

Communications Plan

Open spaces and parklands

Communications Plan

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Introduction

This Communications Plan runs from 1 April 2015 to 31 March 2016 for our open spaces. The plan is focussed around three key factors: River Lee Country Park, Three Mills Island and Three Mills Green, and Art and Heritage. It runs in line with the corporate objectives and the aims and objectives for the park for the year ahead. This plan demonstrates how the communications objectives will be met.

Background

Our vision is to continue the transformation of the entire park, once a neglected backyard of London scarred by industrial development; to create a world class visitor destination both for the national and international market.

Our open spaces and parklands boast eight Green Flag awards and three Green Heritage Awards. They are nationally and internationally important environmental resources. Eight areas within Lee Valley Regional Park (LVRP) are Sites of Special Scientific Interest, (SSSI) a designation reserved for the country's very best wildlife sites. Four of these are of international importance for migrating wetland birds and have been given Special Protection Area (SPA) status – making this area one of only two in London with this standing. This section of the park is also recognised under the Ramsar Convention as an internationally important wetland habitat. In 2014 London in Bloom awarded two of the open spaces their Silver Gilt award.

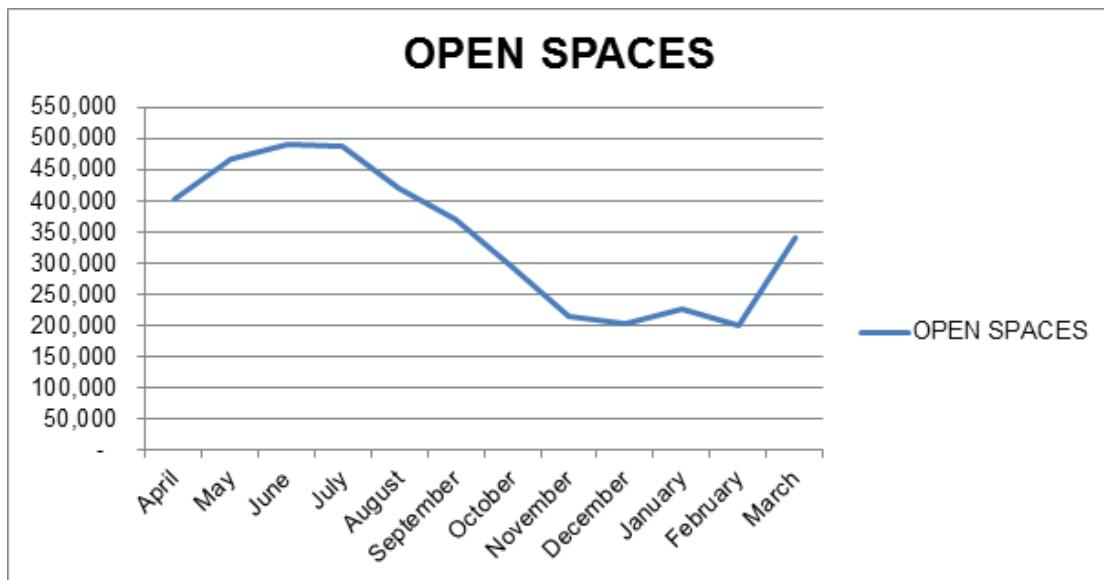
Situation Analysis

Visitor numbers

VISITORS/SITES	2013/2014	2014/2015
Waltham Abbey Gardens	296,284	245,610
Bow Creek / East India Dock Basin	100,554	115,150
Gunpowder Park	349,535	387,751
River Lee Country Park	1,455,686	1,409,437
Rye House Gatehouse	24,078	27,481
Three Mills Island and Three Mills Green	39,103	36,188
Tottenham Marshes	306,449	330,067
WaterWorks Centre nature reserve	285,223	328,094
North sites	457,892	484,614
South sites	636,216	757,760
ALL PARKLANDS	3,951,020	4,122,152

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Visitor numbers by month (2014/15)



Seasonal trends

With one of the warmest summers on record, as is expected from parklands and open spaces, 2014's visitor numbers gradually rose during the summer months. Autumn and winter were mild in 2014/15 leading to slightly higher footfall than in the previous year, with a less severe decline.

PESTEL analysis of external environment

Political

- Lee Valley Regional Park Authority has cut the levy by 2% for the year 2015/16, which is now 90 pence per head and accounts for 45% of gross budget. The levy is now below the amount collected in 2005/06.
- The Authority is engaged with the Greater London Authority (GLA) through its Open Infrastructure Task Force, looking at the future management of open spaces across London.
- The Authority continues to work with a number of stakeholders to secure the delivery of open spaces projects identified through the Park Development Framework.

Economical

- The UK is coming out of the recession with the average household income back to levels seen in 2007/08. It was however noted that current incomes for people of working age were still below the 2007/08 level. This suggests that on average people have slightly more disposable income to spend on hobbies, sports and leisure activities.
(Source <http://www.bbc.co.uk/news/business-31711854>).

However, the park is a free day out, and therefore unaffected largely by the recession.

Social/Cultural

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

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- High profile campaigns such as “This Girl Can” by Sport England have helped raise the profile of sport in general. They endeavour to inspire and encourage more women to exercise; whether it be starting to train for a marathon, attending a Zumba class or going for walks in the park.
- Large scale events; such as Race for Life, the UK’s first ever women’s full marathon, which will take place on 4 October starting from River Lee Country Park.

Technology

- Greater use of social media helps raise awareness and PR. Smart phones as well as smart phone apps allow many people to access information more quickly; e.g. people can find out local information, whilst in a specific area at the touch of a button, making visitor journeys easier.
- Improved technology allows for greater reporting and monitoring for sales-based products and visitor numbers; we are seeing the benefits of this through our new ELMs system (run by Clarity).
- Online marketing, promotion and advertising allow for greater analysis and monitoring of success/efficiency of online links, advertising and websites; including the use of online evaluation tools such Google Analytics and analytics sections of Hootsuite or Precise.

Environment

- Poor weather not only impacts businesses that have tenancy agreements on our land but also impacts on the land (e.g. flooding, drainage).
- LVRPA land supports a number of SSSIs and rare species; correct management of this land allows for positive impact on the environment and species.

Legal

- Compliance with Health and Safety guidelines
- Compliance with byelaws
- Analysis of internal environment including competitors and target market

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Competitor analysis

Parks and open spaces

Site	Area (acres)	Dist. from LVRP	Location
Lee Valley Regional Park	10,000	-	
Epping Forest (comparable to LVRP)	4,269	10 miles	Northeast London/Essex
Three Mills Island and Three Mills Green	6.7	-	East London
Russia Dock Woodlands (comparable to 3M)	34.5	6 miles	Southeast London
River Lee Country Park	1,000	-	Herts/Essex
Richmond Park (comparable to RLCP)	2,500	32 miles	Southwest London

Art and Heritage sites/installations

Site	Date built	Dist. from LVRP site	Location
Rye House Gate House	1443	-	Broxbourne, Herts
Mistley Towers (comparable with RHGH)	1776	70 miles	Essex Coast
Site/Installation	No. of sculptures		
Lee Valley Sculpture Trails	14	-	Various
Oxhey Woods Sculpture Trail (comp. LVST)	11	31 miles	Watford

Epping Forest

Epping Forest is an area of ancient woodland straddling northeast London and Essex. It contains a mixture of woodland, grassland, heath, rivers, bogs and over 100 lakes and ponds of varying sizes, providing important habitats for numerous flora and fauna. For this reason, much of it is considered to be a SSSI.

