



Blue Flame Strategy

2008 - 2010

The CORGI Trust has, over the past four years, developed its structure, aims and objectives and is positioning itself to become the leading organisation in reducing the effects of death and serious injury from carbon monoxide poisoning and exposure.

The six current focus areas of The CORGI Trust are:

- Education and Training
- Research
- Awareness Raising
- Lobbying
- Governance
- Equipment – Carbon Monoxide detectors and audible alarms

To ensure that The CORGI Trust achieves and exceeds its aims and objectives it needs to engage the following stakeholders, as identified from the four categories of interaction from the previous Trustee Away day:

- Gas Industry
- CORGI Members
- Charitable/Voluntary and Not-for-Profit organisations
- Victim support groups
- Consumers
- Vulnerable people – Elderly, children and young people, disabled and low-income families
- Schools, colleges and universities
- Childminders
- Landlords
- Letting Agents – Commercial and Domestic
- Chartered Surveyors
- Manufacturers and suppliers
- Medical profession – Doctors, nurses, clinics
- Trade Associations
- Unions
- MP's
- National government - Departments
- Local Authorities
- Statutory Trade organisations
- COCAA
- Research Units
- Vets
- Media

Although not exhaustive, this listing will provide us with an increased market to penetrate and increase awareness of gas safety and carbon monoxide, especially to vulnerable groups – Elderly, disabled and low-income.

The key aims of the Blue Flame Strategy is to plan realistic, achievable and measurable outcomes which, allied to marketing and promotional activities will ensure that The CORGI Trust becomes the principle and leading authority on all matters relating to gas safety and carbon monoxide throughout the United Kingdom by identifying the market.

The Blue Flame Strategy will also indicate and provide a measure of The CORGI Trusts penetration into the market and reflect a reduction of carbon monoxide incidents across all age ranges.

Allied to this is the requirement to create new income generation opportunities to further the work of The CORGI Trust in partnerships with gas industry related and consumer focussed businesses.

Introduction

The Blue Flame Strategy is divided into four key areas covering the following subjects;

- **Research**

Monitor, review and evaluate CORGI Trust funded research projects/programmes, whilst also compiling and collating projects undertaken by other organisations and research bodies. Produce a library of 'evidence based' research data and information.

- **Marketing**

The promotion of the dangers of carbon monoxide poisoning and its effects on human life is our key objective with the provision of information, knowledge, guidance, advice and support on all issues surrounding carbon monoxide poisoning to as wide an audience as possible.

- **Public Relations, networking, partnerships, relationships including professional involvement**

The building of stronger, more compatible, open and honest relationships with **all** the stakeholders contained in the listing is crucial and will enable more creative, achievable and effective partnerships and opportunities.

- **Income generation and fundraising**

The design and implementation of a strategically focussed income generation campaign relative to the most current successful and achievable opportunities.

The CORGI Trust also takes the governance of the charity seriously and ensures that effective and measurable systems are in place to monitor, evaluate and audit its funding partnership support. Trustees have a commitment to ensure that information provided by The CORGI Trust is transparent and accessible.

The CORGI Trust adheres to its focussed mission statement:

Promoting gas safety and carbon monoxide awareness through education, research and advice

Marketing

Required resources will include support from the CORGI Marketing team, promotional materials and leaflets and development of The CORGI Trust website.

Integration of The CORGI Trust into specific CORGI marketing campaigns with the full co-operation, commitment and understanding, from all departments within the CORGI Group.

Monitoring and evaluation will include research polls and feedback questionnaires. We can also quantify and measure exposure via the CORGI/CORGI Trust website and email campaigns.

