SDNPA KEY COMMUNICATIONS & ENGAGEMENT ACHIEVEMENTS 2018/19

EVENTS

68 EVENTS ATTTENDED

13,000 PEOPLE engaged with

MEDIA

47m PEOPLE REACHED

62 PRESS RELEASES issued

4,898 MENTIONS in the media (inc. 105 in UK nationals)

1,744 MENTIONS in regional media

12.3m PR VALUE

SHARED IDENTITY

112 PROJECTS used in 2018/19

10 KEY INTERPRETATION PROJECTS

SOCIAL MEDIA ENGAGEMENT

27,098 FOLLOWERS on social media channels

61% 16,398 FOLLOWERS*

42% 10,110 LIKES*

258% 5,375 FOLLOWERS*

** increase since 2017/18*

AWARENESS OF NATIONAL PARK YouGov

60% AWARE of South Downs

80% IN SOUTH EAST aware of National Park designation

10% IN SOUTH EAST recognised one or more elements of shared identity

40% SAW shared identity images on SDNP website

9 ENTRY SIGNS installed

4,781 E-NEWSLETTER subscribers

2,703 VIEWRANGER number of route downloads

92,557 TAKE THE LEAD* number of people engaged with

**including heathlands reunited*

138,233 PUBLICATIONS distributed through 390 venues by Brochure Connect

SDNPA WEBSITE

ANNUAL USERS **429,344**

DURATION **3m18secs** average of visit

SDNPA DISCOVERY MAP

ANNUAL USERS **22,625**

DURATION **46secs** average of visit