Aside from the fact that it is in close proximity to LVRP, it shares many features with its neighbour, making it direct competition.

One advantage to LVRP is the even wider variety of sites and open spaces of varying size. This means LVRP is arguably an even more interesting visit and can potentially facilitate even more and larger scale events. Both areas are good for similar leisure activities (walking, angling, cycling, and orienteering).

Epping Forest has a definite heritage offer, with places to visit like Lopping Hall and Queen Elizabeth's Hunting Lodge, however not quite as much as on offer at LVRP. LVRP also has the advantage of being attached to many other sites and venues – campsites, marina, sports and leisure centres – some of which are considered world class.

Russia Dock Woodlands

In 1980 Russia Dock, originally a dock used for importing timber from Norway, Russia and Sweden, was filled and planted as native grass areas for recreational activities, and a series of water channels and ponds providing habitats for kingfishers and herons. Like Three Mills, there is an art and heritage aspect to the site, including surviving dock features, the retaining wall capstones and mooring chains and a relief map of the former docks in cast bronze by Michael Rizzello; although these aren't as ancient as the mills at Three Mills Island and arguably less artistic compared to the sculptures at Three Mills Green.

In terms of them being used as a visitor destination, both sites are slightly 'off the beaten track', but have a suitable and pleasant area for picnics or walks. One could

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however argue that the play facilities at Three Mills Green – Wild Kingdom and the table tennis tables – are more likely to encourage visits from families.

Richmond Park

A national nature reserve and SSSI, Richmond Park is competition with areas such as River Lee Country Park, with wooded areas, nature reserves and heritage sites. It is difficult to attract their local visitors to LVRP, as the park is situated in Southwest London, on the other side of the city. Attracting these people isn't possible for those unwilling to travel a fair distance to enjoy similar activities, unless they wished to use the campsites or sporting venues, or perhaps those who wish to see some of the rare flora and fauna established in LVRP.

Mistley Towers

These 18th Century structures were originally part a church designed by Robert Adams, which was built in 1776. It is located near the town of Mistley on the mouth of the River Stour. There are similarities to Rye House Gatehouse as it is a small, lesser known historical site set aside from any other sites, yet part of a larger park and is more likely to appeal as a destination to pop into as part of a day out; as opposed to planning a specific visit. One advantage when compared to Rye House Gatehouse is, that it is more directly attached to the town on a major thoroughfare of the town, which is more likely to encourage passer-by to visit. Rye House Gatehouse is at a quieter part of Broxbourne, past an industrial estate. Conversely for people who wish to visit Rye House Gatehouse as part of a more substantial walk/cycle along the tow paths and see parts River Lee Country Park or perhaps the RSPB Nature Reserve, there is a more substantial offer, where Mistley Towers does not have this on its doorstep.

Oxhey Woods Sculpture Trail

Oxhey Woods Sculpture Trail is part of Oxhey Woods Local Nature Reserve in South Oxhey, Watford and consists of approximately 250 acres of ancient woodlands with a one-mile sculpture trail using natural materials, which reflect the wildlife and history of the woods. Although smaller than the areas in which the Lee Valley Sculpture Trail will lie once complete, and although the distance is shorter, the trail itself will consist of similar structures and art pieces, with a similar concept (e.g. Oxhey also has a giant stag beetle, as will LVST – the 'living room' could be compared to LVRP's giant chair – their interactive sculpture 'Xylofence' is a similar concept to the Xylophone at LVRP).

Being so close to Lee Valley, Oxhey are a direct competitor but there are factors of the LVST, which could potentially make it more appealing:

- it is longer at approximately 6miles, which increases visitors' dwell time and makes them more attractive for those who want an entire day out in the park.
- there are three potential options of trail (north trail three miles, south trail three miles or a figure-of-eight at six miles), which can encourage return visits. It also creates more options and widens the appeal (maybe a young couple would spend all day doing a longer trail, where a family would only want to do the shorter option).
- there are many other features and activities in LVRP offered along the trail for people to see; whether it be a coffee break at Lee Valley White Water Centre or a game of Disc Golf. This breaks up the trail and makes it more interesting.

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SWOT analysis

Overall Open spaces

<p>Strengths</p> <ul style="list-style-type: none"> Many sites in the south of the park are urban open spaces, providing a sense of space in otherwise built-up areas. Our open spaces and nature reserves provide a huge educational resource and space for community events. There's a large network of pathways making the park ideal for walkers, runners and cyclists including links with the Sustrans Cycle Network Route 1 and Lea Valley Walk. SSSI and SPA accreditations and a huge variety of migrating birds make us a popular place to birdwatchers and wildlife enthusiasts. Our open spaces and parklands boast eight Green Flag Park Awards: Bow Creek, WaterWorks, Walthamstow Marshes, Gunpowder Park, Myddelton House Gardens, Tottenham Marshes Waltham Abbey Gardens and Rye House Gatehouse and three Green Heritage Awards: for Myddelton House Gardens, Waltham Abbey Gardens and Rye House Gatehouse. Lee Valley Regional Park was awarded two Silver Gilt awards from London in Bloom for Waltham Abbey Gardens and Gunpowder Park A number of our sites are well connected; making them all easily accessible by public transport, foot, bike or car. Many free activity facilities available (e.g. natural play, disc golf, dog agility in River Lee Country Park, Wild Kingdom at Three Mills). Combination of activities within our open spaces makes them an attractive day out – particularly in the North of the park. Good partner links allowing us to offer even more; such as Lee Valley Canoe and Cycle hire at Broxbourne Old Mill and Meadows, Lee Valley Boat Centre, Hoddesdon Railway Club, Secret Island-Royal RSPB, Royal Gunpowder Mills – all helping to promote the Lee Valley as a destination as opposed to just promoting the Authority, and its sites and venues Installation of the Sculptures. 	<p>Weaknesses</p> <ul style="list-style-type: none"> Some sites have limited toilet and catering/café facilities. Can become a very wet area, discouraging visitors through the wetter, winter/autumn months. Sometimes difficult to encourage visitors who may only visit one venue, to also explore the open spaces. Lack of detailed information available on sites, explaining the significance and history of heritage sites and artefacts – the way it is at WaterWorks Centre. Subject to seasonal extremes in weather affecting visitor numbers.
<p>Opportunities</p> <ul style="list-style-type: none"> New signage being introduced throughout the park to help improve customer experience/wayfinding within our open spaces. Increased promotion of Lee Valley Park Farms café within Fisher's Green (River Lee Country Park), to increase stay time and wider use of River Lee Country Park. Working with Visit England and London and Partners, to promote days out; combining activities with exploring our open spaces. 	<p>Threats</p> <ul style="list-style-type: none"> Community groups are sometimes opposed to the management of Leyton and Walthamstow Marshes and can be vocal in print, online and social media. Anti-social behaviour common in open spaces, particularly urban sites. Environmental Occasional

