



love  
**LINCOLNSHIRE**  
**WOLDS** RICH HERITAGE &  
NATURAL BEAUTY

# Conference 2018

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Tuesday 27 November 2018  
Market Rasen Racecourse

# Karen Edwards

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EAST LINDSEY DISTRICT COUNCIL





# Lincolnshire Wolds in the making

- Partnership working - ELDC, WLDC, businesses and organisations
- Research
  - Reviewed visitors to the Wolds and the factors influencing their decisions
  - Identified perceptions and reality of the product (from the perspective of operators)
  - Defined the brand personality of the Wolds
- Destination Management Plan



# Destination Management Plan

*The Lincolnshire Wolds and market towns to be recognised nationally for its rural beauty and tranquillity and as a destination of choice where visitors enjoy an authentic and welcoming experience and is a place that they desire to visit again.*



# DMP Delivery Plan



## 3 key principles

- Developing the Lincolnshire Wolds and Market Towns Branding
- Putting the visitor first
- Working collaboratively with partners and stakeholders

	ACTIVITY	LEAD PARTNER(S)	SUPPORT PARTNER(S)	DELIVERY TIMESCALE
1	Develop social media channels to drive traffic to <a href="http://lovelincolnshirewolds.com">lovelincolnshirewolds.com</a> and build up dialogue with users.	East and West Lindsey District Councils	Town Councils, Lincolnshire Wolds Countryside Service and tourism business community	Launch of social media channels 24 November and then ongoing
2	Develop digital marketing campaigns to drive traffic to <a href="http://lovelincolnshirewolds.com">lovelincolnshirewolds.com</a> .	East and West Lindsey District Councils		Ongoing
3	Work up no cost/low cost PR opportunities to raise the profile of the area.	East and West Lindsey District Councils	Town Councils, Lincolnshire Wolds Countryside Service, tourism business community, LCC	Ongoing
4	Encourage businesses to create business listings on <a href="http://lovelincolnshirewolds.com">lovelincolnshirewolds.com</a> .	East and West Lindsey District Councils	Tourism business community	Ongoing
5	Encourage tourism businesses to use the Love Lincolnshire Wolds branding on their printed material, website and social media channels.	East and West Lindsey District Councils	Tourism business community	Ongoing
6	Encourage tourism businesses to create links to their website to <a href="http://lovelincolnshirewolds.com">lovelincolnshirewolds.com</a> .	East and West Lindsey District Councils	Tourism business community	Ongoing
7	Develop cycling opportunities through auditing current provision of routes and 'cycle friendly' businesses and develop cycling itineraries to suit all types of cyclists.	East Lindsey District Council	West Lindsey District Council	Increased website presence January 2017

# Activity

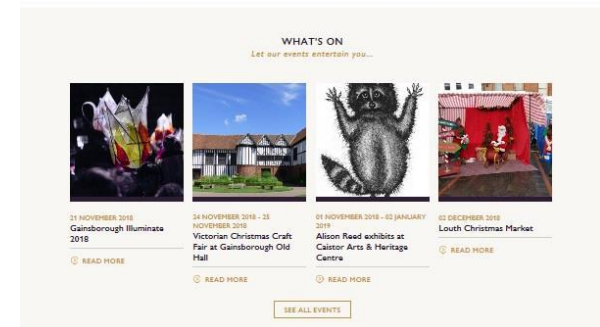
- Branding
- Website and social media



DON'T KNOW WHAT YOU'RE LOOKING FOR?  
Let us inspire you...



DON'T KNOW WHAT YOU'RE LOOKING FOR?  
Let us inspire you...



WHAT'S ON  
Let our events entertain you...



- Digital marketing campaigns to promote the area as a year round destination.

 **Love Lincolnshire Wolds**  
Sponsored · 

Download our free trail map & follow in the footsteps of Alfred, Lord Tennyson.  
Learn about his life, love, heartbreak & verse, and see the places that inspired his greatest work.  
Begin planning your journey of discovery now.



**Tennyson Heritage**  
lovelincolnshirewolds.com [Learn More](#)

 **Love Lincolnshire Wolds**  
Sponsored · 

Begin planning your journey to the stunning Lincolnshire Wolds now with these scenic walking & cycling routes.  
Get out there and enjoy this amazing landscape!



