



Lowland Derbyshire Biodiversity Partnership Forum 2012



Get the message across!



17th November 2012 County Hall, Matlock

A programme of talks, workshops and displays showing how you can get the message about biodiversity across to a variety of different audiences in fun and imaginative ways.

This event is generously supported by Derbyshire County Council.



Conference Twitter hashtag: #LDBAP

Get the biodiversity message across!

In our world of 24 hours-a-day media, and with many demands for our attention, we need effective and imaginative ways to get biodiversity messages across to audiences. How else can we hope to influence, enthuse, or support people to do something proactive for wildlife?

Each year the Lowland Derbyshire Biodiversity Partnership holds a themed Annual Forum for partners and community groups. This year that theme is about Communication.

Our event will look at a number of imaginative ways being used to encourage others to appreciate and respect nature, or to become active volunteers or members of local groups.

Our guest speaker will be [Gordon MacLellan \(aka Creeping Toad\)](#), a Buxton-based story teller who has been involved in many environmental-themed celebration activities around the world. The event will use the Biodiversity Action in Schools Project as a case study to show how local schools have been learning about taking action for wildlife on their patch

Over the last 12 months, the Lowland Derbyshire Biodiversity Partnership has been considering the use of social media, and we will share our thoughts with you on some of the best ways to go about this, and show examples of what other have done around the country.

The workshops on offer will be wide and varied. You can pick up to three, so it's easy to try out different activities in a safe environment and learn from experienced practitioners. Details of the workshops are on the next page of this flier. Please select your preferred choices of workshop when you complete this booking form.

By the end of the event, we hope you will be inspired to try out some different ways to communicate your passion for nature to others. The workshops are designed to give you a range of different techniques to take back to your work or voluntary projects, so you'll be contributing to the 'educational' part of the Lowland Derbyshire Biodiversity Action Plan, too!

There will be plenty of opportunities during the day to share experiences amongst like-minded individuals, as well as to meet other groups and individuals within the county.

How much does it cost?

Attendance at the Annual Forum is **free**, but places must be booked in advance using the attached form.

Who is the event aimed at?

The event is aimed at partners, parish councils, landowners, schools, volunteers, community groups, students and anyone else who wants to find out about different ways of communicating a biodiversity-related message. Anyone can attend the event, but priority will be given to organisations in Derbyshire, or who are already part of the LBAP Partnership.

What is the Lowland Derbyshire Biodiversity Partnership?

The Lowland Derbyshire Biodiversity Partnership is made up of over 90 organisations from the private, public and voluntary sectors who have agreed to work together to deliver the aims of the [Lowland Derbyshire Biodiversity Action Plan](#). The action plan contains targets for habitat management, restoration and creation. Work is also taking place to survey, monitor and conserve species, especially those considered to be in national decline, such as the water vole.

Workshops:

Delegates will have an opportunity to attend **three different workshops. These are designed to be interactive, so please come armed with questions on particular issues.**

1. Using social media effectively – This workshop will look at how we currently engage people with local wildlife and the BAP process. We'll tease out ideas on what else we can do in the future, and include a demonstration of social media tools like Twitter, Blogs and Facebook.

Workshop run by Nick Moyes, Biodiversity Project Officer for the Lowland Derbyshire Biodiversity Partnership.

2. Environmental Fun and Games – Play has long been known to be an important element in learning and development. This workshop will look at why play is important in learning and look at simple games that can be used with groups of children to make a session more fun. Come with a good sense of humour as you will be taking part in the games!

This workshop will be led by an Education Officer from the Derbyshire Wildlife Trust.

3. Read all about it! – Biodiversity projects are usually good news stories and are often lapped up by the local media. Funders often require a press release as part of their conditions and the media can be a difficult environment to penetrate to get coverage. This workshop will explore how to make a good press release and get wider publicity for your projects.

The workshop will be led by tbc

4. Biodiversity Action in Schools – What? Why? How? - Eight Derbyshire schools have recently taken part in a pilot project called 'Biodiversity Action in Schools Project' (BASP). This pilot aimed to enable teachers to lead sessions with their pupils that would encourage them to discover, learn, engage and take action for Biodiversity in their own school grounds, including writing a mini-BAP for their site. As part of the pilot a set of learning resources, games and activities were compiled suitable for age ranges 3 to 16 to help them to understand what biodiversity is, why it is important and how they could take action. This workshop will involve having a go at a selection of these activities, learning how to lead some of them and considering how you could use them for working with your own local young people.

The workshop will be led by Georgina Cass, Derbyshire County Council's Environmental Studies Service Manager.

5. Mucky hands and muddy boots - Ever wanted to set up a group to enable young people to get involved, but not really known where to start? This workshop will cover all aspects of planning, organising and running your very own young volunteers group, with helpful tips on health and safety as well as how to embed ownership and inspire a future generation of environmental guardians.

