

Area of work	Activity	Content / Collateral	Comms Channels	Monitoring	Business Plan Framework Output	Rough Cost (estimate)	Team support	COVID-19 Update
Digital								
Video	Video - Cotswold Way @50 (show maintenance, wardens, work parties, walkers, aspirations - full story). COVID-19 Update: we made a short film to celebrate the anniversary, and a series of very short teaser clips to use more generally throughout the year.	Video	Facebook, You Tube, Twitter, LinkedIn	Views, Social media engagements,	1	£1,000	RJ	COVID-19 prevented physical, face to face celebrations. Online video clips were produced, but release was held off as lockdown continued. We will re-use this collateral. COVID-19 Update: we made a short film to celebrate the anniversary, and a series of very short teaser clips to use more generally throughout the year.
Video	Video - Glorious Cotswold Grasslands / National Meadows Day	Video	Facebook, You Tube, Twitter, LinkedIn	Views, Social media engagements,	1	PROJECT FUNDED	AF	National Meadows Day cancelled due to lockdown.
Video	Ourboretum	Video	Facebook, You Tube, Twitter, LinkedIn	Views, Social media engagements,	1	£1,000	MC	
Video	Video - Rural Skills or Wardens??	Video	Facebook, You Tube, Twitter, LinkedIn	Views, Social media engagements,	1	£1,000	EB, JW	
Social	Set up Hootsuite to schedule and manage social content.		Facebook, Twitter, Instagram	Views, Social media engagements, (Integrated)	1, 2	£300		
Social	Weekly posts - schedule planned. Schedule adapted throughout lockdown according to NAAONB and Government guidelines re: COVID-19.							
Social	Social media - across all colleague projects	Graphics to support projects, photos, event pics, reposts	Instagram, Twitter, Facebook, Linked in			Design costs		
Social	Social media - Lion article highlights							
Social	Social media - National Meadows Day							
Social	Instagram takeover - Cotswold Way @50 relay walk							Cancelled due to lockdown
Social	Instagram takeover - National Meadows Day							Cancelled due to lockdown
Social, website	Cotswold LEADER video and event	Videos, event collateral if required	Video, event, PR		6	PROJECT FUNDED	JW	Event cancelled due to lockdown
Website	Website content		Blog articles, news items/press releases, project pages	Visits, downloads, google analytics, dwell time, bounce rates			All	
Website	Website Development - rural skills				4	£4500 - £7000	Rigorous Digital	
Website	Website Development - ecommerce							
Website	Website Development - mobile responsive			DONE.				
Website	Website Development - renavigation			DONE.				
Website	Website development - introduce blog to site			DONE - part of news				
Website	Website support				4	£4,320	Rigorous Digital	
Website	Booking system for guided walks - due to COVID-19.					Funded by Becky.	Rigorous Digital	
Publications								
Electronic	enewsletter - spring		Campaign Monitor		1	£168		
Electronic	enewsletter - summer		Campaign Monitor		1	£168		
Electronic	enewsletter - autumn		Campaign Monitor		1	£168		
Electronic	enewsletter - winter		Campaign Monitor		1	£168		
Electronic	Position statements on website x 3 per year	Provided by John	Occasional PR				JM	
Print	Cotswold Lion mag Jan - Jun issue 42	Print, online PDF	Occasional PR	Feedback to the editor, distribution reports & pick ups, website downloads	1, 3, 4	£15,000		
Print	Cotswold Lion mag Jul - Dec issue 43	Print, online PDF	Print, website, social media	Feedback to the editor, distribution reports & pick ups, website downloads	1, 3, 4	£15000 > £1550		Online-only version produced, to save print costs and because distribution venues/points were closed due to lockdown. (saved around £13,450 but didn't include walks programme which may be a further cost)
Print / online	Guided Walks - special autumn 2020 guide	Print, online PDF	Print, website, social media	Distribution reports, downloads	1, 3, 4	unknown at present		Required as additional support as Issue 43 of Lion did not include walks due to coronavirus lockdown.
Print - internal	Annual Review	Print, online PDF	Limited print run, Website, Social media, Campaign monitor	Open rate, click through rate, website downloads, social media engagement	2	£780	All	Online only version produced.
