

**BRECON HERITAGE AND CULTURAL NETWORK MARCH – MAY 2020 REVISED DUE TO COVID-19 CRISIS**

	March	April	May
Development of digital portal and adding content	Early March consultation with working group on content – POSITIVE FEEDBACK FROM ALL Stage 2 development of stories and interactive content continues. Encourage heritage sector storytelling	Editing pre-recorded audio for content Continued addition of story content, copywriting and translation. Research Places to add and which stakeholders might have existing quality video/audio Translation of subtitles on 2 videos – <b>completed</b>	Editing pre-recorded audio for content. <b>All completed</b> Continue with addition of content, copywriting and translation in portal. Target new story each week. Review with Hoffi mid May <b>completed</b>
Development of heritage video			Plan content – <b>Discussed with Yellobrick way forward with plan A&amp;B</b>
Pre-recorded and existing quality video/audio		Research places section on portal: Approach selected places by email to find out if there is quality material available <b>Editing pre-recorded audio, drafting intro copy for copywriter, approvals and translation continues</b>	Editing pre-recorded audio, copy for intro copy, approvals and translation continues <b>All 12 audio stories now edited and completed. All copy for stories completed. All translation of stories completed.</b> Upload any relevant quality existing material in story or places sections <b>completed waiting for y Gaer</b>
Photography	Some carried out	Put on hold	Review position. <b>Plan A July/August Plan B no new photography Added to list of photography needed taking into account exteriors and streetscapes/views only. Completed Discussed with Yellobrick repurposing of photographic and video material for social use</b>
Upskilling sessions - plan content but timing to be re-assessed as crisis continues	Chase participants for March 13 storytelling session/photography workshop <b>Sessions executed</b>	Debrief Feb/Mar help sessions and workshops, gather feedback from sessions – <b>nil returned from Mar 13.</b>	Plan content two social media workshops beginners and advanced. <b>With launch of government traffic light report it is unlikely that there</b>

	Some no shows on day due to virus <b>completed</b>	Put social media sessions on hold. Plan content of social media sessions <b>All on hold</b>	<b>will not be an opportunity to hold a workshop this summer.</b> <b>Discussed with Yellobrick if an online workshop would work.</b>
Additional workshop session on developing own website content	Chase for new March 19 workshop, execute followed by debrief Plan individual appointments with website stakeholders <b>Workshop cancelled</b>	Put on hold Keep in touch with key stakeholders for portal content <b>Contacted Powys CC BBT</b> <b>BBNPA BTC – no responses</b>	Review with Hoffi. <b>done</b> Further develop conversations with BTC, BBT/BBNPA/Powys CC tourism to identify what is required in terms of page design so that Brecon Story content can be included in their websites <b>ongoing when personnel are working</b>
Design and production	Ongoing design for digital portal	Social media planning incl icons and content on pages. <b>Pass over to May</b> Flyer design to publicise/inform Brecon Story as per activity plan. <b>Pass over to May</b>	Design of social media pages <b>completed</b> and planned messaging and translation <b>Briefing for social media activity planning and messaging with BBT</b> Design and Production of flyer <b>Pass over to June</b>
Publicity for help sessions	E-Comms with community groups and preliminary info for local media Flyers in Visit Brecon Stakeholders e-distribution Facebook from an adhoc account and encouraging others to distribute via FB posts <b>All completed</b> <b>Email to database explaining staff work from home etc</b>	Telephone/email comms aimed at help for those interested in providing storytelling content on portal <b>circulated emails 3 April, 10 April to keep database engaged</b>	Telephone/email help for those interested in providing storytelling content on portal <b>Update circ sent to database with new stories on portal - 15.05.20</b>
Social media channel pages		Design and prepare content	Design and content for pages

Prepare activity and key messaging		Plan and prepare <b>Design of branding completed Pass over to May</b>	Plan and prepare Briefing to BBT on social media planning and messaging support needs. <b>Search for volunteer Welsh speaker to help with social</b>
<b>Comms</b>			
Engagement with stakeholders, community groups and local people with an interest in heritage culture and arts	Ongoing <b>Steering Group meeting cancelled</b> <b>Message went out to all database re impact of covid-19 March 17</b> <b>Powys CC Arwain briefing sent on how the project would be managed going forward March 19</b>	Review follow up and comms methods, timing being empathetic with crisis situation <b>Update and revised activity plans sent to Powys CC April 14</b> Follow up emails sent to all Steering Group, all those who participated in storytelling sessions and workshops and volunteers to date <b>April 3/10</b> <b>Official launch cancelled</b>	Emailing database with 2/3 new stories as they appear on portal – due mid May <b>E-circ sent 15.05.20</b>
Comms with Welsh speakers	Ongoing	Put on hold	Contact by email/phone if appropriate <b>e-circ sent 15.05.20 to contacts made to date</b>
Comms with younger audiences with an interest in heritage and culture	ongoing	Put on hold	Contact by email/phone if appropriate <b>e-circ sent 15.05.20 to contacts made to date</b>
<b>Monitoring and evaluation</b>			
Digital/social and other monitoring	Ongoing	Ongoing	Digital audit due <b>completed</b> Hoffi to check on analytics and when we need them due to extremely limited visits at present <b>Analytics set up</b>
IP and evaluation		Draft update on KPIs and revision of activity due to covid-19	Continue KPIs interim document <b>ongoing</b>

			Checked on participation record with Sarah for IP 15.05.20
<b>Legacy Group</b>	Ongoing	Ongoing	Ongoing Zoom meet held

**BRECON HERITAGE AND CULTURAL NETWORK June-August 2020 REVISED DUE TO COVID-19 CRISIS**

	June	July	August
Development of digital portal and adding content	Continue editing pre-recorded audio for content. <b>Unsuitable to edit</b> Places - add to y Gaer if available Monthly review with Hoffi.	General maintainance. Training on CMS Monthly review with Hoffi	General maintainance. Prepare evidence from analytics Monthly review with Hoffi
Development of heritage video	Finalise plan of content. Review to assess if this can be executed in July.	Produce if in line with govt rules	Produce if in line with govt rules. To be finalised by 21 August latest ready for uploading
Existing quality video/audio	Upload any relevant quality existing material in story or places sections	Update	Update
Photography	Execute in line with conditions and rules	Go ahead if in lines with govt rules	Go ahead if in line with govt rules. Completion of uploading of all photography onto portal by 21 August
Upskilling sessions - plan content but timing to be re-assessed as crisis continues	Unlikely to go ahead due to rules on gatherings <b>Considering online version and if it would be effective</b>	Go ahead if feasible and effective	
Additional workshop session on developing own website content	Review with Hoffi and try again to make contact with key players on design of page with links to include into their own websites <b>Review with Hoffi to design sample page and explanation to go out to key stakeholders to assess if it is the right route to take</b>	Distribute , obtain feedback	Review with Hoffi
Design and production	Design and production of flyer	Design and production of Brecon Story presentation kit	

Publicity for help sessions	Cancelled due to workshops not going ahead.		
Social media channel pages	Briefing to social media support. Develop content pages. Planned messaging. Search images/clips for future posts Set up analytics and Monitor for content, record examples Brief volunteer Welsh speaker to coordinate/ratify/respond Plan Welsh social media channels and their admin.	Execute Add to planned messaging. Search images/clips if available for future posts Monitor for content, record examples and analytics	Execute Add to planned messaging. Search images/clips if available for future posts Monitor for content, record examples and analytics
Volunteering English and Welsh speakers	Seek support for overall execution of social media - Brief key volunteer for social media	Use launch of social media to ask for volunteers to get involved Circ to database to join in and share using social media	Ongoing contact and messages
<b>Comms</b>			
Engagement with stakeholders, community groups and local people with an interest in heritage culture and arts	E-comms to database re new stories and social media sharing Launch cancelled July	E-comms to database re new stories and social media sharing	E-comms to database re new stories and social media sharing
Comms with Welsh speakers	1:1 e-comms with Welsh speakers. Plan Welsh social media channels and their admin. Joint communication with a Welsh speaker to ask for volunteers plus	Follow up all leads Launch of Welsh social media channels	

	written/verbal stories on phone/own recorder		
Comms with younger audiences with an interest in heritage and culture	Follow up leads and assess how this can be executed during and post pandemic Make contact again with Peak		
<b>Monitoring and evaluation</b>			
Digital/social and other monitoring	Ongoing	Ongoing – digital audit	Digital audit for evaluation report plus all analytics
IP and evaluation	Interim report on KPIs to go with claim 7 latest July 10	Work on draft evaluation report	Draft evaluation report to Richard for prep of his evaluation report
<b>Legacy Group</b>	Ongoing.	Ongoing	Input for evaluation report

