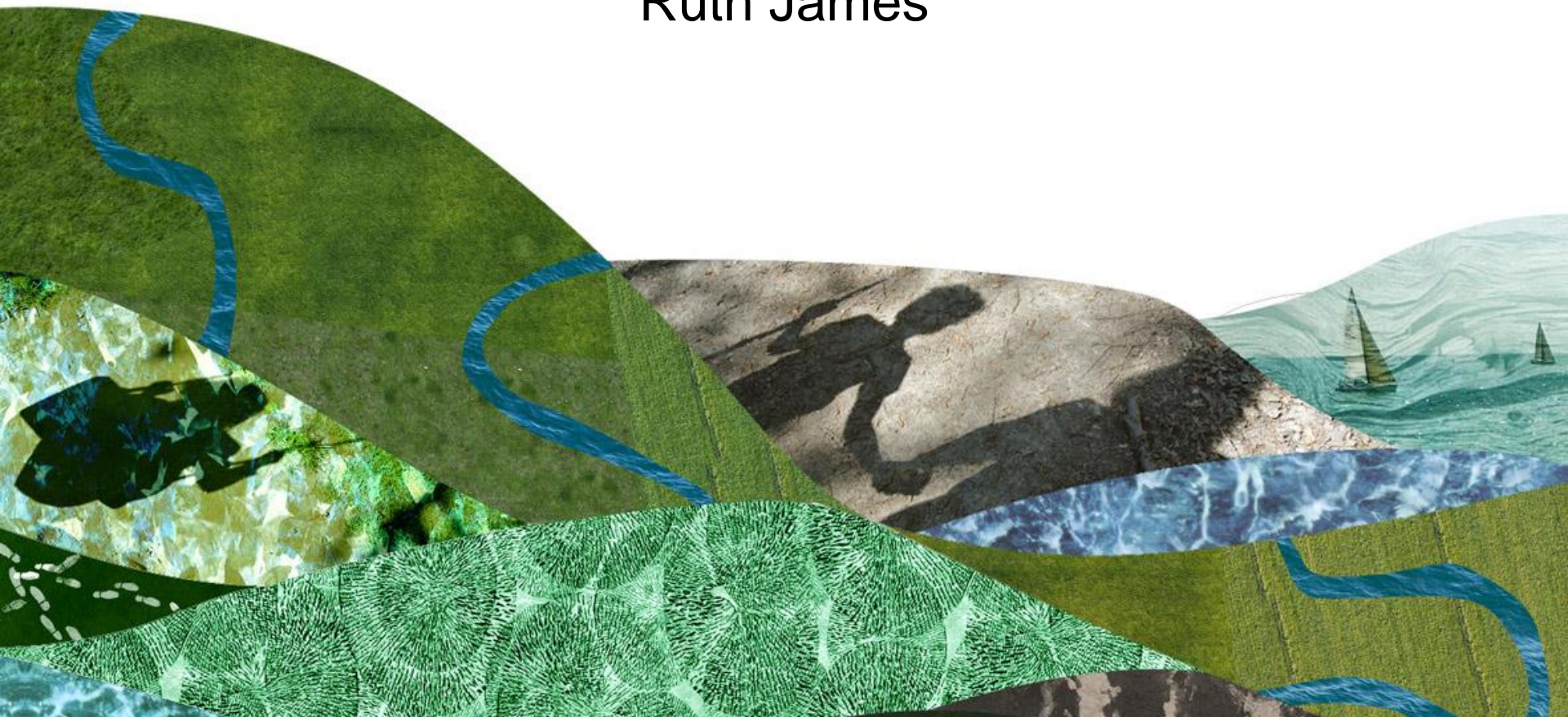


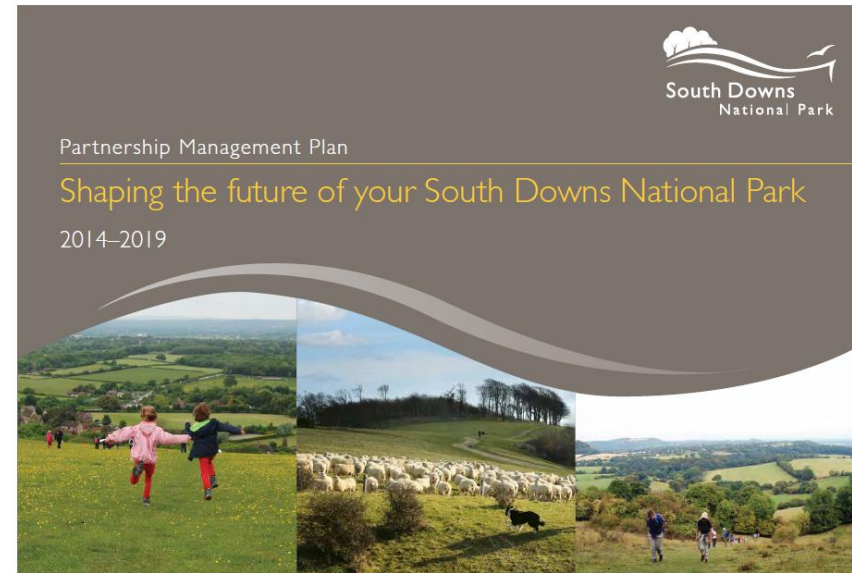
# PMP Review – Comms Plan

Ruth James



# Aim of the Comms work

- To let people know the review is taking place and how it is being done.
- To make the Partnership Management Plan more accessible, interactive and engaging.
- To enable partners and communities to share their projects and stories.
- To better demonstrate what the PMP is enabling delivery of achieved across the National Park.



# External engagement

## INFORM:

- Provide information on the process and key stages on website, social media
- Press releases, newsletter stories at key points in the process.



## ENGAGE & INVOLVE:

- **Our key partners:** through South Downs Partnership
- **Our communities:** through our parish workshops
- **Our experts:** working with networks of technical experts in each of our key areas



# Internal engagement

## INFORM:

- Provide information on the process and key stages on intranet
- Provide articles for Update from the Member Task and Finish Group for Update at key points



## ENGAGE & INVOLVE:

- Key staff involved at various points, working alongside strategy leads to review and revise as necessary



# After the review

- Let people know it has happened press releases, newsletter story etc
- Interactive, online Delivery Framework so that partners can load up their projects and case studies
- Produce short, accessible materials including an 'At a glance' summary booklet
- Make it part of everything we do – posters around the SDC and in area offices



## Conservation & Land Management

### Our vision

**Nature, heritage and land are valuable assets, managed and enhanced to provide multiple benefits for all.**

### What we want to achieve

#### Outcome 1: Natural Capital

The Park's natural resources are enhanced for future generations: important habitats are restored and better connected on a landscape scale.

Priority 1.1: Habitats

Priority 1.2: Species



#### Outcome 2: Landscape Qualities

The Park's special landscape qualities and sense of place are conserved and enhanced with more opportunities to enjoy and experience them.

Priority 2.1: Landscape & Heritage



#### Outcome 3: Climate Change

The natural environment of the Park is better managed to help mitigate and address the impacts of climate change.

Priority 3.1: Climate Change

#### Outcome 4: Land Partnerships

New landscape-scale partnerships deliver better integrated management of the land and water environment, providing multiple benefits for nature and people.

Priority 4.1: Integrated Land Management

