



Partneriaeth **Bioamrywiaeth** Cymru
Wales **Biodiversity** Partnership

Wales Biodiversity Partnership Invasive Non-native Species Group

Key Messaging Document

The Wales Biodiversity Partnership (WBP) Invasive Non-native Species (INNS) Group was formed to help identify INNS priorities and resolve issues relevant to Wales. The group acts as a source of expertise on INNS in Wales. Its work programme is focused on action under five key topic areas – promoting action, raising awareness, sharing best practice, information exchange and expertise.

For further information and details of the group's membership see:
www.biodiversitywales.org.uk/Invasive-Non-Native-Species-Group

Document Aim	To provide consistent and straightforward messages to convey to a broad audience.
Communication objective	To raise awareness of the impacts of INNS in Wales, To promote good biosecurity practices, To enable the public to assist in recording sightings of INNS, and To encourage actions to be taken to control and avoid the spread of INNS where appropriate.
Audience	Public sector organisations Private sector organisations Academia Gardening / Horticulture Freshwater users – including commercial and recreational use (anglers, boaters, canoeists, divers) Marine users – including commercial (marinas, ports, harbours, fishermen) and recreational use (anglers, boaters, canoeists, divers) Pet owners – specifically exotic pets, birds and fish owners Conservation NGOs Construction industry and development sector Landowner organisations General public
Timing	Ongoing
Version	1 (September 2019)

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Messaging Aims:

Aim 1 - Raise awareness of the impact and threat of INNS

- Promote Invasive Species Week.
- Raise awareness of Invasive Alien Species of Union Concern and priority species for Wales.
- Promote the GB NNS website as a hub for NNS information in Britain.
- Promote the WBP INNS webpages as a hub for INNS information in Wales.
- Promote attendance of WBP INNS Group members at the annual GB Non-native Species Stakeholder Forum.
- Encourage Local Action Groups to share knowledge and good practice.
- Promote the Wales INNS Group newsletter.

Aim 2 - Raise awareness of the importance of improving biosecurity

- Promote biosecurity campaign messages for Check Clean Dry and / or Be Plant Wise Campaign and promote Invasive Species Week in the Spring in Wales.
- Promote biosecurity e-learning module.
- Share biosecurity best practice and resources.

Aim 3 - Promote ways the general public can identify and record INNS

- Promote the use of iRecord.
- Promote the use of Local Environment Record Centres Wales and NBN Atlas Wales INNS Portal.

Aim 4 - Help drive behaviour change and understanding of how individual actions can have an impact e.g. fly tipping garden waste, releasing unwanted pets

- Promote the agreed key messages to develop awareness of INNS issues.
- Encourage awareness raising actions to be linked to an invitation to pledge to take practical action.
- Ensure INNS events build relationships between people and places by being interesting, interactive, including sign posting to next steps and opportunities to learn more.
- Encourage the formation of groups to monitor, progress and maintain momentum.

Aim 5 - Encourage action to control and avoid the spread of INNS where appropriate

- Promote local events occurring during Invasive Species week.
- Encourage Local Action Groups to share knowledge and good practice.

Key Messages

The following key messages have been developed by WBP INNS Group members:

Natural Resources Wales

Natural Resources Wales has developed a set of key messages for all stakeholders:

- Invasive Non Native Species (INNS) are plants, animals, fungi and micro-organisms that have been introduced by human actions to parts of the world where they would not naturally be found and have the ability to spread causing damage to the environment, the economy, our health and the way we live.
- INNS are the second greatest threat to biodiversity after habitat loss and fragmentation.
- INNS have been estimated to cost the British economy at least £2 billion pounds annually, they mainly affect farming and horticultural sectors but can affect transport, construction, recreation, aquaculture and utilities.
- INNS can affect human health by causing dermatitis, rashes, increasing hay fever suffering and can trigger serious allergic reactions.

GB Non-native Species Secretariat

These key messages are based on the GB Non-native Species Secretariat Communications Working Group key messages.

- Invasive non-native species damage our environment, the economy, our health and the way we live.
- They threaten our native plants, animals and habitats.
- They cost the British economy over £2 billion pounds each year.
- They can threaten our health.

Topic Specific Messages

In addition to the above key messages a series of topic specific messages have also been developed.

