

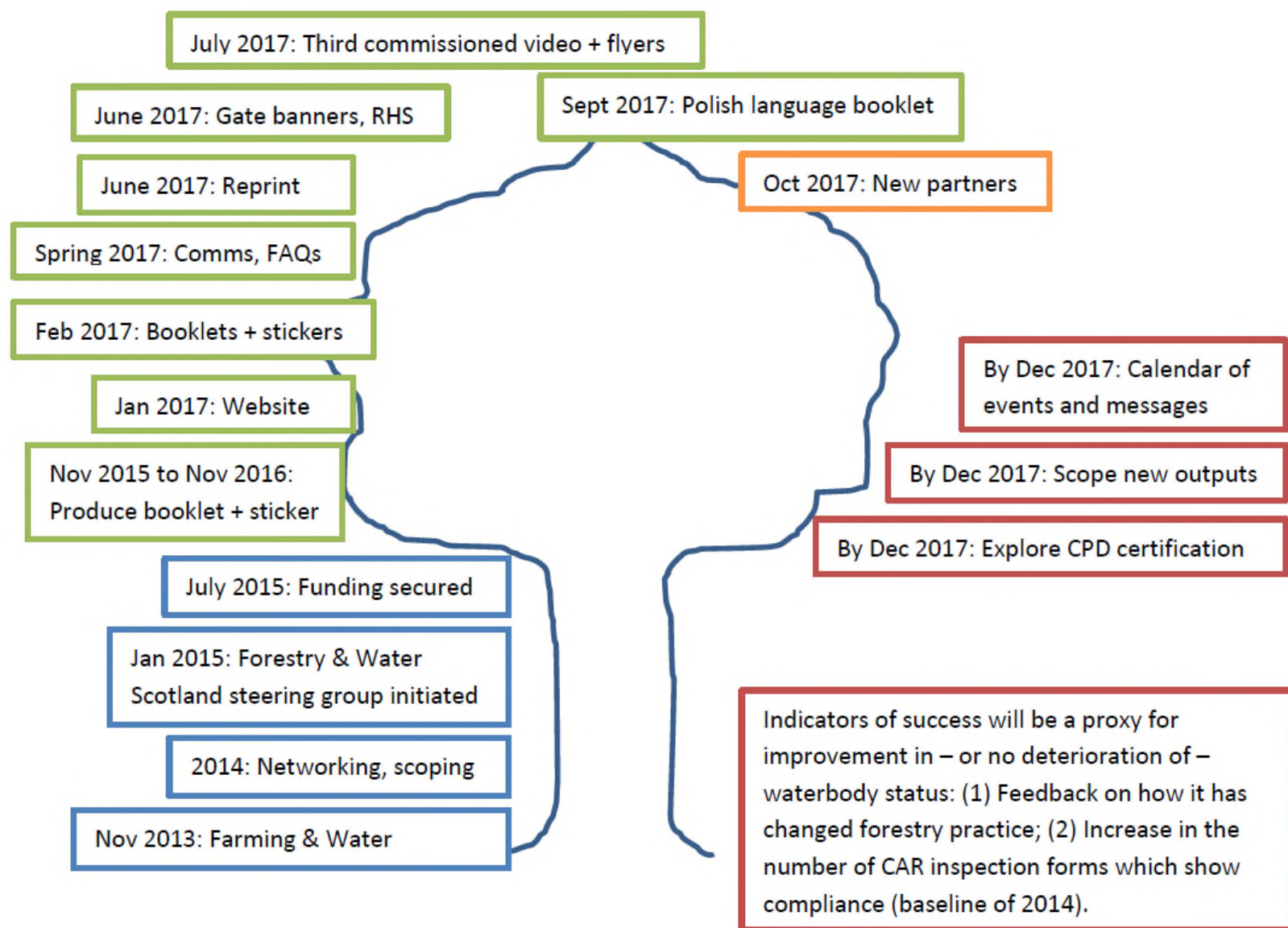


# Forestry & Water Scotland - update

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RDP Plan (2012) - DPMAG will work through sub-groups to co-ordinate resources focusing on specific areas. The process relies on:

- a sound evidence base - ✓ Work by FR and others, published in public realm and often commissioned by FCS.
- clear information - ✓ Based on practitioner experience across the sector, and communicated in practical language and images.
- effective communication strategy - ✓ Using agency comms teams, press items and articles, high profile events, enthusiastic local staff.
- appropriate regulatory measures - ✓ Good water management, and compliance with all relevant legislation, is required by the UKFS.
- appropriate guidance and advice - ✓ Drawing on experience from across the sector; close liaison with Farming & Water Scotland.
- economic support processes aligned to priorities and most effective methods of reducing diffuse pollution - ✓ Good water management (as part of UKFS) is assessed for all grant applications made to FCS, and monitored through grant claim inspections.
- sector buy-in and assistance with communication and co-ordination of the strategy - ✓ Key representatives of the sector are on the steering group; very good response to materials.

- Encourage your forestry-related staff or members to look at our website, consider hosting an event, raise the bar.
- Publicise our resources and our offer of help in your newsletters, websites etc.
- Let me know what works for your staff or members – style of comms, useful field tools, popular events etc.