

# Strathard Framework Engagement Statement



## Agenda Item 5 – Appendix 1

National Park Authority Planning and Access Committee  
Monday 26<sup>th</sup> April 2021

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The Strathard Framework is a strategic document, and communications and engagement were focused on a key set of stakeholders. As noted in this report, the community and wider public were represented through Life Plan ambassadors or, in the case of Aberfoyle, Strathard Community Council appointed representatives.

**Stakeholder Mapping and Management:** All members of the Strathard Framework Steering Group were involved in the initial exercise of mapping out stakeholders for the process, with LLTNPA and PAS being responsible for coordination and delivery of any communication between the project team and representatives. A shared spreadsheet was used to store the details of stakeholders and record any interaction between the team and a given organisation or individual. This list was then sub categorised to identify a relative level of prioritisation, and the type or group they may fall into (eg developer, landowner, community representative, etc).

**Communications:** Several different modes of communication were used to publicise the process and engage stakeholders.

- **Blog:** A website blog was used twice. An initial blog was published to make the public and stakeholders aware of the process, its context within wider planning and land use management, and explain why it was important for different stakeholder groups to get involved. A second blog was published following Workshop 1 to summarise activities, thank those who came along, and further clarify what the next steps would be in the process.
- **Stakeholder Letter/Email:** Stakeholder Letters were sent out to all stakeholders with content tailored to their grouping. The content in these letters/emails clarified the points made in the published blog but also provided focused advice on why they may wish to get involved in the process.
- **Email:** Emails were sent to participants attending the events to share pre-workshop delegate materials, confirm event details, and note changes to the programme.
- **Virtual Workshop Survey –** Following cancellation of workshop 2, a survey was issued to participants to gather their views on a virtual format to help us gauge what was possible and what format/tools was best to use.



- Workshop 2 Materials – as the workshop was being held virtually then pre-recorded presentations were made available via Wetransfer to all participants to listen to before they attended the workshop. They were also issued with a set of maps and questions prior to the workshop so they could have them available on the day.
- Social Media: Twitter was used to promote the two blogs that were published and give summaries of the workshops after the events.
- Phone: One to one phone calls were made with key stakeholders to clarify positions outlined in summary documents, and to coordinate event participation.
- Event Management: The event management platform ‘Eventbrite’ was used to coordinate and manage participant numbers and details for Workshop 1. This was also used to update participants if details of the event changed.

