

COMMUNICATIONS STRATEGY

Summary: To review the Communications Strategy 2020-2023

Recommendation: That the Executive Committee approves the new strategy and recommendations it is presented at the October Board meeting for adoption.

Report by: Alana Hopkins – Communications Officer

INTRODUCTION

1. Following the end of the current 2017-2020 Communications Strategy, the Landscapes Review being published in autumn 2019, and the arrival of a new Chief Executive, it is a good time to update the communications strategy. We now have an opportunity to bring the communications activity closer to the revised business plan framework.

WHAT'S NEW

2. Refreshed logo and new name: Cotswolds National Landscape
3. Focus on digital – improving the website and increasing our activity on social media
4. Continued effort to seek best value from new distribution suppliers
5. Celebrating special projects, e.g. Ourboretum, Kingfisher Trail, refreshed logo

KEY OUTCOMES FOR THE BOARD

6. New brand is simpler, easier to understand, bolder, more energised, well received
7. Combining digital activity into the marketing mix is as important as ever in the wake of coronavirus – we have less to spend on traditional print, and want to spread our messages to broader audience groups
8. The Kingfisher Trail will help us reach family and urban audiences as well as businesses and corporate partners. This will be an important part of our activity in 2021 to bring people back to the Cotswolds post-coronavirus

SUPPORTING PAPERS

- Annex A – Communications Strategy
- Annex B – SWOT Analysis
- Annex C – Activity Plan and Monitoring

SEPTEMBER 2020