



Communications Plan – February 2019

February

1. Produce a 2 side A4 flyer to be mailed to every household in the Parish
Side 1 – What is a Neighbourhood Plan? – also what it isn't
Side 2 – 4 questions...
 - (a) What do you like about Wool Parish?
 - (b) What don't you like about Wool Parish?
 - (c) What would you like to see in Wool Parish?
 - (d) What wouldn't you like to see in Wool Parish?
2. Agree content and format of the flyer at the NP Steering Group

March

1. Sort out logistics of mailing flyer - there is a 4 week lead time
2. Start advertising that the flyer is coming – posters, social media, websites

April

1. Present at Annual Parish Meeting 1st April
2. Launch 6 week 'consultation'
 - (a) Flyers arrive at households – they can be returned at pre-arranged places around the Parish
 - (b) Launch website – this will have the facility to respond to the 'consultation' electronically
 - (c) Have 'drop in' sessions at various venues around the Parish
 - (d) Continue with posters, social media, websites to maintain awareness

May

1. Consultation closes.
2. Analyse responses identifying themes

Post May

1. Based on response analysis, develop a plan
2. Playback responses and outline plan to Parish