

## Programme level stakeholder objectives

We want more people to be aware of the issues so we can better target priorities for mobilising funding and increasing delivery activity in integrated water management.

- Building relationships with stakeholders to enable engagement and participation with the programme
- Project results and lessons learned to be shared, with a view to upscale, transfer and replication elsewhere (UK and EU)





## Our approach

Stakeholder analysis sessions were conducted with both the Collaborative and the Natural Course Programme Management Office

Audiences were identified then mapped onto a power / interest matrix, to ensure all communications and engagement are focused and targeted.

High power – low interest	High power – high interest
Low power – low interest	Low power – high interest





## Key messages

#### **Natural Course: working together...**

#### To improve our rivers

- Healthier rivers
- More rivers reaching Good Ecological Status (GES)

#### To build capacity

- Increase skills, knowledge, resources
- to address and/or reduce the barriers preventing GES
- to deliver improvements to rivers and WFD status

#### For river basin planning

- Improve data and knowledge
- Understanding of innovative solutions and approaches
- Working at a catchment level

#### For multiple benefits

- Mobilisation of funds & cost efficiencies
- Impact on the environment & wildlife mpact on humans

#### To influence others

- Targeting priorities
- Mobilising funding
- Share best practice
- Change policy (internal and external)



# **Engagement plan**

Objective	Specifics	Target Group	Channels	Q1	Q2	Q3	Q4	Q1	Q2	Q 3
Building relationships with stakeholders to enable participation with the programme  Build a network of relationships and partnerships with organisations and individuals who can influence	relationships and	Key players	Newsletter		Х	Х	Х	Х	Х	х
	1 '	Keep satisfied  Keep informed	Social Media	Х	Х	Х	Х	Х	Х	X
	individuals who can		Conferences and briefings		Х	Х	Х	Х		
	Innuence		Project workshops & training sessions	Х	Х	х				
		Networking events	Х			Х			П	
			Site visits		Х		х		Х	

Objective	Specifics	Target Group	Channels	Q1	Q2	Q3	Q4	Q1	Q2	Q 3
lessons learned to be shared, with a view to upscaling, transferring and replicating elsewhere (UK and EU)  Influe stake chang delive Frame	influence the context in which we work	Key players  Keep satisfied	<ul> <li>Website</li> <li>Project updates</li> <li>Project results</li> <li>Case studies</li> <li>News articles</li> </ul>		x	x x	x x x	x x	x x	x
			Conferences and events	х	х	х	х			
			Briefings and meetings	Х	Х	Х	Х	Х	Х	х
OUR WATER, OUR FUTURE			LIFE Networking and events	Х			Х		*/	ife*

## **European engagement**

Common interest in Sustainable Drainage Systems (SuDS) with Estonian LIFE Project Urban Storm.

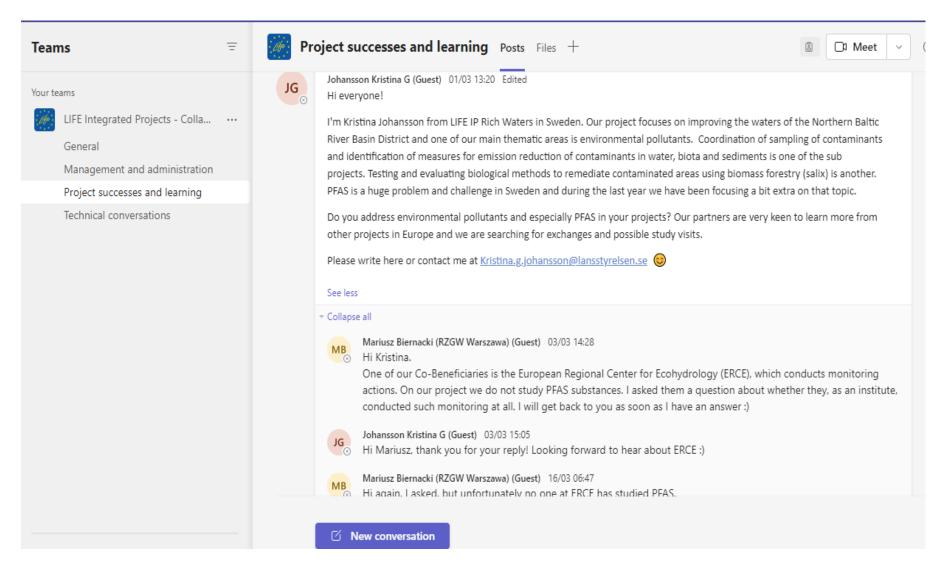
15 Strong delegation came on a knowledge exchange to Greater Manchester.

Natural Course invited to be part of their international conference on storm water systems





### **Online Collaborative Forum**







## **Project example: The Cheshire Hub**

Formed to bring together key organisations and other partners to work collaboratively and develop a joined-up, improved understanding of what was going on in a catchment.

Sharing data on the performance of the catchment and water quality sampling, the Hub aimed to identify operational issues, decide on the likely cause and target interventions at the right locations to deliver the greatest benefit







conversations. We've struggled to come to consensus about what's most important and how we should work together, sometimes forging ahead alone to keep work moving. However, despite that,

the Cheshire Hub made time for key organisations to really think about how we could improve the

Josie Martin, Cheshire Catchment Director, Environment Agency

water environment. We've been able to develop new spatial partnerships with Valley Brook and Bollin Valley Group to take forward our planning work into delivery and develop new funding mechanisms.



