

The Lower Wensleydale Branding and Promotions Sub Group

3.1 **Purpose** - The purpose of the group is to;

- Develop a strategy for marketing Lower Wensleydale
- Raise the profiles of Leyburn and Middleham and their hinterlands
- Develop a package of projects to support the delivery of the strategy

3.2 **Membership** - The Branding and Promotions Sub Group (BPSG) was established as a sub group of the Lower Wensleydale Area Partnership Board and is made up of Private, Public and Voluntary and Community sector organisations. Membership includes representatives from the business community, The Leyburn and Mid-Wensleydale Business Association, Leyburn Town Council, Middleham Town Council, Richmondshire District Council and Richmondshire Council for Voluntary Services. The BPSG reports directly to the Lower Wensleydale Area Partnership Board.

3.3 **Priority Actions**

After further consideration of the market, economic and SWOT analysis prepared by the Miller Research a series of priority actions have been agreed as the basis of a progressive three year strategy to raise the profile of the area. These are to;

- Appoint a part time Community Liaison Worker to support the delivery of the strategy and action plan. (BP1)
- Develop a unique brand that celebrates and promotes the unique qualities of Lower Wensleydale and its Market Towns of Leyburn and Middleham. (BP2)
- Produce a themed website and micro-site that informs a broad section of interest groups. (BP3)
- Establish printed promotional materials that will attract visitors to the area and inform them, and the local community, when they are visiting in the area. (BP4)
- Create attractive shop windows scheme to make vacant shops attractive and informative. (BP5)
- Maximise the marketing opportunities through collaboration with attractions, festivals and events. (BP6)

3.4 The results of the Miller reports and the subsequent scoping work by BPSG has re-vitalised the enthusiasm for community regeneration established by the Leyburn and Mid Wensleydale Partnership and has re-engaged key players from the Public, Private, Voluntary and Community Sectors committed to finding collaborative ways to address the needs of the area. Funding support will be essential to kick-start and support the ongoing success of the process, this will demonstrate that the recommendations of the reports are realistic and achievable. The Community Liaison Worker will provide dedicated support, encourage volunteering, manage expectations and ensure the action plan remains on target with SMART (Specific, Measurable, Achievable, Realistic and Time-bound) objectives.

3.5 The above list of priority actions is by no means exhaustive and serves only as the start of the strategy designed to deliver a mix of 'quick wins' and medium to longer term rewards. An 'ideas bank' will be established to inform and ensure the Business Action Plan is a true live working document updated and reviewed at regular intervals throughout each year. Each priority action will be developed into a package of projects accompanied by a detailed work plan with measurable outputs. As a general principle projects will give due consideration to;

- Social inclusion, diversity and community cohesion,
- Environmental best practice and renewable technologies,
- Work and Skills including volunteering, training and work placements,
- Innovation, Entrepreneurialism and Use of technology.
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The Branding and Promotions Sub Group have set a work ethic of 'aiming high', they are under no illusions of the scale of the task, the 'long-haul' and the challenges they face to raise the profile of Lower Wensleydale as an outstanding area to live, work and visit.