

Public Affairs Strategy

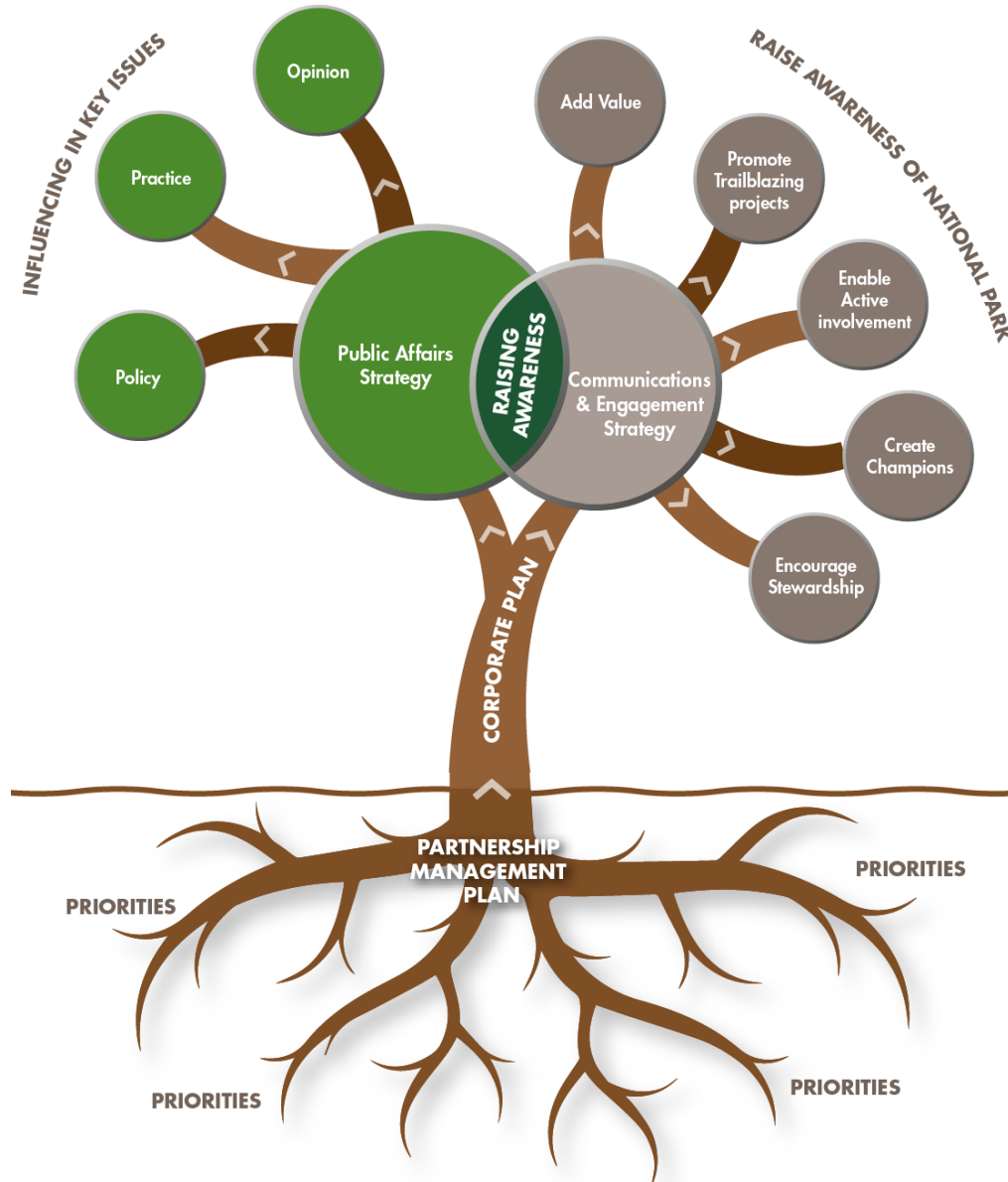
P& R Committee

21 November 2017

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Public Affairs & Communications



Guiding principles

We will prioritise issues:

- that will play a major role in the delivery of the Purposes for which the National Park has been designated and the duty of the Authority
- where the special qualities of the South Downs are at risk
- that directly relate to the priorities set out in the Government's 8 Point Plan for National Parks
- that are likely to generate significant interest and concern among the communities of the National Park
- that are likely to generate significant media interest; and

We will then vet each of these issues against three crucial tests:

- where we have a clear leadership role to play;
- where there is genuine ability for us to influence; and
- where the issue is time critical – ie, when there is a specific policy debate/practical development that means the window of opportunity to influence is now.



- 5 possible issues before Members:
 - Future of farming
 - Water
 - Affordable homes
 - Sustainable tourism
 - Health & well-being

- Each has been vetted according to the 3 crucial tests set out in the Guiding Principles:
 - clear leadership role to play
 - genuine ability for us to influence
 - time critical

