



Buckinghamshire And Milton Keynes Local Nature Recovery Strategy (LNRS) INTRODUCTORY WEBINARS COMMUNICATIONS KIT

1. What are the LNRS introductory webinars?

The LNRS development team will be running a series of webinars to introduce the LNRS and how it affects relevant stakeholders. Each webinar will be specifically geared toward a particular stakeholder group and will address:

- What the LNRS entails and why it is needed
- How it may impact the particular stakeholder group
- What benefits being involved in the LNRS development process can have for the stakeholder group
- How stakeholders can get involved

The webinars will also provide attendees with a chance to ask questions and voice their needs.

The stakeholder / webinar groups are:

- farmers / landowner / foresters
- businesses
- developers
- Town & Parish Councils
- NGOs and community-based organisations
- interested residents.

2. What is the purpose of this communications kit and how should it be used?

We would be grateful for your help in promoting these webinars. This communications kit has been put together to support you in spreading the word about the LNRS introductory webinars among your networks. It includes some basic information and FAQs about the LNRS, as well as a sample email and social media posts, the schedule of the webinars, and registration links. You should also have received a folder with posters for each of the webinars, which you are welcome to use alongside any webinar-related correspondence. We request that you advertise the webinars via your social media channels, newsletters, listservs, and, if possible and appropriate, via emails to any groups or individual for whom you think information about the LNRS may be relevant. While we request you to use the text below, we recognise that you may need to edit the text to, for example, fit within the wordcount of your formats, but we request you to do so in a manner that does not change the core message. You are also welcome to use any of the information provided in the FAQs section of this document. While the email sample provides information for all the webinars, it also allows you to edit it to only include information for specific webinars, should you be writing to a particular type of stakeholder. We also request that you advertise this information as quickly and as often as you can between now and the 28th of July 2023.

3. Schedule of Webinars

The webinars will run from 20th July to 28th July 2023. The links for registration can be found below:

NGOs Or Community-Based Organizations

- 20th July, 2-3pm – [Register here.](#)



[Link: <https://events.teams.microsoft.com/event/66b231ce-11ee-42ee-9d37-ac5104e85f41@7fb976b9-9e28-48e1-8086-1ddabecf82a0>]

Farmers, Foresters, Landowners & Land Managers

- 21st July, 7-8pm – [Register here.](#)
[Link: <https://events.teams.microsoft.com/event/484bfa10-70a4-4bbb-869e-8f6ce85c0f64@7fb976b9-9e28-48e1-8086-1ddabecf82a0>]
- 24th July, 7-8pm – [Register here.](#)
[Link: <https://events.teams.microsoft.com/event/d2f24509-dd69-4f8c-9169-47babb3c5bb9@7fb976b9-9e28-48e1-8086-1ddabecf82a0>]

Developers

- 25th July, 1-2pm – [Register here.](#)
[Link: <https://events.teams.microsoft.com/event/e5b0cd64-23d8-4360-90e3-4113289facd0@7fb976b9-9e28-48e1-8086-1ddabecf82a0>]

Town & Parish Councils

- 25th July, 11am-12pm – [Register here.](#)
[Link: <https://events.teams.microsoft.com/event/ef65e3e2-36b3-460e-bee4-2a7dea1e5447@7fb976b9-9e28-48e1-8086-1ddabecf82a0>]

Interested Residents

- 25th July, 7-8pm – [Register here.](#)
[Link: <https://events.teams.microsoft.com/event/0dec7413-43ab-4654-8abb-de5fdf20d6dc@7fb976b9-9e28-48e1-8086-1ddabecf82a0>]

Businesses

- 26th July, 1-2pm – [Register here.](#)
[Link: <https://events.teams.microsoft.com/event/fc5739e4-55fb-49a5-ad5a-ba57b40f8010@7fb976b9-9e28-48e1-8086-1ddabecf82a0>]
- 28th July, 7-8pm – [Register here.](#)
[Link: <https://events.teams.microsoft.com/event/f868c029-9a01-4bc8-89fe-2eefbe4088e2@7fb976b9-9e28-48e1-8086-1ddabecf82a0>]

In addition, all the links can also be found on the NEP's website at www.bucksmknep.co.uk/nature-strategy/overview/.

4. Email Draft

SUBJECT: Want to improve nature in your area? Register for more info today!

Dear ,

Greetings!