Materials

The design, production and distribution of a range of promotional materials

GOAL	Recognised as the 'Number One' charity for gas safety and carbon monoxide awareness	
OBJECTIVES	<ul style="list-style-type: none"> Increase awareness of The CORGI Trust to a wider audience and raise our profile and reputation within the industry 	
KEY PERFORMANCE TARGETS	<ul style="list-style-type: none"> Production of generic three-fold A4 leaflet and a flexible loose leaf presentation folder Articles in trade publications Increased knowledge of other research programmes 	<ul style="list-style-type: none"> Participation at trade exhibitions Increased funding applications One – stop shop for CO information

Website

The design and development of The CORGI Trust website within the existing CORGI website

GOAL	Become the leading information resource on carbon monoxide	
OBJECTIVES	<ul style="list-style-type: none"> To provide factual, and relevant, information about carbon monoxide. Present, in a 'transparent' form, the work of The CORGI Trust and its funding programme to date with abridged summaries of funded programmes. 	
KEY PERFORMANCE	<ul style="list-style-type: none"> Design website layout and content 	<ul style="list-style-type: none"> Monitor and measure traffic

TARGETS	<ul style="list-style-type: none"> • Provide feedback opportunities 	<ul style="list-style-type: none"> • Establish Landlords advice section
	<ul style="list-style-type: none"> • Encourage and Increase online usage & applications 	<ul style="list-style-type: none"> • Develop a two –way communication with stakeholders – email newsletter

Exhibitions and Events

Ensure The CORGI Trust inclusion in CORGI exhibitions and road shows and ‘partnerships’ with other major gas related business opportunities

GOAL	Be seen - be known!
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OBJECTIVES	<ul style="list-style-type: none"> • Increase the profile of The CORGI Trust within the industry, and to general public
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KEY PERFORMANCE TARGETS	<ul style="list-style-type: none"> • Placement within three ‘key’ exhibitions 	<ul style="list-style-type: none"> • Develop CORGI Trust Award for CORGI Awards ceremony
	<ul style="list-style-type: none"> • Placement within CORGI road shows 	<ul style="list-style-type: none"> • Organise a CORGI Trust launch event
	<ul style="list-style-type: none"> • Increased distribution of information materials 	<ul style="list-style-type: none"> •

Media

Ensure maximisation of The CORGI Trust exposure through all potential media routes, including trade, charity sector and consumer journals. The provision of regular articles and updates on its development to Editors.

GOAL	Raise and increase The CORGI Trust profile
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OBJECTIVES	<ul style="list-style-type: none"> • Gain regular slots in journals and magazines
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KEY PERFORMANCE TARGETS	<ul style="list-style-type: none"> • Establish relationships with trade journals and their editors 	<ul style="list-style-type: none"> • Monthly update column in Gas Installer
	<ul style="list-style-type: none"> • Research and approach consumer magazines 	<ul style="list-style-type: none"> •
	<ul style="list-style-type: none"> • Maximise Awareness campaign partnerships 	<ul style="list-style-type: none"> •

Public Relations

The ability to engage stakeholders and partners in working with The CORGI Trust requires intense PR activities and the usage of the CORGI media database, as well as the new CORGI business contact database being developed, will ensure that we can effectively disseminate news stories and information.

The production of a quarterly CORGI Trust Newsletter, commencing in January 2008, will maintain communications, encourage participation and increase overall interest in the work of The CORGI Trust.

Newsletter

The design and material content of a 'dedicated' CORGI Trust Newsletter will present and endorse the work that the Trust is undertaking crucial work in the field of carbon monoxide poisoning to appropriate stakeholder groups/sectors.

GOAL	Inform, educate, update, clarify and promote	
OBJECTIVES	<ul style="list-style-type: none"> Establish quarterly CORGI Trust Newsletter 	
KEY PERFORMANCE TARGETS	<ul style="list-style-type: none"> Appoint copywriter First edition - January 2008 Establish copy compilation gathering 	<ul style="list-style-type: none"> Seek sponsorship

News/Press releases

The regular and ongoing development, and production, of news worthy news/press releases to the appropriate stakeholders is crucial in maintaining awareness and knowledge about the work that the Trust undertakes.

