

**Kingfisher Trail: project report**  
December 2021



## Background

The Kingfisher Trail 2021 followed the popular Cotswold Hare Trails, the last of which ran in 2018. We felt it was important to differentiate this trail from the Hare Trails, as well as other recent trails such as the Wallace & Gromit Trail (Bristol) and the Minerva's Owls Trail (Bath). The easiest way to do this was to choose a new signature animal. The kingfisher was the unanimous winner; a beautiful and charismatic bird that is easily recognised by the public. The kingfisher's connection to water also allowed the two distinct trails to be named after our biggest rivers; the Severn and Thames. The watery theme also highlighted the regions waterways and associated heritage. The trail was different in other ways too. It was more focused than previous trails, with just 22 sculptures that were placed in as many accessible locations as possible.

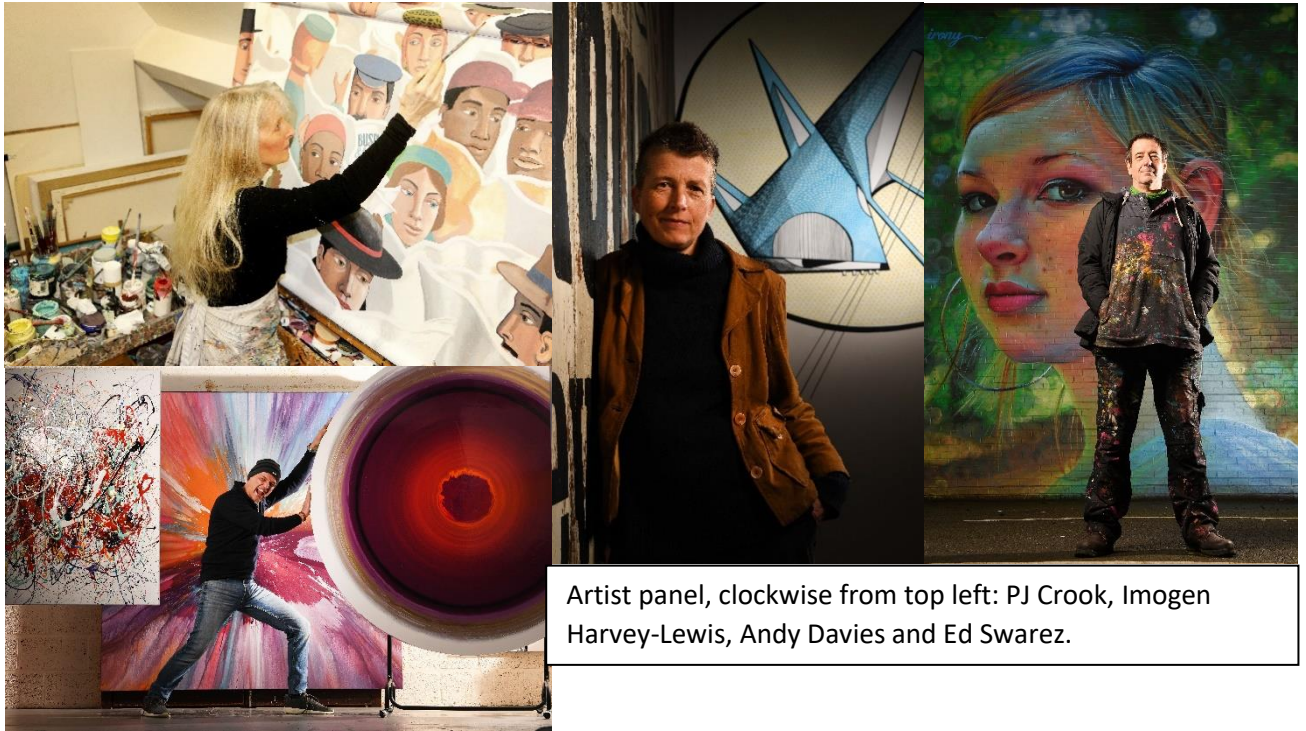
The motivation behind running the Kingfisher Trail was three-fold. Firstly, we wanted to offer the public something positive in spring/ summer 2021 as we came out of lockdown; a reason to get out and explore. Secondly, we hoped the trail would support businesses and communities through additional visitation and spend. Thirdly, we wanted to dedicate any surplus funds generated from the trail to our young people and rural skills project.