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<ul style="list-style-type: none"> Using national days and campaigns such as Love Park Week, Picnic Week and Grand Day Out campaign with Visit England to promote the park's open spaces as a visitor attraction, day out with the family etc. Increased exposure due to the popularity of Queen Elizabeth Olympic Park and especially Lee Valley VeloPark and Lee Valley Hockey and Tennis Centre. Increased events throughout the park. Plans to install sculptures and create a veritable Sculpture Trail, as well as developments to the natural play area. Race for Life will put on the first ever women's marathon starting from River Lee Country Park New cycling routes developed by LVRPA and potential Sky Rides or Ride Socials via British Cycling. Will be linked to the Cycle Superhighway 	<ul style="list-style-type: none"> flooding, particularly in the north of the park due to being in a natural floodplain Land contamination issues from former industrial uses. Invasive species – Japanese Knotweed and Crassula, Himalayan Balsam. Issues with illegal encampments setting up their sites on LVRP land. Closure of bridge near Dobbs Weir car park for 5 months from July affecting customer journey
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Three Mills Island and Three Mills Green

There have been mills here since Saxon times and is a place of activity and heritage with the world's biggest tidal mill sited at Three Mills Island and the Grade I House Mill, which has a guided tour on Sundays, or at other times by appointment. The site includes a Grade II listed Clock Mill (which is now part of 3 Mills Film Studio) and the reconstructed Miller's House.

Three Mills Green includes Wild Kingdom, permanent, fixed table tennis tables and trampolines, alongside sculpture installations.

Strengths	Weaknesses
<ul style="list-style-type: none"> Site includes the Wild Kingdom project; a play area created following collaboration between Lee Valley Regional Park Authority, The Legacy List and the London Legacy Development Corporation. The Authority spent a further £50,000 on landscaping at Three Mills Green, which included new paths, amphitheatre and inclusion of outdoor play like table tennis and petanque. Working closely with youth centres and schools to shape ideas and playful features at Three Mills as part of ongoing community engagement over the next three years. There are several sculptures at Three Mills making it an attractive feature for those interested in art in the park. This is currently being promoted at other venues such as the 	<ul style="list-style-type: none"> Minor drainage issues on site. Litter. Motorbikes on site. High footfall causes wear on paths, grass. Vehicle access is difficult. Play equipment can be expensive and difficult to maintain. Reduced accessibility due to fewer transport links.

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<p>WaterWorks Centre and River Lee Country Park.</p> <ul style="list-style-type: none"> • Three Mills in particular has a high footfall with people passing on the many routes that join the open space with east London. • Good public transport links with proximity to Stratford station, DLR line or by bike/on foot via towpath – alternatively visitors can travel by car. • Three Mills has several filming opportunities (helped by proximity to Three Mills Studio and has been used in numerous music videos etc.). This helps to raise the profile of the area. • Good heritage and history offer with partnership working with the Mill – also giving visitors access to the café and toilets of the Mill, which is run by volunteers. • Additional awareness and footfall from QEOP (with access from towpath) makes the site more easily accessible and allows us to cross promote with QEOP and our legacy venues 	
<p>Opportunities</p> <ul style="list-style-type: none"> • Potential additional funding from new housing development. • Increased visitor numbers from residents at the new housing developments. • Launch of sculpture train The Line, with a piece by Scott McFarnon placed on the site. 	<p>Threats</p> <ul style="list-style-type: none"> • Deliberate damage of trees caused by dogs, encouraged by owners • Anti-social behaviour problems can be an issue. • Potential closure of 3M Studios

River Lee Country Park

River Lee Country Park stretches between Waltham Abbey in Essex and Broxbourne in Hertfordshire. This 1,000 acre park has a variety of activities and is popular with families, walkers, cyclists and nature enthusiasts.

<p>Strengths</p> <ul style="list-style-type: none"> • Our open spaces and nature reserves provide a huge educational resource and space for community events. • There's a large network of pathways making the park ideal for walkers, runners and cyclists; including links with the Sustrans Cycle Network Route 1 and Lea Valley Walk but no public roads running across the country park. • A nationally recognised habitat for wintering wildfowl. • One of the few places to see the Bittern – one of the rarest migratory birds in the UK and includes a Bittern Information Point for interested visitors. 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Some areas have limited toilet and catering/caf� facilities. • Can become a very wet area, discouraging visitors through the wetter, winter/autumn months. • Lack of detailed information available on sites, explaining the significance and history of heritage sites and artefacts – the way it is at WaterWorks Centre. • Subject to seasonal extremes in weather affecting visitor numbers. • Lack of car parking facilities, particularly for those following signs off M25 and no clear “gateway” to the park
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Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

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<ul style="list-style-type: none"> • SSSI and SPA site within the country park. • Good transport links allowing access from further afield, M25, railway, Sustrans Cycle Network Route 1 and parking available. • Much of the country park is easily accessible by public transport, foot, bike or car – with good quality car parks. • Increased free activity facilities now available (e.g. natural play, disc golf, dog agility in River Lee Country Park, Wild Kingdom at Three Mills). • Good proximity to population. • Good links with partners and tenants allowing us to offer even more such as Lee Valley Canoe and Cycle hire at Broxbourne Old Mill and Meadows, Lee Valley Boat Centre, Hoddesdon Railway Club, Secret Island-Royal RSPC, Royal Gunpowder Mills – all helping to promote the Lee Valley as a destination as opposed to just promoting the Authority. • Quality lakes for angling. • A number of cafés and concessions. • There is a number of activities targeting all age groups, allowing promotion of the site as a hub of activity (e.g. boat hire, cycle hire, fishing, traffic free trails). • Heritage offers with Broxbourne Old Mill and Meadows open on weekends by volunteers. 	<ul style="list-style-type: none"> • Can be difficult to navigate from the main roads, to find the correct areas to visit.
<p>Opportunities</p> <ul style="list-style-type: none"> • Forum for partners held quarterly. • New signage being introduced throughout the country park, to help improve customer experience/wayfinding within our open spaces. • Increased promotion of Lee Valley Park Farms café within Fisher's Green (River Lee Country Park), to increase stay time and wider use of River Lee Country Park. • Working with Visit England and London and Partners, to promote days out combining activities with exploring our open spaces. • Using national days and campaigns - such as Love Park Week, Picnic Week, and Grand Day Out, to promote the country park's open spaces as a visitor attraction, day out with the family etc. • Increased events throughout the country park. • Installation of a new sculpture trail. 	<p>Threats</p> <ul style="list-style-type: none"> • Anti-social behaviour common in open spaces. • Environmental: flooding and clearing of the Broxbourne ditch; although it doesn't affect visitors it has a long-term effect – we're working with, the Environment Agency and the local authority. • Land contamination issues. • Invasive species – Japanese Knotweed and Crassula, Himalayan Balsam. • Issues with illegal encampments setting up their sites on LVRP land. • Threats regarding potential domestic developments.

