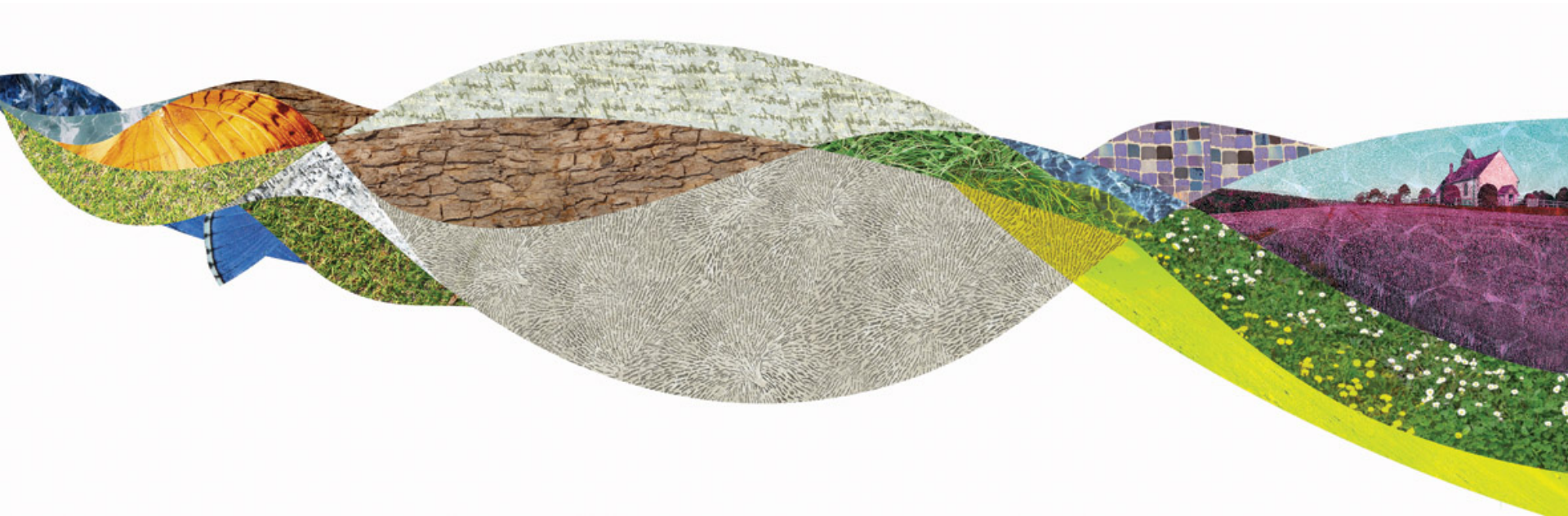


Communications & Engagement 2020/21

Ruth James
Communications & Engagement Manager



A year of challenges and opportunities



Bringing the National Park to people

VIRTUAL EVENT:
SUNDAY 19 JULY – FRIDAY 24 JULY

Wild Chalk Festival 2020



SOUTH DOWNS
NATIONAL PARK
CELEBRATING 10 YEARS

DARK SKIES FESTIVAL 2021

MY DARK SKIES



Friday 12 February 7.00 pm
Real-time Tour of the Night Sky

#EmbraceTheDarkness

SOUTH DOWNS
NATIONAL PARK
CELEBRATING 10 YEARS



Posts



southdownsnp



Liked by **katharine_hale** and **672 others**

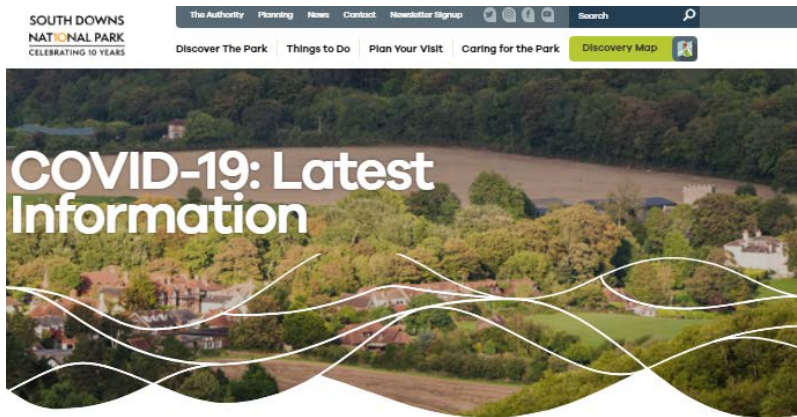
southdownsnp Good morning!

