

The Lower Wensleydale project - Update One - March 2014

Please find below a number of good news stories relating to the Lower Wensleydale project which we hope you will be able to share with your networks and customers. Your continued encouragement, support and contributions to raise the profile of the area for the benefit of our local communities and visitors is greatly appreciated. Please contact us for further information or to register your interest in the project activities.

Free Events Listings

In the summer of 2013 we launched a new feature on the website www.lower-wensleydale.com. The free events listings are accessible across the various web pages so achieve high exposure. We have new event promoters registering every week who list a wide range of community events and activities. Work is underway to further develop the feature to include visitor attractions. An easy to follow user guide is available to download or, simply contact us with the details of your event and we can list it on your behalf. Please help spread the word and be part of providing a comprehensive programme of events for the area. Printed copies of our 2014 events flier are still available; please contact us to request your copies.



Advertising and Sponsorship

We have a number of opportunities for businesses and community groups to benefit from one of the fastest growing online resources in Wensleydale. From a free listing in our directory, enhanced listing or a prominent banner advert on our themed pages there is an affordable option for your organisation. Contact us to find out how you can benefit or visit the website to download our latest promotional brochure.

Website and social media hits high results

Over 30,000 people have visited the website or facebook pages in the first quarter of the year. We share news items of interest as well as 'like' and 're-tweet' items posted by other members. Please follow us on Twitter **@LWensleydale**, 'Like' our Facebook page **Lower-Wensleydale** or send your stories to **info@lower-wensleydale.com** - we would like to support the lead up to key community events and to do this we suggest you add us to your media mailing lists and where possible link to our website from your own. Branding information, logos and website banner coding can be found in the project resources area of the website.

<http://lower-wensleydale.com/ProjectResources.aspx>



www.lower-wensleydale.com

Colin Bailey - Community Liaison Worker

info@lower-wensleydale.com or 07711 211169

The Leyburn and Mid Wensleydale Business Association

Thornborough Hall, Moor Road, Leyburn, North Yorkshire. DL8 5AB

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Web Planning Working Group

We are establishing a website sub group and would like to hear from interested individuals. This might be helping to set a schedule of content, writing articles, taking photos or getting involved in the technical aspects of creating and publishing pages. You do not need to be into computers to play a role in keeping the area informed and up to date.

Volunteers

We have a dedicated team of volunteers of all ages and experience who are directly and indirectly involved in taking the project forward. We would like to thank everyone who helps provide support at community events and contributes to keeping the website www.lower-wensleydale.com fresh with an increasing amount of information.

We are keen to hear from more individuals and organisations who are able to help. In particular, we are would like to hear from volunteers with an interest in sales and marketing or fund-raising to help us build the level of business and community engagement with the website.

Copies of our volunteer poster and flier are available on request. Please contact us if you are able to help display community information.



New Image Gallery/ Capture Wensleydale Results

Last year we ran a photography competition and invited entries from all age groups to help us capture the spirit of Wensleydale. We had over 100 entries and have a number of incredible images to add to our growing library of photography. All participants retain the copyright of their work but we have special permission to use them to promote the area. Other members of the community are welcome to request permission as well.

Our main aim in 2014 is to provide our library of images to the wider community so we can all use high quality images to promote the area and the events which take place within. Our new online resource will be available from April and over the next few weeks we will be uploading the library. It is all about sharing and we hope everyone will be inspired to share their images and enthusiasm for Wensleydale.



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Naturally, some individuals make a living from the licensing and sale of their work and we are looking at ways we can also support this – in some instances we have commissioned images under group licence or provided a link to where the image can be purchased.

Wensleydale Challenge – 2014

We continue to run our successful online competition. The Challenge is a multiple choice quiz which provides ideas for places to visit and things to do so that residents and visitors will keep coming back to explore Wensleydale's best kept secrets and enjoy learning about our local heritage. Businesses and community groups have the opportunity to take part by providing questions, prizes and unique 'money can't buy' experiences.

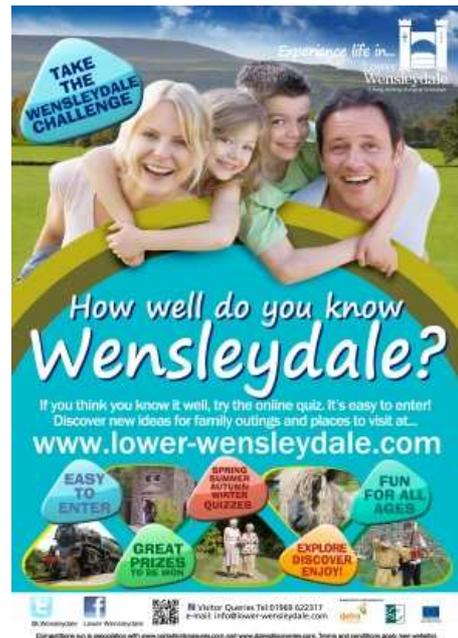
In return you gain;

- Increased online promotion of your business or group.
- Exposure to new and potential clients or beneficiaries.
- Opportunities to actively join in the social media activities promoting the Challenge.
- Merchandise and giveaway items to use as a talking point and a way of generating repeat visitors to your business.

For the competition to work everyone involved needs to be actively promoting the Challenge to build interest and encourage participation. You can help by;

- Displaying posters.
- Talking to customers.
- Promoting a link on your website.
- Using social media, news and blog stories.
- Incorporating in your general marketing activity.

We have posters and post cards available to promote the Wensleydale Challenge, please contact us to order your copies and be part of a cost effective way to encourage people to stay in the area longer or keep coming back on a regular basis.



"I was delighted to receive the family ticket to Bolton Castle. We always try to support local attractions and all services in the area. Looking forward to our visit with the grandchildren."

Free promotional items

Don't forget we have window and car stickers, pens, notelet cards and pads available for give-a-ways and gifts for your customers, family and friends. A great way for people to remember the area and share memories. Contact us to order your supplies.



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Funding Update

We completed the three year Dales Leader funded project in December 2013. The Branding and Promotions Sub Group of the Lower Wensleydale Area Partnership were unanimous in pledging their commitment to continue to build on the outcomes of the project thus far.

We circulated our achievements document in November 2013 (copy re-attached for information) and began identifying ways to take the various initiatives forward beyond the project end. To date we have been successful in securing transition funding from Richmondshire District Council's Communities Opportunities Fund, Mid Wensleydale Community Partnership (Dales Festival of Food and Drink), Leyburn and Middleham Town Councils and Leyburn and Mid Wensleydale Business Association.



We are grateful for their ongoing support which takes us into 2014. We will be undertaking a review of what is achievable with reduced resources, looking at sponsorship and advertising as one way to support our sustainability as well as growing the number of volunteers and professionals who give their knowledge and skills on a pro bono basis.



**Le Grande Depart –
Saturday 5th July 2014**



We know many of our towns and villages in the Lower Wensleydale area are busy making preparations for the Tour de France. Help us to help you by sharing your information with us. We have a central page on the website which we can link out to your own information pages.

Is your logo and link missing from this page?

<http://lower-wensleydale.com/VisitingEnjoying/Outdoors/TourdeFrance.aspx>

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