

# **Communicating effectively: lessons learnt from 2007-13 Rural Development Programme**

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- Communicating what?
- Evaluation of SRDP communications plan
- Evaluation of Scottish NRN
- The Future?



Dram fine start to fishing season on Highland Rover

We need a specialist service to work with GPs

Barra Plane service to be grounded

Aberdeen would be an ideal venue for the winter olympics

Call to aid smaller firms over late payers

Slopes a sellout as skiers flock to resorts

Rescuers brave whiteout to save climber

Funding to fight poverty

Flood fears could hit sports facilities plan

Business leaders want chancellor to back whisky and oil

Ann fights two different types of cancer

Highlanders shine at show

Success breaks down into long hours and a heap of optimism

Putting focus on wave and tidal sectors

Fire crews battle blaze in north village

Turriff stunned as Nairn Recovery seals it

Caithness dig deep to keep their Murrayfield dream alive

Garioch clubmates set Balgownie pace

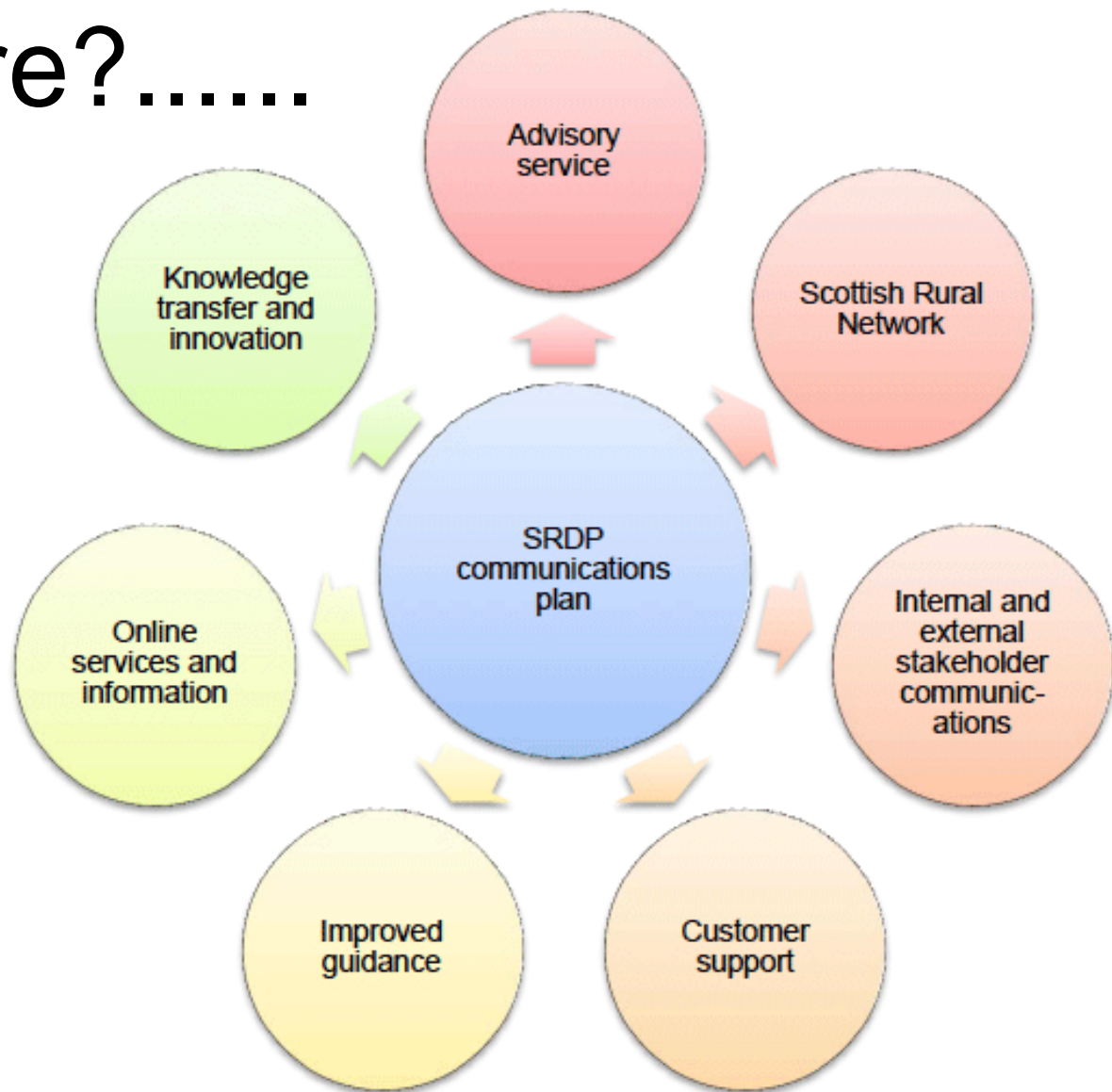
# Evaluation SRDP Communications Plan

- Officials unaware of the communications plan
- Officials unaware of who was responsible for its implementation
- Communications ad-hoc in co-ordination
- Communications scheme/measure specific (if at all)
- SRDP equates to Rural Priorities (an individual scheme)
- Website key source of advice, not always up to date
- Transformational approach to rural development clouded by implementation challenges & scheme delivery

# Evaluation of the Scottish NRN

- Weak engagement and awareness of the NRN amongst stakeholders
- Too focused on certain sections of society
- Too focused on communities
- NRN overlapping with other networks
- Limited use of networking and communications tools
- Limited 'value add' to SRDP

# The Future?.....



# The Future?.....NRN

- Enhance partnership working with full range of rural actors
- Focus on promoting and sharing practices
- Facilitate and promote cooperation
- Work with LDS delivery
- Enhanced role in strengthening RDP communications
- Improved governance – with stakeholders driving work (rather than Government)
- Enhance working relationship with NRNs, UK NRNs and ENRD
- Proactive in developing relationships with networks outside the traditional 'rural bubble'



# Thank you!

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**SRDP communications plan/nrn evaluation:**

[www.scotland.gov.uk/Resource/0043/00439469.pdf](http://www.scotland.gov.uk/Resource/0043/00439469.pdf)

**SRDP 2014-20 area**

<http://www.scotland.gov.uk/Topics/farmingrural/SRDP/SRDP20142012>

**Scottish RDP public consultation:**

[www.scotland.gov.uk/Resource/0044/00440079.pdf](http://www.scotland.gov.uk/Resource/0044/00440079.pdf) (pages 86-90)