

Appendix 3 – Communications plan for consultation

Communications Plan

Date	Action	Audience
By W/C 15.08.2022	Write press release	Residents/ stakeholders
	Write Survey questions	stakeholders
	Write copy for individual council's website	Residents/ stakeholders
	Write social media posts	Residents/ stakeholders
	Create social media assets	Residents/ stakeholders
	Write copy for external comms to stakeholders	Stakeholders
W/C 5/9/22	Send all material back to Licensing sub-stream for comments	N/A
15/09/22	Make amends	N/A
19/09/22	Link up with comms and engagement workstream for sign off	N/A
W/C 03/10/22	Distribute comms materials to district comms and EH officers	N/A
W/C 03/10/22	Set up consultation on Harrogate's software	Stakeholders
W/C 24/10/22	Distribute invitations to stakeholders	Stakeholders
W/C 24/10/22	Issue press release	Residents/ stakeholders
W/C 24/10/22	Consultation begins	Stakeholders
2/1/2023	Reminder to both stakeholders and press (two weeks left)	Residents/ stakeholders
16/01/2023	Consultation closes	