## The artists

Artist selection is important for any trail but the selection was particularly critical for the Kingfisher Trail with a relatively small number of sculptures. To help us in this process, we appointed a high-profile artist panel and tasked them with inviting the remaining artists. This peer-to-peer approach worked well and was completed towards the end of 2020. The artist panel was as diverse and strategic as we could make it, and comprised:

- **PJ Crook MBE** – an established local artist, internationally renowned, very well connected with local charities, arts organisations, inclusion and engagement activity, and the University of Gloucestershire. Patron of the National Star College and patron of Art Shape. <http://www.pjcrook.com/>
- **Ed Swarez** – a local abstract artist. Very active on social media, commercially minded and enthusiastic. <https://www.swarez.co.uk/>
- **Imogen Harvey-Lewis** – a local illustrator and artist. Having recently worked with John Lewis, Cheltenham for their grand opening, Imogen has a good local following. Her work is very sophisticated and distinctive. <https://www.imogenharveylewis.co.uk/>
- **Andy 'Dice' Davies** – Cheltenham-based street artist, and founder of the internationally recognised Cheltenham Paint Festival. Very well connected with national and international street artists, popular with the press. A good social media following, and well connected to younger audiences.

All of the artists put in a huge amount of time and energy into their respective kingfishers. They created 22 beautiful pieces of art to a very high standard. Each sculpture was different so kingfisher spotters were rewarded with every new discovery and intrigued to find the next one! A full list of the participating artists can be found in Appendix.1



Artist panel, clockwise from top left: PJ Crook, Imogen Harvey-Lewis, Andy Davies and Ed Swarez.

**Trail development**

At about the same time as the artists were joining the project, the kingfisher design was finalised and the models were ordered. We ordered a mixture of large (5 foot) and medium (3 foot) sized kingfishers with the aim of placing 10 sculptures on both the Severn and Thames trails. A 21<sup>st</sup> kingfisher, the Flying Kingfisher, would move to a new location every fortnight. To enable the project team to attract sponsorship from host businesses, a brochure was produced and a dedicated kingfisher trail website was created, as well as social media channels. However, by November 2020 a second national lockdown was in place and business confidence was very low. This slowed the rate the team was able to sign up host businesses, develop the trail and secure a headline sponsor.

The project was also hit by the ‘global shipping container crisis’. The sculptures, originally due by Christmas, were delivered to the artists in March 2021. This delay further impacted the team’s ability to sign up host businesses, as without the sculptures, the project was more conceptual. However, when the sculptures did arrive the artists quickly got to work and the excitement around the project grew rapidly. By the end of March 2021, restrictions began to lift on outdoor gatherings, the messages from Government were more positive and we experienced a warm and sunny spring. Business confidence increased and all remaining hosts joined the trail within two months of the sculptures arriving. We were especially pleased to welcome so many Town Councils as hosts, who typically joined as part of their respective business/ tourism recovery plan. During this time, we added a 22<sup>nd</sup> and final kingfisher, the Golden Kingfisher, which could be won in a prize draw.

The Severn Trail was linear and followed the Cotswold Way from Chipping Campden in the north to Wickwar in the South. The Thames Trail weaved its way in and out of the Cotswolds, with kingfishers located in towns and villages on the Thames and its tributaries from Moreton-in-Marsh in the north, to Royal Wootton Bassett in the south. Whilst the total distance of the trails was considerable, the kingfishers were clustered locally to encourage days out. The cluster approach promotes healthy

activities including, walking, cycling, family days out and general wellbeing to locals and visitors. A number of the kingfishers were in towns just outside the Cotswolds, making the trail accessible to urban communities and potentially encouraging them to visit more rural locations within the Cotswolds. All of the kingfishers were placed in front of pay barriers, where this was applicable, and the trail was therefore free and as inclusive as possible.