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Target Market and demographics

Across the UK over half the population (33 million people) will make 2.5 billion visits to parks and open spaces. Research shows 85 per cent of people feel that the enhancements made to a local area by green spaces have “a direct impact on their lives and on the way, they feel” (CABE).

Studies by the Environmental Agency have shown that well kept open spaces have an effect on:

- Local economy: house prices of a property where there is a view of a park or water are 10 per cent higher (*Landscape and Urban Planning* – Luttk, J).
- Physical health and wellbeing: it has been proven, that walks in the park can reduce the risk of heart attack by 50 per cent (*Circulation* – Hakim, A.A et al), diabetes by 50 per cent (*New England Journal of Medicine* – The Diabetes Prevention Research Group) and colon cancer by 30 per cent (*Cancer Research* – Slattery, M).
- Sports development: an estimated seven per cent of urban park users (7.5 million people) in England go there for sporting activities (*Urban Open Spaces* – Woolley, H).
- Cultural cohesion: parks and green spaces are available for free, for all – regardless of age, gender, ethnicity or socio-economic status. Spaces shape a local unique character and culture in the area and provide a sense of place for local communities, thus potentially bringing them closer together (CABE).

According to customer analysis and internal research, demographically the majority of visitors fall into socio-economic categories of B, C1 and C2:

- A: 4%
- B: 14%
- C1: 45%
- C2: 22%
- D: 13%
- E: 1%

Regionality

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

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Is your hometown in the UK or abroad? (1,266)

Region	Percentage (%)
UK	80
Overseas	20
Total	100

Analysis of UK postcodes (853)

Council Area	Percentage (%)
London Boroughs	55
Essex	19
Hertfordshire	22
Rest of UK	3
Total	100
Riparian	72

The above market research shows that there is definite appeal from not just in the UK but from overseas too, with 20 per cent of visitors visiting from abroad. Post code analysis shows that 55 per cent of visitors come from within the London Boroughs, almost three quarters of whom are from Riparian Boroughs, with only 19 per cent from districts in Essex and 22 per cent from Hertfordshire. Only three per cent of visitors visited from other areas of the UK.

GAP analysis

LVRPA has the aim of being a truly regional park – attracting visitors from across Hertfordshire, Essex and London. This year's visitor target is to attract 4.1 million visitors. To date, the Authority has struggled to attract visitors from non-riparian boroughs; in particular areas of south London like Croydon, Richmond and Sutton, due to the distance, product offer and competition.

In order to close this gap, LVRPA will look to further develop the visitor offer/products to increase the appeal of the park and to give visitors from further afield a stronger reason to visit. This will be achieved through providing a range of recreation, leisure and sports opportunities (utilising our London 2012 legacy venues) as well as hosting a number of unique and major events in and around the park.

Aims and objectives.

This communications plan works towards the relevant business objectives found in the LVRPA 2014/15 service plan:

VS2.2 Develop a masterplan for the long term development of the Lea Bridge Road area - Sept 2014.
VS3.1 Position the LV as a major cycling destination capitalising on Lee Valley VeloPark and cycle routes up and down the valley- June 2015.
VS4.2 Deliver the park wide signage infrastructure project- Jan 2013 - Sept 2014.
B1.2 With partners deliver regionally significant biodiverse destinations including Rye Meads, Amwell Nature Reserve, River Lee Country Park, and Walthamstow Wetlands- 2015.
F1.5 Explore other income generation opportunities e.g. Gunpowder Park, River Lee Country Park (part of F1: the levy contribution to be reduced from 63 per cent to 53 percent of the maximum chargeable levy).

Target visitor numbers (from venue and park targets)

Venue: Open Spaces

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	2013/2014	2014/2015	2015/2016
Waltham Abbey Gardens	295,157	296,284	245,610
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Tottenham Marshes	296,167	306,449	330,067
WaterWorks Centre nature reserve	252,279	285,223	328,094
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ALL PARKLANDS	3,850,732	3,951,020	4,122,152

Marketing objectives 2015/16

Digital	Target
Increase landing page views of nature reserves and open spaces and the individual sites we're focusing on this year by 10%.	10%
Increase number of CRM subscribers with relevant interests by 25% in each category, with the exception of cycling which we aim to increase by 50%	25% 50%
Increase Facebook likes from 949 to Increase Twitter followers from 3,461 to	70% 40%
Increase twitter follows of @LeeValleyPark by 30% to 2,265	100%
Achieve average open rate of relevant newsletters in line with industry average of 26.57 (sport) 15.3 (travel and leisure)	20%
Achieve average CTR of relevant newsletters in line with industry standard of 3.26 (sport) and 2.1(travel and leisure)	3%
Reach	
Achieve industry standard pick-up rate of 75% for our Explore brochure	75%
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Awareness	
Achieve 60% awareness level by LVRPA by YouGov awareness survey December 2014 – 52% March 2014, up 12% on previous year	60%
Achieve 75% awareness level of the park via Leisure Kicks Survey by May 2014	75%
PR	
300 pieces of positive press coverage a year including listings amounting to advertising value of £100,000	300 articles
Participation	
To attract 6,500 visitors to Countryside Live in 2014	6,500
Achieve target visitor numbers for parklands	3,951,020
Achieve 60% of visitors from non-riparian boroughs	60%
To increase usage of our Disc Golf Course – sell 100 discs this year	100
Outreach	
Attend a minimum of five shows to promote the park	5
Engage with 200+ visitors at the 2015 Outdoor Show (168 took part in the survey in 2014)	200

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Engage with 150 + visitors at the 2014 Herts County Show and Essex County Show	150
Stakeholders	
Stakeholder Bulletin	6 editions
Visits by non-riparian authorities	4 visits

How are we going to meet our objectives?

Positioning strategy

LVRPA's aim is to position Lee Valley as a high quality, must visit 'active leisure' destination, offering something for everyone to enjoy; from local residents to national and international visitors.

LVRPA's open spaces are award winning and provide a great deal of variety – from picturesque open spaces, to safe and interesting walking and cycling routes.

Alongside this are great opportunities for hobbyist and visitors with an interest in birdwatching, nature, heritage and dog agility.

