

Plantation Youth Football Community / Engagement Plan

Our aim is to create a fun, safe & sustainable environment for current and future generations to enjoy the facilities.

Activity	Stakeholder group	Description	Actions	Resources / budget	Owner	Timescales / status
Engagement with the community	Crabtrees community, town council and Plantation committee	Outline the aim of the site and why it is important to get the community involved in the use of the facility	<ul style="list-style-type: none"> • Prepare email letter to invite representation • Issue 	<ul style="list-style-type: none"> • In-house writer • Any postal costs 	TBC	TBC
Advertising	Broader community	Place advertisements in local newspapers and to include future community announcements	<ul style="list-style-type: none"> • Prepare adverts • Book adverts 	<ul style="list-style-type: none"> • In-house writer • Advertising costs 	TBC	TBC
Establish webpage	Broader community	Establish a page for Crabtrees on the councils current website. Prepare background information and FAQs for the page. Provide more detail about the facility, prices, how to book	<ul style="list-style-type: none"> • Prepare webpage • Prepare content for website • Go live 	<ul style="list-style-type: none"> • In-house writer • Graphic designer • Designer costs / in-house web team 	TBC	TBC
Booking the Pavilion, Muga or Pitch	Broader community	Creation of an availability calendar for bookings	<ul style="list-style-type: none"> • Prepare a booking application • Agree prices for facilities • Contact details for queries 	<ul style="list-style-type: none"> • In-house team 	TBC	TBC
Media release	Broader community	Prepare and issue a media release for the local paper to raise awareness	<ul style="list-style-type: none"> • Prepare release • Approve release • Issue 	<ul style="list-style-type: none"> • In-house team 	TBC	TBC
Email address / contact details	Broader community	Create an email and telephone number for queries / link on the website page to submit requests	<ul style="list-style-type: none"> • Create email address • Create phone number 	<ul style="list-style-type: none"> • In-house team 	TBC	TBC
Facebook and Instagram	Broader community	Establish Facebook page and Instagram account Create a hashtag \$crabtrees	<ul style="list-style-type: none"> • Create Facebook • Create Instagram 	<ul style="list-style-type: none"> • In-house team 	TBC	TBC
Community and local papers	Broader community	Establish a regular articles with planned events	<ul style="list-style-type: none"> • Prepare event calendar • Issue 	<ul style="list-style-type: none"> • In-house team 	TBC	TBC
Signage	Broader community	Creation of new signage for the facility	<ul style="list-style-type: none"> • Prepare signs • Order signs • Arrange for the signs to be installed 	<ul style="list-style-type: none"> • In-house writer • Production costs • Installation of the signs 	TBC	TBC