Area of work	Activity	Content / Collateral	Comms Channels	Monitoring	Business Plan Framework Output	Rough Cost (estimate)	Team support	COVID-19 Update
Digital					-			
Video	Video - Cotswold Way @50 (show maintenance, wardens, work parties, walkers, aspirations - full story). COVID-19 Update: we made a short film to celebrate the anniversary, and a series of very short teaser clips to use more generally throughout the year.	Video	Facebook, You Tube, Twitter, Linkedin	Views, Social media engagements,	1	£1,000	RJ	COVID-19 prevented physical, face to face celebrations. Online video clips were produced, but release was held off as lockdown continued. We will re-use this collateral. COVID-19 Update: we made a short film to celebrate the anniversary, and a series of very short teaser clips to use more generally throughout the year.
Video	Video - Glorious Cotswold Grasslands / National Meadows Day	Video	Facebook, You Tube, Twitter, LinkedIn	Views, Social media engagements,	1	PROJECT FUNDED	AF	National Meadows Day cancelled due to lockdown.
Video	Ourboretum	Video	Facebook, You Tube, Twitter, LinkedIn	Views, Social media engagements,	1	£1,000	MC	
Video	Video - Rural Skills or Wardens??	Video	Facebook, You Tube, Twitter, LinkedIn	Views, Social media engagements,	1	£1,000	EB, JW	
Social	Set up Hootsuite to schedule and manage social content.		Facebook, Twitter, Instagram	Views, Social media engagements, (Integrated)	1, 2	£300		
Social	Weekly posts - schedule planned. Schedule adapted throughout lockdown according to NAAONB and Government guidelines re: COVID- 19.							
Social	Social media - across all colleague projects	Graphics to support projects, photos, event pics, reposts	Instagram, Twitter, Facebook, Linked in			Design costs		
Social	Social media - Lion article highlights							
Social	Social media - National Meadows Day							
Social	Instagram takeover - Cotswold Way @50 relay walk							Cancelled due to lockdown
Social	Instagram takeover - National Meadows Day							Cancelled due to lockdown
Social, website	Cotswold LEADER video and event	Videos, event collateral if required	Video, event, PR		6	PROJECT FUNDED	JW	Event cancelled due to lockdown
Website	Website content		Blog articles, news items/press releases, project pages	Visits, downloads, google analytics, dwell time, bounce rates			All	
Website	Website Development - rural skills				4	£4500 - £7000	Rigorous Digital	
Website Website	Website Development - ecommerce  Website Development - mobile responsive							
Website	Website Development - renavigation							
Website	Website development - introduce blog to site							
Website	Website support				4	£4,320	Rigorous Digital	
Website	Booking system for guided walks - due to COVID- 19.					Funded by Becky.	Rigorous Digital	
Publications								
Electronic Electronic	enewsletter - spring enewsletter - summer		Campaign Monitor Campaign Monitor		1	£168 £168		
Electronic	enewsletter - autumn		Campaign Monitor		1	£168		
Electronic	enewsletter - winter		Campaign Monitor		1	£168		
Electronic	Position statements on website x 3 per year	Provided by John	Occasional PR				JM	
Print	Cotswold Lion mag Jan - Jun issue 42	Print, online PDF	Occasional PR	Feedback to the editor, distribution reports & pick ups, website downloads	1, 3, 4	£15,000		
Print	Cotswold Lion mag Jul - Dec issue 43	Print, online PDF	Print, website, social media	Feedback to the editor, distribution reports & pick ups, website downloads	1, 3, 4	£15000 > £1550		Online-only version produced, to save print costs and because distribution venues/points were closed due to lockdown. (saved around £13,450 but didn't include walks programme which may be a further cost)
Print / online	Guided Walks - special autumn 2020 guide	Print, online PDF	Print, website, social media	Distribution reports, downloads	1, 3, 4	unknown at present		Required as additional support as Issue 43 of Lion did not include walks due to coronavirus lockdown.
