



Engagement Group Summary Document 09/06/2020

EG/01.02.20 – Reviewing the minutes from the last meeting

- The baseline survey has now had 22 responses from email reminders and phone calls, which is an improvement on the 8 responses we had at the last meeting, but more could be done.
 - The baseline work took a bit of a backseat with the grant, COVID preparations and conference reorganisation but will become a priority again after the conference on the 19th June.
- As the conference has moved online the actions relating to the conference have now changed. Engagement has been through emails and social media.
 - Schools and youth groups could no longer be involved as these had been dispersed at the current time, however they could possibly be involved in events later in the year or in next years conference.

EG/02.02.20 - COVID-19 - effect on engagement and continuing plan

- Engagement has moved online
 - We are now engaging more with partners through email and social media
 - This will be an important platform moving forward during the continued restrictions, even with lightened restrictions as large gatherings will likely continue to be banned for quite some time.
- There has been a renewed focus on nature, particularly on local nature which we should support and reflect
 - Due to this the conference has taken on a local nature focus with the title “Local people | Local Nature”, we are hoping to have a climate and environment themed event later in the year.
 - We have been reflecting a focus on local nature on our social media but it is important to continue this throughout the transition out of restrictions. **How do we do this?**
- R\\evolution are supporting efforts to increase online engagement by creating a social media calendar, social media graphics, and social media skins for TVNP accounts.
- Attached are documents relating to the progress R\\evolution have made on their work towards a TVNP marketing and communications strategy.

EG/03.02.20 - Small Grant Scheme

- There were 23 applications to the grant scheme
 - Of these 23, 16 were eligible for the grant
 - Of these 14 of the applications were either part or fully funded
- Attached is a list of the successful applicants, awards have not yet been made as these are made in cheques which need to be signed in duplicate and this can not be done until we return to the office.
- There have not yet been any applications before the September deadline but as groups haven't been able to do volunteering work, and as this is still restricted we may see an uptake when restrictions are lifted.
- **LR** Will begin promoting grants after the conference



EG/04.02.20 - Conference:

- The Tees Nature Conference has moved online, we have attached the current programme. The day has been shortened to half a day at the recommendation of the Conference group to keep people's attention
- The day will include online workshops, tours of reserves, PechaKucha's and a panel on local nature.
- The conference is already fully booked so we will be sending out an email asking anyone who now can't attend to let us know so we can free up spaces. We are expecting some people not to turn up, but also for some people to turn up on the day which will probably balance this out
 - We are also looking at putting out a call out on social media after the workshops to invite people to the conference as we are limited in capacity for the workshops, but after that there should be no capacity issues.
- The conference will be recorded and the full conference, along with clips of workshops and talks will be put on the website.
- We will also share clips of the conference on social media.

EG/05.02.20 – R\\evolution

- R\\evolution have also shifted their work online
 - They have been running virtual focus groups with one focus group of partners in may and a focus group for local group members to take place this week
 - The results of these focus groups will then inform the marketing and communications strategy and our focus moving forward
 - As mentioned above they have done a lot of work on our social media accounts providing social media skins both for the conference and for future use and social media graphics.
 - Attached along with this is the current brand guideline with up to date logos, colour schemes and fonts that we will be using moving forward.
 - Part of this has involved designing a smaller logo for use on both social media and in graphics.

EG/05.02.20 - AOB

Any comments on the above, and/or attached documents please send to Rachel and Louise Richards