



# Stratford-upon-Avon *neighbourhood plan*

*Your Town, your Plan... it's time to write the future*

## Communications and Consultation Plan

25 April 2013

# Route Map

- Key Communications Messages
- Production of Publicity Materials
- Undertake Communications Campaign



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# Communications Campaign

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# Communications Campaign

- **7 May Town Council Meeting/Briefing**
- **9 May Steering Group Briefing**
- **16 May Mayor Making**
- **25 June Town Council Detailed Briefing**
- **30 June/1 July Town Hall Open Days**



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# Communications Campaign

- **Campaign Programme**
- **Team Brief**
- **Questionnaire/ Bridging the Gap**
- **Mayor Making Display**
- **DVD/Video**
- **Pop-up Stands**
- **Stratford Herald**
- **Stratford Observer and Midweek**
- **Radio/TV**
- **Website**



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