Invasive Alien Species of Union concern

As part of efforts to address the risk and impact of invasive alien species across Europe a list of invasive alien species which pose the greatest threat has been published. In 2018, there were 49 species of animals and plants on the list. These 'Species of Union Concern' are subject to a set of strategic measures which are laid out in the EU Regulation 1143/2014 on Invasive Alien Species. The importing, keeping, breeding, growing, release and selling of these invasive species is prohibited.

Find out more: [Invasive Alien Species of Union Concern](#)

Biosecurity

Biosecurity is about reducing the risk of introducing or spreading invasive non-native species (and other harmful organisms such as diseases) into the wild.

Follow good biosecurity practices to reduce the risk of spreading invasive non-native species

Good biosecurity is always important. Any site may have invasive non-native species which can be spread by contaminated clothes and equipment.

Be responsible – always arrive at a site with clean kit.

If available, make use of facilities on site to clean footwear, equipment and vehicles before you leave.

Stop the spread. Never release, move or dump unwanted invasive non-natives into the wild:

- It is illegal.
- INNS can spread disease
- They threaten your sport or hobby
- They can threaten our native plants and animals
- Cost you a lot of money if you are liable for their removal

When visiting rivers, lakes and other water bodies always: Check - all clothing and equipment; Clean – clothes and equipment on site, preferably with hot water and; Dry - thoroughly dry equipment and clothing.

A biosecurity e-learning module based on *Check Clean Dry* is freely available in English and Welsh through the NNSS e-learning site [Biosecurity e-learning](#).

Find out more at: [Biosecurity](#)

Recording

Everyone can provide useful biological records of non-native species. With the development of online recording sites and smartphone apps it is now easier than ever.

Non-native species records help us to understand how many of these species are present in Britain, and the rate at which they are spreading.

Find out more: [Recording](#); Useful Links

Communications and Awareness Raising

The GB NNS Secretariat Communications Working Group commissioned a survey in 2018 to establish public perceptions of INNS and identified seven key groups to target for communications:

- Gardening / Horticulture i.e. allotment owners, garden centre owners, general public
- Recreational Water users – including Anglers, boaters and canoeists
- Pet Owners – specifically exotic pets and fish
- Conservation NGOs
- The construction industry and development sector
- Landowner land manager organisations
- Marine water users – fisheries, yachters

The *Be Plant Wise* (for aquatic gardeners) and *Check Clean Dry* (for recreational water users) advice and best practice leaflets were established as part of this work.

Gardening / Horticulture

- Dispose of garden and pond waste responsibly. Never dump it in the wild.
- Consider alternatives to plants known to be invasive.
- Seek appropriate advice, such as *Check Clean Dry* and *Be Plant Wise* if taking action to control invasive non-native plants.
- It is illegal to dump or plant invasive non-native plants in the wild.
- Never dispose of pond plants in any waterway.

Find out more at [Be Plant Wise](#)

Water users – including anglers, boaters and canoeists

- Never release or return invasive non-native species to a water body.
- Never move fish between water bodies. This protects native fish, plants and other animals, helps prevent the spread of disease and preserves the sport you love.
- Always clean and dry equipment between trips to prevent the spread of invasive species and disease.

- It is illegal to release non-native fish or move them without proper authorisation.
- Collect and dispose of your waste responsibly to prevent the spread of invasive non-native species.

Find out more at [Check, Clean and Dry](#) and the [Angling Trust INNS campaign](#)

Pet Owners

- Never release exotic pets into the wild and keep them in such a way that they can't escape.
- It is cruel to release non-native species into the wild.
- It is illegal to release non-native species of pet into the wild.
- Never release plants and animals from ponds and aquaria into the wild.
- It is illegal to release non-native species into watercourses.
- Pets can spread disease to native wildlife.

A Pet Code of Practice has been developed by the Ornamental Aquatic Trade Association (OATA) and the Reptile and Exotic Pet Trade Association (REPTA) to help pet owners understand their responsibilities. [Click here to download the Pet Code of Practice.](#)

Pet fish owners can find out more from: [OATA website.](#)

Nature Reserves and Local Wildlife Sites managers

- Where possible posters and signage should be put in place to make people aware of the risk and provide advice on how to prevent spread.

The construction industry and development sector

- Plan visits so that the most risky visit is the last one of the day.
- Arrive at the site with clean footwear and vehicle.

- Ensure footwear is clean (visually from soil and debris) before leaving the site.
- Ensure vehicle is kept clean - in particular remove any accumulated mud before leaving the site.
- Make use of facilities provided on the site to clean footwear/equipment.
- Keep access to a minimum. If practical do not take vehicles onto premises, keep to established tracks and park vehicles on hard standing.
- Where possible avoid areas of livestock and areas with known plant disease.

