

Management Plan – Proposed Communications and Consultation Schedule

Stage One: To raise awareness of and encourage participation in the Management Plan consultation process.

Proposed positioning line: “Working together for a healthier National Park”

Target Audience		Staff	Volunteers	Members	Key Partners	Residents	Wider networks	Existing NP Audiences	Wider Audiences	NNPA Lead Team:
Timeline: W/b 28 Mar -15 May										
Comms Tool:										
Press release	31 Mar									Comms
Introductory film	31 Mar launch									Comms
Web content	31 Mar launch									Digital
Pop-ups: urban & rural venues (incl Sill)	TBA									Project Team/ volunteers
Community Consultations	TBA									Project team
Mail out: direct mail and via e-newsletter	Early April									Project Team/ Comms / Digital
Specific meetings / workshops	TBA									Project Team
Social media content incl paid for posts	Throughout									Comms /Design
Education and outreach sessions including Generation Green	TBA									Engagement
Visitor Centre Information Points	TBA									Engagement
Farming Newsletter	31 Mar TBC									Environment
Partner Engagement meetings	TBA									Project Team