Looking to volunteer
but short on time?

00:05



Positively playing our part

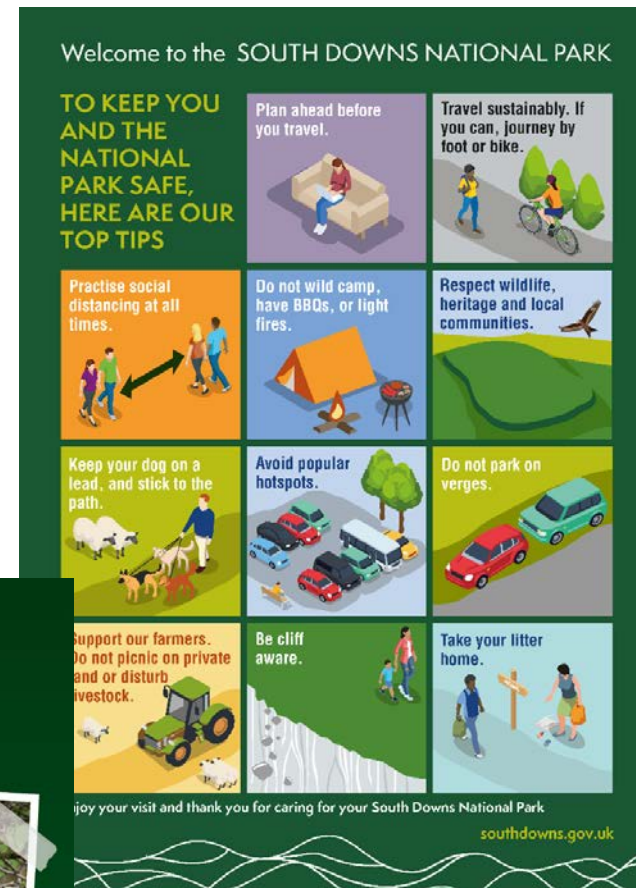
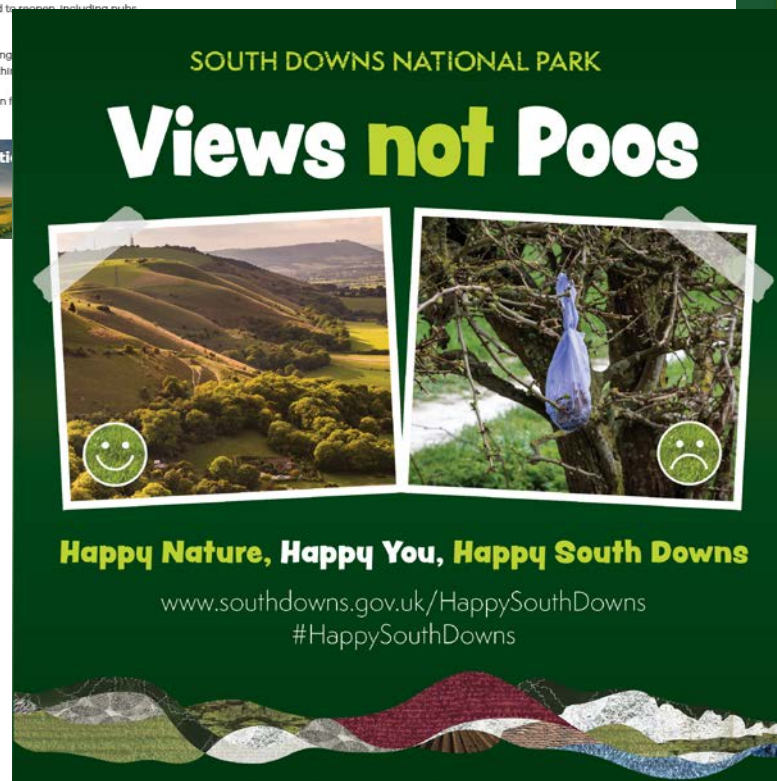


