

Cranborne Chase and Chalke Valley Landscape Partnership Scheme Communications Strategy



CHASE & CHALKE
LANDSCAPE PARTNERSHIP



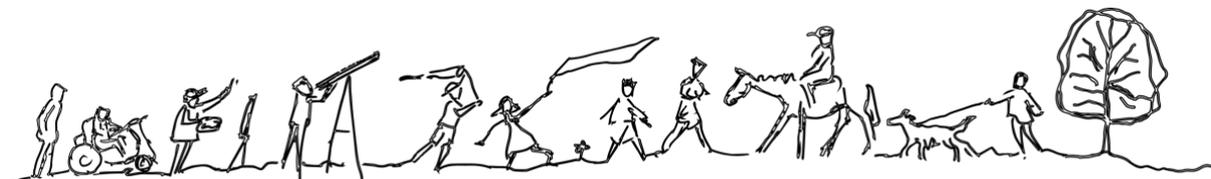
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1. INTRODUCTION TO THE SCHEME

The Cranborne Chase and Chalke Valley Landscape Partnership (“Chase & Chalke”) is a scheme to enhance, celebrate and protect the natural, cultural and historic assets of this part of the Cranborne Chase AONB, through 20 projects, running until 2024.

In 2019 The Cranborne Chase & Chalke Valley Landscape Partnership Scheme was awarded a £1.68million grant from The National Lottery Heritage Fund. With match-funding from partners, the five-year scheme totals £2.7million. The projects aim to:

- Conserve, enhance & restore key features of natural, historic and cultural heritage.
- Offer opportunities to develop awareness, understanding and enjoyment together with knowledge, skills and volunteering to provide a lasting legacy for the future.
- Provide opportunities for individuals and communities, near and far, young and old, to care for local heritage.
- Foster pride in the unique and rich heritage of this landscape.

2. FIVE-YEAR COMMUNICATIONS STRATEGY

This Communications Strategy is designed to promote, coordinate and deliver the objectives of the Scheme. The plan will guide efforts to implement innovative and targeted communications campaigns over the next five years, supporting the targets and aims outlined for each project, and the Scheme as a whole, until 2024.

The Strategy provides an overarching plan, under which individual communications activities and plans will flow using this as a guide.

Communications is key to the success of the Chase & Chalke Landscape Partnership Scheme. The Scheme involves a wide variety of different organisations and individuals, each with their own interests and priorities, but committed to working together. Coordinating communications across many different partners, stakeholders and projects requires a consistent and collaborative approach.

As such the strategy will help to coordinate project delivery through the Chase & Chalke Communications Officer and the partners involved in the projects – funders, representatives on the Landscape Partnership Board, our individual project partners and those engaging in our projects.



3. MISSION

The overall mission of the scheme is to ensure this distinctive landscape survives through modern day pressures and future change. The projects will help to improve habitats, develop woodland skills, uncover new archaeology, protect ancient monuments, capture stories for future generations and foster volunteering.

A key aim of this Landscape Partnership is to connect the people that live within it and on the doorstep, to the landscape and inspire them to play a part in caring for it.

The mission of the Communications Strategy is to take its lead from these aims by engaging the local community and those living in the wider area with the landscape through the projects – by taking part or volunteering and leaving a lasting legacy of people knowing about and caring for their heritage.

It is imperative that people know that the Scheme exists and that it has been designed with them in mind. Ensuring our communities understand what the Scheme is designed to do underpins everything.

It is important that our communities understand that we need their assistance throughout the Scheme to ensure it is a success. Only through active engagement, practical involvement and working collaboratively can the overall aims of the Scheme be achieved.

It is vital that communities develop a sense of ownership and belonging that fosters a decades-long legacy of sustained engagement, activity and productivity beyond the term of the Scheme itself, becoming a transformative experience for everyone involved.

4. DELIVERY

The Landscape Partnership Scheme (LPS) Communications Officer provides the overall communications lead, supported by the LPS Team and LPS Manager.

The Communications Officer, with the project lead and the LPS Manager, identifies the budget, creates the audience segmentation, agrees the tactics and overall communications plan for each project.

Project Leads help to create and deliver communications for their individual projects and will support the Communications Officer in the creation of stakeholder and audience plans and content.

