

<b>Committee:</b> Epping Forest and Commons Committee – For Decision	<b>Dated:</b> 13/07/2023
<b>Subject:</b> Epping Forest and The Commons Media Forward Plan	Public
<b>Which outcomes in the City Corporation’s Corporate Plan does this proposal aim to impact directly?</b>	1, 2, 3, 4, 11 & 12
<b>Does this proposal require extra revenue and/or capital spending?</b>	No
<b>If so, how much?</b>	N/A
<b>What is the source of Funding?</b>	N/A
<b>Has this Funding Source been agreed with the Chamberlain’s Department?</b>	N/A
<b>Report of:</b> Emily Tofield, Executive Director of Corporate Communications and External Affairs	For Decision
<b>Report author:</b> Ellen Fouweather, Media Officer, Town Clerk’s Communications Team	

### Summary

Members of the Epping Forest and Commons Committee requested a media forward plan, which is presented below.

The communications objectives of this plan are to:

1. Support the delivery of business plans of the five charities which comprise Epping Forest and The Commons
2. Raise the philanthropic profile of the City of London Corporation as Corporate Trustee of Epping Forest and The Commons and the impact these open spaces have on the UK’s environmental health and wellbeing
3. Promote events, campaigns and topics to relevant audiences

### Recommendation

Members are asked to:

- Agree the contents of this report.

### Main Report

#### Current position

1. Members of the Epping Forest and Commons Committee requested a media forward plan, which is presented below. A forward plan of the events, campaigns, and topics which will be promoted via media and social media is

presented on the following page.

2. In addition to the items listed, the Town Clerk’s Media Team will continue to meet with the Assistant Directors of all sites and their teams to identify further stories. These will be prioritised by the Media Team on a case-by-case basis in consultation with the Executive Director of Corporate Communications and External Affairs, the Chairman of the Epping Forest and Commons Committee, and relevant Assistant Directors.
3. The Media Team is also responsible for handling reactive media enquiries for this committee. This responsibility is not accounted for in the forward plan.
4. The Media Team also reviews, approves, and submits a monthly column to the Epping Forest Guardian, which is drafted locally by the Epping Forest team.
5. In addition to this media plan, a strategic communications plan will be developed by the Media Team. It will be drafted in consultation with the Executive Director of Corporate Communications and External Affairs, the Chairman of the Epping Forest and Commons Committee, the Director of the Natural Environment Division and their teams. The Town Clerk’s Media Team will be responsible for handling media relations. Epping Forest and The Commons officers will be responsible for delivering local stakeholder communications, local event marketing, and local social media feeds. The Corporate Communications Team will support these activities by providing messaging and content (Media Team), social media advice (Digital Communications Manager), website advice and training (Web Team) and political engagement advice (Corporate Affairs Team). This plan will support Epping Forest and The Commons strategic objectives and be presented for approval at a subsequent Epping Forest and Commons Committee, following the appointment of local communications officers.

### Media forward plan

6. The following list of events, campaigns, and topics will be promoted via media and/or social media.

<b>Date</b>	<b>Topic</b>	<b>Target audience</b>
July 2023	Green Flag Awards at relevant sites	Local and regional communities, visitors, sector stakeholders
July 2023	Burnham Beeches Iron Age Hill Forts: Launch of augmented reality app	Local and regional communities and visitors
Consultation beginning Summer 2023 with work starting early 2024	Epping Forest 10-year Conservation Plan	Local and regional communities, visitors, sector stakeholders
Summer 2023	Fire safety awareness at relevant sites	Visitors

Autumn 2023	Parklife project to install artificial football pitches on Wanstead Flats	Local and regional communities and visitors
Autumn 2023	Farthing Downs inclusion in Surrey Hill Area of Outstanding Natural Beauty	Local and regional communities, visitors, sector stakeholders
Autumn 2023	Lord Mayor's Ancient Tree Fund for Epping Forest	Potential donors in local and regional communities
Autumn 2023	Warning against fungi foraging in Epping Forest	National, local and regional communities, visitors, sector stakeholders
Winter 2023	Coronation Tree Planting in Epping Forest	Local and regional communities, visitors, sector stakeholders
Winter 2023/2024	Consultation on Epping Forest and The Commons Strategy 2025-2030	Local and regional communities, visitors, sector stakeholders
Spring 2024	Warning against damaging bluebells in Epping Forest	Visitors
All year	Warning against fly tipping at relevant sites, to coincide with prosecutions	Local and regional communities and visitors

### **Corporate & Strategic Implications**

9. Strategic implications: Open Spaces charities are reputationally important for the City Corporation. They provide positive stories which help us connect positively with local communities and other key stakeholders and offer opportunities to City of London residents, businesses and visitors to explore significant green spaces unavailable in or around the Square Mile.
10. Financial implications: None
11. Resource implications: None
12. Legal implications: None
13. Risk implications: Failure to adequately manage reputational risk could have financial and brand implications for the City Corporation.
14. Equalities implications: None
15. Climate implications: None
16. Security implications: None

### **Conclusion**

17. This report outlines a prioritised forward plan of the events, campaigns and topics which will be promoted via media and/or social media

18. Members are asked to agree this report.

### **Appendices**

19. None

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