



East Cowal Heritage Outdoors (ECHO) Trail

Project: Set-up, Launch and Community Liaison

Objective 1 The promotion of the heritage and historic environment objectives of the ECHO Trail.

Objective 2 Increase collaboration between schools, college, stakeholders, and community partnerships community through historic environment objectives of the ECHO Trail.

Objective 3 Involve the local community with the further development of the ECHO Trail.

Objective 4 Develop and implement 2 key programmes: Pathways to the Future; Time Team.

Fee: £12,000 (including VAT).

Duration 10 months: Start date to be agreed.

Project Parameters

To develop the infrastructure to support the launch of the ECHO Trail to the community and to visitors to the area. This work is supported by a separate post working on the development and implementation of a marketing and PR campaign through printed mediums and social media posts.

Project

- Work with the ECHO Trail (Historic Kilmun) Trustees in the delivery of the project, the objectives, and the targets.
- Collaborate with the other project officer on the development and delivery of the Trail's marketing and PR.
- Develop effective working relationships with stakeholders and community groups to establish long-term partnerships.
- Build community interest within the networks with particular emphasis on health and climate change.
- Develop a skills programme and deliver to those actively involved with the project.
- Produce an effective plan for taking the project forward in the longer term to

ensure it's viability.

- Undertake any other tasks as required to support the project objectives.
- **Your proposal**
- Detail your experience in creating and maintaining impactful printed materials, websites. Apps, and other social media content.
- Outline how you plan to meet the project objectives with proposed timescales.
- **Project Reporting**
- Monthly updates.
- Final report at project end.
- **Background information**

The East Cowal Heritage Outdoors (ECHO) project is managed by Historic Kilmun which is a registered Scottish Charity with a board of trustees which is supported by volunteers. At Kilmun Church there is the Argyll Mausoleum which is one of Scotland's undiscovered historical jewels right on the doorstep of the Cowal Community. It stands connected to, but separate from, the church in Kilmun (St Munn's), and is the burial place for the Dukes and Earls of Argyll, Chiefs of the Clan Campbell, from the 14th century until 1949. Originally owned by the Argyll family, the Mausoleum is now owned by Argyll & Bute Council. Historic Kilmun takes the lead on the ECHO Trail projects which aim to promote engagement with the area's significant heritage through the provision of healthy, enriching, and memorable activities as part of a heritage trail covering forty miles. These activities will deliver a range of socio-economic outcomes for East Cowal including community cohesion, health and wellbeing as well as supporting the local economy. These outcomes will be achieved through a collaborative approach with community-led initiatives, visitor attractions and charities throughout Cowal.

This project is in the form of a Heritage Trail, which aims to exploit the currently under-used local heritage by connecting visitors to interesting places, and sites of significance in East Cowal. East Cowal's heritage landscape is a diverse and untapped resource which needs a strategic direction to deliver positive outcomes for residents and visitors. This strategy should enable growth by providing the opportunity for skills development, the encouragement of new ideas, and by acting as a catalyst for change in relation to the visitor experience.

The ECHO Trail (Historic Kilmun) has two posts, which will run concurrently, the other is a Communities Officer and those appointed will be expected to collaborate. These posts are funded to inspire and encourage the local community and visitors to the area to visit and engage with the 50 heritage sites in East Cowal whilst learning about the history and culture of the area.

Proposal to Jennifer Bryson, Trustee, ECHO Trail (Historic Kilmun) jjbryson48@gmail.com