

- **“Biodiversity”** as a term does not always meet our needs:
 - Don’t like the term;
 - Different audiences – different terms and emphasis;
 - Stuck with the term.
- Share information and current links and the understanding of how you fit in.
Workshops / discussions. Across: LAs, organisation, connected partners, stakeholders.
- Raising awareness – make it relevant to the community we (you) serve. → This ranges from strategic “tools” (policy) to projects on the ground, e.g. tag-along the theme with community fair / festival.
- i) Catchment management for water resource, create new woodland, grazing management, education for farmers.
ii) Water efficiency: Practical advice to customers.
iii) Seeking opportunity for biodiversity enhancement.
- Improvement of WAG/public bodies Estates in respect to biodiversity/access leading to improved health of staff/customers. Compliance with Duty, savings (possibly) in budgets, good public relations.