

Appendix 1: Stakeholder analysis and engagement plan

		Low	Level of interest	High
Power	Low	<p>A: Proactively engage</p> <ul style="list-style-type: none"> Wider resident population Local businesses Local recreational interest groups Local resident and community associations Local historical societies Local schools Local Parish Councillors Local faith groups National and regional interest groups Thames Water Essex Police and London Metropolitan Police London Garden History Society Essex and London Wildlife Trusts Lee Valley Park 		<p>B: Actively engage</p> <ul style="list-style-type: none"> Regular Forest users and Forest Centre visitors Friends of Epping Forest Friends of Wanstead Parklands Friends of Wanstead Flats Lakehouse Lake Project Epping Forest Conservation Volunteers Epping Forest Centenary Trust WREN group Epping Forest Riders Association West Essex Archaeological Society Licence holders, wayleave holders and tenants Commoners Volunteers Field Studies Council Suntrap
	High	<p>C: Maintain engagement</p> <ul style="list-style-type: none"> City of London (Guildhall) officer stakeholders Local MEPs Local MPs Local Councillors Local Ward Councillors London Borough of Newham London Borough of Waltham Forest London Borough of Redbridge Epping Forest District Council Essex County Council 		<p>D: Key audiences</p> <ul style="list-style-type: none"> Epping Forest and Commons Committee Open Spaces Directorate Epping Forest staff Natural England Historic England Environment Agency

For a full list of organisations to be consulted, see the Statement of Community Involvement

Engagement Plan

Consultation Phase	Start Date	End date
Notice Period	24 May 2015	21 June 2015
Online Consultation Live	22 June 2015	14 September 2015

Media	Method	Date	Target audience	Cost	Other relevant information
Publications	Forest Focus (Spring)	May 2015	B	No additional cost	
	LEAFlet (staff and volunteer newsletter)	May 2015 Summer (TBC)	Volunteers & D	No additional cost	
	Press release	May 2015	A, B & C	No additional cost	
	Leaflets	W/C 25 May 2015	A & B	£415	Print run of 15,000. For Epping Forest Centres and Local Access buildings e.g. Libraries and Community centres
	Posters in public areas	W/C 25 May 2015	A & B	£300	Print run of 1,000 A4 and 1,000 A3 posters. Forest and public notice boards
Web/Online	City of London Website 'consult' page	24 May 2015	A & B	No additional cost	www.cityoflondon.gov.uk/eppingforrestconsultations Direct to the consultation portal
	Emails to current consultation database members	22 June 2015 24 July 2015 19 August 2015 4 September 2015	B	No additional cost	Email monthly to raise awareness and remind, if not completed
	Twitter	Weekly	A & B	No	Interesting observations or facts

				additional cost	with links to consultation. Organic rather than promoted tweets.
	Facebook	Weekly	A & B	£400	Facebook advertisements targeted at local residents and people expressing an interest in the Forest.
	Content on other local interest sites	When available	A & B	No additional cost	Encourage all SCI stakeholder groups to publicise via their website
	City of London Staff Intranet	22 June 2015 19 August 2015	C & D	No additional cost	
Events	Staff briefings	29 April 2015 22 July 2015	D	No additional cost	
	Forum Meetings	Various (TBC)	B	No additional cost	
	Events roadshow	13 June 2015: Chingford Village Festival 23 June 2015: Friends of Epping Forest AGM 27-28 June 2015: Waltham Abbey Town Show 5 July 2015: Epping Town Show TBC: Theydon Bois Donkey Derby 11 July 2015: Highams Park Day 18 July 2015: Music in the Park 15-16 July 2015: Chingford Big Weekender 24 August 2015: Copped Hall Open Day 31 August: Wanstead Flats Fair 4 September: Chingford Plain Fair	A	£65 in stall costs £1000 in additional staffing costs	To promote the Forest, the consultation and gather contact details of those interested in participation. Staff will also target City of London events during the consultation period.
Advertising	Pop-up banners for events (x2)	May 2015	A & B	£170	
	Rail and underground advertising campaign	July 2015	A	£5000	Targeted at Forest stations
	Bus advertising	June – September 2015	A	£7000	Targeted at local buses

	campaign				
Incentives	Prize giveaways to encourage response	June – September 2015	A & B	£450	One giveaway per week. 8 prizes targeted at specific recreational user groups (cyclists, horse riders, golfers, footballers, runners, anglers, walkers and dog walkers), 1 targeted at families, 1 targeted at wildlife enthusiasts, 1 targeted at heritage enthusiasts, remainder targeted at general users. Custom stickers to give to children at events and Forest Centres. Incentives to be advertised on the website, social media feeds, in Forest Centres and by targeting user groups.
Digital inputting	iPads with 3G	May 2015	All	£872	2 iPads to facilitate user registration on the online consultation portal at events and in Forest Centres
Drop-in sessions	Displays at Forest venues	4-5 July 2015: The Temple 18-19 July 2015: High Beach Forest Centre 24-26 July 2015: Harrow Road 27 July – 2 August: The View 15-16 August: The Temple 22-23 August 2015: High Beach Forest Centre 5-6 September 2015: The Temple 7-13 September 2015: The View	A & B	£500 plus any additional staff costs	Small display introducing the Forest, the consultation and the six key themes, with a call to action to respond to the consultation online
	Supported online access sessions	By appointment	A & B	Some additional staff costs	For those who do not have access to the internet at home or who feel uncomfortable answering an online survey
Correspondence	Letters and emails to key stakeholders	22 June 2015	B & C	£20	To arrive at beginning of consultation period
				£16,192	