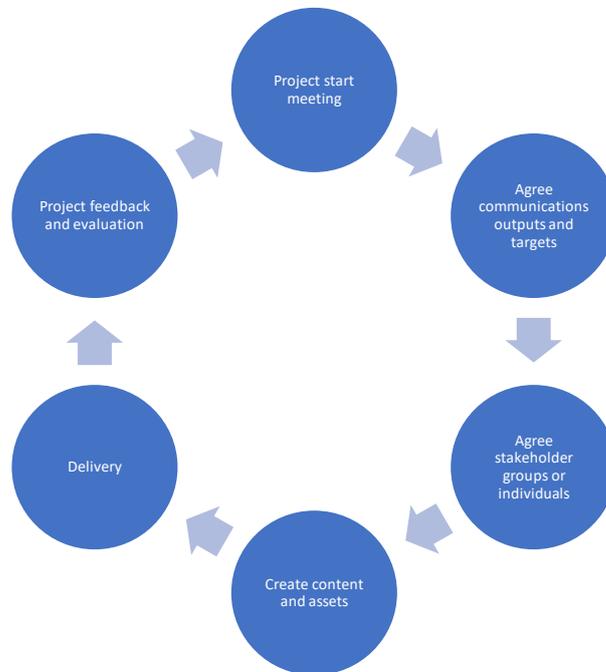
Project partners and stakeholders are responsible for providing communications for their projects through their own teams and communications channels to help attain the



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greatest and most effective reach. This is managed through the Communications Working Group which is managed by the Communications Officer.

The timing of any communications activity is based on discussion with the individual LPS Project Lead and the Manager to choose the most appropriate date for the audience without compromising the overall project plan.



5. OBJECTIVES

The overall aim of the Communications Strategy is to ensure the Scheme engages, motivates and mobilises all stakeholder groups in order to achieve the objectives of the Scheme. This will be achieved through the following objectives:

- To integrate all communications activity for the Landscape Partnership Scheme Team and the projects;
- To provide a clear communications planning process that is part of the overall project planning for the Scheme which can be adapted through feedback;
- To develop the communications goals and objectives of the Scheme and create appropriate plans for delivery and implementation of communications tactics;
- To develop communications objectives by audience using audience research.
- To create a feedback loop for communications through audiences and stakeholders to help create the most appropriate and effective communications activity



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- To develop capacity across the Landscape Partnership Scheme Team through training to ensure appropriate support for the communications effort; and,
- To create an evaluation and learning process for communications planning.

6. OUTCOMES

Communications tactics will be created for each individual project which forms part of the Scheme resulting in a bespoke, project-specific communications plan. All communications plans are designed to encourage those living in and around the Chase & Chalke area to get involved in the projects.

Each project will have its own tactical communications plan, embedded within each of the following common themes will be:

- To highlight the Scheme area and its distinctiveness;
- To communicate the vision of the Scheme;
- To acknowledge funders through relevant branding;
- To report on the success of the Scheme.

7. KEY MESSAGES

The communications outputs will be created with calls to action in a friendly, open, inclusive and upbeat tone. Individual messages and calls to action for each project will be created, but the key messages in all of our projects will be encouraging people to:

- Get involved
- Join in
- Discover the distinct landscape
- Discover the heritage of the area and why it's so special
- Reconnect with nature
- Protect and enhance the landscapes
- Learn more about the area
- Enjoy the beauty of the area
- Explore
- Find out more



8. BRANDING

Imagery (logos)

There are two main logos: the 'Chase & Chalke' logo and the National Lottery Heritage Fund logo. Both must be used on every piece of communication, online or printed, and using the relevant brand guidelines.



Where possible and appropriate Cranborne Chase Area of Outstanding Natural Beauty logo should also be used to give the communications context.



There are three sub logos for the Chase & Chalke Scheme – for culture, history and nature specifically, which can be used to differentiate between the three types of projects.



Logos of supporting partners and funders should be used where appropriate and following any branding guidelines.

Imagery (pictorial or photographic)

Any additional imagery used must include the appropriate attribution and photo credit and all necessary copyright issues will be considered.



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The overall look and feel and brand will be created for each project to ensure it is audience appropriate and the Chase & Chalke logo and the National Lottery Heritage Fund logos provide the connection.

Look and feel

Project specific communications may have their own look and feel which is dependent on the audience. Formal LPS documents and reports will have the same format – this Communications Strategy is an example.

Language

The tone will be friendly, upbeat and accessible, whether written and oral. Where necessary and possible, content will be supplied in other languages, or using subtitles and braille.