Kingfishers were allocated to hosts after they were completed, and this process was very considered and multi-faceted. Kingfishers were placed according to their appearance, artist connection, audience considerations, and host connections. Whilst previous sculpture trails have had some sculptures placed in a landscape context, this was never a consideration for us – because that would make it impossible for some audiences to engage, and this trail was always intended to be as accessible as possible for all audiences. On the Severn Trail, four of the nine host locations were accessible by train (Winchcombe, Cheltenham, Stroud, Stonehouse). This number would be five if the kingfisher mural in Cheltenham is included. The Thames trail route was less well served by the rail network, but many of the locations were accessible by bus across both routes.

### **Project launch**

On the project launch date of 31<sup>st</sup> May 2021, the country was still under lockdown restrictions and a physical launch event wasn't possible. Instead, we focused our efforts on a multi-media PR campaign that had two very high-profile successes. The first was the painting of a Kingfisher Trail mural in Benhall Park, Cheltenham on 11<sup>th</sup> May by two of the trails participating artists: Andy Davies and Curtis Hylton. The event was widely publicised and videos of the artists at work were used throughout the project.



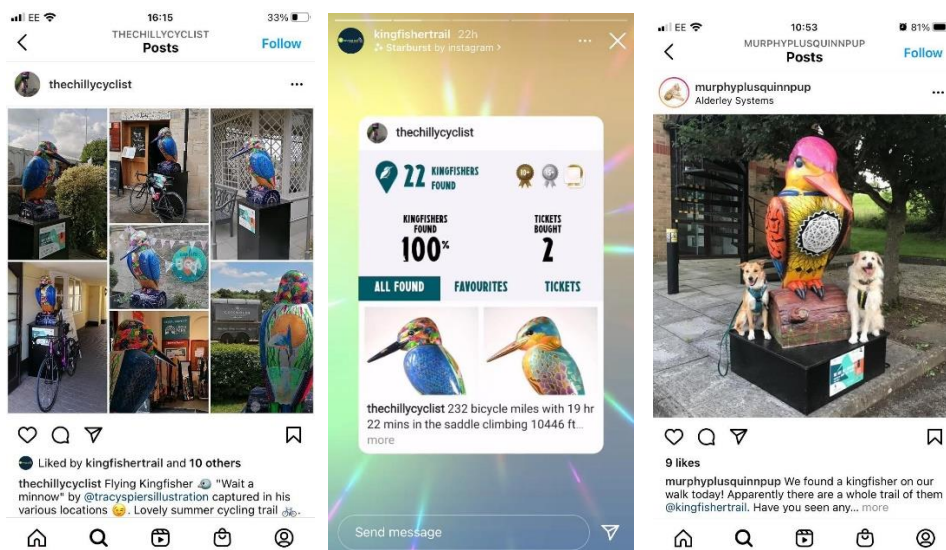
The second was the trail making the front cover of Cotswold Life in June. The timing was perfect; the magazine hit the shelves in the first week of June – within a week of the project launch. We also coordinated a press release in launch week and conducted numerous interviews for radio and online listings. However, not all aspects of the launch went as well as they could. Earlier delays on the kingfisher’s delivery to the artists had a knock-on effect on their subsequent collection, storage and installation. This reduced the time available to install the plaques and launch the App, which were ready in the second week of June, at least a week late.

## Public engagement

Engagement throughout the trail with the public was high. Many trail explorers posted on social media about their experience finding kingfishers, and what they liked about the locations. Business engagement was also high. Most host venues shared their participation in the trail on their social media, and promoted the trail throughout. Some went above and beyond and ran entire activity programmes / retail ranges centred on the trail. Hosts were really excited to have kingfishers all summer, and the Flying Kingfisher was highly anticipated each time he moved to a new venue.