Each may have to be targeted to appeal to each relevant stakeholder group but the effect can be enormous. It will correct misunderstanding about the function and aims between The CORGI Trust, CORGI and COCAA, it will encourage greater participation, it will dispel rumours and more importantly it will ensure that everyone is aware of our work and have the opportunity to become involved and/or comment.

GOAL	To be the leading avenue and authority for information on carbon monoxide issues	
OBJECTIVES	<ul style="list-style-type: none"> Create positive and effective relationships with stakeholders, partners, government, local authorities and victim support groups 	
KEY PERFORMANCE TARGETS	<ul style="list-style-type: none"> Develop named contacts within all target stakeholder organisations 	<ul style="list-style-type: none"> Develop case studies of positive

<ul style="list-style-type: none"> • Develop active participation of stakeholders in newsletter 	awareness events
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Research

Research – The CORGI Trust Funded only

The CORGI Trust has commissioned a number of research programmes and projects and in order to effectively monitor, and measure achievements and outcomes the Trust needs to compile a 'scattergram' of outcomes, in order for the Trustees and the Trust Manager to evaluate where funding needs to be directed and focussed.

The compiling of this research is crucial and can be resourced with a researcher within the existing CORGI Marketing team.

GOAL	To accumulate a dynamic bank of reliable research results to provide a benchmark for future activity and growing the evidence base
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OBJECTIVES	<ul style="list-style-type: none"> • To maximise funding opportunities to appropriate funding organisations and bodies
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KEY PERFORMANCE TARGETS	<ul style="list-style-type: none"> • Consumer awareness increasing over time • Stakeholder involvement increasing because of research results • Development of future follow-on research projects 	<ul style="list-style-type: none"> • Compilation of research data and market segmentation • Focussing and targeting of vulnerable groups support • Commercial 'sale' of research data, where appropriate
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Income Generation and Fundraising

It is crucial to The CORGI Trust to develop and income generation strategy to enhance the funding provided by the CORGI Group but also to present the more unified support of the gas industry, government and other interested and engaged parties.

Due to resource implications the Trust needs to focus on realistic, achievable and cost-effective methods to generate additional income streams. The following focus on maximisation of income versus minimisation of resource:

Corporate Partnerships

The CORGI Trust is in an excellent position to develop considerable funding streams from major gas-related businesses. This can only be achieved with the full support of Trustees, CORGI Directors and managers and CORGI employees.

It is the intention of The CORGI Trust to create a Funding Development Group (FDG) comprising of the most influential and well connected individuals in the gas industry whose role is to gain the support of major gas related businesses in supporting the work to the Trust.

Allied to this will be the gaining of major gifts from wealthy individuals who will have an affinity to the work of The CORGI Trust.

GOAL Match pound for pound CORGI Group contribution

OBJECTIVES • Generate £300,000 in year one from corporate sources

KEY PERFORMANCE TARGETS

- Research and recruit FDG members (Maximum ten individuals)
- Brief, advise and support each member
- Co-ordinate contacts and approaches
- Establish Chair person
- Co-ordinate initial group meeting, thereafter quarterly

Commercial Participation

CORGI has contact with nearly 6,000 gas-related or affiliated businesses and the opportunity to enhance their current spend power, as an addition to support the work of The CORGI Trust, is immense.

Commercial participation involves each company agreeing to donate an 'agreed' amount per unit, or service, they sell. In return they gain specific CORGI Trust branding, greater networking opportunities at CORGI Trust events and recognition for support on their publicity materials.

Also, they will be acknowledged on the CORGI Trust website.

GOAL Gain support from CORGI affiliated businesses

OBJECTIVES • Generate £500,000 in year one from affiliates

KEY PERFORMANCE TARGETS

- Target large business contacts
- Brief appropriate CORGI contact
- Produce examples listing of benefits
- Explain tax efficiency

Challenge Events

It is the intention of this strategy to develop an annual CORGI Trust – Brecon Challenge Event. Previous events have generated in excess of £100,000 each and proved immense benefits to the participants and their companies.

