

**SOWHAT: Swillington, Oulton, Woodlesford, HS2 Action Together  
Plan on a Page 2013**

**Vision: “One voice TO STOP HS2; protecting your community and incomes for the future”**

**Mission: “To achieve fair and equitable outcome for all”**

Strategic Priorities	Measures	Action Plans	Owner
1. Attract, retain and maximise the skills of a diverse group of <b>volunteers</b> to deliver our mission	<ul style="list-style-type: none"> <li>Diversity of committee members and other volunteers</li> <li>Advocates engaged</li> </ul>	<ul style="list-style-type: none"> <li>Identify desired skills for the committee and map existing skills to identify gap(s)</li> <li>Draft campaign to recruit volunteers to fit skills gap</li> <li>Ensure T&amp;C, Privacy and Data Protection compliant</li> </ul>	ALL
2. Meaningfully engage and raise awareness with the <b>wider community</b> (residents and businesses) through empathy, simplicity & trust	<ul style="list-style-type: none"> <li>Changes in residents/businesses surveys - HS2 perceived impact and overall awareness</li> <li>Online community and interaction i.e. posts, followers, re-tweets etc</li> <li>PR Activity: press/radio/TV coverage</li> <li>Recommendations/invitations to speak/offer opinion</li> </ul>	<ul style="list-style-type: none"> <li>Regularly research and review residents/business perception/awareness of HS2</li> <li>Build recognised brand and guidelines to be used across all media</li> <li>Identify and segment target markets</li> <li>Draft sustainable campaign to engage each target market</li> <li>Increase PR activity &amp; face to face meetings</li> <li>Fundraising campaigns</li> </ul>	Comms Sub Group
3. Deliver a means of <b>sustainable funding</b> for a campaign that ensures real <b>financial security for local people and the longer term outlook for our communities</b> , within everyone’s risk appetite	<ul style="list-style-type: none"> <li>Individual donations</li> <li>Business donations</li> <li>Dialogue with local and central government re <b>STOP</b> HS2</li> <li>HS2 stopped</li> <li>HS2 re-routed to the benefit of ALL communities</li> <li>Dialogue with Government re guidance for <b>compensation</b></li> <li>Levels of compensation offered</li> </ul>	<ul style="list-style-type: none"> <li>Paypal account established</li> <li>Bank account established</li> <li>Fully align activity/resource with source of funds</li> <li>Proactively manage income &amp; expenditure</li> <li>Meetings with local and central Government</li> </ul>	Finance Sub Group  Policy Sub Group