Appendix 2 – Communications Plan

2.1. Introduction

A communications plan was developed to ensure that as wide an audience as possible was aware when the strategy was formally adopted and what this means for the community. It would also ensure that they are aware of any agreed changes to the supported bus network and when these will be implemented.

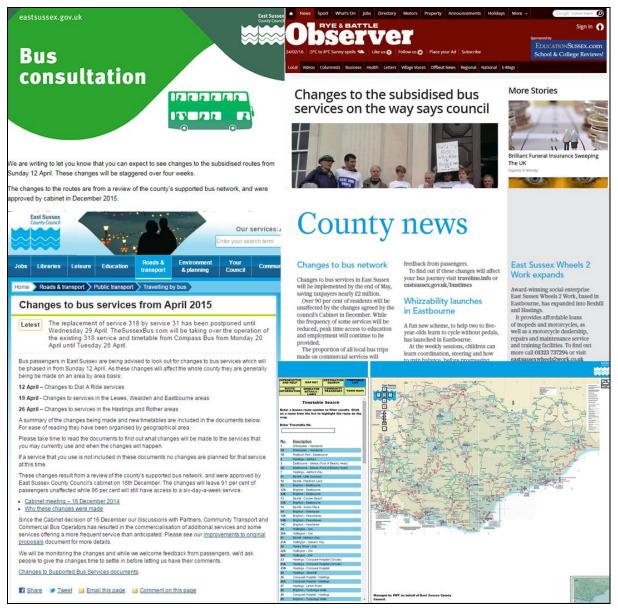


Fig 1: On-bus poster, press, ESCC Website, Your County, Interactive Bus Map