**Walking & Cycling Routes**  
lovelincolnshirewolds.com/routes [Learn More](#)

 Like  Comment  Share

 **Love Lincs Wolds**  
@LoveLincsWolds

If you love the Great Outdoors, you'll love the Lincolnshire Wolds. From walking, cycling and horse riding to watersports, high ropes and one of the best golf courses in the world...

This video shows some of the many outdoor activities that you can enjoy in the Wolds...

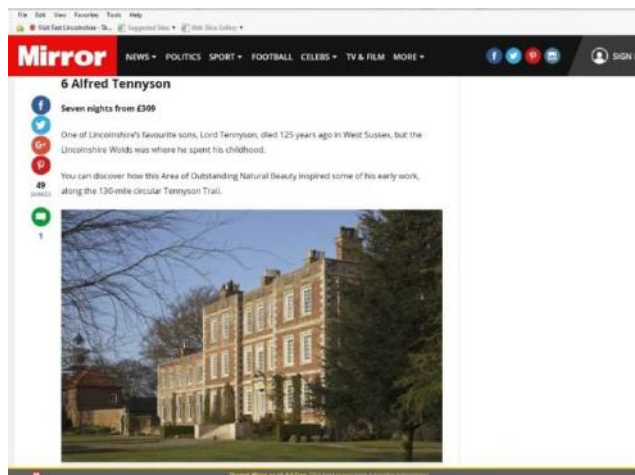


FLY AMONGST THE TREE TOPS

Tweet your reply







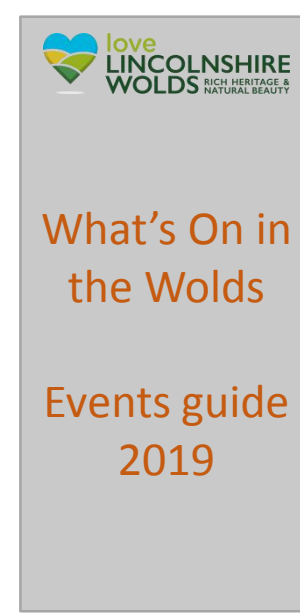
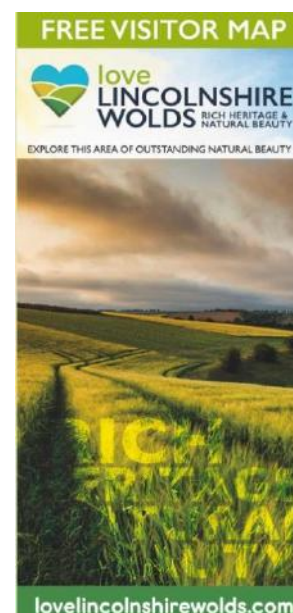
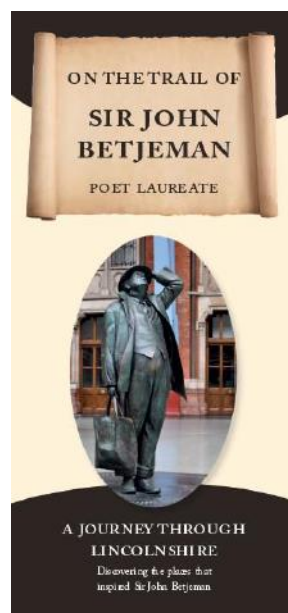
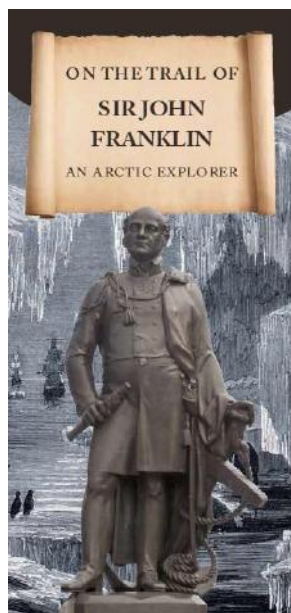
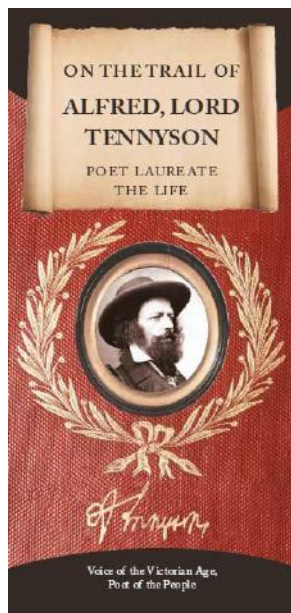


