

# Stakeholder engagement - overview

# 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
- Impact 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	Q3	
Building relationships with stakeholders to enable participation with the programme	Build a network of relationships and partnerships with organisations and individuals who can influence	Key players	Newsletter		x	x	x	x	x	x	
			Social Media	x	x	x	x	x	x	x	
		Keep informed	Conferences and briefings		x	x	x	x			
			Project workshops & training sessions	x	x	x					
			Networking events	x			x				
Site visits		x		x		x					

Objective	Specifics	Target Group	Channels	Q1	Q2	Q3	Q4	Q1	Q2	Q3	
Project results and lessons learned to be shared, with a view to upscaling, transferring and replicating elsewhere (UK and EU)	Play an active role to influence the context in which we work  Influence key stakeholders to drive change, to enable better delivery of Water Framework Directive outcomes	Key players  Keep satisfied	Website		x	x	x	x	x	x	
			<ul style="list-style-type: none"> <li>• Project updates</li> <li>• Project results</li> <li>• Case studies</li> <li>• News articles</li> </ul>			x	x	x	x	x	
					x			x			
			Conferences and events	x	x	x	x				
			Briefings and meetings	x	x	x	x	x	x	x	
			LIFE Networking and events	x			x				

# 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

The screenshot shows a Microsoft Teams interface. On the left is a sidebar with a 'Teams' section containing a list of channels: 'Your teams', 'LIFE Integrated Projects - Colla...', 'General', 'Management and administration', 'Project successes and learning' (highlighted), and 'Technical conversations'. The main area displays a chat conversation in the 'Project successes and learning' channel. The chat header includes a 'Meet' button. The conversation consists of several messages:

- Johansson Kristina G (Guest)** (01/03 13:20, Edited):  
Hi everyone!  
I'm Kristina Johansson from LIFE IP Rich Waters in Sweden. Our project focuses on improving the waters of the Northern Baltic River Basin District and one of our main thematic areas is environmental pollutants. Coordination of sampling of contaminants and identification of measures for emission reduction of contaminants in water, biota and sediments is one of the sub projects. Testing and evaluating biological methods to remediate contaminated areas using biomass forestry (salix) is another. PFAS is a huge problem and challenge in Sweden and during the last year we have been focusing a bit extra on that topic.  
Do you address environmental pollutants and especially PFAS in your projects? Our partners are very keen to learn more from other projects in Europe and we are searching for exchanges and possible study visits.  
Please write here or contact me at [Kristina.g.johansson@lansstyrelsen.se](mailto:Kristina.g.johansson@lansstyrelsen.se) 😊  
[See less](#)
- Mariusz Biernacki (RZGW Warszawa) (Guest)** (03/03 14:28):  
Hi Kristina.  
One of our Co-Beneficiaries is the European Regional Center for Ecohydrology (ERCE), which conducts monitoring actions. On our project we do not study PFAS substances. I asked them a question about whether they, as an institute, conducted such monitoring at all. I will get back to you as soon as I have an answer :)
- Johansson Kristina G (Guest)** (03/03 15:05):  
Hi Mariusz, thank you for your reply! Looking forward to hear about ERCE :)
- Mariusz Biernacki (RZGW Warszawa) (Guest)** (16/03 06:47):  
Hi again. I asked. but unfortunately no one at FRCF has studied PFAS.

At the bottom of the chat area is a blue button labeled 'New conversation' with a plus icon.

# 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



Case Study

## The Cheshire Hub

### Environment Agency



Rostheme Mere, Cheshire (Photo Credit: Natural England)

Date carried out  
September 2019 – September 2021

Location  
Cheshire

#### Background

The Environment Agency, United Utilities, Natural England and the Rivers trust have shared objectives to improve the water environment in Cheshire.

#### Project

The Cheshire Hub was formed to bring together key organisations and other partners to work collaboratively and develop a joined-up, improved

Partners  
Mersey Rivers Trust, Natural England, United Utilities, and Weaver Gowy Catchment Partnership

#### Themes



Outcomes  
Valley Brook Catchment Action Plan



### Cheshire Catchment Hub – review and recommendations for future work

Josie Martin (Cheshire Catchment Director)

September 2021

#### Top five learning points

- 1) Clear objectives need to be set by the steering group
- 2) Hub members should be held accountable by the steering group
- 3) The Hub, or steering group need to be able to influence the availability of technical resources
- 4) Smaller task and finish groups, bringing in other people and organisations as necessary, are more successful than the broad remit Hub working group.
- 5) Leadership is critical – someone needs to own and champion the work.

#### 1.0 Background

"The Cheshire Hub hasn't always been easy, we've tested our relationships and had difficult 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 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.

Josie Martin, Cheshire Catchment Director, Environment Agency.





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