

Communications plan for road closures

Use this planning sheet to help you prepare your communication plan for your event.

Name of event																								
Date of event																								
Target Stakeholders	<ul style="list-style-type: none"> • Who are the stakeholders affected by your event/road closure? (e.g. property owners, businesses) • How are they affected? (E.g. property access blocked) • Please list specific names, addresses and details as relevant 																							
Key Messages	<ul style="list-style-type: none"> • What messages will you provide these stakeholders? Keep them simple e.g. <ul style="list-style-type: none"> ○ Name of event/programme ○ Time/date ○ Closure details ○ How they will be affected ○ Accessibility information e.g. property access, disability access ○ Event organiser contact details 																							
Actions	<table border="0"> <tr><td><input type="checkbox"/></td><td>Social media</td></tr> <tr><td><input type="checkbox"/></td><td>Brochures/flyers</td></tr> <tr><td><input type="checkbox"/></td><td>Paid advertising</td></tr> <tr><td><input type="checkbox"/></td><td>Media releases</td></tr> <tr><td><input type="checkbox"/></td><td>On-site signs</td></tr> <tr><td><input type="checkbox"/></td><td>Mailing/email list</td></tr> <tr><td><input type="checkbox"/></td><td>Meetings</td></tr> <tr><td><input type="checkbox"/></td><td>Posters</td></tr> <tr><td><input type="checkbox"/></td><td>Displays</td></tr> <tr><td><input type="checkbox"/></td><td>Map of venue</td></tr> <tr><td><input type="checkbox"/></td><td>Web</td></tr> </table>	<input type="checkbox"/>	Social media	<input type="checkbox"/>	Brochures/flyers	<input type="checkbox"/>	Paid advertising	<input type="checkbox"/>	Media releases	<input type="checkbox"/>	On-site signs	<input type="checkbox"/>	Mailing/email list	<input type="checkbox"/>	Meetings	<input type="checkbox"/>	Posters	<input type="checkbox"/>	Displays	<input type="checkbox"/>	Map of venue	<input type="checkbox"/>	Web	<p>From the list on the left, select the way(s) you intend to communicate with stakeholders.</p>
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Timetable	<ul style="list-style-type: none"> • When will you communicate with stakeholders? • Who is responsible for communicating with stakeholders? 																							
Evaluation	<ul style="list-style-type: none"> • How will you manage questions and complaints received by your stakeholders? • How will you monitor this communication plan? (e.g. keep a record of letters or emails distributed) 																							