Print - public	Visitor Map and Guide	Print, online PDF	Print, website	Distribution reports	1	£5,600		On hold until sponsorship to cover print and distribution is identified.
Print - public	Explore the Cotswolds by Public Transport - new interpretation	Print - via Cotswolds Tourism	Print	Distribution reports	3, 4	£2,000		Suggest that this is paused for 2020/2021.

Mix	Glorious Cotswold Grasslands	Various print collateral, events, event collateral, schools materials, education materials, PR	Events, print, social media, PR		3, 1	PROJECT FUNDED	AF, HS, MC	
Mix	Cotswold Gateways	Leaflet, PR	Print leaflet campaign, partnership promotion with GWR, PR		4	???	RJ	
Events								
One off /Annual	National Meadows Day	Social media, PR, Merchandise, Print adverts	Social media, PR, on site print	Social engagement, event attendance, press coverage	3, 1, 4	PROJECT FUNDED	AF	Cancelled/moved online due to lockdown.
One off	Cotswold Way @ 50 - 17th May 2020 event	Social media, PR, Print, Merchandise	Social media, PR, print, website page	Social engagement, event attendance, press coverage, fundraising amount	3, 4, 5	PROJECT FUNDED	RJ, AP, Wardens	Cancelled/moved online due to lockdown.
Annual	Cotswold Sculpture Trail 2021	Planning - seeking sponsorship	PR, social media		3, 4, 5	Self-funded	AP, new person	AP, JW
One off	Ash Dieback / Ourboretum	PR, seed packets, stickers, event info leaflets	PR, seed collection events		3	PROJECT FUNDED?	MC	MC
Repeated	Rural Skills courses	Content provided by Ed	Social media, website, (and video?)		1, 3	RURAL SKILLS FUNDED	EB	EB
Annual	Rural Skills competitions	Content provided by Ed	PR, social media, website		1, 3	RURAL SKILLS FUNDED	EB	EB
Partnership Working								
	Cotswolds Discoverer Pass		Partnership working with GWR		4	£0		Pulhams, Swanbrook, and Stagecoach all withdrew routes. Partially related to lockdown, partially related to the complications involved in operating the scheme. We are no longer involved in the Discoverer Pass and have suggested GWR and Cotswolds Tourism take over.
	Monthly Wardens Highlight social / press / website news	Content from Wardens				£0		
	Cotswold Life - monthly articles	Written by Sian Ellis				£1,690		
	Engagement with harder to reach audiences				4	unknown at present		
	Cotswolds Tourism - define relationship	Explore the Cotswolds pages into Official Guide to the Cotswolds?			5	£1,500		
Projects								
	A417		PR		3	£0		
	NAAONB Art in the Landscape - connecting people to nature. Arts strategy for AONBs - integration.	Focus Group, Training Days			4	£170		
	Glover Protected Landscapes Review / National Park		PR		3	£0		
	Dark Skies?		PR, events?		3	PROJECT FUNDED		
	Continue to develop image library through commissioning photography					£2,000		
	Continue to develop image library in Photoshelter					£278		
	Commission baseline audience survey?		Outsource - Uni of Glos?		4	unknown at present		
Fundraising								
Mix	Caring for the Cotswolds	Promotion will focus on the two key aspects; the projects and the membership businessess	Website, PR, video	Website hits, distribution reports, and press enquiries /pick up	3 & 4	£2,500	AH	
Mix	Kingfisher Trail	Trail and auction promotion	Website, PR, video	Internal project monitoring led by The Art of Fundraisings	4 & 5	Included in project budget	AP & AH	
	Getting to know trusts and foundations	Introductions, relationship building, familiarisation						
	3 x cash donations boxes at Relish venues	Boxes have 3 themes and are in new branding		Counting cash donations				
Other								
	Cotswolds National Landscape - rebrand + brand guidelines	All - logo, brand guidelines, implementation	Press release, partner support, social media, newsletter, website.	Recording feedback from partners	All	£1,000		
	Skills training - DMI Pro course					£1,515		
	CONTINGENCY + 10%					£5,000		
	Online shop							