Particularly heart-warming feedback came from a visitor on the morning of the auction, Pam Preece. Pam described being diagnosed with lung cancer early in 2021, and needing urgent surgery. Her initial recovery was unpredictable and very frightening, but once home from hospital, more stable. Her daughter planned day trips to see the kingfishers on the trail as a way to motivate Pam, encourage her to exercise to regain her strength, and to get her into the fresh air. Pam described the trail as wonderful, and saw it both as a part of her recovery and as a way for her and her daughter to spend some really quality time together.

Social media evidence showed that many people encountered the kingfishers on family days out, cycle rides, dog walks. Some made special trips to see the kingfishers. One cyclist planned an entire summer of cycle ride routes centred on finding every kingfisher on the trail – she posted about each cycle ride on her Instagram account:



Above: three examples of engagement on social media. The Chilly Cyclist was particularly well engaged on Instagram throughout the trail, and even joined us at the auction.

The social media for the trail was run by project partners the Art of Fundraising, and worked very well. Coverage on the dedicated social media channels was consistent from before the trail launch, during the trail, and in the run up to the auction. Content was shared on social media from press, artists, trail visitors, and hosts – in addition to owned content from the trail team. A summary of the social media statistics can be found in Appendix.2.

The Kingfisher Trail App had a total of 1,644 users and all of these used the App's interactive map. On the Kingfisher Trail website, a PDF map was available and this was downloaded 6,900 times. The PDF map on the website was separate and unrelated to the App so the total number of people who downloaded a map from either the Kingfisher trail website or the Kingfisher trail App is 8,544. From this total, we estimate from observations of groups on trails that there are typically 2- 3 users for each map, which would equate to 20 - 25,000 people doing some or all of the trail while using a map. This doesn't take into account engagement with the project by people who discovered one or more individual sculpture locations independently of downloading and following the app or map. Versions of the map may also have been accessed via social media or in other locations where it was published but we are only in a position to track downloads from our website and app with complete accuracy. With the Kingfisher Trail gaining circa 25,000 visitors (based on map and app downloads and assuming no other traffic) in the backdrop of limited tourism and a pandemic, this was in our opinion a very positive outcome and one we could certainly build on in the future.

### Press coverage

We received excellent press coverage throughout the trail, not just from our media partners Cotswold Life (who featured the trail on the cover in June, gave us a big picture feature and more) but also from various local press as well. Local press coverage came from Gloucestershire Live, So Glos, Stroud News and Journal, and local outlets of the Gazette and Herald. The kingfisher trail also featured on a number of items on BBC Radio Glos and Greatest Hits Radio and BBC Points West.

We noted that the coverage on BBC Radio Glos and BBC Points West just before the auction resulted in a last-minute flurry of registrations for the auction itself. We subsequently discovered some of the buyers hadn't participated in the public trail, but instead were collectors of these temporary sculptures from previous themed trails.

It was a multi-media campaign covering hard copy press, online listings, radio, TV and social media. Not only did this generate interest in the trail but it also highlighted the host businesses and destinations, raising awareness for them and their respective brands. A full list of the press coverage can be found in Appendix.3.



## The finances

When the project concept was being developed, a larger trail involving more sculptures was initially proposed. However, this was not feasible because of the front-loaded nature of expenditure. Instead, a more focused trail was developed. Expenditure was always forecast at about £100K and was tightly controlled throughout the project. The Cotswolds National Landscape team contributed significant amounts of time to keep costs down and ensure the project was a success. Activity included: project development, sponsorship, communications, and transport and logistics. Project expenditure was also kept down by some amazing in-kind support from our project partners, including Russell Sach Photography, Sub Rooms (storage), Cheltenham Trust (auction venue) and Simon Chorley Auctioneers. As a result, the final expenditure total is only 3% above the earliest forecasts.