This one-day, three element challenge event is managed by a very reputable event organisation and adheres to strict Health and Safety regulations.

GOAL	Engage gas-related businesses and employees to fundraise for The CORGI Trust	
OBJECTIVES	<ul style="list-style-type: none"> • Generate £100,000 p.a. from each Challenge Event 	
KEY PERFORMANCE TARGETS	<ul style="list-style-type: none"> • Gain sponsorship of £25,000 for each event • Recruit participating individuals (36 teams of five people) • Market the event/s with gas-related businesses 	<ul style="list-style-type: none"> • Provide support and advice on fundraising ideas • Commission event organisation company • Finalise collection and banking of all sponsorship funding

Charitable Trusts and Foundations

Bearing in mind the Trusts 'three' key focus areas, we will research and evaluate approaches to an agreed number of medium to major charitable trusts and foundations.

The listings will be presented to Trustees and FDG members to ascertain their ability to interface with any of the Charitable Trust trustees.

To assist development, our aim is to invite targeted trustees to specific events whereby we can ascertain their interest and commitment to put The CORGI Trust case forward.

GOAL	Gain support from major Charitable Trusts and Foundations	
OBJECTIVES	<ul style="list-style-type: none"> • Generate research an educational funding of £70,000 p.a. 	
KEY PERFORMANCE TARGETS	<ul style="list-style-type: none"> • Construct 'initial' focus listing of top twenty charitable trusts in the research and educational sector • Present to CORGI Trustees and FDG members to ascertain contacts • Co-ordinate events reception, possibly in the House of Lords/Commons, – hosted 	<ul style="list-style-type: none"> • Prepare support paper • •

MP.

Government Funding

The CORGI Trust and CORGI Group have developed a number of crucial relationships with government ministers and departments over the last two years.

We are in the process of collating a listing of all the contacts that CORGI Trust and GORGI have in order to ascertain the most beneficial route to action.

Also, we have signed up to all the appropriate government departments e-newsletters and postings and maintain an overview of any papers or new funding streams.

Penetration into government and its departments can assist The CORGI Trust and CORGI in raising its profile, becoming 'THE' respected agency working in the field of gas safety and information as well as developing networks to link into funding programmes

GOAL	Gain central government support	
OBJECTIVES	<ul style="list-style-type: none">• Develop closer working relationships with ministers and government departments	
KEY PERFORMANCE TARGETS	<ul style="list-style-type: none">• Include appropriate departments in review meetings of CORGI Trust funded programmes• Develop CORGI Trust involvement in London based Connection programmes with key focus on apprenticeships• Establish regular government liaison meetings	<ul style="list-style-type: none">• Compile statutory sector funding template

Resources

We have managed to secure the support services of the CORGI Services Limited (CSL) Marketing, PR and Sales teams in ensuring that the key performance targets are met.

Events, Fundraising and PR – Michaela Grnova – Events Co-ordinator

Research – TBA

Website Development and management – Katernya Kolodnytska – CSL E-Business Executive

Marketing – Ben Pratchett – CSL Communications Manager

Administration – Sandra Joinson

Key Priorities and Actions

The key priorities and actions are as follows:

- PR – Inform, educate, update, clarify and promote
- Research – Collate, manage, co-ordinate and maximize impact from research data and information
- Marketing – Produce information and presentation materials and CORGI Trust Newsletter. The design and implementation of a 'dedicated' CORGI Trust website to include links to COCAA and relevant organizations.

Allied to the development of The CORGI Trust, we will be working closely with the Carbon Monoxide Consumer Awareness Alliance (COCAA) and developing opportunities for joint marketing and fundraising opportunities.

Nigel Dumbrell
Trust Manager

February 2007