

Item 5 Draft Communications Strategy

1. Summary

This paper presents for comment a draft of an updated Communications Strategy for the AONB Partnership.

2. Background

This draft derives from our Communications Strategy of 2010 and previous Promotions Strategy of 2004. The update is work in progress and the Strategy requires further work, but the input of the Management Board will be useful at this stage. The analysis section has been considerably updated, but the Actions certainly needs further refining and prioritising.

3. RECOMMENDATION:

The Management Board is recommended to provide comments on the draft Strategy.

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Appendix 1 Draft Communications Strategy, January 2016