

OUR VISION FOR THE COTSWOLDS

Summary: To present the new Vision.

Recommendation: That the Board adopts ‘*A Cotswolds Vision: A National Landscape for Everyone*’.

Report by: Andy Parsons – Chief Executive

Comments from the Executive Committee (May 2021):

Committee Members held varying views on our priorities. Many of the important points raised will form part of the thinking of, and development of, the next Management Plan for the period 2023-28 (which will be the first part of the journey in achieving our longer term Vision). All agreed that it was a high quality and inspirational statement that should be fully supported.

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

- 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

JUNE 2021