I am writing to advertise an exciting opportunity to help shape how nature – and the wider benefits it provides, such as better health and well-being – can be enhanced and recovered in Buckinghamshire and Milton Keynes.

Led by the Buckinghamshire and Milton Keynes Natural Environment Partnership (NEP), Buckinghamshire Council and Milton Keynes City Council are in the process of developing a LOCAL NATURE RECOVERY STRATEGY (LNRS), which will identify and map priorities for nature recovery in our area as part of a national program.

The LNRS process entails a high level of stakeholder engagement and consultation with various groups including [INSERT GROUP NAME HERE – businesses / developers / town & parish councils / farmers, foresters, landowners & land managers / environmental or community-based organizations / residents of Buckinghamshire or Milton Keynes.] **This means we want to hear from you about what you think is important for nature in your area!**

As a first step, the NEP will be hosting a series of introductory webinars, which will address **what the LNRS entails and why it is needed, how it may impact you, your area and your activities, what benefits being involved in the LNRS development process can have for you, and how you can get involved.** These webinars will also provide you with a chance to ask questions and voice your needs.

Register for the webinars via the links below (if you are unable to make it during any of these times, but would still like to hear about the LNRS, register anyway to receive a recording of the webinar), and **please be sure to forward this information to anyone in your networks for whom it may be of interest:**

NGOs Or Community-Based Organizations

- 20th July, 2-3pm – [Register here.](#)

Farmers, Foresters, Landowners & Land Managers

- 21st July, 7-8pm – [Register here.](#)
- 24th July, 7-8pm – [Register here.](#)

Developers

- 25th July, 1-2pm – [Register here.](#)

Town & Parish Councils

- 25th July, 11am-12pm – [Register here.](#)

Interested Residents

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Businesses

- 26th July, 1-2pm – [Register here.](#)
- 28th July, 7-8pm – [Register here.](#)



Please contact Sachi.Shah@buckinghamshire.gov.uk if you have any questions.

You can also access the webinar registration links at www.bucksmknep.co.uk/nature-strategy/overview/.

We look forward to seeing you there!

[INSERT SENDER DETAILS]

5. Social Media Posts

- i) The Local Nature Recovery Strategy will map priorities to improve nature in your area, and you can have your say! Find out more by signing up for an introductory webinar if you're a farmer / landowner, NGO, developer, Town or Parish Councillor, business, community group or interested resident! Register [here](#).
[LINK: www.bucksmknep.co.uk/nature-strategy/overview/]
- ii) Find out how the Local Nature Recovery Strategy, which will map priorities for nature in Buckinghamshire and Milton Keynes, could have an impact on your work and present exciting opportunities for you! Sign up for a relevant introductory webinar [here](#). [LINK: www.bucksmknep.co.uk/nature-strategy/overview/]
- iii) Are you a [CHOOSE GROUP NAME – businesses / developers / Town & Parish councils / farmers, foresters, landowners or land managers / environmental or community-based organisation / resident of Buckinghamshire or Milton Keynes]? The Local Nature Recovery Strategy, which will map priorities for nature in the area, can impact your work. Register [INSERT RELEVANT REGISTRATION LINK FROM ABOVE] for an intro webinar to hear how and have your say in the strategy development process! Date: [INSERT RELEVANT DATE].
- iv) Are you a [CHOOSE GROUP NAME – businesses / developers / Town & Parish councils / farmers, foresters, landowners or land managers / environmental or community-based organisation / resident of Buckinghamshire or Milton Keynes]? The Local Nature Recovery Strategy, which will map priorities for nature in your area, could provide exciting opportunities for you. Register [INSERT RELEVANT REGISTRATION LINK FROM ABOVE] for an intro webinar to hear more! Date: [INSERT RELEVANT DATE].

6. FAQs

What is the Local Nature Recovery Strategy (LNRS)?

Local Nature Recovery Strategies (LNRS) were introduced in the Environment Act 2021. These are plans that will help drive more coordinated, practical, focussed action and investment to



help nature and people flourish together, whilst delivering wider nature-based environmental benefits. They will consist of:

- A Statement of Biodiversity Priorities, which reflect stakeholder priorities for environmental outcomes, and the actions that need to be undertaken to achieve these outcomes.
- A Local Habitat Map, which will identify the location of areas already important for biodiversity, overlaid by locations considered suitable for delivering the priority outcomes and actions identified by stakeholders.

