

# The Package of Projects

**Aims** – Through delivery of the projects the BPSG aim to;

- Develop an identity that is in keeping with the conservation design guides and management plans for the area.
- Introduce the high quality visitor offer to a wider audience.
- Encourage day visitors to stay in the area for longer and re-visit the area to patronise other events, attractions and services.
- Raise the awareness of heritage and cultural assets, events and attractions.
- Encourage greater use of local services and facilities by residents and the wider communities.
- Support the long-term sustainability of the rural economy, creating and safeguarding employment to strengthen the economy.
- Support businesses to grow and realise their potential.

## **BP1 Community Liaison Worker**

The sub group assessed the volume of work that will be involved to deliver the strategy and recognise the level of commitment required if the actions are to have maximum impact and benefit to the area. They have successfully secured funding to appoint a part time Community Liaison Worker for 20hrs per week. The worker is commissioned to oversee the delivery of the Branding and Promotions Business Action Plan through the engagement of volunteers from the local and business communities.

## **BP2 Developing a brand identity**

The Miller reports strongly recommend that a priority should be branding for the area. Kate Loughlin, Tourism Manager at Richmondshire District Council is leading the design and implementation of an area brand that celebrates and promotes the unique qualities of Lower Wensleydale and its Market Towns of Leyburn and Middleham. Branding will be complimentary and sit alongside the wider promotion of the region by Welcome to Yorkshire. In addition to being a consistent feature running through the groups printed and web based materials the brand will be available for businesses and organisations to use with their own publicity materials. The brand will be accompanied by usage guidelines to ensure a consistent approach is adopted.

## **BP3 Producing a themed website**

The area lacks a dedicated website for Lower Wensleydale that is fit for purpose in today's competitive online arena. A new site is required that caters for the many different interest groups that could be attracted to visit and stay in the locality as well as providing a community information portal. The site will be interactive and capture the vibrant and unique qualities of the area by taking a themed approach that navigates users to dedicated information pages detailing their visitor offer and the services available to them. Example themes include;

- Heritage (castles and abbeys),
- Equine (horse racing),
- Culture (arts, music and drama),
- Festivals and Events (Dales Festival of Food and Drink, Stables open weekend and Wensleydale Agricultural Show etc.),
- Food and Drink (production and eateries) and so on.

The site will incorporate the growing reliance on smart phones as a tool to browse the internet and be viewable as a 'micro site' and include links to face book, twitter and similar social networking sites. Content management will be the responsibility of 'Community Champions' who will pledge to work with the Community Liaison Worker (the site moderator) to keep their dedicated pages on the site fresh and up to date. Training will be made available to support IT and Marketing skills (suggested topics include Content Management, marketing, writing effective press releases and taking media friendly images).

#### **BP4 Promotional Material**

To accompany the online facilities three printed publications will be produced to give a modern feel and refresh previous literature produced about the area. These will be based on;

- Area Leaflets - a destination leaflet promoting the area and range of activities and services on offer.
- A Celebration of Community Life in Lower Wensleydale - an information booklet and directory of local services.
- A Town Trail - an activity based leaflet suitable for all ages providing a tour of the town's points of heritage and cultural interests.

Leaflets will be distributed to visitor information centres and available for all businesses to send out with enquiries.

The community booklet will be aimed at residents and visitors once they have reached the area. It will celebrate all aspects of community life promoting community facilities, local services, attractions, festivals and events. It will be based on an archive material detailing the history of the area fused with the modern day concept of 'Live like a Local' developed by Action for Market Towns and Susan Briggs, The Tourism Network. It will be an interactive project using volunteers to capture interviews, audio and video footage for promotional displays. All publications will be published on the website.

#### **BP5 Creating attractive shop windows**

Leyburn and Middleham are experiencing a time of change with long established businesses gracefully withdrawing from their respective market places. Many of the premises are rented which often leads to a period of months while refurbishment works and shop fit outs are completed before new businesses can begin to trade. This results in prime high street locations appearing visually unappealing with windows either showing a view of empty shop floors or white washed windows. The scheme seeks to work with premises owners to allow community access to make vacant shop windows attractive, informative and bridge the gap encouraging the pedestrian flow to all retailers in the row.

A series of temporary displays will be introduced on a rotation basis that is informative to visitors and the local community during the interim period between business occupancy. Displays will provide information on forthcoming events, community consultations, heritage and historical points of interests.

It is also important to sustain the high quality shopping experience of the area and a thriving retail sector to support the services sector as well as generate and safeguard employment in the towns. A dedicated display will be introduced to encourage enterprise, business start-up and growth and the range of support available to attract new business opportunities into the vacant premises. When displays are no longer required in shop windows they will transfer for continued use in promotional activities and community events.

#### **BP6 Maximising Marketing Opportunities**

Lower Wensleydale is home to numerous heritage sites, festivals, events, attractions and market leaders in the world of commerce (e.g. Festival of Food and Drink, Middleham Open Weekend, Tenants Auctioneers, Middleham Castle etc.). All can boast international acclaim in their own right, play a significant part in the number of visitors attracted to the area and provide the perfect platform to promote the wider benefits that the area has to offer. There are many opportunities for growing and adding value to annual calendar of events to generate maximum economic benefit for the area.

The project aims to drive forward a new dynamic programme of collaborative marketing. Initiatives including wrap around services such as, accommodation packages, voucher/discount scheme, joint ticketing and shuttle buses/ park and ride to link the towns to events. This will include establishing a promotional presence at trade and community events in and out of the area as well as targeted distribution to coach companies, tourist information centres and holiday operators.