

Background to GSEM and aims of producing a Media Plan

Communicating, promoting and advocating key messages to the public and media of East Midlands about green spaces should be part of the forum activities as detailed below is it's vision, aims and objectives.

GSEM vision is to:

The Forum exists to provide a united voice dedicated to promoting, advocating and lobbying for the regeneration and sustainable future of quality green spaces throughout the East Midlands.

One of it's four aims states:

Reaching Out to Park Users

Pivotal to the Forum's role is the two-way exchange of information and ideas. The forum has the opportunity to harness, for the first time the influence of a huge number of park users across the East Midlands including the 1000s of friends of park groups. The Forum will also communicate directly through media campaigns.

Two of it's nine objective says:

Promote and support the regeneration, management and sustainable future of parks and green spaces in the East Midlands region.

Promote and support the roles of the East Midland's parks and green spaces in supporting cross cutting themes such as health and well being, liveability, sustainability, crime and disorder, accessibility, environment, education, young people, culture, quality of life and regeneration.

Therefore communicating clear messages is an important part of the business of the forum. This media plan focuses on marketing and delivering in a traditional way of editorial in newspapers or magazines or radio within East Midlands. This plan should complement and add to the activities of national charity GreenSpace as well local authority press activities. This plan isn't a communication strategy affecting our internal work such as advertising steering group meetings, web design, logo or style of fonts etc.

Media Diary

Event/ activity	Month	National Message	EM angle/ focus	Audience
International Year of Biodiversity	All year	Yes - http://www.cbd.int/2010/welcome/		Public
GSEM Regional Community Group event 1 st week in	May	Volunteer contribution in the widest sense.	The important contribution that volunteers and community groups make to	Press release to public via usual media contacts &

June is Volunteer Week – organised by Volunteer England			quality green spaces. Uses figure from GSEM research Also the benefit volunteering brings to individuals such as new skills and community cohesion.	The profession via magazine or internal newsletters.
GreenSpace - Loves Parks Week and GFA winners announced	July/ August	No. of events and people visiting p & gs. Rising standard of gs. Sustainable funding for gs	Focus on some good local events – demonstrate how they have reached new audiences or/and alternative to going abroad. Encourage individual local authorities to do this.	Press release to Public via usual media contacts
GSEM - Advocacy Day	Sept.	GS producing Manifesto to be circulated to politicians after the elections on 6 May 2010.	Day will illustrate the many benefits quality gs brings to the community: health, safer environments, sustainable environment, community cohesion etc. Through case studies delivered by community groups t.b.c	Elected Members, PCTs etc. Also additional activities - Press release to Public via usual media contacts & Internal profession via magazine or internal newsletters.
Superact! - Bandstand Marathon	Sept.	How cultural activities such as this bring music bring people together. Bandstand as a	Focus on some good local events.	Press release to Public via

		cultural heritage feature. Part of the build up to the Cultural Olympiad 2012.		usual media contacts & Internal profession via magazine or internal newsletters.
Park's for Life - Work Parks Day	Sept.	Importance of park at a global context, appreciation of parks and sharing information and learning	May be some local park events.???	
BBC Breathing Spaces - Autumn Watch	October	??	???	
The general festive season	Dec/Jan	Health benefits (opportunity to reach to a new audience at time of year when radio particular is struggle for features.	Visitor figure, local events	Public

Background Rationale to Plan

Key messages (national relevant) concentrate on the benefits that green spaces bring and also the quality. See below –

Benefits	Quality
Health	Funding
Climate change	Training
Community safety	Green Flag Awards as quality standard
Community cohesion	Community involvement
others	

As GSEM we need to focus on our regional activities either using national themes or activities only happening in East Midlands.

The East Midlands is:

- one of the largest and most rural regions with one of the highest number of district and borough councils and one of the lowest number of unitary authorities.
- One of the largest areas of housing growth in the county and therefore Green Infrastructure activity.
- One of the regions with the highest number of green pennant awards.

Potential Outputs –

- Create more awareness about parks and green spaces
- Encourage more people to volunteer and care for their local parks and green spaces

- Create understanding how quality green spaces are created or need support through funding, trained staff, good management etc.
- Encourage and enable public to influence their politicians to rate green spaces as important.
- Public media also reaches the elected members who can use this media to monitor public opinion.

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