Budget heading	Income	Expenditure
Seed funding (Cotswold Champions)	£25,000	
Grants	£2,000	
Merchandise (Golden tickets & coasters)	£3,420	
Sponsorship (hosts & main sponsor)	£27,800	
Kingfisher sales	£63,274	
Project management inc. sculptures, plinths, design, website, SM, App and associated VAT		£74,363
PR services		£9,000
Transport		£2,409
Artist fees		£11,780
Printing		£2,266
Misc		£3,163
<b>TOTAL</b>	<b>£121,494</b>	<b>£102,981</b>

Income was much harder to predict and was initially based on similar pre-pandemic trails. In hindsight, these forecasts were overly ambitious and subsequent reforecasts were more realistic. Seed funding from Cotswold Champions was critical to get the project started in September 2020. Next came sponsorship, secured over many months and up until May 2021. The remaining income was raised through the sale of the kingfisher sculptures before and at the live auction in October 2021. The App was used to promote the auction and the kingfisher sales. During the summer, a bid function was added to the App. When this didn't attract much attention, we changed it to a 'buy now' function. This was successful and half of the kingfishers sold before the auction to collectors and members of the public that had connected with their respective kingfisher. Whilst this approach was contentious with a small minority of people, it was undoubtedly the best approach strategically – it raised more fundraising than the auction, and allowed many of the town councils to retain their kingfishers, and keep them in their communities for all to enjoy.

## What went well?

- *Profile-raising* - The trail boosted our profile on social media, in the press, and locally. The trail gave us more exposure and visibility across the Cotswolds with our new name, and provided 'faces' for the organisation. As a public arts trail, the project was tangible, accessible, appealing, and positive.

- *Connections* - A number of connections were made in the process of running the project with host businesses and town councils, project partners and with some of the kingfisher buyers. In addition, some connections were strengthened, for example the relationship with Cotswold Life.
- *Artist relationships* - The artists involved in the trail were all fantastic. Many of them visited their own kingfishers once they were at host venues and helped promote the trail on their own social media. In particular the artistic panel members went above and beyond in many aspects of the trail's development, promotion and ultimate success: PJ Crook, Ed Swarez, Imogen Harvey-Lewis and Andy Davies. We would hope that some of these new relationships with artists will last beyond the trail.
- *Project partners* – We received fantastic support from our project partners. In particular, Russell Sach Photography contributed a huge amount of work to the trail. Not only did he give his time freely, we had extremely high quality, professional images to work with throughout the trail. This helped us deliver the project at every critical milestone. As well as helping to keep expenditure down, the feeling of good will and support for the project was incredible. We would also like to acknowledge the support from the Art of Fundraising, who went above and beyond, and Rebecca Charley who helped with innovative storage solutions!

#### ***What could we do differently/ better?***

- *Logistics* – Undertaking the logistics and transport in-house for the installation and de-installation of the trail was a huge amount of work. There were multiple trips involved across the Cotswolds and beyond, largely undertaken by the project manager. This impacted upon the project manager's ability to work on his other areas of responsibility and contributed to a large amount of over-time being accumulated.
- *Auction guest list* – The list comprised artists, hosts, project partners and potential buyers. It was compiled in-house and focussed on those we hoped would be viable bidders to the auction. Successful bidders were new to us though – and many were private individuals who were very keen on the sculptures but with no previous strong connection to us or the trail.
- *Auction* – The auction itself was well attended, but the number of people registering to bid was lower than anticipated. We suspect this was due to a number of factors including rising Coronavirus rates reported by the media in the week leading up to the auction and two other competing events in Cheltenham on the same night. One of the events, the So Glos Gloucestershire Lifestyle Awards, may have been the preferred event for some of the businesses we would have liked to have seen at the auction.
- *Accompanying education programme* - This could have worked really well in the form of a school/children's/young people workshops. They could have ranged from informative natural history sessions with school children about rivers and their accompanying wildlife, to street art / paint jam sessions for young people. A combination of coronavirus restrictions (at varying levels) and a lack of time/resources to organise an accompanying education / engagement programme meant these activities didn't happen. They would undoubtedly have opened the



trail up to a younger audience though – and given us a ‘way in’ with urban audiences – so the concept was strong.