The 7Ps

Products

Below is a brief summary of the key products we will be focusing on to promote the open spaces and nature reserves during 2015/16:

LVRPA's open spaces and nature reserves provide an extensive product offer:

Family offer & local residents

LVRPA's open spaces provide a free (or little cost) day out for families. Visitors can enjoy:

- Choice of open spaces across the Lee Valley to explore and enjoy – whether that be a picnic in the park, a game of disc golf or looking for the elusive Bitten.
- Over 40 documented cycling, running and walking routes.
- Range of activities available within our open space sites: cycle hire, boat hire and free activities - natural play (RLCP), Wild Kingdom (Three Mills), Disc Golf Course, dog agility course.
- Nature reserves and wildlife spots for bird watchers and wildlife lovers
- Programme of events including free monthly 'Walk in the Park', plus cycle rides, runs and a family friendly countryside show.
- Natural play and sculpture trail, which is being extended to a six-mile trail (or two three-mile trails), including 14 sculptures

Dog friendly

Lee Valley Regional Park is a great place for dog walking, miles of picturesque traffic free open spaces, dog bins and a dog agility course in River Lee Country Park.

Walkers/Ramblers

Walking routes in the LVRP are far and wide, from short walks like the Water Lilly Wonder to the more challenging Lee Valley Pathway or the Lea Valley Walk (50 miles). We also provide narrative and maps for many of our walks, which are downloadable from the website along with our Get Active brochure. There are monthly Walks in the Park, which leave from various locations across River Lee

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Country Park, which can be found in our What's On guides or on the What's On section of the website.

The open spaces are open 365 days of the year; traffic free and with multiple access points, free car parks and café stops enroute. Many of the routes have surfaced pathways, making them accessible whatever the weather and provide a good access for wheelchairs and pushchairs.

Cyclists

Similar to our walking offer, cyclists can enjoy the benefits of free access to the open spaces 365 days of the year. The open spaces provide a safe and enjoyable environment to cycle and explore. The Authority's events team also organise a number of cycling events; including guided and themed cycle rides and charity rides. Bike hire is available at Broxbourne Old Mill and Meadows and for visitors staying at any one of our campsites. Coming later this year are new cycling trails, with a mixture of routes whether it be a leisurely ride with your family or a more intense and challenging trek throughout the entire regional park.

Nature lovers

Lee Valley has an abundance of habitats and wildlife just waiting to be discovered. Visitors can enjoy multiple, free days out, exploring and discovering the multiple sites of interest within the park; including dedicated SSSI sites.

No matter what time of year, there is always something to stimulate your senses: from spotting the rare, elusive Bittern or Speckled Wood Butterfly, to admiring the beautiful Bee Orchid. With over 500 species of flowering plant, around 150 species of birds and 35 species of mammal there's always something to see in the LVPR.

Heritage lovers

The wide range of heritage can be found across the park including the mills at Three Mills Island, Waltham Abbey Gardens, the artefacts at Broxbourne Old Mill and Meadows and Rye House Gatehouse which is open every Saturday from April until September and this year on Wednesdays during the Summer holidays. There are also certain events planned for heritage enthusiasts to participate in and enjoy further, like Community Haystacks at Leyton Marsh.

Price

The 2015/16 Fees and Charges have been calculated based on the Fees and Charges Policy framework (Paper FA/105/06), to ensure a standard and consistent approach has been followed.

LVPR do not currently charge any entry fees to its open spaces and there are no plans to change this in the near future. Car parking and the use of public conveniences are also free of charge.

A small number of events, which take place in the open spaces, are chargeable (e.g. Countryside Live, Outdoor Cinema) but the fees are minimal. Fees are agreed between the Green Spaces Manager and Events Manager.

Place

The main purchase methods / access to our products are via standard delivery channels:

Communications Plan

- Events taking place in the open spaces – bookings can be made by phone, email or on the day at the event.
- Information provision – visitors can obtain information about any of our open spaces, nature reserves or events by visiting our website or calling our information service, which is open seven days a week during office hours.
- Way finding and information-based signage is in place and regularly maintained/updated at all of our open spaces and nature reserves. We are also in the process of installing new signage in our open's spaces. It is anticipated this programme of works will be completed by December 2016.

Promotion

During 2015/16 we will promote the breadth of offer our open spaces provide, in particular focussing promotional activity around River Lee Country Park, Three Mills Green and Three Mills Island, and the art and heritage offer across the regional park.

River Lee Country Park

A perfect place for families, walkers, cyclist and nature lovers to enjoy and in easy reach of public transport. 1,000 acres of open spaces packed with a variety of activities, from natural play, sculpture trails, disc golf, traffic free trails and an abundance of wildlife. Visitors can extend their stay with a trip to one of our neighbouring attractions – Lee Valley Park Farms or Lee Valley White Water Centre or stop off at a nearby café for refreshments.

Three Mills Green and Three Mills Island

Tying into this year's focus, we will be promoting Three Mills Island and Three Mills Green as a great place for walkers, cyclists and those interested in heritage. For families especially, a trip to the Wild Kingdom play space is a must! With toilets and a café at the neighbouring House Mill, Three Mills is a great place to spend a day.

Art and Heritage

Throughout the entire regional park there is a wide offer of art and heritage. For those interested in local history a visit to one of our ancient sites is a must. Rye House Gatehouse was built in the 15th century and is one of the first ever redbrick buildings ever to be erected in the UK. Waltham Abbey Gardens is set in the grounds of the abbey, the last dissolved by Henry VIII and thought to be the site of King Harold's grave – this year the rangers are planning on using GeoPhys technology to discover the fascinating past of the gardens. Other areas steeped in history are Broxbourne Old Mill and Meadows and Three Mills Island.

The sculpture trail across LVRP is being extended in 2015/16 to create two shorter trails of three miles each, or a figure-of-eight trail of six miles, taking the trail followers across varying terrain and beautifully displaying some of the fantastic wildlife and features of the park, for example our giant stag beetle, otter or bittern, all made from natural materials and many of which are interactive pieces of art. Lee Valley will also be part of the new east London based sculpture trail The Line, with a bronze statue designed by Scott McFarnon being erected in Three Mill Green.

A number of channels will be used to promote our open spaces and nature reserves, these include:

Distribution

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

- Guide, Acres of Fun (RLCP) brochure and Park Map across leisure and tourist outlets across Herts, Essex and London.
- NLM door drops of literature promoting Countryside Live and School holiday activities.
- Cross venue promotion.

Print – magazines, newspapers, posters.

