James memorial Conference	PK for details	forest cycle/ plant health	FR, Confor	Interim Chair/ Chair	TBC	TBC	TBC	TBC	TBC	TBC
28/05/14	RE:Leaf London Tree and Woodland Awards	This is the 6th annual Awards event, building on the successes of previous years. In the past the event was held in December, but in 2013 was moved to May to align with London Tree Week (LTW) and celebrate the work that has taken place right through to the end of winter.	Green economy/ forest cycle	GLA, Tree Council, Major's Street Trees, London Tree Officers Association	Director and or Chair to address guests during ceremony and FC to judge awards	TBC	FC as the provider of knowledge, evidence and information to help delivery bodies (such as Local Authorities) to both create and maintain a high quality urban forests and green infrastructure	TBC	FC maintains profile as leader in expertise and research to inform urban forestry.	Craig Harrison	Katrina Podlowska
Late May / Early June	OPM nest building	Beginning of period when OPM nests appear in oak trees	Plant Health	Public Health England, Kew, Royal Parks, London LAs and W Berks Council, major London landowners, Defra etc	Alison Field? Could go higher	No	Opportunity to remind residents of affected areas of dangers and to report any nests and caterpillars they see	Twitter, partners' comms teams and outlets, stakeholder engagement	Take-up of press releases; no. of media interviews; retweets and "favourites; numbers of caterpillar and nest reports; Numbers of leaflets uplifted; website visits;	Andrew Hoppit, London	Charlton Clark
July - August	Asian longhorn beetle emergence	Altho not expected, there is risk of importing ALB in woden packaging - opp'ty to raise awareness at and around sites where wooden crates from Far East are landed and unpacked.	PH	Fera, Defra	Higher the better.	Unlikely	Accidental introd'n is constant threat, so vigilance essential to preventing outbreaks	Twitter, stakeholder engagement, posters in relevant workplaces. Needs to be steered past Defra	Take-up of press releases, use of posters, retweets; website visits	John Morgan	Charlton Clark

