

Table 1 : Draft Communications Plan

Date	Output	Communications Action
20 Dec	Prepare draft communications plan	Forward to Defra for circulation to Project Board for comments
20 Dec	Make recommendations to Defra re MSPP Advisory Group	Prepare mailing list
W/c 3 Jan	Press release	Issued via ABP and to Project Board
19 Jan	Coastal Futures presentation	Raise awareness of project amongst wider stakeholders
End Jan	Website	Establish website, email circulation lists
1 Feb	Finalise Communications Strategy and draft Advisory Group list	Project Management Group Meeting
2 Feb	Wales Coastal Partnership presentation	Raise awareness of project amongst wider stakeholders
Mid Feb	Draft literature review for comment	Email to Project Board and MSPP Advisory Group and notify date of first workshop Post on website General email alert to wider stakeholders
February	Questionnaire	Issue questionnaire to MSPP Advisory Group Members to assist in identifying level of interest in the project, sources of information for the pilot plans and contact details of additional stakeholders
March	Release final literature review and recommendations on pilot project	Email to Project Board and MSPP Advisory Group Post on website General email alert to wider stakeholders
March	Newsletter	Issue newsletter by email and on website
March/April	Obtain relevant regional data	Email/face to face contact with regional stakeholders
April	First Workshop (half day) – to discuss approaches to pilot project, based on literature review	Email to Project Board and MSPP Advisory Group Post on website
April	Finalise dates for Regional Workshop events	Notify MSPP Advisory Group by email Post on website Commence planning/admin for workshops
April to June	Confirm regional data, identify planning issues, initiate issue resolution	Meetings/exchanges with different stakeholder groups as needed
June	Regional Plan workshops	Notify MSPP Advisory Group by email

		Post on website
End June	Newsletter	Issue newsletter by email and on website
July	Sub-regional plan workshops	Notify MSPP Advisory Group by email Post on website
End September	Final Report	Email to Project Board and MSPP Advisory Group Post on website General email alert to wider stakeholders Press release?
End September	Newsletter	Issue newsletter by email and on website
October	Final workshop/conference	Notify MSPP Advisory Group by email Post on website
End October	Initial RIA	Email to Project Board and MSPP Advisory Group Post on website General email alert to wider stakeholders