Home / National Park Authority / Our Work / COVID-19: latest information

- Information on enjoying the South Downs National Park
- Information for businesses
- How the South Downs National Park Authority is operating
- Experience the South Downs National Park virtually
- Support for communities
- Reporting problems or issues

From 4th July 2020, a larger number of businesses will be allowed to reopen, including pubs, museums and accommodation providers.

Our absolute priority remains the safety of everyone who is coming to the National Park as well as the 117,000 people living and working within the park. Please remember that social distancing remains in place. You can find more advice [here](#).



Supporting national initiatives

The
Countryside
Code



Your guide to enjoying parks and
waterways, coast and countryside

Respect everyone

- be considerate to those living in, working in and enjoying the countryside
- leave gates and property as you find them
- do not block access to gateways or driveways when parking
- be nice, say hello, share the space
- follow local signs and keep to marked paths unless wider access is available

Protect the environment

- take your litter home - leave no trace of your visit
- do not light fires and only have BBQs where signs say you can
- always keep dogs under control and in sight
- dog poo - bag it and bin it - any public waste bin will do
- care for nature - do not cause damage or disturbance

Enjoy the outdoors

- check your route and local conditions
- plan your adventure - know what to expect and what you can do
- enjoy your visit, have fun, make a memory

www.gov.uk/countryside-code



Getting out there

Visitors/public:

32 pop up events

Parish engagement:

3 County workshops

2 parish meetings around

Seven Sisters Country Park

1 Dark Night Skies

webinar



Supporting Project Delivery

Over 60 projects supported...



VITICULTURE IN THE SOUTH DOWNS NATIONAL PARK



Looking forward



So how have we done?



Reached
56,826,178
people

So how have we done – the detail

SDNPA KEY COMMUNICATIONS & ENGAGEMENT ACHIEVEMENTS 2020/21

VIRTUAL FESTIVALS



3

VIRTUAL FESTIVALS HELD

WITH A TOTAL CONTENT REACH OF...

502k

SPLIT BETWEEN...



178k

WILD CHALK



84k

SECRETS OF THE HEATH



240k

DARK SKIES FESTIVAL



11

VIRTUAL WALKS

55,924 VIEWS



121,544

SHORT FILM VIEWS

MEDIA



40m

PEOPLE REACHED



60

PROACTIVE PRESS RELEASES issued



1,103

EARNED MEDIA COVERAGE (from press releases alone)



5,500

MENTIONS in the media (inc. in UK nationals)



£8m

PR VALUE



WEBSITE

208%

VISITS INCREASED (to > 1.6m unique visits)



SDNPA DISCOVERY MAP ANNUAL USERS

59,976



>60

PROJECTS SUPPORTED

SHARED IDENTITY

12

KEY INTERPRETATION PROJECTS

MEDIA STORY OF THE YEAR

Astrophotography competition



225

...pieces of coverage (local, regional, national and international).



£10m PR VALUE



8,078

E-NEWSLETTER subscribers to date



2,351

VIEWRANGER number of route downloads



646,710

TAKE THE LEAD messaging reach

COMPETITIONS

4,180

ENTRIES TO 5 COMPETITIONS



SOCIAL MEDIA ENGAGEMENT



46%

57,455 TOTAL FOLLOWERS on social media channels



13.9m

TOTAL REACH on social media channels



1.05m

TOTAL ENGAGEMENT on social media channels

FOLLOWERS



26%



63%



51%



Thank You