

## FUNDRAISING WORKING GROUP

**Summary:** To review the progress of the Fundraising Working Group

**Recommendation:** That the Executive Committee notes the report

**Report by:** James Webb, Partnerships and Fundraising Lead

## MEMBERS OF THE GROUP

- Brendan Costelloe, Chair
- Elizabeth Eyre
- Ben Dent
- Phil Chapman
- John Swanton

## MEETINGS SINCE THE LAST EXECUTIVE COMMITTEE

1. Two meetings have been held since the May Executive: 11 June and 6 August with the next one scheduled for 24 September.
2. The meeting agenda for the Working Group reflects and expands on JW's annual and quarterly objectives, which are: Kingfisher Trail, Caring for the Cotswolds, Rural Skills and LEADER.
3. Members Ben Dent, Phil Chapman and John Swanton have been visiting the new Caring for the Cotswolds projects and providing updates at the meeting. Members also produce a report, which is then disseminated to stakeholders and used on the CNL website to promote the scheme.
4. Members have been kept up to date with external bids across CNL with emphasis on the bids to funders towards engaging young people with the Rural Skills Programme.
5. Ben Dent attended a meeting with James Webb to present CNL's governance and financial position the Wates Foundation.
6. Earlier in the year, a meeting was dedicated to Rural Skills including a presentation from Ed Bonn, Rural Skills Officer.

## OTHER ACTIVITY

7. The **Kingfisher Trail** has been a major public engagement project over the summer. The Kingfisher locations are both inside and outside the AONB and encourage visitation away from the region's honeypots. The project has offered the public free access to art in the landscape, supported businesses and communities and raised the profile of CNL to new audiences. The Flying Kingfisher has been a real hit; moving every fortnight to a new location, albeit a lot of work!
8. With a new stream of **Caring for the Cotswolds** projects completing and being visited by members, we've had some great material to update the website with.

StayCotswold have recently joined the scheme and provided a generous upfront donation. We are also working with Cotswold Tourism on an initiative to engage their membership, raise awareness of the scheme and hopefully increase Caring for the Cotswolds membership.

9. Over the summer, the **Rural Skills** programme has been refined with a focus on a core offering of the more popular and profitable courses. A number of the marginal courses have been dropped and the available dates for the remaining courses have been limited to improve fill rates. Ed Bonn is now qualified to run the beginners dry stone walling courses, thereby removing the costs of external instructors.
10. Ben Dent has succeeded Jo Burgon as Chairman of the **Cotswold LEADER Programme**. In this role Ben is the Board representative and key decision maker for this DEFRA funded programme until its closure on 30 September 2022. Two of the four remaining project claims were paid in Q2.
11. **The Thames Water Smarter Catchment** bid was approved and CNL's role and responsibilities have been agreed, including the hosting of two new employees.

#### **DECISIONS REQUIRED**

12. None.

#### **NEXT STEPS**

13. Preparation and delivery of the Kingfisher Trail auction on Thursday 21 October at the Pittville Pump Rooms, Cheltenham. Followed by project wrap up, report and statistics.
14. Raising awareness of Caring for the Cotswolds via the Cotswolds Tourism membership. Administering and processing the next round of applications, with the FWG members acting as the grants panel at the end of the year.
15. Continued refinement of the Rural Skills Programme and associated improvements to the website. Implementation of the new marketing plan.
16. Process the remaining LEADER project claims and begin a large electronic archiving piece of work that will see the destruction of the hard copy files.
17. Begin recruitment for the two new employees associated with the Thames Water Smarter Catchment project.

#### **SUPPORTING PAPERS**

- Appendix A – External bids

SEPTEMBER 2021