

ANNUAL REVIEW 2018/19 AND COMMUNICATIONS UPDATE

Summary: Overview of recent communications activity.

Recommendations:

- (a) To receive and actively promote the Board's Annual Review 2018/19;
- (b) to continue to promote Caring for the Cotswolds visitor giving scheme - with objective of growing membership;
- (c) to anticipate the new issue of Cotswold Lion magazine and support where possible.

Officer ref: Alana Hopkins, Communications Officer

1. Annual Review

- Each Board Member has been given three copies of 2018/19 annual review.
- Overall print run = 250 copies.
- Hard copies to be distributed to: Board Members, MPs and MEPs.
- Email copies (as link and/or PDF) to be distributed to: Caring for the Cotswolds members, ex-board members, Parish council contacts, Local Authority contacts, LEP contacts, Oxon AONB contacts, LEADER LAG contacts, LEADER Advisory board contacts.
- **Board members are actively encouraged to distribute the annual review in link/PDF/hard copy format to their own networks of contacts. Further hard copies are available on request for this purpose.**

2. Caring for the Cotswolds

- Each Board member has been provided with a one page/2 side summary of the Caring for the Cotswolds scheme, and a small quantity of both versions of the scheme leaflet (one aimed at businesses, one aimed at visitors).
Members are encouraged to make introductions between Alana Hopkins (Communications Officer) and potential new member businesses.

3. Cotswold Lion

- The Cotswold Lion will be delivered and distributed from early July.
- This is being distributed by Glide Media to the usual network of pick up locations. Glide will intensify the distribution in July and summer.

Supporting Paper(s):

None.