Landowner organisations

- If you are visiting a site where an invasive non-native species is known to be present, you must ensure you don't spread it. Failure to do so risks prosecution under the Wildlife & Countryside Act (1981).
- Biosecurity means taking steps to make sure that good hygiene practices are in place to reduce and minimise the risk of spreading invasive non-native species. A good biosecurity routine is always essential, even if invasive non-native species are not always apparent.

Marine and water users

- Marine Protected Areas are fundamental to the conservation of marine biodiversity. They ensure our marine ecosystems remain healthy, sufficiently connected and resilient to change. As a key component of ecosystems, any loss or damage to biodiversity can affect the functioning of ecosystems and its ability to adapt to change.
- It is an offence to release, allow to escape into the wild, or have in possession for the purpose of selling, invasive non-native species, unless you have authorisation to do so.
- Helping to reduce the number of INNS can help to maintain and increase the diversity and resilience of marine ecosystems.
- Key pathways for the introduction of marine INNS are maritime transport (commercial and recreational), aquaculture and infrastructure developments.
- The eradication of INNS in the marine environment is not always feasible and can often be costly. For this reason it is important we prevent introduction and spread, where possible, by promoting campaigns such as Check, Clean, Dry,

encouraging the use of biosecurity planning where necessary and following best practice advice.

- A Welsh Marine Invasive Species Priority Monitoring and Surveillance List has been developed to focus action on species that are already present in Welsh waters which pose a threat to native biodiversity. This list will be used:
 - to support policies in the first Welsh National Marine Plan,
 - to support stakeholder participation,
 - to support the development of priority action plans and
 - to raise awareness with stakeholders of the priority species of concern to us.

Pests and Diseases

There are a number of invasive non-native species which are classified as notifiable pests or diseases in the UK. Other legislative mechanisms exist to deal with these.

Animal Health

If you suspect a notifiable animal disease you must report it immediately by calling the Defra Rural Services Helpline on 03000 200 301. Failure to do so is an offence. For further information see: www.gov.uk/government/collections/notifiable-diseases-in-animals.

Aquatic (fish and shellfish) health pests and disease

Any suspicion of a notifiable fish or shellfish disease on farms or in the wild must be reported to CEFAS Fish Health Inspectorate email fhi@cefas.co.uk, telephone 01305 206700. Failure to do so is an offence. Further information on serious diseases of fish and shellfish (bivalve molluscs and crustaceans) can be found on the www.GOV.UK website (applies to England and Wales): [Report serious fish or shellfish diseases](#).

Bee Health

There are a number of notifiable pests and diseases in the UK which may affect bees. Beekeepers must tell the National Bee Unit (NBU) if they suspect they are present by calling the National Bee Unit Helpline on 0300 303 0094 or your local bee inspector immediately. Failure to do so is an offence (see www.gov.uk/government/collections/notifiable-diseases-in-animals). More information from the National Bee Unit: BeeBase webpage and the [Welsh Beekeepers Association](#).

Plant Health

To report suspicion of a quarantine (notifiable) or non-quarantine (non-notifiable) plant pest or disease, or for advice and guidance on plant health regulations call the Animal and Plant Health Agency Plant Health and Seeds Inspectorate Plant Health Helpline on 01904 405 138 or email planthealth.info@apha.gsi.gov.uk.

Tree Health

There is a legal duty to report certain pests and diseases under the Plant Health (Forestry) Order 2005. Tree species and tree pests and diseases can be identified and should be reported with a photo via [TreeAlert](#). If you are in any doubt as to whether you should report your concerns, please contact the [NRW tree health team](#). Find more information on NRW's [Tree Health in Wales](#) webpage.

How to practice biosecurity in woodlands: [Keep it Clean](#).

Useful Links

GB Non-Native Species Secretariat

The GB Non-native Species Secretariat developed a strategy to meet the challenge posed by invasive non-native species in Great Britain. This website provides tools and information for those working to support the strategy, including links to relevant legislation: [GB Invasive non-native Species Strategy](#).

The GB Non-native Species Secretariat Species [Information portal](#) provides details of species factsheets, distribution maps, risk assessments and management information.

Wales Biodiversity Partnership – Invasive Non-Native Species Group

The group was formed to help identify INNS priorities and resolve issues as well as acting as a source of expertise on INNS in Wales. The Group maintains a list of Priority Species for Action in Wales.

