

COMMUNICATION PLAN

OUTLINE TIMELINE FOR COMMUNICATIONS – GSMS

Timing	Action	Who is responsible ?	Complete
Jan 2017	Article in local press seeking interested parties for asset transfer	Comms	Yes
Feb	Contact residents who expressed an interest in play areas	SG	Yes
Feb	Contact local football clubs advising of closure of pavilions and seeking interest in asset transfer	SG	Yes
Feb	Contact Herts FA seeking interest in asset transfer	SG	Yes
Monthly	Inform Chairman of Overview and Scrutiny Committee	SG	ongoing
Feb	Meet with Gt. Ashby Community Council re asset transfer of play areas	SG	Yes
Feb	Meet with Sunday Football League seeking interest in asset transfer	SG	Yes
Feb	Contact PTA's of all Schools in District seeking interest in asset transfer	SG	Yes
Feb	Produce information pack/toolkit for asset transfer of play areas	SG	Yes
Feb	Publish information pack/toolkit on a web page on NHDC website	SG	Yes
Feb	Contact community groups who may have an interest in asset transfer	SG	Yes
Feb	Press release	Comms	Yes
Feb	Social media	Comms	Yes
March/April	Erect notices in play areas seeking interest in asset transfer	SG	Yes

APPENDIX A

April	Contact local companies for sponsorship of play areas	SG	Yes
June	Article in Summer Outlook seeking interest in asset transfer	Comms	
June/July	Social media	Comms	
July	Progress report to Overview & Scrutiny	SG	
Oct/Nov	Press release – last chance	Comms	
Oct/Nov	Social media – last chance	Comms	
Oct/Nov	Briefing note for Area Committees	SG	
March 2018	Progress report to Overview & Scrutiny	SG	
March	Report to Cabinet on any completed or proposed asset transfers	SG	
April	Erect removal of equipment notices at play areas not transferred explaining what will happen to the site	SG	
April/May	Remove equipment and landscape sites not transferred	SG	
March/April	Article in Spring Outlook promoting importance of green space	Comms	

Audience;

Residents

Grandparents

Childminders

Community groups

Football clubs

School PTAs

Forums, blogs (mumsnet, best of Hitchin)

play groups

cubs, scouts, brownie groups

Housing associations

Parish and Town Councils

Local business (eg estate agents)