- Inclusion in regional cycling campaign
- Inclusion in regional school holiday and summer campaign promoting natural play and free family days out.
- Inclusion in campsite targeted advertising
- Print campaign promoting RLCP.
- Targeted promotion to walkers/ramblers

PR

- Target local, regional, national and specialist press, along with online and broadcast media, to promote open spaces and parklands as a visitor destination.
- Target specialist press and in promoting the open spaces and parklands' wildlife and biodiversity.
- Target media that contain listings to publicise events such as parkrun and Countryside Live.
- Various PR and social media opportunities throughout the year regarding the arts and heritage offer across the regional park include:
 - Rye House Gatehouse opening on Wednesdays during the Summer holidays, and the open days in September.
 - Community Haystacks event in August
 - GeoPhys project at Waltham Abbey Gardens
 - The extension and completion of the sculpture trails
 - Open House at Three Mills
 - Halloween theatre events planned for Gunpowder Park (TBC)

Online/digital

- Regular updates to the Lee Valley destination website www.visitleevalley.org.uk which hosts information about the open spaces and nature reserves through its own main navigation tab on the website which then links to each individual site all with a focus on what's there and what wildlife can be seen.
- What's on section also highlights events across the park including 'Walk in the park', family and themed cycle rides, family fun runs and 10km run etc.
- Website listings on partner and third-party sites – the park is usually listed as a whole and focusses more on the open spaces and venues are listed separately.
- What's On newsletter – monthly newsletter sent to our database featuring events in the park.
- Inclusion in other publications e-newsletters.
- Social media – use of Lee Valley Regional Park Facebook pages to promote the open spaces and nature reserves in addition to the @LeeValleyPark Twitter account.

Events

- Excursions – Alexandra Palace

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

- Group Leisure – Five Lakes
- The Outdoors Show – London
- Rutland Bird Fair - Rutland
- Hertfordshire County Show - Redbourne
- Essex Country Show – Braintree
- Prudential Ride London - London

Partnership working

- Our campsites will actively promote the open spaces as well as provide bike hire to aid visitors to explore.
- YHA London Lee Valley Staff actively promote the opportunities available in RLCP. Discs for disc golf are also available to hire.
- Lee Valley White Water Centre (LVWWC) is the main purchase point for disc golf and staff actively promote the course. Disc Golf and orienteering has also been added to the corporate offer at LVWWC this year.
- Local Tourist Information staff, Library staff and OneStopShop staff will be taken on a tour of the park so that they can help spread the word.

Offers

- Vouchers for café offers in our Park Map – encouraging visitors using the map to pop into one of our attractions for a refuel stop.
- A full breakdown of activity and spend can be found in the [Marketing Activity Spreadsheet](#) and individual campaign/site activity planners.

People

- Rangers will be many visitors' first contact with the Authority. Our rangers are very knowledgeable and passionate about their work and the park.
- Reception staff at other venues may also be a point of contact if visitors go to these venues to use the café or toilets, pick up leaflets or to find out more information.
- The Authority has a structured recruitment and training programme in place which ensures qualified and experienced personnel are recruited and receive on-going training.
- The Authority is in the process of launching and delivering a customer service training programme, ensuring all customer facing staff provide first class customer service and are familiar with the breadth of activity and product offer.

Process

- Policies and procedures are in place and reviewed regularly to ensure information remains fresh and correct at all times.
- Customer information is regularly reviewed to ensure it is engaging and correct at all times.
- The Authority's information service phone lines are manned seven days a week during business hours.
- Information is easily accessible via the website and print literature is on display in the noticeboards at all of our open spaces, as well as at other Lee Valley Regional Park Venues and leisure outlets.
- Complaints/compliments are monitored by our Performance team both online and in written including Trip Advisor, Twitter, Facebook, and any letters sent directly to the Authority. A quarterly review is produced by the Performance team.

Communications Plan

Physical evidence/packaging

- Customer-facing staff members have undergone customer service training and pride themselves in delivering a first-class experience to customers/visitors of the venue. This allows them to represent the Lee Valley brand in a positive light.
- Customers' expectations should be met if not exceeded with every form of engagement with the brand.
- Consistent and recognisable branding will be applied across all tangible attributes (including signage).
- Images and messaging will be in line with positioning strategy and customers' expectations.
- A number of our open spaces have been awarded Green Flag accreditation.

Marketing activity planner – visitor attraction

Responsible people: KL (Karen Lister), LS (Lucy Salazar), AF (Alex Farris), PBB (Paul Bloomfield-Bray), NB (Nick Boothroyd), NCH (Natalie Carlarne-Harper), SC (Sophie Cook)

Events category: **RED** – Open spaces events, **BLUE** – events centre attends or are promoted at, **GREEN** – national days/weeks or major event, **PINK** – school holidays.

Communications Plan

	Marketing	Lead	Digital	Lead	PR	Lead	Internal Communications	Lead	Events (hosted by LVRPA and attended by LVRPA)	Lead
APRIL	Distribution Distribution of core literature across Herts, Essex and London Spring/Easter promo campaign	KL	Monthly tweets and f Facebook updates from Lee Valley Regional Park account promoting open spaces and activities	LS	Listings for events e.g. monthly walks, top dog along with Discover Water Voles, Bat Walk and Talk, Swarming. <i>Events which could have further PR potential and/or media engagement:</i> Cycle the Marshes, Rivers and Lakes of Lee Valley – 19 April – Pindar car park Lantern Making – 25 April – Waltham Abbey Gardens	PBB	Events and updates from rangers and conservation team in Park life and the intranet.	PB B	Easter Country Fair – 5-6 April – River Lee Country Park	SC

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

	Marketing	Lead	Digital	Lead	PR	Lead	Internal Communications	Lead	Events (hosted by LVRPA and attended by LVRPA)	Lead
MAY	Distribution Distribution of core literature across Herts, Essex and London	KL	Monthly tweets and Facebook updates from Lee Valley Regional Park account promoting open spaces and activities Monthly what's on newsletter promoting relevant park events	LS	Listings for events e.g. monthly walks, top dog along with Elderflower Champagne on Tott. Marshes <i>Events which could have further PR potential and/or media engagement:</i> Meridian Lantern Procession – Sun 3 – WAG Spring Wild Food and Campfire Cookery – Sun 10 – WaterWorks Centre Cycling the Olympic Way Sun 17 – Fishers Green	PBB	Events and updates from rangers and conservation team in Park life and the intranet.	PB B	Herts County Show 25 & 26 May National Mills Weekend – 9-10 May	NCH

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

	Marketing	Lead	Digital	Lead	PR	Lead	Internal Communications	Lead	Events (hosted by LVRPA and attended by LVRPA)	Lead
JUNE	<p>Distribution Distribution of core literature across Herts, Essex and London</p> <p>Local press / poster activity Enjoy the outdoors, national picnic week</p>	KL	<p>Monthly tweets and f Facebook updates</p> <p>Monthly what's on newsletter promoting relevant park events</p>	LS	<p>Listings for events e.g. monthly walks, top dog along with Summer Foraging Walk on Bow Creek and Nature Walk on Tottenham Marshes.</p> <p><i>Events which could have further PR potential and/or media engagement:</i></p> <p>Bushcraft Workshops – Sun 14 Fire and Knife Skills, Sun 21 Water and Shelter Building – WaterWorks</p> <p>TOWIE 50 Mile Cycle Ride – Sun 28 – River Lee Country Park</p>	PBB	Events and updates from rangers and conservation team in Park life and the intranet.	PBB	National Picnic Week: 16-22 June – promote LVRP parklands	

