

Appendix 1B - Communications plan

Date	Comms actions/outputs	Audience
Week 1 13/10	Publish web content, make survey live, make SEND options animation live	All
	Press release for launch	Media (general public), town & parish councils, members, internal subscribers
	Social media for launch.	All
	Enlist social media support from BFIS, FACT Bucks, Bucks H2S Facebook Group	Stakeholders
	Briefing on launch	Members
	Briefing on launch	Senior management
	Briefing on launch	Relevant service teams and contact centre
	Website home page promo	Residents
	Email on launch	Headteachers
	Email on launch	FE providers
	BFIS website article	BFIS users
Week 2 19/10	Week 2 social media	SEND parents & stakeholders
	Internal newsletter	BC staff
	Schools Bulletin item on launch to include a 'copy and paste' article for schools to add to their parental comms (eg newsletter to parents, email to parents, web info for parents)	Schools, parents
Week 3 26/10	SEND Newsletter	SEND stakeholders
	Newsletter email	Parents SEND (16-19)
	Week 3 social media	Parents
Week 4 2/11	Week 4 social media	SEND parents & stakeholders
	Social media to promote discussion group 1 (later cancelled). Request social media support from BFIS, FACT Bucks, Bucks H2S Facebook Group	All
	Newsletter email	Parents SEND
Week 5 9/11	Week 5 social media	Parents
	Newsletter email	Parents SEND (14-16)
Week 6 16/11	Week 6 social media	SEND parents & stakeholders
	Briefing	Members
Week 7 23/11	Week 7 social media	Parents
	'Last chance' press release	Media, town & parish councils, members, internal subscribers

Date	Comms actions/outputs	Audience
Week 8 30/11	Reminder/last chance item in Schools Bulletin	Schools
	Reminder/last chance email	FE providers
	Reminder/last chance email	Headteachers
	Reminder/last chance email	Parents SEND (16-19)
	Week 8 social media	All
Post-closure	Website update	All