

Campaign for the Protection of the Countryside NI

Presentation to School of Art and
Design students, University of Ulster

Who are we?

- Patrick Cross - Chair
- Will Chambré - Secretary
- Iain Hoy – Co-ordinator

Who we are

- We champion the countryside and all who care about it.
- We are particularly concerned about the impact of planning policy on our beautiful countryside in Northern Ireland.

Our aims?

- We aim to build a campaign network of individuals and local groups across Northern Ireland.
- We aim to campaign to protect our countryside against inappropriate and unsustainable development.
- We aim to provide information and assistance to individual members who find themselves having to deal with planning issues in their own areas.

What do we want?

- A brand re-launch and enhanced web presence that is accessible to all
- We want **you** to:
 - design a logo for the campaign
 - design and develop a new, attractive website for countrysideni.org
 - develop our social media presence

Design - the logo

We want the logo to be:

- Attractive
- Relevant
- Contemporary
- Recognisable
- Memorable

Design - stationery

- Headed paper
- Compliments slips
- Business cards
- Email template

The Website - overview

The website must be:

- Accessible
- Interactive
- Appealing
- Information resource
- Easy to administer
- A social media platform

The Website – a resource

- Contact database - postcode search function to easily find out who to lobby on planning
- Searchable document database - easily administered and easily accessed by public
- Function that automatically posts message on Facebook, Twitter and blog when a new document is added.

The Website - membership

- Easy, safe, secure membership section with a subscription payment function
- Ability to download and print off hard copy membership application form

Marketing – social media

- We want you to come up with ideas for using social media to:
 - effectively promote our campaign message
 - recruit new members
 - Keep audiences informed of our activities and events
 - fundraise.
- Develop our social media presence and integrate it with our website.

Marketing - email

- Provide email marketing solution
- Design email template that integrates with this solution

Any questions?