

Communications Plan for Road Closures

Template Form

Use this planning sheet to help you prepare your communication plan for your event.

Version: 2.0

Date: September 2025

Name of event:	
Date of event:	
<p>Target stakeholders:</p> <ul style="list-style-type: none"> • <i>Who are the stakeholders affected by your event/road closure? (e.g. property owners, businesses)</i> • <i>How are they affected? (E.g. property access blocked)</i> <p><i>Please list specific names, addresses and details as relevant</i></p>	
<p>Key Messages:</p> <p><i>What messages will you provide these stakeholders?</i></p> <p><i>Keep them simple e.g.</i></p> <ul style="list-style-type: none"> • <i>Name of event/programme</i> • <i>Time/date</i> • <i>Closure details</i> • <i>How they will be affected</i> • <i>Accessibility information e.g. property access, disability access</i> • <i>Event organiser contact details</i> • <i>How to report damage/complaints</i> 	



<p>Actions:</p> <p><i>From the list on the right, select the way(s) you intend to communicate with stakeholders.</i></p>	<input type="checkbox"/> Social Media <input type="checkbox"/> Brochures/flyers <input type="checkbox"/> Paid advertising <input type="checkbox"/> Media releases <input type="checkbox"/> On-site signs <input type="checkbox"/> Mailing/email list	<input type="checkbox"/> Meetings <input type="checkbox"/> Posters <input type="checkbox"/> Displays <input type="checkbox"/> Web <input type="checkbox"/> Other
<p>Timetable:</p> <ul style="list-style-type: none"> • <i>When will you communicate with stakeholders?</i> • <i>Who is responsible for communicating with stakeholders?</i> 		
<p>Damage & Complaints:</p> <p>If your event has the potential to cause damage to roads or private property (including public/private roads, vehicles, or residents' property), this must be disclosed in the communications distributed to residents and nearby stakeholders in the closure area. The communication should clearly state that any complaints or reports of damage are to be directed to the event organiser and must include the organiser's contact details.</p>		
<p>Evaluation:</p> <ul style="list-style-type: none"> • <i>How will you manage questions and complaints received by your stakeholders?</i> • <i>How will you monitor this communication plan? (e.g. keep a record of letters of email distributed)</i> 		