The Cranborne Chase AONB website is classed as an accessible website and we have an accessibility statement. This is reviewed each year.

Credits

All project partners and funders will be attributed appropriately and where possible. All guidelines for crediting the National Lottery Heritage Fund will be followed.

9. AUDIENCE

The communications design phase will be audience led.

The population of the Chase & Chalke Scheme area is sparsely populated estimated at circa 5,600 inhabitants. The wider Chase & Chalke Scheme area could appeal to 415,717 people living up to 40 miles away.

Our audience is split in a variety of ways. For each audience, the Communications Officer, with the help of each Project Lead, create the audience plan for each project.

Broadly, all audiences fit into one of these categories and in Table 1 we provide an example of one of the key messages for each audience which provides an example of our tone of voice.

Many of our projects have audience crossover. This will help to influence our communications planning and we expect to have close relationships with key audiences to ensure our communications effort is streamlined and effective.



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	TARGET AUDIENCE	KEY MESSAGES
1	FUNDERS	Chase and Chalke is possible thanks to your financial contribution and is helping to create the projects that will be enjoyed to promote and enhance this special area.
2	LANDSCAPE PARTNERSHIP BOARD MEMBERS	With you, we create and promote the schemes. Your input helps create the most effective schemes that will help the projects succeed.
3	DELIVERY PARTNERS	Together, we are working to enhance, conserve and promote this area to make it a meaning part of people's lives.
4	COMMUNITY STAKEHOLDERS - LOCAL COUNCILLORS	Together, we are using the funding available to create value for money schemes that are most needed in the area.
5	RESIDENTS AND COMMUNITY GROUPS WITHIN THE LPS AREA AND IN SURROUNDING AREA	You live in this special area, but it's yours to explore and we want you to make the most of the opportunities available.
6	BUSINESS OWNERS - TOURISM	The area's heritage and unique status provides real business opportunities. We want to help you make the most of them.
7	SCHOOLS	You live in this special area, but it's yours to explore and we want you to make the most of the opportunities available.
8	LAND MANAGERS & FARMERS	Your work has helped create the area we all enjoy today; see how you can get involved in some of our schemes.
9	USER GROUPS - RECREATION / VOLUNTEER GROUPS	There are opportunities to help improve your experience of the area and to encourage others to come and see for themselves what is on offer.
10	VISITORS & POTENTIAL VISITORS	It's a unique area that has so much on offer, come and see for yourselves
11	LOCAL MEDIA	This scheme is a great way to boost the area economically. Help us to get our messages out there.
12	EVERYONE ELSE	Wow, what a place to visit!

Table 1: Target audiences and key messages



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Schools are a good audience example in this respect and will be used to highlight our strategy:

Schools and school children can benefit greatly from the projects on offer as part of the Chase & Chalke Landscape Partnership Scheme. They provide a simple way of reaching one of our key audiences that may otherwise not yet be engaged with Cranborne Chase AONB as a whole. Youth groups, such as Seeds4Success and local Beavers, Cubs, Scouts and Explorers groups, form an allied group to schools and will enable opportunities for additional engagement.

This, and each target, audience group will have a key contact within the LPS Team to ensure they receive information in a coordinated way. This contact will provide them with details of the opportunities for them to get involved in the projects.

10. STAKEHOLDER RELATIONS

The success of the Communications Strategy is reliant on the input of our stakeholders. They are a fundamental element of our plan for project creation, implementation and feedback.

Taking the lead from our audience segmentation, we have a separate Stakeholder Relations Plan that lists our key stakeholders, how our stakeholder relations programme will run including a list of the point of contact within the LPS Team and a timetable of communications.

The Project Lead will create and manage the necessary stakeholders for each project, with support from the Project Support Officer who manages the stakeholder database and the Communications Lead.

11. COMMUNICATIONS CHANNELS

We will use a variety of methods to communicate with our audiences. A Communications Working Group, consisting of funders and partner organisations has been created. These will help us to promote our schemes and events to best effect. This group is managed by the Communications Officer with input from the Project Leads.

Other groups created by the scheme, including the Community Stakeholder Group and the Schools and Teaching Advisory Group (STAG) will also help to widen our channels of communications.

