

Policy community mapping

- developed at LINK Jan 2012 Board identifying our strengths and needs in relation to the wider Scottish policy community and where we need to establish better relationships

Group	Purpose of contact	Current mechanism	Gaps/Action to take
National politicians	Greening policy	Good ongoing action. Light: SEW. Direct: meetings, conferences, briefings & advocacy.	Continue
Trade unions	Support for policies	Limited, occ. at Congress eg, opportunities via SCCS	Need wider links perhaps?
Professions	Advice. They carry weight with Government. Support for policies.	Very limited contacts in legal & planning, reasonable contact with NFUS, Fishermen's groups. Should build relations with farmers and land managers.	Prioritise RTPi now. Consider others incl. Gamekeepers' Association. Also how to communicate messages more with them?
Academics:	Data & evidence; Can be influential; are encouraged to do 'knowledge-exchange'. LINK could influence their messages.	Good ad hoc contact with individual academics & think tanks through members / LINK now and over the years	Build more strategic relationships with key centres Prioritise - James Hutton Institute & Royal Society of Edinburgh.
Funding bodies	Influencing priorities & direction.	SEFF & ETF	Regular, formalised contact with funding councils?
Faith groups	Support for policies.	Some contact with CoS, ACTS, eco-congregations over years re legislation, hustings, events.	Continue
National bureaucracy	Influencing policies.	Extensive contacts inside govt & agencies, including Ministers	Continue
Finance & business	Developing policy work; recruiting support, counteracting antithesis between environment & business. Government listens to these bodies.	Few direct links with LINK. Members have links eg with SCDI, the 2020 Group.	Establish contact with CBIS through President. Consider SBIC? Look for common ground on issues such as NPF3 and seek support where possible.
Wider civic society	Influencing their policies. Looking for support for our positions.	Have links with SCVO, Poverty Alliance, Churches, ACTS over years. Limited. Good contact & influence through SCCS, SCVO.	Continue to look for opportunities to work with others on Governance Matters and other broad positions.
Lairdly sector/ 'the 1%'	Funding sources. Significant landowners. Ensure mutual awareness.	Nothing formal and little contact	Consider seeking annual meeting with Scottish Land & Estates.
Local government	Influencing action' on the ground' through national level contacts.	Links with ASSC, Councils, CoSLA over the years. LGTF is our current mechanism.	Currently target CoSLA, Improvement Service, Community Planning Partnerships, SG's local govt division, national political parties in relation to local government elections. And accessible activists.
Media	Building wider support for environment.	Link contacts variable: contact through members; also via LINK own presswork and events invitations.	Continue to seek to engage media interest in and awareness of our positioning.