



Oxspring Parish NP Communication Group

## **Communication & Engagement Strategy Framework**

Agreed Action Points from Meeting of 18th October 2013. Revised /10/2014

DRAFT

DISCUSSION POINT	ACTION POINT	TIMESCALE
<b>Partnership Building:</b>		
<p><b>1.</b> Identify key potential partners within the area to seek understanding &amp; support for N's emerging strategies, these should include:</p> <p>Community groups/organisations, landlords/owners, businesses, high-profile &amp;/or influential people, umbrella organisations, statutory bodies.</p>	<p><b>1.1</b> Collate/ Expand Data base to include the following:</p> <ul style="list-style-type: none"> <li><b>a)</b> Contact details for all Community Groups meeting at St. Aidan's.</li> <li><b>b)</b> Statutory consultees/organisations e.g. Natural England, DEFRA, Yorkshire Water, etc. Others to include- Local doctors/GPs, Social Services, Older People Services, Young People Services, local primary school, secondary schools (including Penistone &amp; Stocksbridge) &amp; Barnsley College</li> <li><b>c)</b> Land &amp; business register to establish contact names/details for all business &amp; land/property owners in the parish.</li> <li><b>d)</b> Local/area MP, MEP, BMBC Councillors, BMBC Cabinet representative for Planning. (Identify other political party representatives)</li> <li><b>e)</b> Source &amp; collate contact details for all local sport , leisure &amp; recreational groups &amp;, Penistone/Oxspring Fishing , other</li> <li><b>f)</b> Other interest groups e.g.: Biodiversity Group, FoE, Sustran &amp;/or cycling groups, Trans Penine trail conservation, allotment groups, walking groups, riding groups, Farmers Association, historic groups, etc</li> <li><b>g)</b> Local /small house builders, housing co-operatives, housing associations, ect.</li> </ul>	<p>Autumn/winter 2013/14</p> <p>Autumn/winter 2013/14</p> <p>Autumn/winter 2013/14</p> <p>Autumn/winter 2013/14</p> <p>Autumn/winter 2013/14</p> <p>Autumn/winter 2013/14</p> <p>Ongoing</p>

	<p><b>h)</b> Micro- generation/local purchase of sustainable energy for community groups/co-operatives.</p> <p><b>i)</b> Local press to include S36, Open Door, Chronicle, YP, Metro, Dearne FM, Penistone FM, Look North, ITV Calendar news (?), etc</p> <p><b>1.2</b> All households &amp; residents of Oxspring</p> <p><b>1.3</b> Prepare “ OVNP Contacts excel/master copy</p>	<p>Ongoing</p> <p>Autumn/winter 2013/14</p> <p>Winter/Spring 2014</p> <p>1<sup>st</sup> draft Spring 2014</p>
<b>2.</b> Establish contact with above (groups)-seek their buy-in to & ownership of NP	<p><b>2.1</b> Draft proposal to run workshop/meetings (by group or individual to include above groups) as part of communication strategy.</p> <p><b>2.2</b> Draft cover letter/s (different for each group/organisation) to invite /introduce NP vision &amp; timescales</p>	<p>Winter/Spring 2014</p> <p>Winter/Spring 2014</p>
<b>Profile &amp; Publicity</b>		
<b>3.</b> Marketing & publicity material	<p><b>3.1</b> Set up Webpage site for NP</p> <p><b>3.2</b> Develop marketing /promotional material to include: logo, strapline, cover page, newsletter, Group’s name, banner etc</p>	<p>Winter/Spring 2013/14</p> <p>Winter/Spring 2014</p>
<b>Community Engagement</b>		
<b>4.</b> Develop strategy to engage with each of 1.1 groups/organisations	<b>4.1</b> Draft programme for community /events linked to Project GANTT Chart/milestones, key dates etc (see 2.1 above)	Winter/Spring 2014