

Midlands Forest Network Partnership : High-Level Audience Audit

Lead Organisation

Sustainability West Midlands

Project Manager: Beck Collins, Senior Sustainability Adviser

Customer:



On behalf of the Midlands Forest Network Partnership

WM Sustainability Roadmap themes addressed:



Project Duration:

February – March 2023

The Project:

Born from the Midlands Engine's Ten Point Plan for Green Growth, a '[Midlands Forest Network](#)' action has been developed. This initiative plans to expand and connect the woods and forests across the midlands, to restore nature, regenerate the economy and benefit the health of communities. In order to achieve these ambitions, it is important to identify and engage with key delivery partners, stakeholders and communities across the midlands. It is not



determined where exactly these connective tracts of woodland will be planted at present, and so the Midlands Forest Network Partnership needed a high level audit of where information on potential audiences is held, what networks already exist to support their engagement, and with which champions or umbrella bodies the Partnerships should be liaising.

Aims:

- To provide a report highlighting audiences in the environmental and social sectors.
- To provide high level recommendations for how best to engage with specific audiences.
- To provide a spreadsheet of contact details for the information-holders, networks and umbrella groups that is GDPR compliant.

Outputs:

- The report provided a list of key umbrella networks for the Midlands Forest Network Partnership to engage with, organised according to sector. This also gave information about each network and how best to engage with them.
- Prioritisation of these networks and contacts to allow the Midlands Forest Network Partnership to plan efficient engagement.
- A GDPR compliant contacts spreadsheet for relevant organisations with named individuals given as contacts as often as possible.

In the Future:

As a membership organization ourselves, with good working relationships across local authorities and other parties in the West Midlands, SWM is itself a key umbrella organization for the Midlands Forest Network Partnership to engage with. We look forward to assisting the Partnership with stakeholder engagement when it begins tree planting in the West Midlands.

Contact Details

For further information on the project please contact the SWM team at enquiries@swm.org.uk.