- Promotional films and new photography





- Supporting the visitor







- Overseas marketing

## House of Britain



### Ontdek Lincolnshire op de fiets

U kunt in Lincolnshire mooie fietsroutes maken. Het gebied is vlak met enkele hoogteverschillen, zodat iedereen met gemak een fietstocht kan maken. Onderweg kunt u genieten van middeleeuwse dorpjes, prachtige valleien en uitgestrekte weilanden.

In de omgeving van Louth zijn een aantal leuke fietstochten te maken. Zo kunt u de mooie fietsroute naar Grimoldby maken, waarbij u onderweg langs het kanaal van Louth fietst en een aantal bijzondere kerken tegenkomt. Als u van iets meer uitdaging houdt dan is de fietsroute naar Red Hill iets voor u! Deze route neemt u mee naar Bluestone Heath Road, één van de hoogste wegen in de Lincolnshire Wolds. Langs deze route vindt u veel prehistorische plekken en heeft u een mooi uitzicht over de valleien. Het prachtige natuurgebied Red Hill is een perfecte locatie om een rustmoment in te lassen. Zo kunt u in dit gebied een ontspannen wandeling maken en ondertussen genieten van een schitterend uitzicht.

Zoals u ziet is Lincolnshire een perfect gebied om te gaan fietsen, en bovendien kunt u per fiets Lincolnshire op een leuke en sportieve manier verkennen!

#### 5 dagen Fietsen in Lincolnshire

Verken Lincolnshire op de fiets! U verblijft tijdens deze reis in het centraal gelegen Kenwick Park Hotel. In deze omgeving kunt u talrijke mooie fietsroutes maken, van eenvoudig tot uitdagend. Een leuke manier om Lincolnshire op een andere manier te bekijken!

[Lees meer...](#)



#### 6 dagen Exploring the Lincolnshire Wolds

**Inclusief overtocht!** De Lincolnshire Wolds is een onontdekt natuurgebied dat voor ieder iets te bieden heeft. Verborgene valleien, slapende stenen dorpjes en historische marktseden... welkom in de Lincolnshire Wolds! Tijdens deze reis kunt u naast de gezellige marktseden en het prachtige landschap ook de kust van Lincolnshire

## Discover England Fund projects – Cycle England, Church Tourism





- Training & Skills



# Research - STEAM report 2017



- Value of the Wolds Visitor Economy - £177m
- All visitor types - 3.51m
- Day visitors – 3.24m
- Employment supported in the sector (FTE) - 2,503







# Working together

- Love Lincolnshire Wolds Partnership – get involved!
- Working together with businesses and organisations to help them achieve their aspirations.
- Consultation
- Next steps – what would you like to happen...



love  
**LINCOLNSHIRE**  
**WOLDS** RICH HERITAGE &  
NATURAL BEAUTY

[lovelincolnshirewolds.com](http://lovelincolnshirewolds.com)

# What do you think?

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## FUTURE PRIORITIES WORKSHOP



# Tips and Tricks

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HEAR FROM YOUR LOCAL EXPERTS



# James Gilbert

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EAST LINDSEY DISTRICT COUNCIL

City, Coast & Countryside  
**LINCOLNSHIRE**





- £1.47 billion – value of tourism to Lincolnshire in 2017 (11% is the Lincs Wolds).
- 20.45 million – visitors to Lincolnshire during 2017.
- 19,500 – full time jobs supported.



## My takeaways:

- **Let's work together.** *We can achieve so much more.*
- **It's all about the experience.** *Let's ensure people want to come again.*

# Jessica Shakespeare

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WEST LINDSEY DISTRICT COUNCIL

How good branding can benefit your business





# Why is branding important?

- Good branding can portray all of the messages you are trying to convey to your customer/clientele. Branding should speak to your audience.
- Branding can give your business a clear identity and help you to stand out from the crowd.
- Branding should be memorable, as this can build loyalty and create instant brand recognition.



