



Stratford-upon-Avon neighbourhood plan

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

Briefing for Town Council

25 June 2013

Communications Programme Update

- Mayor Making
- Herald
 - Full Page Advertisement x 2 Weeks
 - Editorial on Front Page x 2 Weeks
 - Editorial on Inside Pages x 2 weeks
- Midweek
 - Editorial on Inside Pages x 4 Weeks
- Observer
 - Small Front Page Advertisement x 1 Week
 - Editorial on Front Page x 1 Week
 - Editorial on Inside Pages x 2 Weeks
- Bridging The Gap Special Edition with Questionnaire Inserted



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Communications Programme Update

- Flyers & Posters
 - Town Shops, CAB, Community Halls
 - Snitterfield Village Fete
 - Alveston Village Fete
- Town Hall Banner
- Website
 - DVD
 - On-Line Questionnaire
 - LP and Printed Versions of Questionnaire
- Facebook, Twitter, YouTube
- Radio and TV
 - Touch FM



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Communications Programme Update

- Newsletters
 - Birthplace Trust
 - RSC
 - Stratforward
 - Others?
- E-shots
 - 500+ Mailing List
 - Steering Group Members & Interest Groups for Onward Distribution



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Open Days

Sunday 30 June 11am to 5pm

&

Monday 1 July 1pm to 8pm

Town Hall



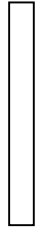
Stratford-upon-Avon
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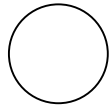
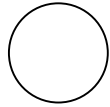
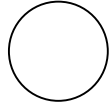
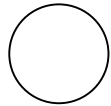
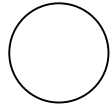
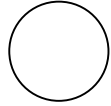
Town Hall Layout



Rostrum



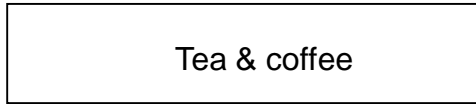
TV screen:
showing
NP DVD



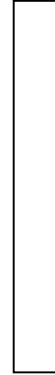
Tables &
chairs

Table with
questionnaires
and pens
on it

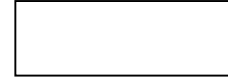
Thank you
pull-up
screen



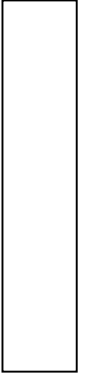
Tea & coffee



Environment
Infrastructure
&
Wellbeing
display
boards



Town Centre
& Heritage
display
boards



Housing &
Employment
display
boards

Introduction
(From Mayor
making
event)



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Layout Continued

- 1. Welcome Pop up
- 2. Introduction
- Manned by NDP Working Group Members
 - 3. Housing
 - 4. Employment
 - 5. Town Centre
 - 6. Heritage
 - 7. Environment
 - 8. Infrastructure
 - 9. Community/Leisure/well-being
- 10. Thank You Pop up



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Roles and Responsibilities

- Meet & Greet Entrance Host with Clicker
- Steering Group Members - rota
 - Detailed discussions
- Town Council - rota
 - Direct people to subject experts
 - Hand out questionnaires
 - Sit people down at the tables to fill in questionnaires
 - Collect questionnaires
 - Keep the flow moving



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Thank You



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