

Mendip Hills AONB Communication Action Plan 2014-18

The National Association for AONBs has produced its Communication Strategy 2014-19 (May 2014) for adoption and delivery by:

- AONB partnerships¹ and staff,
- NAAONB Board and core team, and
- NAAONB member organisations

Mendip Hills AONB Partnership –Communication Action Plan

The Mendip Hills AONB Unit has set out in the attached Action Plan, how together with the Mendip Hill Partnership, it will contribute to achieving the NAAONB Communication Plan objectives to benefit both the Mendip Hills AONB and the AONB Family.

This three year Action Plan will be reviewed annually.

2014-15 Mendip Hills AONB Priority areas of work reflected in the Action Plan are:

- Promotion of the new AONB Management Plan 2014-19
- Promotion of Mendip Hills Fund and associated Visitor Giving Scheme
- Increasing awareness and understanding of our protected landscape
- Promotion of our protected landscapes for peoples enjoyment, health and well being
- Promotion of Sustainable tourism

¹ includes any management Partnership, Conservation Board, Joint Advisory Committee or Joint Committee

Mendip Hills AONB Action Plan 2014-2018

NAAONB Communication Strategy Objective	Mendip Hills AONB Actions	Mendip Hills AONB Unit/partners	Completion date:	Priority	Ref: NAAONB Audiences – see NAAONB Annex 1
Objective 1: commitment to collaborate and communicate as an AONB family	1.1 Formally adopt NAAONB Communication strategy	Partnership	Nov 2014	1	L6
	1.2 respond to NAAONB Basecamp requests for information to various audiences	Unit	2018	1	various
	1.3 respond to NAAONB social media requests as appropriate	Unit	2018	1	various
	1.4 Incorporate Landscapes for Life logo on web site, publications	Unit	2018	1	various
	1.5 Attend NAAONB conference	Unit	July annually	1	NG1
Objective 2: understanding and support for what the AONB Family does <i>Mendip Hills AONB- specifically - the conservation and enhancement of the Mendip Hills AONB</i>	2.1 Manage Mendip Hills AONB web site updating content and providing links	Unit	2018	1	various
	2.2 Partners to refer to AONB web site on their web sites and provide link	Partners	Nov 2014	2	L1-L6
	2.3 Manage social media –AONB Facebook and Twitter to promote AONB projects and events	Unit/Partners	2018	1	various
	2.4 Issue regular media releases to raise awareness and promote new initiatives	Unit	2018	1	L1-L6
	2.5 Email AONB e newsletter to contact list	Unit	2018	1	L1-L6

	2.6 Refer to AONB Management Plan miniweb site in relevant LA reports and provide link on web sites	Partners	March 2015	2	Various
	2.7 Start AONB Management Plan review	Partnership	2018	1	LG1
	2.8 Attend events with Mendip Hills AONB information: Mendip Rocks events Visit Somerset tour operators event	Unit	Oct 2014 Nov 2014	2	L1-L6 L2 & L5
	2.9 Promote Mendip Hills Fund Visitor Giving Scheme to businesses and visitors (Administration of badge boxes, attending events, press releases)	Unit/ Partnership	2018	1	L5 & L4
	2.10 Distribute Mendip Hills Visitor Leaflet 2015	Unit	2018		L5
	2.11 Promote and update Somerset's 360°s info on Visit Somerset web page and App	Unit	2018		L4 & L5
	2.12 Promote and provide updates for Greentraveller on line Guide to the Mendip Hills	Unit	2018		L4 & L5
Objective 3: Understanding and recognition of the value of AONB Partnerships leading to continued support and resourcing	3.1 Organise & attend 2 Partnership Committee meetings per yr	Unit/partners	2018	1	LG1
	3.2 Organise & attend Officer Support Group meetings	Unit/partners	2018	1	LG1

<i>Mendip Hills AONB – specifically the Mendip Hills AONB Partnership</i>	3.3 Promote Annual Review 2013-14	Partners	Dec 2014	2	LG1 L1-L6
	3.4 Promote Annual Review 2014-15	Unit/Partners	Dec 2015	1	LG1 L1-L5
Objective 4. Understanding and recognition of the value of the NAAONB leading to continued support and resourcing.	4.1 Regular item on work of NAAONB on Partnership Committee agenda.	Unit/Partners	On going	1	