

Leyburn and Mid-Wensleydale  
Business Association

‘Lower Wensleydale – Aiming High’



Branding and Promotions  
Sub Group

Transition Plan  
2014-2015

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## 1. Introduction

- 1.1 In December 2013 the Lower Wensleydale Branding and Promotions Sub Group (BPSG) were successful in securing transition funding to (i) build on achievements thus far and further develop them for community benefit and (ii) support the groups planning and development towards a sustainable model of delivery. This transition plan has been prepared to guide and monitor the delivery process during 2014 prior to the adoption of a three year rolling sustainability plan (2015-2018).
- 1.2 Leyburn and Mid-Wensleydale Business Association facilitate and lead the Lower Wensleydale Branding and Promotions Sub Group (BPSG) of the Lower Wensleydale Area Partnership. Partners include Richmondshire District Council, Leyburn and Middleham Town Councils and Richmondshire Council for Voluntary Services. The Group meet on a regular basis and have developed a three year rolling programme of initiatives that raise the profiles of Leyburn, Middleham and their hinterlands. A copy of supporting documentation such as, project achievements, research reports and the original business plan (2010-2013) can be found in the 'Project Resources' area of [www.lower-wensleydale.com](http://www.lower-wensleydale.com). A team of volunteers, including local business representatives, contribute time and resource to support delivery of the action plan. In addition to the core partners, funders to date include; The Dales Leader Programme, Mid Wensleydale Community Partnership (Dales Festival of Food and Drink) and The Wensleydale Agricultural Society.

## 2. Priority Actions and Key Performance Indicators

- 2.1 The steering group are focussing on two medium-long term priority actions that will build and develop on achievements to date. These are;

### **BP1 Community Liaison Worker/ Website Coordinator**

To sustain and grow a pool of hours (based on approx. 10-15 hours per week) with the primary focus being to maintain the website, promote the brand (BP2), coordinate the volunteers and engage businesses and community organisations to subscribe to the work of the group.

### **BP3 [www.lower-wensleydale.com](http://www.lower-wensleydale.com)**

To develop and support a dedicated web team who are responsible for coordinating the website content for the area that serves i) visitors ii) local residents and iii) businesses. The team of volunteers is growing all the time and with this the need to check content, provide support, build confidence and encourage them to take on more responsibilities.

- 2.2 In addition to delivering the priority actions the steering group, supported by the Community Liaison Worker, have agreed to deliver five key performance indicators as part of the transitional activities to March 2014. These are;

KPI1 Production of transition plan,

KPI2 Recruitment of 4 volunteers with expertise to support the project beyond transition,

KPI3 Delivery of 2 sponsors and 4 advertisers to support the main project activities,

KPI4 Production of a three year sustainability plan,

KPI5 Package of financial and in kind support secured to support the delivery of the plan (2015-2018).

### 3. The Budget (2014/15)

3.1 The longevity of the Branding and Promotions Sub Group will be determined on their deliverables and ability to attract additional funds to maintain a rolling programme of work. The continuation of the project will be reliant on the public (particularly the Town Councils), private, voluntary and community sectors remaining committed to pooling resources and building community capacity to contribute to the on-going promotion of the area.

3.2 New opportunities are emerging. The formation of the Leyburn Town Team for Leyburn, the new working arrangements for Middleham Key Centre, initiatives relating to the Tour De France and increased funding to Local Enterprise Partnerships ahead of new European funding programmes. With them brings new enthusiasm and joint working potential.

#### 3.3 Community Liaison Worker/ Website Coordinator (BP1)

ID	Activity	Target Start Date	Target End Date	Budget	Notes/ Milestones/ Outputs
BP1.1	Community Liaison Worker/ Web Site Coordinator	April 2014	March 2015	£10,000	<ul style="list-style-type: none"> <li>Based on 10hrs pw, 50 weeks @ £20 per hr. (£10,000) per annum.</li> <li>Development continues to be driven forward.</li> </ul>
BP1.2	Support costs	April 2014	March 2015	£3,100	<ul style="list-style-type: none"> <li>Based on annual budget: £1,000 travel expenses (including Volunteers)</li> <li>£2,000 stationery/ postage</li> <li>£ 100 meeting room hire/ refreshments</li> </ul>
				<b>£13,100</b>	Per annum
Budget Allocation		Yr 1 2015/16	Yr 2 2016/17	Yr 3 2017/18	
	Community Liaison Worker	£10,200	£10,404	£10,612	
	Telephone/ Stationery/ Postage	£3,060	£3,121	£3,183	
	Meeting Room/ Floor Space	£102	£104	£106	
	<b>Total</b>	<b>£13,362</b>	<b>£13,629</b>	<b>£13,901</b>	(assumes 2% pa)

