

# Perth & Kinross Outdoor Access Forum Communications Strategy

## Purpose

The agreed aims and objectives of the Forum states that it will prepare and implement a communication plan. The communication plan will set out a framework for achieving many of the Forum's other agreed aims and objectives such as:

- To promote the sharing of knowledge, awareness of different viewpoints and good practise in responsible outdoor access in accordance with the Land Reform (Scotland) Act 2003.
- To assist in publicising the Land Reform (Scotland) Act 2003 and interpreting it to the public.
- To promote and help publicise the Scottish Outdoor Access Code.

## Background

The Paths for All Partnership/SNH 'Local Access Forums – A guide to good practise' recommends that a communication plan is prepared and implemented by each local forum.

One of the main areas of work for local access forums is to help communicate access related issues and views between many different groups and individuals within the population. To be in a position to advise the Council on access issues the Forum needs to be well informed with regard to both the issues themselves, and the viewpoint of different groups and individuals on any issue.

The current membership of the Perth & Kinross Outdoor Access Forum was drawn from, and elected by, a wider group of individuals who have an interest in access in Perth and Kinross. This wider group have an ongoing interest in the development of the Forum and an expectation that the Forum will establish communication links with them.

## Using the Communication Plan

The plan outlined in the table below highlights some key target groups which the Forum should aim to communicate useful messages with. The key messages and methods of communication for each target group are outlined and progress and responsibilities are also given.

The communication plan should be used as a working document which should be frequently referred to and updated as useful progress is made. Some good work is already happening with members putting information in newsletters, working locally to help start core paths planning in their community and taking part in events as Forum members.

## Developing the Communication Plan

Each member should submit a **personal communication plan** to ensure that useful links are made on an individual basis. Communication works best on a personal level and individuals will naturally fit with different key audiences. Some members already have links with organisations which they may have agreed to represent to some level on the Forum, and they may have been voted onto the Forum partly on this basis.

Some issues demand further discussion, for example:

- Planning the annual open meeting.
- Key guest speakers to invite.
- It may be useful to establish a visual identity for the Forum as some other local access forums have done in the form of a logo. Particularly if the Forum intends to be seen at public events.
- It might be useful to create a newsletter for mailing out and posting on the website.
- An improved website either to be stand-alone or as part of the Council site may be useful.

These points and others are in need of further discussion and the plan needs to be further developed by the Forum. Personal communication plans should be able to fit into the Forum Communication Plan and make the plan work in practise. Personal plans should also expand the Forum plan and make it more specific with individual responsibilities being highlighted and progress being charted. The plan should be present and updated at Forum meetings with the round the table discussions and reporting sessions being particularly useful in relation to this.

Updated September 2006  
By Jane Pritchard Access Officer

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Communication Groups	Communication message	Communication Method	Progress	Action Responsibility
Forum / Council	Agreeing & meeting aims of Forum,	Quarterly meetings with minutes and agendas in advance,	Ongoing	All
	Establishing communication links with Council,	Countryside staff attend meetings & service Forum	Ongoing	Access Officer
	Raise knowledge within Forum of Land Reform Act, SOAC & how Council operates in relation to above,	Written, verbal reporting to Forum by Countryside staff, training events,	Copies of Act & SOAC, Countryside Position Update, Core Paths Planning leaflet to all Training events planned, Ongoing discussions at meetings	Access Officer
	Establish knowledge within Council of Forum's role & Forum's knowledge of Council roles,	Compile list of key contacts within Council to send minutes to, Invite key contacts to attend as guests,	Ongoing	Access Officer
Forum / Councillors & Community Councils	Establish knowledge of Forum's role,	Letter to Councillors directing to website, (or optional mailings)	Done	Access Officer

Forum / Interest Groups	Give information about Forum members, Forum progress ,	Letter to contacts directing to websites, (or optional mailings)	Done,	Access Officer
	Updates on Forum's progress	Personal communications plan with key contacts listed	To do,	Forum members
	Forum's existence, role & progress	Articles in Interest Group's newsletters, Promote links to AF website,	Ongoing, Article in Perth Mountaineering Club Newsletter by RP,	Forum members
	Increased understanding between Forum & Interest Groups	Guest speakers invited to meetings ,	BHS attended Feb 05, Tayside Police May 05 AO of NFSU Disabled Rambler Aug 06	All
	Forum's role & progress & increase public awareness of issues (Act, SOAC)	Annual Open Meeting	Held June 05 & May 06	All
Forum / Council/ Public	Forum's role in conflict resolution	Procedure for resolution of disputes prepared, respond as required	Paper on website, Ongoing	All
Forum / Public				
	Forum's existence & role	Webpage on PKC website	In place, updated as required,	JP
	Forum's existence & role Specific topics eg SOAC,	Press releases, media articles/interviews,	Identify press articles & issue press releases,	All
	Forum's existence & role specific topics eg SOAC,	Stands at events	Identify useful events & what to communicate, prepare eg Access Week April 05	All
	Forum's role & progress & increase public awareness of	Annual Open Meeting	Held June 05 & May 06	All

	issues (Act, SOAC),			
Forum / National Forum	Networking with other Access Forums,	Establish key contact in National Forum, direct to website,	Attended networking days March 05 & Sept 05, Sept 06	All
	Networking with other Access Forums,	Attend any networking events,	Some attended by individual members,	NC/EP/?
Forum / Paths for All Partnership	Information from other Access Forums	PFA Officer attends meetings, receives minutes etc	Ongoing, website info passed on, view regularly	Paths for All/ Access Officer
Forum / Other LA Access Forums	Networking amongst Local Access Forums	Establish contacts with other Forums &/or their websites	Obtain website addresses and pass on	All