

CWA SUMMARY OF OUTPUT TARGETS ACHIEVED - Deliverables for CWA Strategy

Year 1, 2004-5

1. MEMBERSHIP

| | Total | Comments |
|--|-------|----------|
| 1.1 30 meetings set up with member groups. | 42 | |
| 1.2 5 members committee meetings attended. | 14 | |
| 1.3 Membership leaflet distributed to all Scottish CW groups, community land initiatives etc. | ✓ | |
| 1.4 Develop membership activity form, and distribute with membership renewals and leaflet. | ✓ | |
| 1.5 Directly contact 30 CW groups to solicit activities undertaken in their woodlands | 45 | |
| 1.6 Perform review of membership (structure, fees, uptake) at end of year. | ✓ | |
| 1.7 Establish a membership database. | ✓ | |
| 1.8 All member information up to date on database. | ✓ | |
| 1.9 Visit / meet non-member groups with aim of increasing membership | 12 | |
| 1.10 Contact with (phone, email, post etc) non-member groups with aim of increasing membership | 115 | |
| 1.11 Develop 5 regional groupings of members | ✓ | |
| 1.112 Member events attended/ assisted with | 2 | |

2. REPRESENTATION

| | | |
|--|----|---|
| 2.1 Directly contact 30 CW groups to identify key issues. | 45 | |
| 2.2 Contribute to 3 relevant national seminars / conferences. | 6 | |
| 2.3 Develop membership survey form, and distribute with all membership renewals. | ✓ | Merged with membership activity form, see 1.4 |
| 2.4 Contact relevant national and local politicians 3 times. | 40 | |
| 2.5 Become active members of 3 influential national fora. | 17 | |

3. NETWORK

| | | |
|---|---|-----------------|
| 3.1 Management of the relevant CW e-group lists. | ✓ | |
| 3.2 Produce a CW membership web-based directory. | x | To be done 2005 |
| 3.3 Organise the 2004 CW conference. | ✓ | |
| 3.4 Produce a list of relevant agency / local authority contacts and distribute to CW groups. | x | To be done 2005 |
| 3.5 Organise and chair 3 meetings between CW representatives and relevant policy makers. | 3 | |

4. SUPPORT

| | | |
|---|---|---|
| 4.1 Provide group insurance scheme. | x | Still investigating, but have informed members of alternative schemes e.g. BTCV |
| 4.2 Devise and conduct a training needs analysis. | ✓ | |

| | | |
|---|---|---|
| 4.3 Review existing training provision, and perform a gap analysis. | ✓ | |
| 4.4 Publicise new training opportunities. | ✓ | |
| 4.5 Identify funding sources for training, and publicise. | ✓ | |
| 4.6 Monitor training effectiveness. | | CWA Conference had a monitoring system. Rest to be carried out as part of general monitoring system (see 7.6) |
| 4.7 Organise and carry out 6 site visits across the country. | 6 | 4@ Conf, 1@ Abriachan, 1@ Strathfillan, |
| 4.8 Organise and carry out 3 seminars across the country. | 3 | Glasgow seminar, Glasgow Conf, Abriachan event |

5. INFORMATION

| | |
|--|---|
| 5.1 Develop information sharing mechanism. | ✓ |
| 5.2 Perform an audit of the types of information required by CW groups. | ✓ |
| 5.3 Carry out review of existing information, and identify amendments and additions. | ✓ |
| 5.4 Implement information upgrade. | ✓ |
| 5.5 Produce 4 newsletters. | 3 |
| 5.6 Produce monthly email news updates. | ✓ |
| 5.7 Distribute to all members and other selected target groupings. | ✓ |
| 5.8 Maintain and input to Community Woodland e-group and web-site. | ✓ |

6. PROMOTION

| | | |
|---|----|---|
| 6.1 2 articles published in the national press. | 4 | |
| 6.2 6 articles published in local press. | 1 | Press release sent to approx 100 press contacts for conference (national and local TV and Radio), but little coverage in Local Press. |
| 6.3 Coverage of 2 events on television. | x | Progress made with BBC Landward |
| 6.4 Coverage of 1 event on national radio. | 1 | MD on BBC Scotland Out of Doors |
| 6.5 Coverage of 6 events on local radio. | x | See 6.2 above |
| 6.6 Mailings sent to 5 national target groups. | 5 | |
| 6.7 Membership leaflet placed in at least 2 relevant NGO publications. | x | Leaflet to be upgraded with corporate identity |
| 6.8 Make direct contact with 12 key decision makers across the country. | 33 | 25 agencies/organisations |
| 6.9 Make contact with 3 relevant national networks and 1 international network. | 4 | |
| 6.10 Establish and maintain a photo library. | ✓ | |
| 6.11 Establish and maintain a press cuttings file. | ✓ | |
| 6.12 Corporate identity: develop CWA graphic style | ✓ | |

6.13 Exhibition material: 15 display panels produced for each Board member

✓

7. DELIVERY

7.1 Development Officer in post.

✓

7.2 Appoint PT Administrator.

Additional administrative support to be procured when necessary (e.g. conference admin).

7.3 Develop effective financial reporting system.

✓

7.4 Appoint auditor.

✓

7.5 Develop effective progress reporting system.

✓

7.6 Full office provision established

✓

7.7 Fully equipped office.

✓

7.8 Produce company logo.

✓

7.9 Professionally finished company stationery.

✓

8. MONITORING

8.1 Develop an Annual Report, and distribute to relevant bodies.

Report for 2004/5 to be produced spring 2005

8.2 Devise monitoring system, and plan for its implementation.

✓

8.3 Include monitoring in relevant procedures such as membership renewals.

✓

8.4 Review of strategy and procedures at end of Year 1.

✓

9. COMMITMENT

9.1 Identify 6 new groups which could benefit from Participatory Appraisal.

✓

9.2 Promote PAs through 2 press releases, and 2 communications to Community Councils

x

9.3 Develop on-going communications with 4 relevant national initiatives.

✓

See 6.8 / 6.9

9.4 Devise programme of research

✓

9.5 Identify 4 priority research areas and obtain funding for these

4

9.6 Identify partners to develop community projects

✓

9.7 Develop prioritised project schedule, and commence fund-raising for 2 priority projects.

4

9.8 Develop income generating scheme.

x

2005/6

NB Targets in italics are additional to initial Development Plan Targets