

<b>How will we communicate?</b>				
<b>What to communicate</b>	<b>Launch</b>	<b>Evidence</b>	<b>Scope</b>	<b>Draft Plan</b>
<i>Why we are communicating: Who we will communicate with?</i>	<i>To ensure that everyone is aware of the intention to prepare a NP, what it is about and how significant is their involvement</i>	<i>To gain a better understanding of local people's needs, views and aspirations and fill gaps in the evidence base</i>	<i>To report back on what has been learnt and to develop a shared vision and objectives for the NP</i>	<i>To share the draft NP with all those who have contributed and all those who will be affected by its proposals (statutory 6 weeks)</i>
<b>INTERNAL</b>				
Town Council	Town councillors in NP area	Agenda item at Town Council meetings	Posters, banners, publicity, social media, leaflet drop	Meetings, Posters, banners, publicity, social media
Other elected members eg MP, Cornwall Councillors	Letters/email	Invite to consultation event or offer targeted meeting	Email, letter, leaflets, reports	Posters, banners, publicity, social media
NDP Steering Group	First meeting to discuss purpose and programme	Formed out of consultation event	Posters, banners, publicity, social media, leaflet drop	Meetings, Posters, banners, publicity, social media
Partners (when identified)	Letters			
<b>EXTERNAL</b>				

All residents in NDP area of Torpoint	Leaflet and letter, press release, launch event in Chambers, social media, banners, website	Invite to consultation event or offer targeted meeting Produce PR material using local media. Use Survey Monkey and paper survey to gain knowledge	Posters, banners, publicity, social media, leaflet drop	Posters, banners, publicity, social media, Face to Face events
Young people in Torpoint	Social media/direct contact with head teachers at Schools/Youth Service	Targeted Schools/young people consultation	Posters, banners, publicity, social media	Posters, banners, publicity, social media, Face to Face events
Community & Voluntary Groups in area <ul style="list-style-type: none"> <li>- CHAT</li> <li>- Rugby Club</li> <li>- Football Club</li> <li>- Sailing Club (Mosquito)</li> <li>- Children's Centre</li> <li>- Trevorder Centre</li> <li>- WI</li> <li>- Coppola school of dancing</li> </ul> Sport Action Network - MUGA developments	Letter to stakeholder groups	Post in social media groups	Posters, banners, publicity, social media	Posters, banners, publicity, social media, Face to Face events

Elderly persons in NDP area	Letters	Need to ensure have been individually reached, provide assistance as required	Posters, banners, publicity, social media, leaflet drop	Posters, banners, publicity, social media, Face to Face events
Persons with disabilities and special needs	No communication at this stage	Need to ensure have been individually reached, provide assistance as required		Posters, banners, publicity, social media, Face to Face events
Schools in Torpoint - Nursery & Infant - Carbeile Jnr - TCC	Direct contact with head teachers at Schools		Posts on TCC FB page	Posters, banners, publicity, social media, Face to Face events
Business/Employers in Torpoint - SE Cornwall Chamber of Commerce - Torpoint Town Partnership - Lions	No communication at this stage		Posters, banners, publicity, social media	Posters, banners, publicity, social media, Face to Face events
Retailers in Torpoint	No communication at this stage		Posters, banners, publicity, social media	Posters, banners, publicity, social media, Face to Face events
Service providers - First Buses & City Bus - A line buses - Pentorr Heath (GPs) - Tamar Bridge & Ferry	Invite to targeted meeting, letter			

Statutory undertakers (Water)	Invite to targeted meeting, letter			
Major landowners - HMS Raleigh - Antony Estates - Bridge & Ferry - Spurrell, - Huggins Bros. - Sainsbury's - LEA - CC - MOD - Cornerstone Church? - Duchy, - Waterfront (low ? tide point Admiralty) - Thanckes Refuelling Depot Tanks (MOD) - Guinness Trust - First – own the bus bay	Antony Estates invited & attended consultation event		Social media, publicity, banners	Posters, banners, publicity, social media, Face to Face events
Developers with an interest in the area (Not yet known)	Invite to targeted meeting, letter			Posters, banners, publicity, social media, Face to Face events
Cornwall County Council	Already aware, letter to Leader			

Neighbouring parish/town councils Rame NP: Antony, Millbrook, Maker with Rame, Sheviock, St John  Peninsula Trust delivering body for Rame	Email to Clerks		Social media, publicity, banners	Posters, banners, publicity, social media, Face to Face events
Lead of Rame NDP - George Truebody (CC)	Invited to consultation event			
Neighbourhood Police	Invite to targeted meeting, letter			

### **Tools and Activities**

We shall use a variety of methods based on what reaches people most effectively and has most credibility. These include:

#### **Face to Face**

- Councillors , Steering Group members, Torpoint Town Partnership Community Forum
- Drop in sessions, Surgeries, Pavement pounding, Coffee mornings/social events, Carnival – September

#### **NB Need to purchase banners/stands**

#### **Digital**

- Town Council Website - Neighbourhood Plan website - Social Media FB, Instagram and Twitter – NP pages; Jubilee pages

#### **Press & Publicity**

Press Releases , Column/article in Advertiser, Interviews

## **Printed materials**

Posters/flyers , Banners – North Road /ferry– change message regularly to promote website and FB

## **Direct**

Email lists held by the Town Council

Schools and links into local Schools

Youth Service and links into other youth organisations

Other methods as suggested by Steering Group:

- Allotments Assoc, Torpoint Moorings, Library

## **Noticeboards**

- GP surgery, Tamara Noticeboards, YMCA, Gardens, Slimming World - Joyce Walsh, Rosson's window, PO window

## **Publications**

Cornish Times, Plymouth Herald, Kernowlink link, CHAT, Advertiser Publication (Cornerstone Vision), Church magazines – Cornerstone, St James, Tyhee Times

## **Visual Identity/Brand**

## **Merchandise**

### **Authors:**

Andrea Johnson

Gary Davis

Lisa Hocking

John Sands

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