



16_07 LNRS – Survey Advertising Communications Kit -T... Updated automatically every 5 minutes

Local Nature Recovery Strategy –
Survey Advertising Communications
Kit
For: Town & Parish Councils

Mailer

Subject: Help Us Shape the Future of
Nature - Fill Out a Quick Survey!

Dear [Recipient], / Hello!

We are writing to invite you to take a [quick survey](#) and share your vision for the future of nature in Buckinghamshire and Milton Keynes.

Buckinghamshire Council via the Bucks & MK Natural Environment Partnership (NEP), and in collaboration with Milton Keynes City Council and Natural England, are developing a Government-mandated [Local Nature Recovery Strategy \(LNRS\)](#) to identify how and where nature in our area should be improved, as a healthy natural environment is crucial for supporting habitats and species.

Your input and knowledge of the local area is very valuable in determining which aspects of nature need to be improved. The LNRS will guide future funding and efforts, including local planning, Biodiversity Net Gain (BNG) and Environmental Land Management schemes (ELMs). Taking the [LNRS survey](#) ensures you can have your say in the process!

We also request you to please share the survey with your constituents (please see below some sample posts you can use), so that local residents may also take part and have their priorities heard, as well.

Thank you for your vital support in ensuring Bucks & MK's natural spaces continue to thrive.

[OPTIONAL]: [Your organisation's name] is a proud supporter / collaborator of the LNRS, and we



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from the data gathered at the workshops.

For more information about the LNRS, please visit our website [here](#).

SAMPLE POSTS TO ADVERTISE THE LNRS SURVEY AMONG BUCKS & MK RESIDENTS:

Sample Social Media Post to Engage Residents

Take [this quick survey](#) to let us know which aspects of #nature are most important for you and your neighbourhood, and where we should focus future #funding and efforts to improve nature. Healthy nature and #biodiversity are crucial for human survival! **Your opinion will help shape the Local Nature Recovery Strategy (LNRS) for #Buckinghamshire & #MiltonKeynes. Take the [survey](#) now and have your say! Learn more [here](#).**

Sample Blurb to Engage Residents

Buckinghamshire Council and Milton Keynes City Council, via the Bucks & MK Natural Environment Partnership (NEP), are putting together a bold new Government-mandated strategy to identify where future funding and efforts to improve nature will be directed. The [Local Nature Recovery Strategy \(LNRS\)](#) will inform local planning, among other things. The LNRS will take into consideration what local residents and community groups think are the most important aspects of nature and the greatest opportunities for its improvement. **The LNRS will shape the future of nature in your area. So, please take this [this quick survey](#) and have your say!**
Best regards,
[Your e-signature]

Social Media Posts

Take [this quick survey](#) to let us know which aspects of #nature are most



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[Survey now and have your say.](#)
Learn more [here](#).

Blurb

Buckinghamshire Council, Milton Keynes City Council and Natural England, via the Bucks & MK Natural Environment Partnership (NEP), are putting together a bold new Government-mandated strategy to identify where future funding and efforts to improve nature should be directed. **The [Local Nature Recovery Strategy \(LNRS\)](#) will inform Biodiversity Net Gain (BNG), Environmental Land Management schemes (ELMs) and local planning, among other things. Town & Parish councils and members of the public are a key stakeholder group for the LNRS and we will take into consideration your priorities for nature. So, please take [this quick survey](#) and have your say!**