Print - internal	Annual Review	Print, online PDF	Limited print run, Website, Social media, Campaign monitor	Open rate, click through rate, website downloads, social media engagement	2	£780	All	Online only version produced.
Print - public	Visitor Map and Guide	Print, online PDF	Print, website	Distribution reports	1	£5,600		On hold until sponsorship to cover print and distribution is identified.
Print - public	Explore the Cotswolds by Public Transport - new	Print - via Cotswolds Tourism	Print	Distribution reports	3, 4	£2,000		Suggest that this is paused for 2020/2021.

One off /Annual National Meadows Day Social media, PR, Merchandise, Print adverts Social media, PR, on site print Social engagement, event attendance, press coverage 3, 1, 4 PROJECT FUNDED AF Cancelled/moved online due to lockdown.  One off Cotswold Way @ 50 - 17th May 2020 event Social media, PR, Print, Merchandise Social media, PR, print, website page Social engagement, event attendance, press coverage, fundralsing amount 9, 4, 5 PROJECT FUNDED RJ, AP, Wardens Cancelled/moved online due to lockdown.  Annual Cotswold Sculpture Trail 2021 Planning - seeking sponsorship PR, social media 9, PR, seed collection events 3, 4, 5 Self-funded AP, new person AP, JW  One off Ash Dieback / Ourboretum PR, seed packets, stickers, event info leaflets PR, seed collection events 3 PROJECT FUNDED? MC MC  Repeated Rural Skills courses Content provided by Ed Social media, website, (and video?) 1, 3 RURAL SKILLS FUNDED EB EB		<u></u>							
The Control of Provided of Provided Section (Provided Section (Pro	Mix	Glorious Cotswold Grasslands		Events, print, social media, PR		3, 1	PROJECT FUNDED	AF, HS, MC	
Sout Fig. National Meastown Day Sout media, PR, Merchandria, Print advers South media, PR, print, whiching pages (Comment National Nationa	Mix	Cotswold Gateways	Leaflet, PR	Print leaflet campaign, partnership promotion with GWR, PR		4	???	RJ	
Cote of Cote wild Way 69 59 - 17th May 2010 event Social media, PR, Print, Merchands Social media, PR, print, wetshis page Managaing amount fundaming, person ceret standaming, person ceret standaming amount fundaming fun	Events								
Annual Cottends Society Services (Services Services) Society (Services) Society (Services	One off /Annual	National Meadows Day	Social media, PR, Merchandise, Print adverts	Social media, PR, on site print	Social engagement, event attendance, press coverage	3, 1, 4	PROJECT FUNDED	AF	Cancelled/moved online due to lockdown.
Presented Rural Salts courses Content provided by Ed Social media, website, (and voto?) 1, 3 RURAL SILLS FUNCED 8 E Social media, website, (and voto?) 1, 3 RURAL SILLS FUNCED 8 E SOCIAL media, website 8, 3 RURAL SILLS FUNCED 1, 3 RURAL SILLS FUNC	One off	Cotswold Way @ 50 - 17th May 2020 event	Social media, PR, Print, Merchandise	Social media, PR, print, website page		3, 4, 5	PROJECT FUNDED	RJ, AP, Wardens	Cancelled/moved online due to lockdown.
