

Shotley Peninsula Cycling Campaign

COMMUNICATIONS PLAN

Objectives

Our campaign is still relatively young and we wish and need to do more to communicate our aims and intentions and to make our presence more widely known. We wish to adopt a few reasonably simple but effective measures which will help us achieve these objectives. We need to have regard to our current modest resources and pursue a communications plan which is commensurate with this. We will review this plan as the campaign grows.

Proposals

- (a) **Website & Logo:** Design and launch a website and associated logo for the campaign as soon as possible and publicise this widely. Our website will be the principal source for everyone seeking information about our campaign. Our logo and website address will be advertised on all our correspondence and publicity material. [Launch May 2011].
- (b) **Posters:** Create a generic A4 poster which can be adapted and used to publicise all our meetings and events. It should be possible to amend and print the posters on our computers [Spring 2011].
- (c) **Newsletters:** Prepare and publish, every quarter, a newsletter for our membership (to be emailed out and posted on our website) and an abbreviated news article for publication in all the local newsletters and dispatch to all the local primary and secondary schools [Quarterly].
- (d) **Meetings:** Hold our AGM and at least one public meeting every year [Annual].

Longer Term

As the campaign grows, along with our ambitions and resources, we will review the merits of introducing the following;

- (a) Branded products (eg tabards, ankle/wrist bands and badges)
- (b) Pop-up display banner
- (c) Assembly roadshows for schools on the peninsula
- (d) An Alton Water fundraising cycle ride/event

Other options will also be considered as appropriate.

February 2011