

## 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.

The collage consists of four distinct images:

- Top Left:** A green poster titled "Bus consultation" from East Sussex County Council. It features a bus icon and the text: "We are writing to let you know that you can expect to see changes to the subsidised routes from Sunday 12 April. These changes will be staggered over four weeks. The changes to the routes are from a review of the county's supported bus network, and were approved by cabinet in December 2015."
- Top Right:** A newspaper clipping from the "RYE & BATTLE Observer" dated 24/02/16. The headline is "Changes to the subsidised bus services on the way says council". It includes a photo of a group of people and a snippet of text: "Over 90 per cent of residents will be unaffected by the changes agreed by the council's Cabinet in December. While the frequency of some services will be reduced, peak time access to education and employment will continue to be provided. The proportion of all local bus trips made on commercial services will..."
- Bottom Left:** A screenshot of the East Sussex County Council website. The page is titled "Changes to bus services from April 2015". It includes a "Latest" section with the text: "The replacement of service 318 by service 31 has been postponed until Wednesday 29 April. The SussexBus.com will be taking over the operation of the existing 318 service and timetable from Compass Bus from Monday 20 April until Tuesday 28 April." Below this is a list of changes by date: "12 April - Changes to Dial A Ride services", "19 April - Changes to services in the Lewes, Wealden and Eastbourne areas", and "26 April - Changes to services in the Hastings and Rother areas". It also mentions a summary of changes and new timetables in documents below.
- Bottom Right:** A screenshot of an interactive bus map. It shows a map of East Sussex with various bus routes overlaid in different colors. A "Timetable Search" box is visible on the left, and a list of routes is shown below it, including route numbers and descriptions like "1 Brighton - Hove", "2 Brighton - Hove", etc.

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