[WBP Invasive Non-Native Species Group](#)

Welsh Government's Code of practice for species control provisions

For information on the process the Welsh Government follows to control or eradicate particular invasive non-native plants or animals:

[Welsh Government Code of practice for species control provisions](#)

EU IAS Regulation

The [EU Regulation](#) (1143/2014) on invasive alien (non-native) species entered into force on 1 January 2015. The Regulation imposes restrictions on a list of species known as “species of Union concern”. These are species whose potential adverse impacts across the European Union are such that concerted action across Europe is required. This list is drawn up by the European Commission and managed with Member States using risk assessments and scientific evidence.

Japanese Knotweed

Information hosted by Natural Resources Wales on Japanese Knotweed:

[Natural Resources Wales invasive species](#)

Recording INNS sightings

Records of any non-native species can be uploaded to the [iRecord](#) or [LERC's Wales](#) apps.

[Local Environmental Records Centres \(LERCs\) in Wales](#)

Invasive Non-native Species (INNS) Portal in Wales

The NBN Atlas Wales INNS Portal includes 300 terrestrial, freshwater and marine species of interest in Wales and allows species occurrences and distribution to be viewed and downloaded.

[NBN Atlas Wales INNS Portal](#)

Communicating with Key Stakeholders

Key partners / audience from the top four stakeholder groups

Group	Key Partners	Members	Key audience	European co-operation
Gardening / Horticulture	Horticulture Wales, Ornamental and Aquatic Trade Association, British Association of Landscape Industries	Horticulture and aquatic retailers (shops and online), Landscaping companies	Gardeners, Landscape gardeners, Pond owners, Horticulturists	European Horticulture Network: http://hortinet.eu
Recreational water users (freshwater)	Angling Trust, Royal Yachting Association Wales, The Green Blue, Canoe Wales, Welsh Rowing, Water companies	Clubs and marinas	Anglers, Canoeists, Kayakers, Boaters, Rowers, Triathletes, Open water swimmers, Divers, Dragon boat racers	European Anglers Alliance: www.eaa-europe.org European Boating Association: www.eba.eu.com
Pet Owners – specifically exotic pets and fish	Welsh Grooming Academy, REPTA, British and Irish Association of Zoos and Aquariums, Ornamental and Aquatic Trade Association, Licensing authorities for pet shops RSPCA, British Veterinary Association	Retailers of fish and exotic animals, Zoos, Wildlife parks, Aquariums, Vets, Animal welfare inspectors	Exotic pet owners, Fish owners, Animal rescue centres	European Pet Organization www.europets.org European Association of Zoos and Aquariums www.eaza.net
Conservation NGO's	RSPB, Wildlife Trusts, Wales Environment Link,		Members of conservation NGOs	
Construction Industry and Development Sector	Construction companies		Tradespeople, Site workers	
Landowner and land manager organisations	Landowner associations, Farmers Union Wales, National Farmers Union Wales, Wales Environment Link, Water companies, Infrastructure, BASC Wales,	Landowners, Farmers, Public bodies (WG, NRW, LAs), Individual NGOs, Outdoor education centres	Field staff, Land managers, Interested public, Site workers, Water users	Birdlife International: www.birdlife.org Plant Europa Network www.plantaeuropa.com RAMSAR www.ramsar.org WWF

	Outdoor Learning Wales, National Trust Wales			www.worldwildlife.org European Landowners Organisation www.europeanlandowners.org European Habitats Forum
Marine Water Users	BSAC Wales, Welsh Federation of Sea Anglers, Welsh Fishermen's Association, British Marine Aggregates Association, Royal Yachting Association		Divers, recreational anglers, commercial fishermen, aggregates producers, boaters	

Branding

GB Non-native Secretariat branding



Relevant social media posts should include the hashtag #GBINNS to facilitate sharing by others. Where possible, posts referencing the *Check Clean Dry* campaign should tag @CheckCleanDryGB or include #CheckCleanDry.

Check Clean Dry branding

The Check Clean Dry campaign design has undergone a recent refresh.

New Logo



Old Logo



Check Clean Dry: Stop the Spread:



Be Plant Wise branding



Resources

A range of materials have been developed and disseminated in partnership with stakeholders to support the campaign.