- *Merchandise* - Should be carefully considered, if it is sold at all. We do not have a visitor centre or retail outlet from which to sell products. Instead, we relied on our online shop to sell our kingfisher coasters, which has limited visibility. Once we had exhausted our known contact base to promote the coasters, sales tailed off. The work vs reward should be questioned for merchandise.

### Lessons learned & considerations for future trails

- *Main sponsor* – We tried very hard to engage with a large corporate for headline sponsorship but it was a challenging time financially to do that. Undoubtedly this would be the best approach though. Barclays sponsored Worcester’s Big Parade and this must have made a huge contribution in the round: to investment, engagement, and auction sales. In any case, seed funding and/or securing a main sponsor early on is critical.
- *Trail locations* - Some trail goers gave feedback that the kingfishers were too far apart from one another. In future we should consider town trails; perhaps 5-10 sculptures in four or five Cotswold towns. A handful of sculptures could be located in the countryside to help link the towns. This would benefit the destinations considerably, as multiple sculptures in one town would increase dwell time and spend. It would also benefit less mobile/ urban audiences.
- *Sculpture locations* - Participating venues should be encouraged, as far as possible, to display their sculpture somewhere that is visible outside of opening hours. Doing so would help alleviate disappointment when the venue was closed.
- *Auction* – Relying on the live auction alone is a risk. We could consider working with a professional auction house much earlier in the process that has an established customer base and online auction functionality. Other points to consider around the auction include investing in our own card payment system and weighting the number of sculptures towards the smaller sizes, which typically sold better.



## Legacy

During the project development phase, we envisaged channelling the surplus to:

1. Employing an education officer to help connect primary school aged children to nature
2. Enabling secondary school age children to take part in a rural skills experience

Supporting these two distinct but linked projects was subject to the project realising a surplus of approx. £60K. In hindsight, these early forecasts were overly ambitious and more representative of a pre-pandemic landscape. However, the project was able to raise a modest surplus of approx. £20K that will be used to enable secondary school age children take part in a rural skills experience. In addition to the Kingfisher Trail resource, we have won some funding from several funders that has allowed us to begin offering young people a fantastic range of opportunities. We have also been successful in securing funding for an Education Officer in the “Everyone’s Evenlode” project. Therefore, we have essentially met our original ambitions, albeit through different funding streams.

## Overall summary

With outcomes spanning fundraising, the arts, community engagement, and access – together with the potential to finance additional projects – the Kingfisher Trail has been a distinct example of how we can use the arts and landscape strategy to bring people together to support, participate in, and benefit from our work in a variety of ways.

The creativity and enthusiasm with which the artists approached this project, and the resulting works, have been inspiring. Whether they transformed their kingfisher with a spray can, paintbrush, or decoupage; whether they drew precisely with pens and pencils or worked spontaneously and intuitively; whether they worked alone or in a group; whether their plans remained the same or the arrival of the kingfisher gave flight to their intentions – all the kingfishers were magnificent in their own way.

Our host venues were fantastic. In a difficult year, they committed to the Kingfisher Trail with optimism and high hopes. The host venues literally joined the dots for the trail routes, and the support for the trail from all of them has been tremendous.

The Kingfisher Trail has been about three things: harnessing the immense talent of local artists to help people engage with the Cotswolds and its towns and villages, encouraging visitors to contribute to local economies as we exit the coronavirus pandemic, and raising valuable funds so that we can continue to help young people from all backgrounds experience rural skills and the benefits of being out in the countryside.

