

## Cotswolds Conservation Board

## Challenge to Board Members from the External Funding Working Group

Board members already do a lot to secure income for Board activities. Local Authority Members argue to maintain our core funding and some additionally use their allocated funds. Members with businesses engage in our programmes and help spread the word. This table outlines some of the ways all Board Members can champion the AONB and help secure funding for our work through their contacts and daily conversations.

Project	Action for Board Members	Officer contact & resources*
A grassland management service	Talk to and refer potential clients. People with potential wildflower grassland restoration sites. Promote project events and advisory service.  Talk to and refer people with potential donor sites	Harvey Sherwood  Project leaflet <a href="#">Web page</a> with advice pack
A woodland management service	Talk to and refer potential clients. People with derelict or under managed woodlands.  Talk to and refer potential retail outlets for selling the Board's sustainable charcoal	Edward Bonn
Rural skills training programme	Tell people about the rural skills programme encouraging them to book on courses.  Refer potential trainers or work sites, particularly people willing to host novice drystone wallers.	Edward Bonn  Dedicated <a href="#">website</a>
Mitigate and respond to Ash Dieback and its impact on the AONB	Tell people about the impact in the Cotswolds and encourage donations through our website.  Promote a consistent message (see Lion article and web page)	Mark Connelly  Article on page 14 of the July – December issue of the <a href="#">Lion</a>  <a href="#">Web page</a> with campaign details and donate button
Caring for the Cotswolds. The visitor giving scheme for the Cotswolds.	Help grow the scheme by talking to and referring businesses.  Good for but not exclusive to tourism based businesses.  This scheme allows customers to support the beauty of the place	Alana Hopkins  Leaflet for businesses Leaflet for customers Guidance, logo & materials for businesses to use on sign up.

	they have come to enjoy.	<a href="#">Introduction on website</a> <a href="#">Projects on website</a> <a href="#">Business on website</a>
Business sponsorship	Tell businesses that the Board has an array of sponsorship opportunities. Current opportunities include; the hedgelaying competition, the farming forum and annual forum and a mile of the Cotswolds Way.	Simon Smith (who can refer to the appropriate officer)
Advertising in the Lion, the Board's magazine	Encourage businesses to take out adverts in the Lion.  It is published twice a year both as hard copy (35,000 copies each edition) and electronically.  Dec (Jan – June) June (July - Dec)	Alana Hopkins  <a href="#">Web page with earlier editions</a>
Purchases from our on-line shop	Tell people about the work of the Board and how they can support it by purchasing items through our on-line shop. The Cotswolds AONB anniversary book makes a particularly good present for anyone who loves the Cotswolds.	<a href="#">On-line shop</a>
Sales of the AONB anniversary book	Encourage retailers to stock the Cotswolds AONB Anniversary book	Contact the main office or "info" e-mail
On-line donations	Tell people about the work of the Board and how they can support it by funding specific items through our website. Currently Hedgerows, drystone walls and woodlands.	<a href="#">Web page</a> with a range of costed things to support and a donate button

\*Read electronically for web links to work

E-mails of relevant officers for referrals

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