Repared Burd Sults courses Content provided by 6d Social media, website (and video'r) Referential Working Cotavolds Discoverer Pass Cotavolds Discov	Annual	Cotswold Sculpture Trail 2021	Planning - seeking sponsorship	PR, social media		3, 4, 5	Self-funded	AP, new person	AP, JW
Armel Mend Sink competitions	One off	Ash Dieback / Ourboretum	PR, seed packets, stickers, event info leaflets	PR, seed collection events		3	PROJECT FUNDED?	МС	MC
Partnership Working Cotswolds Discoverer Plass Cotswolds Tourism C	Repeated	Rural Skills courses	Content provided by Ed	Social media, website, (and video?)		1, 3		EB	EB
Cotswolds Discoverer Pass  Content from Wardens  Monthly Wordens Highlight sport (press/ worder news  Content from Wardens  Content	Annual	Rural Skills competitions	Content provided by Ed	PR, social media, website		1, 3	RURAL SKILLS FUNDED	EB	EB
Partnership working with GWR  Monthly Wardens Highlight social / press / to Content from Wardens website revs.  Content from Wardens With the Wisten Bussel Residence of Content from Wardens with GWR  Monthly Wardens Highlight social / press / to Content from Wardens website revs.  Content from Wardens With the Wisten Bussel Residence of Content from Wardens with GWR  Monthly Wardens Highlight social / press / to Content from Wardens website revs.  Contend for warden hadden or search addressed with the Witten by Sian Bills  Engagement with hadder to reach addressed spages into Official Guide to the Contends Day of the Contends Spages into Official Guide to the Contends Spages into Official Guide Spages into Official G	Partnership Working								
Cotwolds Fundamental Projects   Cotwolds Pro		Cotswolds Discoverer Pass		Partnership working with GWR		4	£0		related to lockdown, partially related to the complications involved in operating the scheme. We are no longer involved in the Discoverer Pass and have suggested GWR and Cotswolds Tourism
Engagement with harder to reach audiences  Cotswolds Tourism - define relationship  Cotswolds Tourism - define relationship  Explore the Cotswolds pages into Official Guide to the Cotswolds?  AA17  AA17  PR  NACNDB Art in the Landscape - connecting people to nature. Arts strategy for AON8s - integration.  Glover Protected Landscapes Review / National Landscape returned - National Review / National Landscape - Returned - Na			Content from Wardens				£0		
Cotswolds Tourism - define relationship  Cotswolds Tourism - define relationship  Frojecs  AA17  AA17  AA17  AA17  AA18  AA19  BAA0NB Art in the Landscape - connecting people to nature. Arts strategy for AONBs - integration.  Glover Protected Landscapes Review / National Park  AA18  AA19  BAA0NB Art in the Landscape Review / National Park  AA19  Continue to develop image library through commissioning behotography  Continue to develop image library in Photosheter  Commission baseline audience surver?  Commission baseline audience surver?  Costwolds National Landscape - rebrand + brand guidelines - Sillis training - DMI Pro course  Sillis training - DMI Pro course  COSTRINGENCY - 10%  AII - logo, brand guidelines, implementation  COSTRINGENCY - 10%  AII - logo, brand guidelines, implementation  COSTRINGENCY - 10%  COSTRINGENCY - 10%  AII - logo, brand guidelines, implementation  COSTRINGENCY - 10%  COSTRINGENCY - 10%  AII - logo, brand guidelines, implementation  COSTRINGENCY - 10%  COSTRINGENCY - 10%  AII - logo, brand guidelines, implementation  COSTRINGENCY - 10%  COSTRINGENCY - 10%  COSTRINGENCY - 10%  COSTRINGENCY - 10%  AII - logo, brand guidelines, implementation  COSTRINGENCY - 10%  COSTRINGENCY - 10%  COSTRINGENCY - 10%  COSTRINGENCY - 10%  AII - logo, brand guidelines, implementation  COSTRINGENCY - 10%  COSTRINGENCY		Cotswold Life - monthly articles	Written by Sian Ellis				£1,690		
Projects  AA17   PR   S   S   S   S   S   S   S   S   S		Engagement with harder to reach audiences				4	unknown at present		