But the trail has been more than a sum of its parts... It has been about creativity, and about making connections; about team work, and collaboration, and partnership. It’s been about support, and recognising the powerful potential of art to connect with people, whatever their backgrounds. And, it has been about acknowledging how essential our natural world is to all of us as individuals, and as a society.

## Appendix

1. Full list of artists
2. Social media statistics
3. Press coverage

## **Appendix.1 Participating artists**

1. PJ Crook (Artist panel member)
2. Ed Swarez (Artist panel member)
3. Imogen-Harvey Lewis (Artist panel member)
4. Andy 'Dice' Davies (Artist panel member)
5. Emma Howell
6. Curtis Hylton
7. Inkie
8. Peachzz
9. Phil Blake
10. Gemma Compton
11. Tracy Spiers
12. Jenny Westbrook
13. Katie B Morgan
14. National Star Students & Louise Adams
15. Shiloha Levi
16. Artshape & Harriet West
17. Russell Haines
18. Kerry Phippen
19. Albie Lucas
20. Martha Lightfoot
21. Hannah Dyson
22. Guy Warner

## Appendix.2 Social media statistics

### Cumulative totals

for:	January	March	April	May	June	July	August	September	October
<u>Facebook</u>									
Followers	63	277	360	701	1000	1069	1114	1138	1147
Likes	53	232	295	545	794	831	865	879	888
People Reached	826	3,952	8,163	16,568	31,266	34,580	37,318	39,133	43,629
Post Engagements		594	1,258	2,774	5,271	5,818	6,251	6,562	7,195
<u>Instagram</u>									
Followers	132	244	313	532	881	950	1,026	1,131	1,161
Posts	12	42	55	74	105	123	148	163	180
Content interactions			329	1,295	2,806	3,683	4,436	4,632	4,882
Reach	277	277	944	2,422	4,250	5,737	6,986	8,253	9,374
<u>Twitter</u>									
Followers	32	94	117	194	259	288	299	324	331
Profile visits	254	1,152	1,479	5,119	9,662	12,980	14,268	15,451	16,288
Impressions	3,858	10,680	14,631	28,831	59,331	74,331	87,131	95,040	101,769
Mentions	4	14	24	65	163	183	203	212	228
<u>LinkedIn</u>									
Followers	11	25	33	45	65	76	83	89	95
Post Impressions		926	1,820	3,156	5,812	8,412	9,812	11,012	12,012
Website									
Visits	31,000								
Page views	62,000								
Form submissions	198								
Map Downloads	6,900								
App users	1,644								
Auction sign-ups	72								

## Appendix.3 Press coverage (Jan-Oct 2021)

### October

- BBC Radio Glos – interviews with James and Andy in the run up to the auction and then after the auction
- BBC Radio Wiltshire - interview with Andy the day before the auction
- Greatest Hits Radio - interview with Alana just before the auction
- CNL – press release to promote the auction
- BBC Points West - coverage on the day of the auction on the evening bulletin
- Gloucestershire Wildlife Trust – feature in their autumn members magazine
- Punchline – article on the upcoming auction

## September

- Cotswold Life – auction special featuring a number of the kingfishers
- Cotswold Life – online article on the upcoming auction
- CNL – press release to promote the auction
- Corsham Our Community Matters – article on the Flying Kingfisher
- SoGlos – article on the upcoming Kingfisher auction

## August

- CNL – press release to launch the new Kingfisher Trail map with Gloucestershire Community Rail Partnership
- CNL – press release on the last chance to see the Kingfisher Trail
- CNL – press release promoting the Kingfisher painted by the National Star students in the Subscription Rooms, Stroud (+coverage in the Stroud News & Journal)
- CNL – press release promoting the Kingfisher painted by artist Gemma Compton in Tetbury
- Punchline – Kingfisher trail promotion
- Bradford on Avon Town Council – article on the Flying Kingfisher
- Wilts & Gloucestershire Standard, featuring Jack's in Cirencester – article on the Flying Kingfisher
- Cotswolds Tourism newsletter – excellent coverage with Kingfisher Trail as the first item
- Cotswold Living magazine - diary listing with image in the August issue
- BBC Newsround, the children's news programme at the BBC, article about sculpture trails around the UK: (slides 11 & 12)