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

	Marketing	Lead	Digital	Lead	PR	Lead	Internal Communications	Lead	Events (hosted by LVRPA and attended by LVRPA)	Lead
JULY	<p>Distribution Distribution of core literature across Herts, Essex and London</p> <p>Summer promo campaign It's great outdoors – multi activity promo</p> <p>FREE ways to have fun</p>	<p>KL</p> <p>KL</p>	<p>Monthly tweets and f Facebook updates</p> <p>Monthly what's on newsletter promoting relevant park events</p> <p>School holiday e-bulletins</p>	<p>LS</p>	<p>Listings for events e.g. monthly walks, top dog along with Wild about Wetlands and Herbal Medicines on Tott. Marshes</p> <p><i>Events which could have further PR potential and/or media engagement:</i></p> <p>Ride and Fly the South of the Park – Sun 5 – WaterWorks</p> <p>Lee Valley 10K and Family Fun Run – Sun 12 – River Lee Country Park</p>	<p>PBB</p>	<p>Events and updates from rangers and conservation team in Park life and the intranet.</p>	<p>PB B</p>	<p>Love Parks Week: 24 July – 2 Aug – promote LVRP parklands and activities</p>	

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

	Marketing	Lead	Digital	Lead	PR	Lead	Internal Communications	Lead	Events (hosted by LVRPA and attended by LVRPA)	Lead
AUGUST	Distribution Distribution of core literature across Herts, Essex and London Summer promo campaign Its great outdoors FREE ways to have fun Rutland Bird Fair Ad in guide	KL KL KL	Monthly tweets and Facebook updates Monthly what's on newsletter promoting relevant park events School holiday e-bulletins	LS	Listings for events e.g. walks and top dog, <i>Events which could have further PR potential and/or media engagement:</i> Community Haystacks – Sat 1 - Sun 2 – Walthamstow Marshes Cycle the Land of the Giants in Lee Valley – Sun 09 – Old Mill and Meadows Love the Lea Festival – Sun 23 – Walthamstow Marshes	PBB	Events and updates from rangers and conservation team in Park life and intranet	PBB	Rutland Bird Fair	

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

	Marketing	Lead	Digital	Lead	PR	Lead	Internal Communications	Lead	Events (hosted by LVRPA and attended by LVRPA)	Lead
SEPTEMBER	Distribution Distribution of core literature across Herts, Essex and London	KL	Monthly tweets and f Facebook updates Monthly what's on newsletter promoting relevant park events	LS	<p>Listings for events e.g. walks, fun run along with Autumn Foraging Walk at Bow Creek, Morning Ride from Fishers Green, Autumn Wild Food and Campfire Cookery at WaterWorks and Honey Extraction at Tott Marshes.</p> <p><i>Events which could have further PR potential and/or media engagement:</i></p> <p>Open Days – 12-13 RHGH, Sat 19 MH, 19-20 3M</p> <p>Countryside Live – Sat 26 - Sun 27 – Walthamstow Marshes</p>	PBB	Events and updates from rangers and conservation team in Park life and intranet	NB	Countryside Live	SC
OCTOBER	Distribution Distribution of core literature across Herts, Essex and London Half term holiday promo campaign	KL KL	Weekly tweets and f Facebook updates Monthly what's on newsletter promoting relevant park events	LS	<p>Listings for events e.g. walks.</p> <p>Press release to publicise Halloween events</p>	JC/ PBB PBB	Events and updates from rangers and conservation team in Park life and intranet	NB	October half term: 25 Oct – 2 Nov Promote family activities and events	

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

	Marketing	Lead	Digital	Lead	PR	Lead	Internal Communications	Lead	Events (hosted by LVRPA and attended by LVRPA)	Lead
NOVEMBER			Monthly tweets and Facebook updates Monthly what's on newsletter promoting relevant park events	LS	Listings for events e.g. walks, cycle rides	JC/ PBB	Events and updates from rangers and conservation team in Park life and intranet	NB		SC
DECEMBER			Monthly tweets and Facebook updates School holiday e-bulletins	LS	Listings for events e.g. walks, Christmas events	PBB	Events and updates from rangers and conservation team in Park life and intranet	PB B	Winter break: 20 Dec-4 Jan Promote family activities and events	team
JANUARY	Competitions in local press / visit London To win tickets for Outdoor Show – showcase to promote activities in the park New year Get fit and health – explore Lee Valley	KL	Monthly tweets and Facebook updates Monthly what's on newsletter promoting relevant park events	LS	Listings for events e.g. winter birds walk Press release to publicise Bittern Roost Watch Press release to publicise snowdrop sale Press release to support attendance at Excursions	PBB PBB PBB PBB	Events and updates from rangers and conservation team in Park life and intranet	PB B	23 Jan Attend Excursions to LVRPA	NCH SC

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

	Marketing	Lead	Digital	Lead	PR	Lead	Internal Communications	Lead	Events (hosted by LVRPA and attended by LVRPA)	Lead
FEBRUARY	Distribution Commences for all core publications	KL	Monthly tweets and Facebook updates	LS	Listings for events e.g. walks	PBB	Events and updates from rangers and conservation team in Park life and intranet	PBB	14 – 16 Feb Attend The Outdoors Show, London	NCH
	Competitions in local press / visit London To win tickets for Outdoor Show – showcase to promote activities in the park	KL	Monthly what's on newsletter promoting relevant park events		Press release to support attendance at shows e.g. Outdoors Show	PBB			TBC Visit Essex Tourism and Leisure Show	NCH
	Campsite promo begins – joint promo with open spaces	CP	School holiday e-bulletin and web updates		Press release to publicise Valentines events	PBB			Spring half term: 14-22 Feb Promote open spaces and activities	
MARCH	Spring / Summer promo campaign	KL	Monthly tweets and Facebook updates	LS	Listings for events e.g. walks	PBB	Events and updates from rangers and conservation team in Park life and intranet	PBB		
	New material produced RLCP brochure 40 Routes New cycling guide Explore What's On Park Map	CP	Monthly what's on newsletter promoting relevant park events							

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

Budget

Venue marketing contribution **£7,000**

Marketing contribution **£3,000**

A full breakdown of spend by venue can be seen on the marketing activity spreadsheet and in the Appendix (venue specific)

Appendix

Website stats

Page views for the nature reserves and open spaces landing page were as follows:

Month	Page views 11/12	Page views 12/13	Page views 13/14	Page views 14/15	Page views 15/16
April	2,948	2,808	2,037	2,757	1,701
May	2,132	3,095	2,882	3,303	1,740
June	1,717	2,315	2,076	2,530	
July	1,992	2,482	2,958	2,759	
August	2,315	3,309	3,225	3,067	
September	1,401	1,933	1,460	1,769	
October	1,403	1,280	1,418	1,354	
November	711	1,109	900	997	
December	653	791	726	748	
January	1,265	1,449	1,370	967	
February	1,210	1,497	1,427	1,383	
March	1,494	1,629	2,444	2,053	
Total	19,241	23,697	22,923	23,687	

River Lee Country Park landing page

(This page was only live on the new destination site from March 2012)

