

The Neighbourhood Plan Communications plan

Communication Objectives

- Increasing awareness of the Neighbourhood plan objectives
- Ensuring that the NP timetable is communicated and that the community is aware of key milestones and progress against them
- Changing the perception of the plan and the NP team
- Gaining community support
- Ensuring community consultation

Communications Guidelines

- All messages will be audience-specific
- Every key message will be communicated to the community
- Messages will be distributed through a wide range of appropriate channels
- Communication will be tailored, based on what people need to know
- All critical communications must be approved by the NP team chairman and the Parish Council prior to distribution
- Only the communications team will be able to distribute official NP communication
- Project committee meetings will be held at all important milestones
- Regular, unbiased reporting will be undertaken
- The project team will provide opportunities for the community to have input and will listen and act on feedback

Target Audience

- Project sponsor (The Parish Council)
- The NP project management team
- Related project teams (all who are helping to support the progress of this project will be part of the email circulation)
- The community of the parish of Brailes and Winderton

Communication Requirements

Name	Information	Responsibility	Timeframe	Channel
Parish Council representative - Project Sponsor	<ul style="list-style-type: none"> • Summary project status • Critical risks and issues • Budget & timeline performance 	<ul style="list-style-type: none"> • NP chair • Or PC representative 	Monthly	<ul style="list-style-type: none"> • E-mail • Parish Council meetings
NP project team	<ul style="list-style-type: none"> • Detailed project status • All risks and issues • Resource, supplier, procurement budget & timeline performance 	<ul style="list-style-type: none"> • NP chair • Project Manager 	Update each meeting or when timely	<ul style="list-style-type: none"> • E-mail • NP Committee meetings
Wider project members	<ul style="list-style-type: none"> • Detailed project status for elements they are involved with 	<ul style="list-style-type: none"> • Project members responsible for particular elements 	Monthly	<ul style="list-style-type: none"> • E-mail • Reports to NP Committee members in meetings (record in minutes)
Community	<ul style="list-style-type: none"> • Project objectives • Progress against key milestones 	<ul style="list-style-type: none"> • Communication team 	Various as set out below	<ul style="list-style-type: none"> • Feldon News • Brailes Village website • Facebook/Twitter • Notice boards • Leaflets and posters at key community sites (pubs, village Hall, church, Pavillion, shops, hairdressers) • Public meetings

Key Messages for internal communication

Regular messages which are critical to the success of the team and will be reported on at each NP committee meeting:

- **Project status:** Whether the project is currently operating within the agreed schedule, budget and quality targets.
- **Project issues:** The impact of the issues currently affecting the project and the actions taken to resolve them.
- **Project risks:** The high level risks which may affect the project and the actions taken to mitigate, avoid or reduce them.
- **Project deliverables:** The deliverables completed to date and the items which are scheduled for completion within the next reporting period.
- **Project resources:** The overall level of resourcing in relation to the Resource Plan and any resource constraints currently affecting the project.

Community Information dissemination

Channel	Brailes Village website
Information Requirement	NP plan purpose and objectives Project plan Project Status Project progress against key milestones Key interest items Dates, times and agenda for all meetings Minutes of NP meetings Feedback and comments via blog
Information Provider	Communications team
Timeframe	Weekly

Channel	Feldon News
Information Requirement	Project plan Project Status Project progress against key milestones Key interest items Feedback box at key community spaces
Information Provider	Communications team
Timeframe	Monthly (by 10 th of each month)

Channel	Brailes Notice boards
Information Requirement	Project Status Project progress against key milestones Key interest items Dates, times and agenda for all meetings
Information Provider	Communications team
Timeframe	Fortnightly updates

Channel	Leaflets and posters at key community spaces
Information Requirement	Project Status Project progress against key milestones Key interest items Dates, times and agenda for all meetings Invite feedback via comments
Information Provider	Communications team
Timeframe	As required

Communication team:

Louise Appleton
Pam Bennett
Mike Russell -Carter
Brailes Website administrator

Consulation groups:

Brailes residents
Winderton residents
Sutton and Cherington community

Business community
WI
Church
Youth

Project plan against key communications

Key Project milestones	Communication need	Communication channel	Responsibility	Date(s)
Agree project objectives and project plan	NP plan purpose and objectives Project plan Project Status	Brailes Website under NP section Feldon News	Communication team	10/2/2015
Agree survey information approach	Project status	Brailes website Feldon News Notice boards Leaflets and posters at key community sites (pubs, village Hall, church, Pavillion, shops, hairdressers)	Communication team	10/3/2015
Create survey and circulate	Participation in survey	Brailes website Feldon News Notice boards Leaflets through door with survey	Communication team	10/4/2015
Survey results	Communicate key findings	Brailes website Feldon News Notice boards Open Days	Communication team	10/5/2015
Prepare NP draft document	To publish draft document To notify of consultation with community Consultation meeting	Brailes website Feldon News Notice boards Leaflet drop around villages Copies of draft document available to all residents inviting feedback Community meeting in Village Hall	Communication team	10/7/2016
Amend document based on feedback and submit to PC Submit document for consultation for 6 weeks	To re-publish draft document To notify of consultation with community	Brailes website Copies of draft document made available to anyone who requests it Summary of the NP available on the noticeboards	Communication team	TBC
Amend document and submit for accreditation	Project status	Brailes website Feldon News Notice boards Leaflets and posters at key community sites (pubs, village Hall, church, Pavillion, shops, hairdressers)	Communication team	TBC
Amend document Put to referendum	Notify of referendum	Copies of draft document given to all residents inviting feedback	Communication team	TBC