

Llais y Goedwig – FCW Funded Work Programme 2011-12

Aim	Activity	Output	Monitoring	Priority (1=high)	Time Line
1. Completion of agreed and funded 2010-2011 activity	1a. Advisory Notes	Publication of the 5 notes prepared in 2010-11	4 additional Advisory notes published bilingually on the LlyG website	2	4 by Oct 2011
	1b. Case studies	Publication of the agreed 5 case studies	5 case studies published bilingually on the LlyG website	2	By Oct 2011
	1c. Leaflets	Publication of 4 promotional leaflets	4 leaflets published bilingually on the LlyG website and available in hardcopy for dissemination	2	5 on website & 3 hardcopy by Aug 2011 2 further hardcopy by Nov 2011
	1d. Funding opportunities for CWGs	Online database of funding opportunities - Need to ensure that this doesn't duplicate what's offered by CVCs and WCVA. See also W4W Action Plan 8f (<i>Help identify the best ways for communities to access funding and resources for woodland activities, providing support and promoting opportunities</i>)	Searchable, on line database published on the LlyG website. Now on website – with access password on request – so look to launch in Oct. Participation in RDP 2014-20 planning process.	2	By Oct 2011 As invited
	1e. Co-operation	Meeting(s) with Tir Coed, Coed Lleol, FSW, WFBP to identify joint working and resource sharing	Attendees, minutes and action points of meeting(s) published on the LlyG website Action points incorporated	1	By April 2012

Llais y Goedwig Programme V1 16.8.11

		opportunities	into overall business plan with timeline		
	1g. Resource raising strategy to support Llais y Goedwig's work in the medium term.	Potential sources identified	List of funding sources suitable for national organisation (can be provided on request)	3	Evaluation of current opportunities by Nov 2011
		Strategy and timetable developed	Strategy and timelines for development of business plan prepared	3	Business plan work programme approved at 1 st Nov Board meeting
		Proposals / actions taken forward	3 x project proposals submitted. One being explored. Will look to pursue as many options as possible – including membership fees as raised at last AGM	3	Funding submissions by April 2012
2. Marketing and promotion to support Activity 3 and raise profile of CWGs in Wales	2a. Marketing plan – to include:	Media and Communications Plan – (audience: members, potential members, policy makers, funders, statutory and third sectors etc.). Covering all aspects of LlyG work.	Comprehensive media and communications plan developed in collaboration with members. Funders to be acknowledged in all marketing and promotional material.	1	Plan in operation by March 2012
		Attendance at key Welsh networking events and conferences	Minimum of 3 networking events, including one AGM.	2	Environnet (Environment Wales) 9 Sept 2011 Royal Welsh Show

					<p>Social Enterprise in Wales Conference (Wales Co-op Centre) 17-18 Nov 2011 (Wales Co-op Centre, Swansea)</p> <p>WCVA AGM 24 Nov 2011</p>
		Branded promotional materials (print) and distribution strategy	All case studies, advisory notes and promotional material to be available bilingually in pdf format from the LlyG website	1	By Oct 2011 See 1a and 1b
	All promotional material to be available bilingually in print at events attended by LlyG		1	See 1c), postcards printed for March 2011. Additional leaflet printed by March 2011 Promotional merchandising available from March 2011	
	Distribution strategy for promotional material prepared and in use. Numbers of printed leaflets, case studies and advisory notes distributed to be recorded.		1	Document for FCW inspection available by Nov 2011 (not for general publication or website as this	

					is a sensitive WIP)
		Press releases x 6	6 press releases to be published by regional and national press. Funders to be acknowledged in all PRs	2	By April 2012
3. Membership recruitment drive	3a. Development of a recruitment strategy – including identification and minimisation of any barriers to membership excepting those which maintain the integrity of the community-led criteria for full membership status	Recruitment strategy developed and in use	Recruitment strategy document available to staff and inspection by FCW	1	Strategy by Nov 2011
		55 full members by April 2012 (reduced from the 75 target set out in the 10-11 Agreement with FCW)	Log of contacts with potential new members, numbers taking up different classes of membership. Report of reasons given by contacts for joining or declining to join etc available for FCW within the constraints of the Data Protection Act.	1	Review of recruitment April 2012 LlyG values and welcomes associate membership even though this is not recorded here
4. Community Woodland Group Manifesto (supporting Activities 2 and 3)	4a. Development of a manifesto to support community woodland group activity in Wales published, launched, publicised	Manifesto ratified by membership and published	AGM and/or Board Minutes recording the ratification of the Manifesto. Manifesto published bilingually on LlyG website	3	10 March 2012 (date of AGM)
		Manifesto Launched	Launch of manifesto held. Record of launch published on LlyG website	3	
		Manifesto publicised	Publicity recorded as part of monitoring marketing and communications plan	3	
	4b. Creation of CWG panel/focus group to monitor progress, feedback on issues and experiences, involve in	CWG panel membership agreed, panel convened and involved in Manifesto	CWG panel membership published on LlyG website along with records of meetings. Useful to agree	3	The Board need to consult the membership on whether it is

Llais y Goedwig Programme V1 16.8.11

	consultation responses.	development	TOR with FCW – good opportunity to get membership involvement		appropriate for LlyG to host this panel - by Jan 2012
5. Provide support for CWGs (supporting Activity 3)	5a. Development of website based resources to meet expressed needs of CWGs	7 Advisory notes agreed – 5 completed, 1 added 2011-12, 1 further note to be completed in 2012-13 on topic yet to be agreed	Advisory Note on 'Sustainable Funding' published bilingually on the LlyG website (see 5b and 5c below). Think this where FCW want 7 th advisory note by April 2012. Some concern that a legal status options note may require some legal input – probably achievable if this is an overview document	3	April 2012 From Oct 2011
		Target of 5 case studies achieved - no additional Case studies planned for 2011-12	Use of case studies in promotional strategy Additional studies would require funding support not presently available	3	
		Mentoring / signposting / direct advice service for new and existing CWGs	Report and log of advice requested and follow up actions etc prepared for FCW Evidence check rather than data share	2	April 2012
		Two training and networking events held	2 events delivered. To include one AGM.	2	Skillshare 15 Oct 2011 Conference & AGM 9-10 March 2012 on theme of 'Participation'
	5b. Woodlands for Wales Action Plan 8d	Develop, publish and promote guidance for woodland owners	Promotional leaflet 'What we can do for farmers' published bilingually on the LlyG	2	April 2012

Llais y Goedwig Programme V1 16.8.11

		and organisations working with communities	website and promotional activity included in overall Communications Plan for action (included in 5a)		
	5c. Woodlands for Wales Action Plan 8e	Develop, publish and promote guidance and support for communities and other groups to help them establish beneficial links with woodlands and woodland owners.	Prepare minimum of one proposal for a funded project to support CWG development. Consolidation of members experience with different types of woodland owners including Welsh Government Woodland Estate. Would look to draw this together by March 2012	2	April 2012

Notes: Quarterly reports to FCW to include updates on this Activity Plan – a new column detailing progress (or otherwise) can be added if need be.