Month	Page views 12/13	Page views 13/14	Page views 14/15	Page views 15/16
April	2,480	2,624	5,148	5,214
May	2,738	4,314	4,612	3,643
June	1,934	2,941	3,506	
July	2,469	5,077	4,026	
August	3,472	5,596	4,423	
September	2,472	2,181	2,075	
October	1,360	1,607	1,510	
November	1,501	995	824	
December	596	903	600	
January	1,184	1,639	1,316	
February	1,524	1,903	1,559	
March	1,450	3,687	2,702	
Total	23,180	33,467	32,301	

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

Three Mills Island and Three Mills Green landing page

(This page was only live on the new destination site from March 2012)

Month	Page views 12/13	Page views 13/14	Page Views 14/15	Page views 15/16
April	248	588	1,721	1,490
May	238	900	1,581	1,503
June	198	636	1,194	
July	223	1029	1,355	
August	327	1144	1,600	
September	311	620	740	
October	279	502	766	
November	198	330	444	
December	160	273	324	
January	343	523	632	
February	446	643	921	
March	394	1,029	1,381	
Total	3365	8,217	12,659	

Gardens and Heritage landing page

(This page was only live on the new destination site from XXXXXXXXXX)

Month	Page views 12/13	Page views 13/14	Page Views 14/15	Page views 15/16
April				13,17
May				1,410
June				
July				
August				
September				
October				
November				
December				
January				
February				
March				
Total				

Disc Golf

(This page was only live on the new destination site from August 2013)

Month	Page views 13/14	Page views 14/15	Page views 15/16
April		217	446
May		249	474
June		222	
July		349	
August	118	358	

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

September	107	208	
October	70	115	
November	37	78	
December	41	53	
January	53	241	
February	81	135	
March	172	186	
Total	679	2411	

CRM subscribers

Interest	No. of contacts with email					
	Apr	Jul	Oct	Jan	Dec	Jan
Bird watching	2,043	2,071	2,202	2,435	3,164	3,224
Countryside/Wildlife	3,083	3,121	3,293	3,561	4,464	4,542
Cycling (leisure)	2,814	2,897	3,382	4,203	9,675	11,730
Heritage	2,146	2,176	2,292	2,532	3,240	3,315
Walking	3,420	3,437	3,619	3,894	4,795	4,890

E-newsletters

Date sent	Content	No. sent to	Open rate	CTR
	What's on April			
	What's on May			
	What's on May half term			
	What's on June			
	What's on July			
	What's on July – Summer			
	What's on September			
	What's on October			
	What's on October half term			
	What's on November			
	What's on December			
	What's on January			
	What's on February			
	What's on March			
Average to date				

E-newsletters

Date sent	Content	No. sent to	Open rate	CTR
01/04/2014	What's on April	8325	36.4%	5.6%
29/04/2014	What's on May	8267	39.8%	5.8%
21/05/2014	What's on May half term	10,918	41.7%	5.8%
03/06/2014	What's on June	10,575	43.0%	6.3%
03/07/2014	What's on July	8915	37.9%	5.2%

Communications Plan

19/07/2014	What's on July – Summer	3653	35.1%	3.8%
23/08/2014	What's on September	11,843	35.1%	6.2%
25/09/2014	What's on October	13,891	31.1%	4.2%
18/10/2014	What's on October half term	8810	34.7%	5.8%
30/10/2014	What's on November	10,653	19.4%	3.2%
27/11/2014	What's on December	14,683	23.7%	2.4%
30/12/2014	What's on January	6,608	32.2%	3.6%
27/01/2015	What's on February	16,423	30.7%	4.2%
26/02/2015	What's on March	16,185	29.9%	2.9%
Average to date		9,761	34.2%	4.8%

E-newsletters

Date sent	Content	No. sent to	Open rate	CTR
04/04/2013	What's On April	4,460	31.6%	8.4%
02/05/2013	What's on May	4,637	34.0%	7.1%
22/05/2013	What's on half term	572	33.5%	7.8%
31/05/2013	What's on June	6,296	26.8%	5.4%
27/06/2013	What's on July	4,904	29.6%	7.2%
16/07/2013	What's on Summer holidays	9,315	30.0%	7.1%
01/08/2013	What's on August	9,517	26.4%	6.0%
03/09/2013	What's on September	4,080	27.8%	6.6%
23/10/2013	What's on October	4,646	30.0%	4.0%
01/11/2013	What's on November	5,532	30.1%	5.0%
28/11/2013	What's on December	5,327	31.6%	5.2%
02/01/2014	What's on January	5,549	36.3%	7.7%
30/01/2014	What's on February	6,819	37.3%	5.9%
27/02/2014	What's on March	7,508	36.9%	7.7%
Average to date		5,654	31.5%	4.8%

Social media

Social	Jul	Oct	Jan	Jul	Dec	Jan	Apr
Facebook	313	399	447	720	877	898	991
Twitter	1891	2152	2229	2908	3200	3,307	3,544

Events attendance

Event	No. of visitors
A Walk in the Park April	13
A Walk in the Park May	14
A Walk in the Park June	21
A Walk in the Park July	12
A Walk in the Park August	14
A Walk in the Park September	10
A Walk in the Park October	12
A Walk in the Park November	7
A Walk in the Park December	12

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

A Walk in the Park January	15
A Walk in the Park February	
A Walk in the Park March	
Guided Cycle Rides May	6
Guided Cycle Rides June	14
Guided Cycle Rides August	25
Guided Cycle Rides September	16
Guided Cycle Rides 12 October	11
Guided Cycle Rides 31 October	14
Top Dog April	15 + 40 more engaged
Top Dog May	23 + 50 more engaged
Top Dog June	12 +30 more engaged
Top Dog July	17 + 30 more engaged
Top Dog August	11 + 30 more engaged
Top Dog September	7 + 15 more engaged
Bird Walk	14
Water Voles	18
Dawn Chorus Walk	35
Bushcraft 1	10
Lakeside Walk Cruise	25
Plants of Marshes	16
Lantern Making	10
Lantern Procession	45
Herbal Walk	25
Flutter and Land	10
10k and Fun Run	350
Wild About Wetlands	600
Haystacks	120
Wild Family Fun 1	20
Wild Family Fun 2	18
Wild Family Fun 3	22
Wild Family Fun 4	25
Minibeasts Boat	30
Mammals Boat	28
Bat Walk	18
Go Batty	25
Water Voles	20
Ranger Ramble	17
Rye House Gatehouse Heritage Open Days	200
Countryside Live	10,000
Bushcraft 2	15
Forest Ranger Autumn Planting	8

Press coverage

	Apr	Jul	Oct	Jan
Total coverage items:				
Total AVE				

Venue: Open Spaces

Report by Paul Bloomfield and Alex Farris (Green Spaces Manager – Parklands and Venues)

Communications Plan

(proactive):				
Total AVE (All):				
Total circ:				

Useful links/resources

- Link to artwork folder
- Marketing spreadsheet
- Press coverage folder