

Appendix 5 – Proposed PEP 2021-26 communications plan

July 2021

Stage	Task	Deliverable	Duration	Start date	End date
Pre-consultation	Social media campaign	<ul style="list-style-type: none"> • Social media plan • Social media campaign design 	140 days	26/06/2021	15/11/2021
	Print media campaign	<ul style="list-style-type: none"> • Poster and banners design • Poster and banner print • Poster and banners distribution. 	86 days	24/05/2021	16/08/2021
	Stakeholder engagement	<ul style="list-style-type: none"> • Letters to councillors • Email invite to key stakeholders • Webdate updates • Citizen Space update • LBH internal headlines update 	25 days	19/07/2021	16/08/2021
	Other media	<ul style="list-style-type: none"> • JCDecaux billboards 	21 days	26/07/2021	16/08/2021
	Newspaper campaign	<ul style="list-style-type: none"> • Newspaper proof • Newspaper advertisement 	74 days	12/08/2021	15/11/2021
Post-consultation	Stakeholder engagement	<ul style="list-style-type: none"> • Website updates • Citizenspace update 		15/11/2021	-
	Focus groups	<ul style="list-style-type: none"> • Minutes 		15/11/2021	-