

OUR VISION FOR THE COTSWOLDS

Summary: To review and discuss the new Vision, ahead of seeking Board adoption in June.

Recommendation: That the Executive Committee recommends the Vision is taken forward to the June Board for adoption.

Report by: Andy Parsons – Chief Executive

1. BACKGROUND

- In late 2020, our Chairman clearly set out the important reasons why he felt our organisation needed to create, and then champion, a new vision for the Cotswolds.
- One thing is certain, the next 10-15 years will present both challenges and opportunities that have rarely been seen before.
- In addition, Defra has defined its four priority areas for National Landscapes:
 - *Nature* – delivering nature recovery plans and meeting the government’s 30x30 commitment
 - *Climate* – working towards net zero through nature-based solutions
 - *People* – broadening access and improving the health and wellbeing of the nation
 - *Place* – supporting the needs of local communities and encouraging thriving economies
- We believe that ‘Our Vision for the Cotswolds’ (*Appendix A*) sets the tone for how we will work in the future to meet these priorities – demonstrating the bravery to show leadership and a willingness to work in collaborative and forward-thinking partnerships.

2. PROCESS

- A Task and Finish Group formed in December 2020:
 - Board Members: Phil Chapman, Ben Dent, Garry King
 - External support: Sophia Price (Cotswold District Council)
 - Employees: Alana Hopkins and Andy Parsons
- The group held a number of meetings to discuss a variety of factors, including our brand values.
- The first consultation questionnaire was designed and sent out to around 150 individuals/ organisations.
- A detailed analysis of the feedback was then undertaken and, using this information, a first draft of the Vision was formed and discussed/ agreed amongst the group.
- The draft was sent out to a smaller group, selected from those who participated in the first round of consultation.
- Their feedback was considered and, where relevant, implemented into the final draft.

3. NEXT STEPS

- Discussion at the Executive Committee meeting - 25 May
- Present for formal Board adoption - 22 June
- Reflect on the Vision at the start of the Board's Strategy Day - 6 July
- Celebrate via appropriate digital channels
- Share with all relevant external stakeholders as part of our consultation and development of the Management Plan 2023-28

Supporting documents

- Appendix A – A Cotswolds Vision: a national landscape for everyone

MAY 2021