



## CHANGING MINDS: Water Stories

06 NOVEMBER, THE GUILDHALL, BATH, 1PM-5PM [www.communicatenow.org.uk](http://www.communicatenow.org.uk)

What are the challenges – and the opportunities – in crafting effective messages for stakeholder and public audiences around water? Join us for this half-day masterclass as we bring together a wide group of environmental professionals to discuss and debate approaches to communicating the value of water to public audiences. Participants will be invited to share stakeholder and audience research, current campaigns, and use of communication channels. We'll be using the Bristol Avon Catchment area as a case study as we hold the event in central Bath, but also explore a wide range of national programmes.

### SETTING THE SCENE

13:00 – 13:15

#### Introductions and Context Setting

- *Councillor Bob Goodman, Bath and Northeast Somerset Council*
- *Savita Willmott, Chief Executive, The Natural History Consortium*
- *Stephen Gledhill, Defra and Communicate committee member*

### OUR CHALLENGE

13:15 – 14:00

Why is communicating environmental issues linked to water so difficult and complex? How effective are we at telling water stories?

#### With provocations from:

- *Adriana Suarez-Delucchi, School of Geographical Sciences, University of Bristol*
- *Helen Ahead, WaterCityBristol Project*

### OUR AUDIENCE

14:00 – 15:00

Our audience: What are the existing stories that audiences hold in relation to water topics? What do we know about the different users and audiences that we collectively engage with?

#### With provocations from:

- *Cleo Newcombe-Jones, Project Coordinator – Waterways and Public Realm, Bath & North East Somerset Council*
- *Rob Ellis, Bristol Water*
- *Niall McLoughlin, University of Bath*

### BREAK 15:00 – 15:30

### OUR PARTNERSHIPS

15:30 – 16:30

What are new and innovative approaches to communicating water stories? Where has partnership made progress, and when can it become too complex?

#### With provocations from:

- *Stephen McCulloch, Corporate Communications, Ofwat*
- *Rob Delius, Stride Treglown*
- *Adrian Fenton, British Council*

### CASE STUDY

16:30 – 17:00

Mark Funnell, Deputy Director of Communications, shares upcoming highlights from Defra's upcoming work on water communication and engagement.

#### Discussion

Communicate brings together environmental communicators from across the UK to discuss, debate and share best practice in environmental communications. Our "Changing Minds" series of masterclass events look in-depth at key issues and techniques, leading to our main national conference each autumn. ([www.communicatenow.org.uk](http://www.communicatenow.org.uk)).

Supported by



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