

COMMUNICATIONS STRATEGY

Summary: To present the new Communications Strategy 2020-23

Recommendation: That the Board adopts the strategy

Reviewed by the Executive Committee: Yes

If yes, the Committee's comments: The Executive Committee agreed to recommend the strategy to the Board for approval, subject to agreed changes being made. Those changes were:

- To rewrite and place more emphasis on the requirement for fundraising and an increased public profile.
- To include more detail on fundraising activity.

Report by: Alana Hopkins, Communications Officer

INTRODUCTION

1. Following the end of the current 2017-2020 Communications Strategy, the Landscapes Review being published in autumn 2019, and the arrival of a new Chief Executive, it is a good time to update the communications strategy.

WHAT'S NEW

2. Refreshed logo and new name: Cotswolds National Landscape
3. Focus on digital – improving the website and increasing our activity on social media
4. Focus on fundraising – increasing our public profile
5. Continued effort to seek best value from new distribution suppliers
6. Celebrating special projects, e.g. Ourboretum, Kingfisher Trail, refreshed logo
7. The strategy is framed by the Glover Review concept that 'landscape is for everybody' so there planning for social engagement, and better engagement with the Voluntary Wardens
8. The strategy is aligned with the Work Programme and Business Plan, with a detailed plan for one year at a time

KEY OUTCOMES FOR THE BOARD

9. New brand is simpler, easier to understand, bolder, more energised, well received
10. Combining digital activity into the marketing mix is as important as ever in the wake of coronavirus – we have less to spend on traditional print, and want to spread our messages to broader audience groups
11. The Kingfisher Trail will help us reach family and urban audiences as well as businesses and corporate partners. This will be an important part of our activity in 2021 to bring people back to the Cotswolds post-coronavirus

SUPPORTING PAPERS

- Annex A – Communications Strategy
- Annex B – SWOT Analysis
- Annex C – Activity Plan and Monitoring

OCTOBER 2020