The workshop will be led by Jo Rawson from the National Trust

6. Biodiversity books: a shape for a storywalk - A practical session exploring techniques for a simple, effective and engaging activity for school and community groups. We'll keep this active, but tight within the time so people can try things out and go away with experience of an activity they could try with groups in their own settings

The workshop will be led by Gordon MacLellan from Creeping Toad

7. Running a successful event – Events are a fantastic way of communicating biodiversity messages to a wider audience. They can range from a guided walk to putting on a celebration day. This workshop will look at the key issues to consider when planning an event including looking at audiences, themes, health and safety, working with volunteers and marketing and publicity.

This workshop will be led by Nikki Wright from the Derbyshire Eco Centre.

8. Sign of the times – interpretation for today and tomorrow

When planning interpretation for your site is your first thought 'Lets put up an interpretation panel'? Why not stop and think about something different? We have planned and installed audio trails, QR code trails and Bluetooth trails on different countryside sites in Derbyshire. This workshop will take an honest look at the highs and lows and share our experiences with you. We'll also look at some of the other gadgets on the market and see what you think.

The workshop will be led by from the Helena Stenton and Laura Bacon from Derbyshire County Council's Countryside Service



Saturday 17th November 2012
County Hall, Smedley Street, Matlock
Derbyshire



9.45 – 10.00	Registration and Coffee
10.00	Introduction Tom French, <i>Ecologist for Derbyshire County Council (Chair for the day)</i> Welcome and Official event opening by Councillor Mike Longden, Derbyshire County Council's Cabinet Member for Education
10.10	Biodiversity, Creatively. Imaginative ways of exploring the principles of biodiversity with community groups – Gordon MacLellan (aka Creeping Toad)
10.40	The Biodiversity Action in Schools Project - Georgina Cass (Derbyshire County Council)
10.55	Demonstration of successful biodiversity uses of social media - Nick Moyes (Lowland Derbyshire Biodiversity Partnership)
11.05	Questions for speakers
11.15	Coffee Break
11.35	Workshops – Session 1 1. Using social media effectively – Nick Moyes (Lowland Derbyshire Biodiversity Partnership) 2. Environmental fun and games – (Derbyshire Wildlife Trust) 3. Read all about it! - tbc 4. Biodiversity Action in Schools – What? Why? How? - Georgina Cass (Derbyshire County Council) 5. Biodiversity books: a shape for a storywalk – Gordon MacLellan (Creeping Toad) 6. Mucky hands and muddy boots - Jo Rawson (National Trust) 7. Running a successful event – Nikki Wright (Derbyshire Eco Centre) 8. Sign of the times: interpretation for today and tomorrow – Helena Stenton & Laura Bacon (Derbyshire County Council)
12.35	Buffet Lunch and time to look around the displays and network
13.35	Workshops - Session 2 as per Session 1
14.35	Coffee Break
14.50	Workshops - Session 3 as per Session 1
15.50	Final discussion and round up
16.00	Finish



Conference Twitter hashtag: #ILDBAP



Lowland Derbyshire Biodiversity Partnership Forum 2012

County Hall, Smedley Street, Matlock. 17th November 2012

Booking Form (please fill in one form for each place)

I wish to attend the Lowland Derbyshire Biodiversity Partnership Forum 2012.

Name:

Position / Job Title (if appropriate):

Organisation/Local group (if appropriate):

Address:

Telephone:

E-mail:

I would like my e-mail details adding to the delegates list

Yes/No

(Please delete as appropriate)

I would like to bring a display

Yes/No

If yes please provide details eg approx size and if you need a table or not, so we can allocate space.

(All displays should be up before 10am and removed after 4pm)

Special dietary requirements:

Any other requirements:

Workshops:

Please choose the workshop you would like to attend with a first (1) second (2), third (3) and fourth (4) choices:

- | | | |
|--|---|--|
| <input type="checkbox"/> 1. Using social media effectively | <input type="checkbox"/> 2. Environmental fun and games | <input type="checkbox"/> 3. Read all about it! |
| <input type="checkbox"/> 4. Biodiversity Action in Schools
- What, Why and How? | <input type="checkbox"/> 5. Biodiversity books: a shape for
a story walk | <input type="checkbox"/> 6. Mucky hands and muddy
boots |
| <input type="checkbox"/> 7. Running a successful event | <input type="checkbox"/> 8. Sign of the times: interpretation
for today and tomorrow | |

To book your place on this event, please return this booking form to:

Debbie Alston c/o Derbyshire County Council, Shand House, Dale Road South, Matlock, Derbyshire DE4 3RY
or e-mail to biodiversity@derbyshire.gov.uk

By Thursday 8th November 2012

If you have any queries regarding the content of the event please contact
Debbie Alston or Nick Moyes 01629 539771 biodiversity@derbyshire.gov.uk

Further copies of programme and booking form can be downloaded from the Derbyshire Biodiversity website
www.derbyshirebiodiversity.org.uk.

Further information, including a location map will be sent to delegates by e-mail or post from 8th November.