# What to think about in terms of your own branding

- Does it incorporate elements of your business/organisation?
- Is it relevant to your product/business?
- What is the feel you're going for? Are you vibrant, professional, fun?
- Think about colours and font, this should be consistent and only changed if absolutely necessary, or during the process of a rebrand.





# Where do you use branding?

Branding can be used in a variety of different channels, such as:

- On all of your letters
- Reports
- Posters
- Social Media
- Flyers
- Business Cards

All of these elements can be tied together by your choice of branding. This creates a high-quality feel and sets the standard of your business.



# Example: West Lindsey

## WEST LINDSEY DISTRICT COUNCIL



### COLOUR PALLETTE

Lime green is the main colour of the West Lindsey corporate branding, with grey as a secondary.

CMYK: 50 0 100 0

RGB: 151 191 13

CMYK: 25 20 15 70

RGB: 34 35 37

### TYPEFACE

Arial is the corporate standard. Regular, bold, *italic* and ***bold italic*** can be used to add emphasis to text where applicable.



### LOGO

The logo consists of two graphic elements combined to show the two major elements within the district - water and agriculture. This is supported by the wording 'District Council'



# Example: Love Lincolnshire Wolds



Primary Typeface: Gill Sans Semibold

**AaBbCc01234**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
0123456789

Secondary Typeface: Gotham Rounded

**AaBbCc01234**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklm**nop**qrstuvwxyz  
0123456789



Dark Green  
CMYK 95-45-100-45  
RGB 22-75-36



Field green  
CMYK 75-25-85-5  
RGB 73-139-75



Lime Green  
CMYK 50-11-100-1  
RGB 150-179-34



Gold  
CMYK 18-21-90-3  
RGB 215-187-42

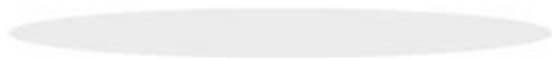


Blue  
CMYK 75-0-10-0  
RGB 0-181-221



# 3 tips to take away

- Is your branding is relevant?
  - Make sure your logo and other branding materials are relevant, they should convey a message about your business/organisation and speak to your audience about who you are.
- Is your branding consistent?
  - Once your branding has been decided, only switch it up if necessary,
- Is your branding strong?
  - Does your branding speak about you in an eye-catching and professional manner. Does it reflect your genuine business values and appeals to your customers?







## How Images Help You Sell Your Rooms Online

Dale Kirby - Territory Manager, East Midlands

# eviivo suite



eviivo

**the original ALL-in-ONE  
booking suite**

convenient, affordable and  
puts you in control



My Diary



My Channel Manager



My Website



My Payment Manager



My Guest Manager



My Promo Manager



My Dashboard

# Photography Facts

- Photos are one of the top three criteria when deciding where to stay
- 82% of potential guests are put off by poor photographs
- 30% of potential guests believe poor photos mean poor service
- Guests are willing to pay on average an extra £28 per room per night based solely on good photographs



# Compare...



# Compare...





# Remember

- Spend money on photography, not your website!
- Guests will see your images on OTA websites too, so make sure your system can push your content as well as rates and availability to the OTAs
- Update your images whenever you update your rooms
- Be sure to include pictures of your bathrooms and the less glamorous parts of your property.
- Appeal to the senses!







# For more information...



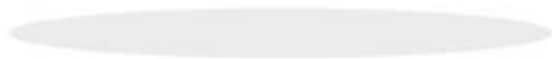
eviiivo

[dale.kirby@eviiivo.com](mailto:dale.kirby@eviiivo.com)

0800 422 0088

[www.eviiivo.com](http://www.eviiivo.com)







Shooting Star

PR | Marketing | Digital

# The Value of PR & Marketing

Emma van Nieuwenhuijzen





# Public Relations



# Marketing



THE  
GREATEST  
SHOWMAN





**ZENITH**  
SWISS WATCH MANUFACTURE  
SINCE 1865

# PR & Marketing Toolkit

**LOBBYING**

**MEDIA  
RELATIONS**

**AWARD  
SUBMISSIONS**

**MEDIA  
TRAINING**

**NEWS  
RELEASES**

**CRISIS  
MANAGEMENT**

**EVENT  
MANAGEMENT**

**SOCIAL  
& DIGITAL**

**SPONSORSHIP**

**CSR**

**MARKETING  
STRATEGY**

**COPYWRITING**





# Results





# Top Tips...

1. Don't underestimate the value of PR
2. Know your business
3. Create a targeted approach



*“Without promotion something terrible happens... Nothing.”*

*“No one ever made a difference by being like everyone else.”*







# Shooting Star

PR | Marketing | Digital

**Emma van Nieuwenhuijzen**

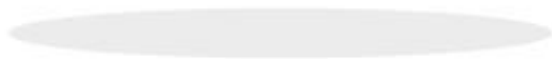
**Senior Account Manager**

**[emma@weareshootingstar.co.uk](mailto:emma@weareshootingstar.co.uk)**

**01522 528540**

**07506 040668**







# Social Media: 5 Tips in 5 Minutes

By Angela Montague of Push Creativity, Market Rasen





Commit & Plan



A top-down view of several round, golden-brown pastries arranged on a white surface. Each pastry is topped with a swirl of pink frosting and various fresh ingredients. One pastry features a yellow chrysanthemum, a purple daisy, a red grape, blackberries, blueberries, and raspberries. Another has a large orange slice, a raspberry, and a fresh mint leaf. Others are topped with strawberries, raspberries, kiwi, and more flowers. The surface is scattered with small, colorful edible confetti in shades of pink, yellow, and gold.

Variety, Quality & Focus



# Sound and Vision



























A close-up photograph of a vintage tin robot. The robot has a light blue body with red accents on its eyes, mouth, and joints. Its head is square with a clock face for a face, featuring two circular eyes with white faces and black hands, a triangular nose, and a rectangular mouth with a row of white teeth. The robot's torso is also square, with a clock face on the right side and a dark rectangular panel on the left. The background is a plain, light gray.

Automatic vs Authentic



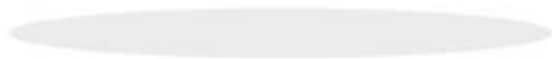
The background of the entire image is a gradient of yellow and orange, suggesting a sunset or sunrise. Numerous black silhouettes of birds, likely terns, are scattered across the sky in various flight poses. Some are in the foreground, while others are further back, creating a sense of depth. The birds are mostly concentrated in the upper half of the image, with a few near the bottom.

Flock Together #LoveLincsWolds



Thank you for Listening

[pushcreativity.co.uk](http://pushcreativity.co.uk)



# Flora Bennett

Partner

Head of Leisure and Tourism



wilkin chapman llp  
solicitors

*there for you, for business, for life*

# Plan for the future

- Wills
- Powers of attorney
- Partnership agreement
- Where are your deeds?
- Register your property - <https://search-property-information.service.gov.uk>



# Flora Bennett

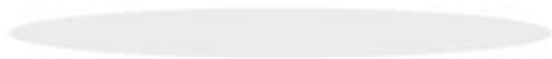
Flora.Bennett@wilkinchapman.co.uk

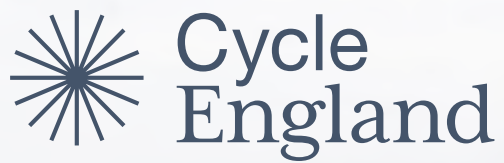
wilkinchapman.co.uk



wilkin chapman llp  
solicitors

*there for you, for business, for life*





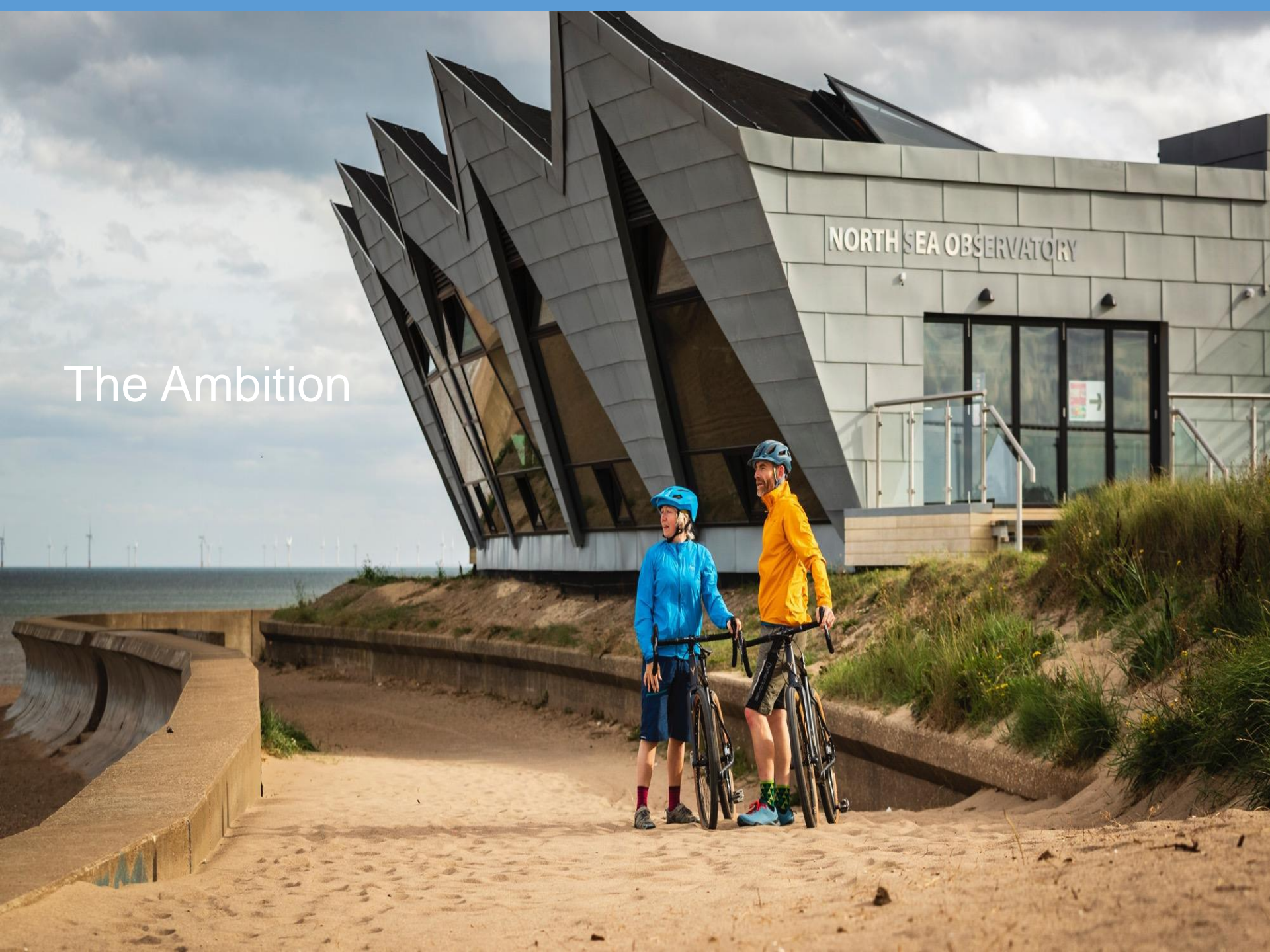
Welcome  
to **Yorkshire**  
yorkshire.com

Visit  Lincoln  
visitlincoln.com





# The Ambition





# Target Markets



- German and Dutch Market
- Keen cyclists
- 8% of Germans take cycling holidays
- Leisure Cyclist - 40+, empty nester, high disposable income
- Cycling holidays provides backdrop to explore Yorkshire & Lincolnshire
- E-Bikes

# The Cycling Package

- Accommodation
- Bike hire
- Luggage transfer
- Route maps and details
- Food & drink
- Attractions
- Key towns and villages
- Points of interest



# Insights from the Trade

## Preferred formats

- 8 days holiday, 6 day cycling
- 30 to 50 km per day
- Sightseeing a priority
- E-Bikes

Operators wish to work with local ground handlers who are able to offer a package product (transport, accommodation, bike provision and route information, sightseeing)





# Operator Requirements

- Interesting, quality routes
  - Location
  - Route overview
  - Daily distances
  - Points of interest
  - Signposting
  - Services along the route
- Route Types
  - Point to Point
  - Circular
  - