

PROJECT ACTIVITY PLAN

Please complete the table for all elements of your project detailing different project activities that will deliver on your objectives, including details of how it will be implemented. This should include all aspects of asset creation as well as promotional plans. Please provide a detailed cost breakdown for each line of activity, whilst these costs may change where possible please provide accurate budgets. Clearly outline how each area will be monitored and evaluated. The total budget should align with the overall amount of funding you have applied for.

All activity outlined in the plan must be completed by 31st March 2022.

Please note the details included below are for example purposes only, when completing for your project please identify partners, channels and target publications by name.

Planned Activity & Implementation Plan. Please use a new line for each activity eg. video content creation, podcast development, paid social & influencer visits.	Detailed Budget	Timing of Activity All activity must be completed by 31st March 2022	Suggested KPIs & Anticipated Results, please include details of planned method of monitoring & evaluation.
Example Activity			
<p>Content Creation</p> <p>Production of 3 thematic videos highlighting key elements of visitor proposition: Wellness, Food & Drink & Long weekends.</p> <p>Multiple edits suitable for use across range of channels including own and partner channels, YouTube and social media.</p> <p>Video production company will be retained to produce and edit content.</p>	<p>£15,000 inclusive of filming & editing costs</p>	<p>Production August – October 2021</p>	<p>It is anticipated that this activity will drive awareness of the key visitor proposition’s key themes, delivering KPIs that will be focused on video views and engagement with the content as well as tracking referrals of highlighted businesses.</p> <ol style="list-style-type: none"> 1. Social Media monitoring tool will report on organic & paid performance of video content via social channels results including of views and engagement as well as any referrals to businesses tagged and included in content. 2. YouTube video performance monitored reporting on metrics such as number of views, total watch time, viewer retention, engagement and channel subscribers. 3. Referral monitoring across all owned channels
Example Activity			
<p>PR – Media Visit Programme</p> <p>Work with PR Agency to deliver programme of media visits focused on target lifestyle publications to highlight proposition key themes – Wellness, Food & Drink & Long Weekends.</p> <p>Budget allocated to PR Agency Fees & Media Visit Expenses.</p>	<p>£10,000</p>	<p>Media Visits October 2021 – March 2022</p>	<p>This activity will drive awareness of our key visitor proposition via both print and digital coverage in our target publications. Media monitoring would be included as part of PR Agency fees.</p> <ul style="list-style-type: none"> • Would look for coverage in at least 6 lifestyle publications and 3 national media providers.

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Example Activity			
<p>Influencer Visits</p> <p>Identify 6 UK based micro-influencers relevant to proposition key themes – wellness, food & drink & long weekends, develop itineraries and host across the full campaign period.</p> <p>Budget allocated to influencer visit expenses with the option to amplify content via paid social campaigns.</p>	£10,000	Influencer Visits October 2021 – March 2022	<p>Micro Influencers will be targeted, although with smaller audiences will they will offer networks that demonstrate high levels of trust and engagement. This activity will drive awareness of the visitor proposition as well as deliver conversions for specific businesses featured.</p> <ul style="list-style-type: none"> • Metrics to be measured include increased follower numbers, engagement and referrals to partner businesses across social channels monitored via social media analytics tools. • Website Traffic – new visitors, referral sources, page views & time on site. • Agreement with partners featured in itineraries to share above metrics.
Example Activity			
<p>Partnership Campaign with OTA Partner (Online Travel Agent)</p> <p>Work with high profile OTA partner to deliver campaign focused on driving bookings and raise awareness of visitor proposition and bookable product, targeting bookings for October 2021 – March 2022.</p>	£15,000	Split Budget between September – October 2021 and January – February 2022 Bursts	<p>The focus of this activity will be to drive bookings for product relevant to the proposed visitor proposition. OTA partner to provide metrics relating to the following:</p> <ul style="list-style-type: none"> • Value & volume of bookings, referrals to businesses, click through rates from onsite ads, search analytics.
Example Activity			
<p>Paid Social Campaigns</p> <p>Programme of targeted paid social media across Facebook, Instagram & YouTube promoting video content highlighting key themes of visitor proposition.</p> <p>Including re-targeting with tailored content for users who have engaged with content.</p> <p>Budget also available to upweight influencer content if required.</p>	£15,000	Run in bursts October 2021 – February 2022	<p>This activity will generate awareness for the visitor proposition, allowing for consumers to be re-targeted with tailored content. This activity will also drive traffic to our website and other partner/business channels.</p> <p>Social media analytics tools will report on the following:</p> <ul style="list-style-type: none"> • Engagement: Likes, comments, shares & clicks • Awareness: Impressions & Reach • Share of voice: Competitor analysis and sentiment • Referrals
TOTAL BUDGET	£65,000		