Many of the materials are available to download on the GB Non-native Species website: www.nonnativespecies.org/checkcleandry/. Free hard copies of posters, leaflets, signs and stickers are also available to help you with awareness raising, please contact the GB NNSS at nnss@apha.gov.uk for availability of English copies and the Wales Biodiversity Partnership for availability of Welsh copies.

Posters and signs

- Check Clean Dry signs / posters for [anglers](#) | [boaters](#) | [canoeists and kayakers](#) | [marine anglers](#) | [marine boaters](#) | [canal users](#) | [all water users](#)
- Check Clean Dry poster for [managers of clubs and waterbodies](#)
- Check Clean Dry border biosecurity posters for [anglers](#) | [boaters](#) | [canoeists and kayakers](#) | [welsh anglers](#) | [welsh boaters](#) | [welsh canoeists and kayakers](#)

Leaflets

- Check Clean Dry leaflets for [anglers](#) | [boaters](#) | [canoeists and kayakers](#) | [marine anglers](#) | [marine boaters](#) | [canal users](#)
- [Identification guide](#) to 10 freshwater non-native species
- [Additional identification](#) guides

Other

- Pocket guide to identification of invasive aquatic species
- Pop-up poster
- Wrist snap bands
- [Waterproof sticker](#)
- Videos – for [canoeists / kayakers](#); [boat owners](#); [anglers](#)
- Event biosecurity materials – [Event biosecurity pack](#), [Event biosecurity guide](#), [biosecurity risk assessment](#)
- Website Twitter ([@CheckCleanDryGB](#))
- E-learning – a biosecurity module based on *Check Clean Dry* is freely available through the NNSS e-learning site (www.nonnativespecies.org/elearning)

Examples of Check Clean Dry materials

STOP THE SPREAD

Invasive plants and animals can carry diseases that kill fish, and block waterways and banks interfering with fishing. They can be small and hard to spot so are easily spread on damp equipment and clothing. Protect the environment and fishing you enjoy by keeping your kit free of invasive plants and animals.

Remember to check these places

CHECK Check your gear after leaving the water for mud, aquatic animals or plant material. Remove anything you find and leave it at the site.

CLEAN Clean everything thoroughly as soon as you can, paying attention to nets, waders, and areas that are damp and hard to access. Use hot water if possible.

DRY Dry everything for as long as possible before using elsewhere as some Invasive plants and animals can survive for two weeks in damp conditions.

Watch out for

QUAGGA MUSSEL, KILLER SHEEP, FISH DISEASES, FLOATING PENNYWORT

Government for Environment Food & Rural Affairs, Scottish Government, natural scotland, NINSS, ACRE

Find out more about invasive plants and animals and how you can help to stop the spread at: nonnativespecies.org/checkcleandry

STOP THE SPREAD

Invasive plants and animals block waterways, harm the environment and wildlife, and can damage your boat's engine and props. They can be small and hard to spot so are easily spread on damp equipment and clothing. Protect the environment and sport you enjoy by keeping your kit free of invasive plants and animals.

Remember to check these places

CHECK Check boats, equipment and clothing after leaving the water for mud, aquatic animals or plant material. Remove anything you find and leave it at the site. Reapply anti-fouling annually.

CLEAN Clean everything thoroughly as soon as you can, paying attention to ropes, bilges, trailers, and areas that are damp and hard to access. Use hot water if you can.

DRY Dry - drain water from every part of your boat and trailer before leaving the site. Dry everything for as long as possible before using elsewhere as some invasive plants and animals can survive for two weeks in damp conditions.

Watch out for:

HELL GRASS, QUAGGA MUSSEL, FLOATING PENNYWORT

Government for Environment Food & Rural Affairs, Scottish Government, natural scotland, NINSS, RYA

Find out more about invasive plants and animals and how you can help to stop the spread at: nonnativespecies.org/checkcleandry



STOP THE SPREAD

Invasive plants and animals harm the environment and block waterways. They can be small and hard to spot so are easily spread on damp clothing and equipment.

Protect the environment you enjoy:

CHECK

Check your equipment, boat, and clothing after leaving the water for mud, aquatic animals or plant material. Remove anything you find and leave it at the site.

CLEAN

Clean everything thoroughly as soon as you can, paying attention to areas that are damp or hard to access. Use hot water if possible.

DRY

Dry everything for as long as you can before using elsewhere as some invasive plants and animals can survive for over two weeks in damp conditions.

Find out more about invasive plants and animals and how you can help to stop the spread at:
nonnativespecies.org/checkanddry



