

**MORAY LOCAL OUTDOOR ACCESS FORUM
DRAFT COMMUNICATIONS PLAN
2016(June) – 2019(September)**

1. Background

The SNH/Paths for All Partnership 'Guide to Good Practice' for Local Access Forums recommends that each Forum should prepare a Communication Plan to consider the content and method of its communication. The Plan identifies the communication needs of the Moray Local Outdoor Access Forum, highlighting a series of basic action points to achieve these needs, and establishing arrangements for action point implementation, monitoring and review.

2. Aims of the Communications Plan

- Assist in publicising the Scottish Outdoor Access Code and the Moray Core Paths Plan and interpreting these to the public.
- Raise the awareness of the Forum and its role and activities.
- Maximise the value and usefulness of the Forum to the wider stakeholders across Moray.
- Maximise the potential to realise the social, economic and environmental benefits of public outdoor access to individuals and groups.

3 Key Principle

Ensure at all times an open and transparent approach to communications between the Forum and the wider community of Moray.

4. Measures/Actions/Targets

The measures are effectively the means by which the aims in Section 2 above will be realised.

The following table lists the measures to be adopted by the Forum. Corresponding Actions and related targets are listed covering a one year period.

**MEASURES/ACTIONS/TARGETS TABLE
(June 2016-September 2019)**

MEASURE	ACTION	TARGETS	ACTION 2016
Scottish Outdoor Access Code (SOAC)	<ul style="list-style-type: none"> Moray Access Manager to make copies available of SOAC to all members 	<ul style="list-style-type: none"> Distribute SOAC and related leaflets to all Forum members and substitutes Check annually 	<ul style="list-style-type: none"> Incorporate into new member Induction Pack
	<ul style="list-style-type: none"> Forum Members to distribute SOAC and associated leaflets widely to peer group networks 	<ul style="list-style-type: none"> Access Manager to hold SOAC copies for members to distribute as required 	
	<ul style="list-style-type: none"> Copies of SOAC to be made available to all affected persons in access disputes involving the Forum 	<ul style="list-style-type: none"> Access Manager to send SOAC to all affected persons in disputes 	
Web Site	<ul style="list-style-type: none"> Review and develop website 	<ul style="list-style-type: none"> Forum member – Michelle Gillibrand to lead review and develop with Moray Council IT Section in 2014 	<ul style="list-style-type: none"> DONE Minutes, Agendas and membership info updated.
	<ul style="list-style-type: none"> Place all Forum meeting agendas, minutes and other papers on website 	<ul style="list-style-type: none"> Ongoing web site placement of all Forum's public papers 	
Local Press/Community Newsletters/Local Radio/Social Media (Twitter and Facebook)	<ul style="list-style-type: none"> Develop regular articles on Forum activities and progress 	<ul style="list-style-type: none"> Place features/ articles in local press, e.g .walks, access issues; activities of local groups etc. Each Forum meeting to discuss articles and appoint appropriate member to devise and place articles 	<ul style="list-style-type: none"> Look at setting up a Facebook page. Start a debate about access through letters page in The Northern Scot.
Forum Members	<ul style="list-style-type: none"> Each new member to receive a welcome letter and Induction Pack. 	<ul style="list-style-type: none"> Create an Induction Pack for members 	
	<ul style="list-style-type: none"> Members own peer group networks to be used to disseminate and collect information as required. Relates to all other actions and measures as appropriate 	<ul style="list-style-type: none"> Active use of members social networks to enhance two way communication between the core forum and the wider 'access' community 	
Access Manager	<ul style="list-style-type: none"> 2 way communication between the Forum and Moray Council will be facilitated through the Moray Access Manager 	<ul style="list-style-type: none"> Reports by Council Officials to the Forum on relevant issues as required Written reports of Forum making recommendations to the Moray Council 	
Neighbouring Forums (i.e. Cairngorms National Park, Nairn and Inverness, Aberdeenshire)	<ul style="list-style-type: none"> Invite neighbouring Forums to send representatives to Moray meetings as appropriate 	<ul style="list-style-type: none"> Forum meetings to review (on each agenda) items of regional importance and invite others to attend as appropriate. Forum Member – I Cowe to liaise with Aberdeenshire and City 	
	<ul style="list-style-type: none"> Moray Forum members to attend neighbouring Forum meetings as appropriate 	<ul style="list-style-type: none"> Attendance by Moray Forum members at neighbouring forum meetings when invited 	

National Access Forum	<ul style="list-style-type: none"> • Moray Forum members liaise as required with National Access Forum (N.A.F.) 	<ul style="list-style-type: none"> • Access Manager and Convener or others to attend joint meeting with N.A.F if possible 	
Moray Local Strategies and Plans	<ul style="list-style-type: none"> • Formulate Consultation process for producing Moray Plans jointly with the Council 	<ul style="list-style-type: none"> • Forum to agree programme for implementing consultation 	
Annual Access event	<ul style="list-style-type: none"> • Forum to consider at least being involved in one event annually targeted at a specific audience (e.g. schools) or topic 	<ul style="list-style-type: none"> • Members to discuss annually appropriate events to attend and/or organise. 	<ul style="list-style-type: none"> • Attend Gordon Castle Highland Games and Country Fair
Interface with Community Groups/Users and Community Planning	<ul style="list-style-type: none"> • Review and develop communications with groups and community planning, using correspondence, promotional material, local and social media as appropriate 	<ul style="list-style-type: none"> • Identify forum member to take this forward who will advise on activity at each meeting • Look at establishing a set off MLOAF leaflets promoting the Forum, Core Paths and general access 	<ul style="list-style-type: none"> • Attendance at Joint Community Councils and Moray Forum Meetings when possible. • Update MLOAF info and devise Core Path leaflets for distribution.

5. Resources

The cost of implementing the plan will be absorbed within existing Moray Council budgets. The Forum will facilitate delivery of the Plan with the assistance of the Access Manager although some actions will be the responsibility of Forum members where stated. Where elements of the plan require additional funding not available from the Council then the Forum will require to agree how resources will be procured.

6. Monitoring and Review

The current Communications Plan covers the period June 2016 to September 2019 after which time it will be reviewed. The forum will review the Measures/Actions/Targets table annually in November along with other strategies etc. Within the plan there will be a list of action points for the current operational year. This will be monitored quarterly.