

3yr plan				Expenditure				Income			
Action	Time scale	Details	SpecificTarget	2009.00	2010.00	2011.00	2012.00	2009.00	2010.00	2011.00	2012.00
Web site											
Review of website	Feb-10	Unprintable footprint map for background, coloured balloons for different aspects, eg water entry/exit points, historical/points of interest, trailblazers rests, details of shorter routes and	Unprintable footprint map	1500.00							
	Feb-11		Day walks on web Balloons project (facilities linked not		1500.00						
	Jun-11		Consider blog page, utube, myspace etc put			1500.00					
	Aug-09	Investigate web advertising that will compliment the site and users	investigate standard and						1500.00	2000.00	2500.00
	Feb-10		singles walking club, outdoor clothing						1500.00	2000.00	2500.00
		DVD onto GGW Web site not HC		100.00							
Brochures											
Review of main accommodation brochure and flyer following 2009 season inlight of web site changes	Aug-09	Review Printing process and time commitment									
Update main brochure following review. Continue to add additional information on kayak trail to be included along with additional accommodation providers that are around the locks and canals	Aug-09	Look for further advertising options within business community. Use new Gaelic cartoons not used before, leave no trace, midge forcaste, short walks on GGW	Gaelic cartoons Midge forcaste Short walks		8000.00	6000.00	6000.00	7000.00	7000.00	7000.00	7000.00

Produce an Events guide for 2010 which may include winter and summer events for the year, including the National Trails Week, working with teenage girls, elderly and ethnic minorities. Continue with JM awards and Eco schools to tie into all events with schools and education units	ongoing	Utilise network with FCS, BWB, NTS, JMT, HC, SNH and all community groups in the GG. Use local flyers for groups or series of events for particular themes. Sort at beginning of season which will be done and by whom. Contact other agencies and organisations for advertising space of events in the theme	Networking local flyers local adds email list for posters	500.00	1000.00	1000.00	1000.00				
Create PDFs of events brochures and reports for	Annually	DMP, annual Report, Events Guidelines and newsletter	Maintain current documents on web								
Commercial Interactions											
Encourage publishers to include website address on publications. This should be compulsory for future publications being endorsed as "official" and when articles written by others proofread them											
Work closer with partners to establish coverage with their publications	Ongoing	Particularly, FCS and BWB with cycling and boat borne customers. 2ndly with business network established from business workshops for any day visitors no matter what/how they come.	Annual Business W/shop Day visitors		500.00	500.00	500.00				
		Creating events that utilize local providers and skills (Canoe hire, hill walking, bike hire)				500.00	500.00				

		Target countries to compliment BWB marketing plan using the GGW's DVD. America, Europe, UK and Australasia	America, Europe, UK & Australasia	2000.00			2000.00				
			Asia,		2000.00						
			Canada			2000.00					
Consumer PR											
Invite a minimum of one writer per annum on a hosted trip on the Great Glen Way	May-09	Work with visit Scotland and their network. Undertake a weekend study of main papers to generate DVD into 1 weekend paper each year	Annual weekend paper study x 2 /year free DVD	50.00	50.00	50.00	50.00				
Establish a mailing list for posters at major employers	Apr-09	NHS, INE, HIE, HC, Fire, police, Inverness college	Create email List								
Work with national papers and magazines for good stories and events	May-09	Work with any valuable item of news or project and write articles for the papers and magazines that will get coverage and build profile of GGW and LDR profile. Use GGW's DVD to achieve interest	10 press releases or 10 articles								
			Weekend suppliment special		15000.00						
Voluntary contribution programme to be reviewed annually. Report on web	Ongoing	Create, build, and get commitment for year 3+ of programme. Create new projects	update reports					10000.00	10000.00	10000.00	10000.00
Friends of the Great Glen Way Project, put on ground		Evaluate success of 2009 project and implements changes to						500.00	750.00	1000.00	1500.00
Contact transport operators with on board magazines regarding possible Great Glen Way feature	ongoing	Continue to strive for articles in Scotrail, inflight magazines and radio in master list of journalist contacts.	Seek funding to implement with advertising		2000.00	2000.00	2000.00				

Work alone and with other LDR's to promote walking on the international and	annually	Create stand and attend with other LDR's to share the cost at Birmingham Outdoor Show 2010	Attend National Outdoor show annually		9000.00	9000.00	9000.00	7500.00	7500.00	7500.00	7500.00
			Attend overseas outdoor show or similar		12000.00	12000.00	12000.00	10000.00	10000.00	10000.00	10000.00
Support local communities by using their leaflets for advertising GGw walks especially local newsletters	ongoing	Advertise and put something back	10 articles /year	250.00	500.00	500.00	500.00				
Improving local											
Continue community council liaison and, where relevant, familiarisation visits,	ongoing	Continue to build profile and credibility in all the communities. Organise 8 walks with councillors.	Target 8 councillor walks								
		Create a Familiarization night with the immediate agencies or work with others who do this and join in	Visit Scotland/OCUK/DL N	500.00	500.00	500.00	500.00				
Newsletters to all businesses and local contacts to raise awareness	Jun-09	Collect articles and photos, stories etc and creat newsletter	2009 Newsletter	250.00	250.00	250.00	250.00				
Write articles for local newsletters within the great glen	ongoing	Glenurquhart, FA, ICA, Wats on etc	8 artices /year								
Continue a presence at the static displays in premises in the Great Glen such as TICs and service points, community notice boards, streamline the events listings Attend the Black	ongoing	Work with the agencies to have a combined list of events. Replace when the due date is reached for the old listing. Publish the complete list of events on the GGW's web page and the GGW pages Attend Black Isle Show	Events on Web Black isle Show annually with competition	500.00	500.00	500.00	500.00				
Merchandising											
Review merchandising range each year and add to range. Maintain web sales	Dec-09	Look for other products to put GGW's logo on	Search for new products	600.00	3000.00	1500.00	1500.00	2000.00	2000.00	2000.00	2000.00
Work with other LDR's as a collective in marketing and merchandising the routes	ongoing	Liasions ongoing with LDR forums occuring 2 per year and NTO 2 per year	attend LDR's and 1 NTO annually	400.00	200.00	200.00	200.00				

			combined brochure			2000.00	2000.00					
Maintain High quality Scottish made products where possible	ongoing	could be difficult but aspirational always										
						23000.00	40000.00	38500.00	37000.00	40250.00	41500.00	43000.00

Items not currently undertaken by
GGW/GGW's
GG Leader application

33000.00 16500.00 16500.00
27000.00