Most methods of communication to be used by the Chase & Chalke LPS Team can be categorised as follows in Table 2:



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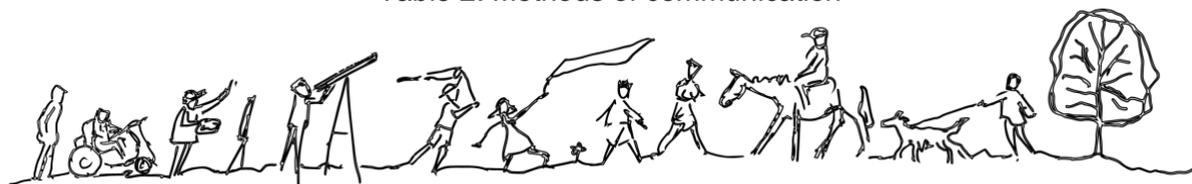
	METHOD OF COMMUNICATION	MANAGEMENT, CREATION & USE
1	FACE TO FACE MEETINGS, VIDEO CALLS & EMAILS	Primarily to be used for board members, key stakeholders and project partners.
2	EVENTS ORGANISED OR COORDINATED BY THE LPS TEAM	This could be a conference, an LPS Board meeting, a planning meeting of the Communications Working Group or a scheme event such as a volunteer work day.
3	EVENTS ORGANISED BY PARTNERS	The LPS Team will work with other partners and join in with other events where appropriate such as the Chalke Valley History Festival or the South West Wilshire Area Board to help promote our events in the most cost-effective and timely manner.
4	SCHEME WEBSITE	The Chase & Chalke web pages are part of the Cranborne Chase AONB website. This ensures consistency for our audiences and accurate information plus it avoids duplication of effort.
5	SOCIAL MEDIA & BLOGS	A scheme blog 'Chalkboard' has been created which is a longer form engagement from team members, volunteers, those living and working in area, reflecting the aims of the scheme. The Facebook & Twitter accounts of Cranborne Chase are used to promote the scheme due to the relatively high engagement levels and reduces duplication of effort. A separate Chase & Chalke Instagram account has been created due to the artistic and attractive nature of many of our events and schemes. All members of the LPS Team help manage the social media output.



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	METHOD OF COMMUNICATION	MANAGEMENT, CREATION & USE
6	E-NEWSLETTERS	We manage our e-newsletters via MailChimp which enable us to segment our audiences. These are issued as appropriate and are normally managed by the Communications Officer to ensure consistency of tone and to avoid issuing too many updates.
7	SCHEME DOCUMENTATION & PUBLICATIONS	Created in-house or by external design agencies, these documents are either available online, via local outlets and noticeboards such as at village halls and community shops. Content is created by the Project Lead or the Communications Officer.
8	COMMUNITY NEWSLETTERS (PARISH)	A very effective method of communication - we have a database of contacts. The Project Leads help create content with the Communications Officer.
9	PARTNER NEWSLETTERS	Content is co-ordinated through the Communications Working Group or through the project lead.
10	OTHER AUDIO-VISUAL COMMUNICATIONS (YOUTUBE CHANNEL, MOBILE OR INTERPRETATION BOARDS AND SIGNAGE)	Audio-video content will be used to document and promote Scheme activities and will be AONB or Scheme YouTube channel. Local and regional radio will be used to highlight Scheme activities to a wider audience and as a call to action. Other communications include banners, posters or interpretation boards and signage such as our Time Traveller App waymarker signs. Content is managed by the Project Lead and the Communications Officer but the installation and management of this signage is coordinated by the LPS Ranger.

Table 2: Methods of communication



12. MONITORING AND EVALUATION

Each project-specific communications plan, containing the communications tactics for each project, will be reviewed at a variety of points across the length of the Scheme. This process will provide a detailed evaluation of the key elements of each plan and be used as an invaluable tool to inform all plans across the Scheme.

For those projects that occur on an annual basis the relevant communications plan will be reviewed at the completion of the project for that year. This will be undertaken as a key element of the evaluation of the project against the set outcomes and outputs for that year.

For one-off projects the relevant communications plan will be reviewed as a key element of Scheme mid-term evaluation. For those projects that have not taken place by the mid-term evaluation, the communications plan will be reviewed during the Scheme final evaluation.

Further *ad hoc* evaluation of communications plans may also be required if it becomes possible that planned outcomes and outputs may not be met. Updates to the Scheme Risk Register will be compiled by the LPS Manager to advise whether these evaluations may be necessary and will be based on progress reporting.

