

**Epping Forest Management Plan Phase 1 Consultation**  
**Marketing Plan**

<b>Consultation Phase</b>	<b>Start Date</b>	<b>End date</b>
Notice Period – Viewing Only	9 August 2013	23 August 2013
Online Consultation Live	24 August 2013	16 November 2013

<b>Media</b>	<b>Method</b>	<b>Publication Date</b>	<b>Other relevant information</b>
Publications	Forest Focus (Autumn)	September 2013	
	Guardian Series Newspaper Article	8 August 2013	Deadline for story publication 6 August 2013
	Leaflets	W/C 12 August 2013	Epping Forest Visitor Centres Local Access buildings e.g. Libraries and Community centres
	Posters in public areas	W/C 12 August 2013	Forest and public notice board e.g. Wanstead High Street
Web/Online	City of London Website 'consult' page	9 August 2013	<a href="http://www.cityoflondon.gov.uk/eppingforestconsult">www.cityoflondon.gov.uk/eppingforestconsult</a> Direct to the consultation portal
	Email current contacts	9 August 2013 23 August 2013 20 September 2013 4 October 2013	Email monthly to raise awareness and remind, if not completed
	Monthly e-newsletter	Monthly	Third Friday of the month, commencing
	Twitter	Weekly	Interesting observations or facts with links to consultation
	Content on other local interest sites	When available	Encourage all SCI stakeholder groups to publicise via their website
	City of London Staff Intranet	9 August 2013 23 August 2013 27 September 2013	To encourage staff who live locally to complete the consultation
Events	Forum Meetings	Various (TBC)	
	Events road show	Various depending on consent from event organisers & availability	To promote the Forest, the consultation and gather contact details of those interested in participation
Other	Letters (content as email current contacts)	9 August 2013	For arrival on 9 August 2013, issued to those contacts who prefer written communication