

## Comms & Engagement Working Group

15<sup>th</sup> December 2025, 11:00-12:00, Room 313 & MS Teams

<b>Attendees:</b>	Cllr Jo Asher (JA), John Bristow (JB), Rebecca Oakley (RO), Roxsan Keilty (RK), Ben Brown (BB), Danny Smith (DS).
<b>Apologies:</b>	Cat Hartley (CH), Becky Nixion (BN).
<b>Agenda:</b>	<ol style="list-style-type: none"> <li>1. Terms of Reference</li> <li>2. Project Update</li> <li>3. Communications &amp; Engagement plan requirements and timeline.</li> <li>4. Approach to partnership working.</li> <li>5. Any Other Business</li> </ol>

### 1. Terms of Reference:

The proposed Terms of Reference (ToRs) were shared prior to the meeting. DS presented the ToRs to the working group.

JA asked about the membership for the group and if it should be expanded. This was discussed and it was decided the WG should only include partners from the MoU but will ensure that local interest groups/other agencies are included in the stakeholder engagement plan.

**DECISION (CE D001)** – The Terms of Reference were approved as written.

### 2. Project Update:

DS presented the project scope as approved by the Corporate Management Team (CMT).

JB presented on the wider project progress to date. DS also advised that budget has been set aside in the first National Lottery Heritage Fund (NLHF) bid for some support in communications and branding for the project (Circa £15k).

DS also presented the project dashboard and milestones that are relevant to the Communications & Engagement Working Group.

### 3. Communications & Engagement plan requirements and timeline.

A discussion was opened on how to develop a communications plan for the project.

RO raised the need to differentiate the brand to the goals. How do we brand the goals on lot 1 compared to lot 3. JA asked about the plan to send a report to cabinet in Jan. DS advised this was due to the limiting factor being steering from cabinet on what needs to be delivered. DS also spoke about the importance of balancing communications between national/district wide significant and a local amenity.

JB discussed how we approach public engagement for what people of the district want to see on the HDC land holdings. RO advised that before starting public engagement it is important to understand what the bounds of what can be delivered are.

**ACTION (CE A001)** – DS to investigate what limits/blockers may be in place on the land.

JA advised that we cannot start effective communications until we understand what the agreed parameters for the project are. RO agreed more detail on the delivery aims is required before a strategic communications plan can be developed. DS enquired about what established communications avenues could be utilised in this phase. RO advised that the resident’s monthly newsletter would be a good fit in the interim.

JB advised that there is a desire for a rewilding webpage and asked about the complications on getting one set up on the HDC website. RO advised that as of now there is no project webpage, she did say that setting one up is not a laborious task, but we would require some new content to publish. JB advised that he did have some example images from similar projects in other places.

**ACTION (CE A002)** – JB to find some appropriate images to share.

JB did advise that soon volunteer will start ecological monitoring which will provide us with more images about the ecology of the land holdings which can be published. DS also advised of the opportunity to involve local artists.

RK asked that if once a rewilding page is set up, could partners share the copy on their webpages to ensure a consistent message. RO agreed that was a sensible course of action for the short term. In the long term it was agreed that a separate website should be set up to allow greater collaboration. RK asked about who would have the responsibility of hosting a separate website. RO advised that we don’t have an answer at this stage and that would need to be agreed as part of the communication plan. She did also suggest that the ‘Visit Harborough’ webpage could be used as a template for a rewilding webpage.

#### 4. Any Other Business:

JA proposed that meetings move to monthly till the end of March due to the amount of work being initiated.

**DECISION (CE D002)** – The Communications & Engagement Working Group will meet monthly till the end of March 2026.

RO asked about the process to develop a project plan. DS responded with detail about the blockers and time horizon issues to developing a detailed project plan at this stage but that once we move into the master planning phase this will become clearer.

Date of next meeting: To be decided.

#### Summary of Actions and Decisions:

<b>Actions</b>				
<b>Ref</b>	<b>Date Open</b>	<b>Action</b>	<b>Owner</b>	<b>Due Date</b>
CE A001	15/12/2025	Investigate what limits/blockers may be in place on the land.	DS	31/01/2026
CE A002	15/12/2025	Find some appropriate images to share of other Rewilding projects.	JB	31/01/2026

<b>Decisions</b>		
<b>Ref</b>	<b>Date</b>	<b>Decision</b>
CE D001	15/12/2025	The Terms of Reference were approved as written.
CE ce D002	15/12/2025	The Communications & Engagement Working Group will meet monthly till the end of March 2026.