

**Public Summary of Items considered "in private"
at the Special meeting of the Authority
on 1 November 2018**

Early Draft Communications Strategy Development – Interim Report

Members were reminded of the background to report, namely that the Authority's Business Plan requires a new Communications Strategy, for both the North York Moors and the National Park Authority.

The strategy would identify key audiences and encompass profile, promotion, communications and interpretation and would replace and build upon the existing Communications Strategy, Promoting the Park Plan and Interpretation Strategy. Opportunities for members, staff and volunteers to feed into the strategy development had been built into the process.

Members were asked to consider the final stage of strategy development prior to preparation of the final draft Strategy. The two key areas for member consideration were:

- Defining your story
- Telling your story

Members were reminded that the report was focussed more on how the Authority communicates and would give the Authority a clear framework, clear guidance going forward.

Based on the report and members comments it was agreed that the final draft strategy would be developed and presented to members at December NPA.

Committee Dates 2019 – Verbal Update

Members agreed to the changes to the committee cycle as from January 2019.