

Annex 9.8 Dissemination/publicity list

Public awareness and dissemination of results	Output	Reactions/feedback	Planned completion date	Date completed	Partner
E1.1 – 1.5: Co-ordinating Project communications	- 1 Communications strategy and toolkit	All partners have shown consistent use of guidance and project logos	N/a	31/10/02	HCC
	- 1 dissemination action plan		N/a	31/01/04	HCC
	- 10 technical reports	Positive comments received from EC after Year 2 progress on success of coordinated communication	4 monthly	4 monthly	HCC
	- 8 Communication Team meetings		4 monthly	4monthly	HCC
	- Vol. 1 photo library (553 project images)		end of 2003	May 2004	HCC
- Vol. 2 photo library		30/09/06	30/09/06	HCC	
E2.1 – 2.5: Events and Community interaction	- Launch event	10,000 people attended the festival Over subscribed, 23 members of the public, including from beyond Hampshire. Stand generated interest from students 15,000 visitors to display, 5000 children's' quizzes completed Positive feedback from members of the public Parish council representatives attended	Dec 2002	Dec 2002	HCC
	- First public information days		N/a	04/07/03 - 05/07/03	FC
	- Hampshire Water Festival Stand 2003		16/08/03	16/08/03	HCC
	- Public guided river walk of 2003 restoration (Rhinefield)		22/05/04	22/05/04	FC/EA
	- Hampshire Woodfair stand		22/05/04	22/05/04	NT
	- New Forest Show stand		27/07/04 - 29/07/04	27/07/04 - 29/07/04	FC lead all Partners
	- Hampshire Water Festival stand 2004		14/08/04	14/08/04	HCC/EA
	- Public guided walk of 2004 river restoration (Highland Water)		02/10/04	02/10/04	FC
	- Public slideshow		27/01/05	27/01/05	FC/EA
	- River Restorat'n Centre Seminar		Presentation by Tim Holzer (EA) to a wide range of river rest'n practitioners	20-21/04/04	20-21/04/04 –
European Foresters Conference - Vittoria	Presentation by Bryan Boulton on New Forest LIFE projects	15/11/02	15/11/02	HCC	

	EPRO-DG Environment WFD seminar - Brussels	Presentation by Bryan Boulton on Public participation	June 2003	June 2003	HCC
	Young CIWEM conference	Presentation and site visit by Maxine Elliott (EA) to young CIWEM (Chartered Institute of Water & Environmental Management) members	16/09/03	16/09/03	EA
	New Forest Consultative Panel	Presentation by Maxine Elliott (Environment Agency)	04/09/03	04/09/03	EA
	Visit by Danish County Councillors	Presentation on New Forest by Merrick Denton-Thompson, HCC	28/03/04	28/03/04	HCC
	New Forest Consultative Panel	Site visit including project reps from Environment Agency & Forestry Commission	19/05/04	19/05/04	EA
	Local Flood Defence Committee	Maxine Elliott led site visit to Rhinefield including members of the Environment Agency LFDC	07/06/04	07/06/04	EA
	Public event at Wootton Bridge looking at timber extraction using horses	100 people attended this weekend event	05/03/06	05/03/06	FC
	Public heathland restoration walk	19 people attended	14/05/05	14/05/05	FC
	New Forest Show	Partners each attended own stands at this very popular annual event	Late July '05 & '06	Late July '05 & '06	EA, EN, FC, NT
	Hampshire Water Festival	Positive feedback from members of the public	13/08/05	13/08/05	EA, HCC, RSPB

	Guided walk at Anderwood Inclosure.	Well attended by public, looking at riverine woodland restoration	10/09/05	10/09/05	FC
E3.1 – E3.5: Project Publications	<ul style="list-style-type: none"> - 6 Project newsletters - 11 Press releases - 41 published articles - Project leaflets - Wader leaflet - Project posters - Project calendar - Poster produced for European Nature Conservation conference - Folders for end of project events - Layman's report 	<p>1000 distributed 1500 distributed Received a number of enquires from public and positive feedback from WBMF</p> <p>30,000 printed, 20,000 distributed to date</p> <p>5000 copies produced</p> <p>100 printed for WBMF members to promote the project to their organisations. 100 Flyers also printed and distributed to promote New Forest Show stand</p> <p>2 copies of poster</p> <p>60 copies for event 1; 100 copies for event 2</p> <p>1,000 copies produced</p>	<p>Summer 03 Summer 04 Winter 04/05 Summer 05 Winter 05/06 Summer 06</p> <p>One a month</p> <p>30/06/03</p> <p>2004/05</p> <p>January-March '05</p> <p>September '05</p> <p>May 06</p> <p>15 October '06</p>	<p>January 04 Summer 04 Win' 04/05 Autumn 05 March '06 Autumn '06</p> <p>At various times throughout the year</p> <p>30/06/03</p> <p>2004/05</p> <p>23/06/04</p> <p>March 05</p> <p>September '05</p> <p>May 06</p> <p>31 Oct' '06</p>	<p>HCC HCC HCC HCC HCC HCC</p> <p>All Partners</p> <p>HCC</p> <p>RSPB</p> <p>HCC</p> <p>HCC</p> <p>HCC /EN</p> <p>HCC</p> <p>HCC</p>
E 4.1: Project Website	- Website designed and published, including pages on Natura 2000 and previous LIFE2	Website is continually updated and access statistics collated. The WBMF have used it to view	30/06/03	30/06/03	HCC

	<ul style="list-style-type: none"> - Partners only Intranet area setup - Related links pages setup - Home and LIFE3 pages created in French and German 	progress reports and events publicised have drawn in attendees		<p>30/04/04</p> <p>30/04/04</p> <p>31/08/04</p> <p>31/08/05</p>	<p>HCC</p> <p>HCC</p> <p>HCC</p> <p>HCC</p>
On-site interpretation and temporary signs	- 125 sites signed	Project staff have witnessed visitors reading signs and some enquires have been subsequently made	N/a	continuing	EA, FC and NT
Additional dissemination	<ul style="list-style-type: none"> - David Sear (Southampton University) <i>BBC Radio 4</i> Associated TV appearances - EA Fisheries Officers, <i>BBC Inside Out</i> - Bruce Rothnie, <i>BBC South Today</i> - Tim Holzer, <i>BBC British Isles – A Natural History</i> - <i>ITV Meridian TV</i> article on river restoration 	TV and radio promotion has enabled a wide audience, both locally and nationally, to be reached (BBC South Today reaches 5 million viewers)		<p>December 03</p> <p>February 04</p> <p>17/05/04</p> <p>10/11/04</p>	<p>EA</p> <p>EA</p> <p>FC</p> <p>EA</p> <p>EA/FC</p>