This new system of spatial strategies will: support efforts to recover nature across England; help planning authorities incorporate nature recovery objectives; support the delivery of Biodiversity Net Gain; and help deliver our national environment targets.

Who is in charge of managing the Buckinghamshire and Milton Keynes LNRS?

Defra will designate ‘Responsible Authorities’ or RAs for each of the LNRSs. In the case of Buckinghamshire and Milton Keynes, the RA will be Buckinghamshire Council. In addition, the LNRS Regulations identify ‘Supporting Authorities’ or SAs, who will act as supporting partners in the LNRS development process. In this case, the SAs will be Milton Keynes City Council and Natural England. The ultimate decision-making lies with the RA, with the agreement of the SAs. For the Buckinghamshire and Milton Keynes LNRS, the RA has commissioned the Buckinghamshire and Milton Keynes Natural Environment Partnership (NEP) to serve as the project manager. Additionally, the LNRS process is meant to be collaborative, and will involve a high level of stakeholder input.

Will attendees have the opportunity to ask questions?

Yes. Attendees will have the opportunity to ask any questions in the webinar chat, and there will be a dedicated Q&A section towards the end of the webinar to answer the questions that may come up.

What will happen to the information attendees provide during the webinar?

There may be some interactive polls / information capture activities conducted during the event. The information gathered via these exercises will not identify any individual or group, unless they wish to identify themselves. The information will not be directly publicly shared, rather be used in a consolidated manner to inform the process and priorities of the LNRS, as appropriate. Attendees will be made aware of how any information they provide will be used prior to the commencement of the activity during the webinar, and participating will always remain optional. Pertinent questions attendees ask during the webinar will be compiled (without any personal identifying information) into an FAQs document that will be published on the NEP’s and Buckinghamshire Council’s websites.

Does registering for the webinar mean the registrant will automatically be signed up for the LNRS mailing list?

No. Registering for the webinar will simply mean the attendees will receive via email the joining link and a recording of the webinar in a single follow-up email. In the follow-up email,



there will be a link to sign up for an LNRS mailing list. Only if attendees sign up through this additional link will they receive additional correspondence about the LNRS.

If someone is unable to attend the webinar but still wants more information, what should they do?

If someone is unable to attend the live webinar, they may access the webinar recording on the NEP's website (www.bucksmknep/LNRS) a week after the webinar date. We also strongly encourage anyone interested in receiving a copy of the webinar to register, even if they are unable to attend, as they will receive a recording of the webinar directly to their email.

Can anyone share information about the webinar?

Yes, we encourage anyone who thinks they may know someone who might benefit from learning about the LNRS to share the posters or re-share any information they receive regarding the LNRS intro webinars. We request, however, that information is not edited to provide any false information about the LNRS or its introductory webinars.

What is the NEP?

NEP is short for the Buckinghamshire and Milton Keynes Natural Environment Partnership. The NEP brings together a diverse range of individuals, businesses and organisations to drive positive change in the local natural environment. The NEP promotes the value of the natural environment in decision making at all levels and takes a strategic view of the challenges and opportunities facing nature. The NEP is working alongside the Local Enterprise Partnerships (LEPs) and the health and wellbeing boards to embed natural environment in growth, economic & health strategies, and develop interventions and programmes for delivery. The NEP is the official project manager of the LNRS. You can learn more about the NEP's work at www.bucksmknep.co.uk.

Who are the speakers?

All the webinars will be facilitated by the Buckinghamshire and Milton Keynes LNRS's Project Manager and Natural England LNRS Senior Advisor. Some sections of the webinars may also include other experts on certain topics, such as Biodiversity Net Gain.

Who should attend the webinars and why?

Anyone interested in learning about the LNRS is welcome to attend the webinars. We do recommend that you choose the webinar that you think is most pertinent to you. The webinar groupings include farmers / landowner / foresters, businesses, developers, Town & Parish Councils, NGOs and community-based organisations, and interested residents. The LNRS is an exciting opportunity with a high level of stakeholder consultation, which means we want to hear from stakeholders about what they think are priorities for nature, how we can align the LNRS with existing work being undertaken to improve and recover nature, and how the LNRS can provide you with opportunities and benefits. Attending the webinar will provide you with more information about why and how you should / can get involved.