DRAFT COMMUNICATION PLAN

This communication plan sets out how the National Quality Mark Scheme for Land Affected by Contamination (NQMS) will:

- Identify and engage in dialogue with the key stakeholder groups whose opinions and endorsement is important to the scheme
- Communicate the NQMS workings to a broad audience including the general public, policy makers and industry
- Ensure that the NQMS is made widely available and how it will be monitored and maintained
- Raise profile and visibility of the NQMS scheme.

1. AUDIENCE

NQMS communications will be both externally (outside of the project) and internally (within the Suitably Qualified Persons community). Therefore it is important to understand the key stakeholders that belong to both sets to allow for targeted dissemination.

Communication needs to be broad and allow for technical as well as non technical audiences. Detailed below are the different stakeholders groups that the Land Forum – Professional Standards Sub Group have identified should be kept informed about the progress of the scheme.

The aim of the NQMS is to ensure that the legislative requirements for managing land contamination are met. It relies upon the principle that relevant data will be collected, processed, analysed and interpreted in line with good technical practice taking account of any specific advice issued by the relevant regulatory authorities.

2. PURPOSE OF COMMUNICATION PLAN

The purpose of developing a communication plan is to ensure that a consistent "message" is delivered about the NQMS to internal (SQPs) and external (stakeholders and potential end user) audiences across the wide variety of channels used for dissemination.

External Communication

The important messages to be delivered externally are:

- **Dissemination**
  What is the NQMS
  Providing technical information accessible for non specialist audiences

- **Dialogue**
  Why is NQMS needed?

- **Development/Training**
  Developing and sharing good practice
  Identifying where gaps in information are present
  Auditing
  CPD

3. COMMUNICATION ACTIVITIES

The communication activities of the NQMS need to engage with a wide spectrum of stakeholders both technical and non technical. Detailed below are the different stakeholder groups for communication of different aspects in the delivery chain of the NQMS. This is followed by the identification of different promotional media routes that the NQMS will look to use which will broaden the engagement with non technical as well as technical stakeholders.

Different Stakeholders

The different stakeholder groups identified for communication include the following: Regulators, Problem Owners, Practitioner Networks, Lay Audiences and General Public.

Regulators
Dialogue with this stakeholder group is essential. It will help the NQMS develop a scheme that is robust and will provide regulators with confidence that the scheme will produce quality products. The regulator stakeholder group will also be important in promoting the scheme as it is hoped it will signpost that the NQMS is the level of standard that industry should be working to. and any other concerns that they wish to raise.

Problem Owners, and Practitioner Networks
Dialogue with these stakeholder groups will enable the NQMS to be developed and adopted. It will be important to engage with these groups to ensure that the NQMS is understood fully and how the system is going to work. It will also allow feedback from the different stakeholders as to any concerns that they have about its adaptation and use.

Lay Audiences and General Public
The primary goal of outreach to a lay audience is to create awareness in the general public about the NQMS.

- **Identification of different stakeholder groups**

Stakeholder Groups	Representatives
Regulators	Individual Local Authorities in England, Scotland, Wales and Northern Ireland Environment Agency, SEPA, Natural Resources Wales and Northern Ireland Environment Agency
Government Departments	English Government (Defra & CLG), Scottish Government, Welsh Government, Department of the Environment
Problem Owners	Soil and Groundwater Technology Association (UK)
Practitioner Networks	CL:AIRE EIC SoBRA AGS

Stakeholder Groups	Representatives
	SiLC CIRIA Land Forum Members Regional Contaminated Land Fora Professional Institutions & their Networks eg CIWEM, CIEH, RICS NICOLE
Lay audiences and the wider general Public	LGA Planning Advisory Service

Different Media Routes

Detailed below are the different media routes that NQMS will use to promote the scheme. The different routes have been selected to try and attract the widest range of stakeholders.

Media Channels	
Website	Scheme Website Partner websites – linking to scheme website to ensure consistent message. Eg Environment Agency, LGA, CLG and other Land Forum bodies
Web Based News Networks	Fact sheets/newsletters? CL:AIRE EAlert Regional Contaminated Land Forums JISCmail
LINKED-IN	Contaminated Land Management CL:AIRE
Technical News Journals	Brownfield Briefing ENDS Environmental Analyst

Communication Dates

Outputs	Date
NQMS Approval	October 2015
NQMS Website Development of online declaration scheme	November – January 2016 (subject to funding being in place)
Press Release (kick off)	January 2016
NQMS Website testing	February & March 2016
NQMS Promotion	November 2015 – March 2016
Press Release (Launch)	April 2016
Press Release (after one year)	April 2017
Electronic ealert updates	Monthly
NQMS Website Updates	As required

Conference & Meeting Presentations	As and when requested
Review and auditing of Scheme	Annually

Internal Communication

Internal communication will focus on engaging with Suitably Qualified Persons (SQP) after they have been awarded the SQP status and their names have been uploaded onto the SQP register. The NQMS will provide SQPs with ealert updates on common issues that occur which are inevitable with a new system. It will also engage with the regulator to provide feedback on the number of declarations that have been completed and with the awarding body (ies). Any auditing of the SQP declarations will be undertaken by the regulator independently.