#### 3.4 www.lower-wensleydale.com (BP3)

ID	Activity	Target Start Date	Target End Date	Budget	Notes/ Milestones/ Outputs
BP3	www.lower-wensleydale.com	April 2014	March 2015	£3,340	<ul style="list-style-type: none"> <li>Annual costs</li> <li>£ 556 Hosting and Email*</li> <li>£1,000 Maintenance</li> <li>£2,000 Search engine opt. Marketing</li> </ul> <p>[*EMAIL: £33pa due Oct 2014; HOSTING: £250pa due Nov 2014; URLS: lower- and lower wensleydale.com/co.uk/ and org/org.uk – due August 2015, 2017 - 2x£90]</p>
				<b>£3,340</b>	
Budget Allocation		Yr 1 2015/16	Yr 2 2016/17	Yr 3 2017/18	
	www.lower-wensleydale.com	£3,570	£3,461	£3,714	
	<b>Total</b>	<b>£3,570</b>	<b>£3,461</b>	<b>£3,714</b>	(assumes 2% pa)

### 3.5 Proposed Sources of Funding (2014/15)

LMWBA	Leyburn TC	Middleham TC	RDC	MWP	Adverts & Sponsors	Other	Total Budget 2014/15
							<b>£16,440 ~</b>
£1,000(C)	£1,250(C)	£300(C)					£ 2,550(C)
					13,390(Y)	£500(Y)	£13,890(Y)
(C = Confirmed, P = Pending, Y = Yet to apply)							

The current funding landscape is still in a state of flux, particularly for non-charitable organisations, and there is no magic formulae for generating a predominantly revenue based income. A suggested blend of funding could be;

#### One year model (better to seek support for multiple years) Target income £16,440

- Funding Grants – Parish/Town Councils/ Organisations £5k
- Charitable Trusts £1k
- Sponsorship £1k
- Advertising (paid for services) £5k
- Corporate and Social Responsibility  
Workforce linked(?)/ campaign, event and project driven £4k
- Individual pledges and donations £500

#### 4. Volunteering and Succession Planning

- 4.1 The ongoing success of the work achieved to date relies on a strong team of volunteers. The current team have done the best part of four years and, for some, this time is beyond their initial pledge.
- 4.2 An assessment of the current team and their intent to commit to a further period of volunteering needs to be carried out. This will identify current gaps and allow targeted recruitment of the new volunteers with the expertise required to support the project beyond the transition phase. The assessment should also start to identify individuals from the local community whom may be willing to participate if approached directly. A series of job roles/ volunteer responsibilities could also be circulated to the contact list and local media.



#### The Lower Wensleydale – Aiming High Project



Visiting & enjoying...



News & information...



Things to see & do...



Eating & shopping...

#### Can you help?

We are a group of volunteers who are passionate about our local community and would like to hear from anyone who is able to offer ideas and/or time to help share information about the local area with visitors and residents.

There are many ways this can be done such as;

- Acting as a town/ village contact,
- Helping to distribute posters and leaflets,
- Joining our website team,
- Writing articles of interest,
- Taking & sharing photographs,
- Telling us about other volunteer activities or organisations you take part in,
- Telling us about events or community activities taking place,
- Telling us about your hobbies and interests,

Please take a few moments to complete this form today, you can also return it to us using the address provided or contact us through our website

[www.lower-wensleydale.com](http://www.lower-wensleydale.com)



#### The Lower Wensleydale – Aiming High Project Volunteer Registration Form

(You can also use this form to tell us about community groups, events and activities)

For further information, contact:  
Colin Bailey, Community Liaison Worker, Leyburn and Mid Wensleydale Business Association  
Thornborough Hall Moor Road Leyburn North Yorkshire DL3 5AB  
Tel: 07711 211169 Email: [info@lower-wensleydale.com](mailto:info@lower-wensleydale.com)  
Web: [www.lower-wensleydale.com](http://www.lower-wensleydale.com) or follow us on Twitter: @LWensleydale or Facebook: Lower Wensleydale

First Name \_\_\_\_\_

Surname \_\_\_\_\_

Contact Address \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone number \_\_\_\_\_ Mobile Number \_\_\_\_\_

Email Address \_\_\_\_\_

Type of role you would like to be involved with (please tick as many as appropriate).	Administration		Research – historical	
	Business Engagement		Sponsorship	
	Community Directory		Village/ Town Champion	
	Copy Writing		Volunteering at events	
	Distributing information		Volunteer Management	
	Event information		Website – editorial	
	Fund-raising		Website – technical	
	Marketing		Writing Articles of interest	
	Photography – image library		Other:	
	Photography – supplying			
Research – community				
Research – events				

Are you involved in other groups and events? If so which: \_\_\_\_\_

Please give details of any skills, interests or knowledge you have which you feel may benefit our project (previous work, volunteering experience or training etc.): \_\_\_\_\_

PLEASE PLACE YOUR COMPLETED FORM IN THE BOX PROVIDED OR SEND TO US USING THE DETAILS ABOVE. THANK YOU.