NAAONB Art in the Landscape - connecting people to nature. Arts strategy for AONBS - integration.  Glover Protected Landscapes Review / National Park  Dark Skies?  Continue to develop image library through commissioning photography  Continue to develop image library in Photoshetter  Commission baseline audience survey?  Cottswolds National Landscape - rebrand + brand guidelines, implementation website.  Press release, partner support, social media, newsletter, website.  Recording feedback from partners  All Ligo, brand guidelines, implementation website.  Press release, partner support, social media, newsletter, website.  Recording feedback from partners  All E1,155  E1,1515  E1,515  E		Cotswolds Tourism - define relationship				5	£1,500		
NAAONB Art in the Landscape - connecting people to nature. Arts strategy for AONBs - integration.  Glover Protected Landscapes Review / National Park  Dark Skies?  Continue to develop image library through commissioning photography  Continue to develop image library in Photoshetter  Continue to develop image library in Photoshetter  Continue to develop image library in Photoshetter  Commission baseline audience survey?  Coswolds National Landscape - rebrand + brand guidelines implementation  Press release, partner support, social media, newsletter, website.  Press release, partner support, social media, newsletter, website.  Recording feedback from partners  All £1,000  £1,000	Projects								
to nature. Arts strategy for AONBs - integration.  Glover Protected Landscapes Review / National Park  Dark Skies?  Continue to develop image library through commissioning photography  Continue to develop image library in Photoshelter  Continue to develop image library through  Continue to develop image librar		A417		PR		3	£0		
Park Dark Siles? PR, events? 3 PROJECT FUNDED 2.0001 Continue to develop image library through commissioning photography Continue to develop image library in Photoshelter Outside audience survey? Outsource - Uni of Glos? 4 unknown at present 2.278  Cothing Cothi			Focus Group, Training Days			4	£170		
Continue to develop image library through commissioning photography  Continue to develop image library in Photoshelter  Continue to develop image library in Photoshelter  Commission baseline audience survey?  Outsource - Uni of Glos?  All unknown at present  Coswolds National Landscape - rebrand + brand guidelines, implementation  Skills training - DMI Pro course  Outsource - Uni of Glos?  All - logo, brand guidelines, implementation website.  Press release, partner support, social media, newsletter, website.  Press release, partner support, social media, newsletter, website.  Recording feedback from partners  All £1,000  £1,155  £5,000  CONTINGENCY - 10%  E5,000  CONTINGENCY - 10%  E5,000  CONTINGENCY - 10%  E5,000		Park				T.			
commissioning photography Continue to develop image library in Photoshelter Commission baseline audience survey? Outsource - Uni of Glos? All unknown at present Cotswolds National Landscape - rebrand + brand guidelines guidelines guidelines Skills training - DNI Pro course Skills training - DNI Pro course CONTINGENCY + 10% FROM THE CONTINGENCY		Dark Skies?		PR, events?		3	PROJECT FUNDED		
Commission baseline audience survey?  Other  Cotswolds National Landscape - rebrand + brand guidelines guidelines guidelines Skilt training - DMI Pro course  Skilt training - DMI Pro course  CONTINENCY + 10%  C							£2,000		
Other  Cotswolds National Landscape - rebrand + brand guidelines, guidelines, implementation Press release, partner support, social media, newsletter, website.  Skills training - DMI Pro course  CONTINGENCY + 10%  CONTINGE		Continue to develop image library in Photoshelter					£278		
Cotswolds National Landscape - rebrand + brand guidelines guidelines, implementation Press release, partner support, social media, newsletter, website.  Skills training - DMI Pro course  CONTINGENCY + 10%  Recording feedback from partners  All £1,000  £1,515  £5,000		Commission baseline audience survey?		Outsource - Uni of Glos?		4	unknown at present		
guidelines AII - 10go, orano guidelines, implementation website. Recording feedback from partners AII ±1,000  Skills training - 10M Pro course  CONTINEMENT - 10G	Other								
CONTINGENCY + 10% £5,000 £5,000		guidelines	All - logo, brand guidelines, implementation		Recording feedback from partners	All	The state of the s		
Online shop							£5,000		
		Online shop							