## July

- Cotswold Life – Kingfisher Trail featured in the summer issue, pages 96, 97 & 98
- SoGlos Loves – Kingfisher Trail featured in the Gloucestershire Summer Holiday Guide.
- Article by Martha Lightfoot, the artist who painted the kingfisher at National Trust
- Wiltshire Times – article on the Golden Kingfisher at Iford Manor
- Wiltshire Times – article on the Flying Kingfisher
- Cotswold Lion Magazine - interviews with artists Emma Howell, Artshape and Katie B Morgan.

## June

- Cotswold Life – Kingfisher Trail makes the front cover of the June/ July magazine with an impressive five page spread inside.
- BBC Radio Gloucestershire - interviews with artists Imogen Harvey Lewis & Andy Davies, plus an interview with business host Angie Petkovic
- Business Innovation Magazine - article on Visit Gloucestershire headline sponsorship
- Punchline BiG weekend read - article on Visit Gloucestershire headline sponsorship
- GFirst LEP Business Update - article on Visit Gloucestershire headline sponsorship
- Gloucestershire Association of Parish & Town Councils - Projected featured in the June newsletter
- Gloucestershire Police – a fun article on the kingfishers in their online newsletter
- Red Kite Days – Trail features in the 'What's on in the UK' guide
- North Cotswolds Community Radio – interviews with artist Guy Warner
- Visit Cheltenham - Kingfisher Trail features in their promotional video
- SoGlos - Fantastic piece on things to do on fathers day

- Blogger/ social influencer Muddy Stilettoes Instagram post, featuring a selection of kingfishers/hosts.
- Business Innovation – article on the trial launch

#### May

- CNL – press release on the trail launch
- Greatest Hits Radio – series of features in late May and early June
- Good on Paper (arts magazine) - article on the trail launch
- Visit Cheltenham – article on the trail launch
- Stroud News & Journal – article on Stonehouse Kingfisher
- Stroud News & Journal – article on Stroud Kingfisher
- Sunday Telegraph – article on Ed Swarez and the Trail
- Cotswold Lion – article on the trail launch
- BBC Radio Glos - Publicity on the Mural Painting in Benhall Park, Cheltenham
- Gloucestershire Live - Publicity on the Mural Painting in Benhall Park, Cheltenham
- BBC Online - Publicity on the Mural Painting in Benhall Park, Cheltenham
- Visit Cheltenham - Publicity on the Mural Painting in Benhall Park, Cheltenham

#### April

- BBC Points West – evening news on Friday 2<sup>nd</sup> April

#### March

- Cotswold Life - featured an artist special with a brilliant three-page spread. The four full artist portraits and interviews were then available on the official kingfisher website from 24th March – one released each day to coincide with the magazine.
- CNL – press release on the upcoming trail
- Business & Innovation magazine – article on the upcoming trail
- Wiltshire Times, Gazette & Herald – article on the upcoming trail
- Cotswolds Tourism events page – article on the upcoming trail
- Punchline – article on the upcoming trail
- GFirst LEP – article on the upcoming trail
- Visit Gloucestershire – article on the upcoming trail

#### Jan-Feb

- CNL – press release on the upcoming trail
- Visit Cheltenham – article on the upcoming trail
- Experience Winchcombe – article on the upcoming trail
- Visit Tewkesbury – article on the upcoming trail
- Wilts & Glos Standard – article on the upcoming trail
- SoGlos – article on the upcoming trail
- BBC Radio Gloucestershire – article on the upcoming trail
- Business & Innovation magazine – article on the upcoming trail