

KCAF Briefing Paper – Meeting 11th June 2018

KCAF/NFU Campaign 2018 – Dog attacks on farm livestock

At our last meeting in March we spent some time discussing this issue, noting that the NFU had already launched a # Take the Lead campaign in Sussex and the Isle of White.

Since the meeting I have been in contact with Isabel Bretherton, NFU SE Communications Coordinator and Amanda Corp with a view to supporting a similar campaign in Kent.

My proposed campaign plan is shown below,

Task	Comments	Who	By when	Status
Material				
Produce 'Word' article for use on web sites and as a flyer		CJ	23.04	Done
Agree poster for use on reverse of flyer above		CJ	23.04	Done
To publicise, advertise & otherwise promote the campaign				
a) Parish Councils	Send flyer material to a), b) and c) for distribution via the Association of Kent Local Councils.	CJ JB	18.05	Done
b) Parish Newsletters	See (a)			
c) Parish Websites	See (a)			
d) Vets		?		
e) Dog Clubs		?		
f) Schools		?		
Other Local Access Forums Nationally		CJ JB		
Engaging Partners for digital promotion and face to face events				
NFU		CJ AC IB		
KCC Explore Kent		CJ		
Kent Downs AONB		CJ		
Kent Ramblers		AB		

Elham Walking Festival (2 nd & 3 rd June)		CJ	30.05	Done
White Cliffs Walking Festival (23 rd to 29 th August)		BC	31.07	
Kent County Show (Detling 6 th , 7 th & 8 th July)		CJ AC IB	30.06	
Paws in the Park (Detling 15 th & 16 th September)		AB IB	30.08	
Engaging Media				
BBC South East		IB?		
Kent Radio		IB?		
Kent Press		IB?		
Facebook		IB?		
Twitter		IB?		

Chris Jelly CJ (KCAF)
Averil Brice AB (KCAF)
Amanda Corp AC (KCAF)
Isabel Bretherton (NFU)
Jeremy Boxall JB (KCAF)
Beverley Cussans BC (White Cliffs Ramblers)

Some details of progress so far against the plan are,

- 2500 flyers now printed as per attached. Examples to be handed out at meeting.
- electronic copies of flyers sent out to 303, (out of 316), local Councils in Kent
- Agreement gained to distribute flyers from NFU stand at the Kent County Show, (Detling 6th, 7th & 8th July)
- Agreement gained to distribute flyers at Paws in the Park Show, (15th & 16th September)
- Agreement gained to offer flyers to walkers in the Elham Valley Walking Festival, (estimated 300 walkers)
- Awaiting agreement from White Cliffs Walking Festival, to be confirmed at their meeting on 23rd June. (estimated 1200 walkers).

The two events, Kent County Show and Paws in the Park, pull in many thousands of the public and to make an impact we clearly need to field a team effort to engage dog walkers and get the message across with the aid of our flyers. It would be very much appreciated if you could volunteer to help out in this role on any of the days shown. Once we have a list of names, I will revisit the organisers of the respective shows and confirm details of our presence. The table on the next page is used for registering your name together with the dates you will be able to attend. If you are able to help, please could you enter your details into the table and return to me by e-mail by 15th June.

Thank you so much for reading this and for any help you can offer below.

Chris Jelly (Dog Walking Rep)

