

EXAMPLE
Communications Plan
 Explore Cheshire East

Who (Stakeholders)	What outcome do we want to achieve	When / Frequency (dates and times)	What channels are we going to utilise	Responsibility / Comments / Budget
CE public and public visiting Cheshire Show from surrounding areas	Improved public understanding of the geographical area that makes up CE. Improved public understanding of what they can see and do across CE. 'Explore Cheshire East'	Cheshire Agricultural Show, 23 / 24 June Tabley Show Ground, Nantwich Show 29 July	Show site, competitions, graphics, one to one interaction, costumes, signage, landscaping, audio / visual stimulants. Public participation activities, flags. May give CE cheese samples away on stand (cost)	Competition in first CEN which featured the shape, attracted over 1,xxx entries
CE public	Improved public understanding of the geographical area that makes up CE. Improved public understanding of what they can see and do across CE. 'Explore Cheshire East'	April	CEN	Competition in first CEN highlighted the shape of the CE, the principle towns (plus some outlying villages to give people a better understanding of area) and main attractions around CE. Over 1.x00 entries.

South Cheshire Businesses		Nantwich show 28 th July evening reception	Reception on Stand the evening before the show. Partnering with S. Cheshire CoC and possibly a cheese producer.	£3,000 John Nicholson
The Farming community	Improved public understanding of the geographical area that makes up CE. Improved public understanding of what they can see and do across CE. 'Explore Cheshire East'	The ploughing Match		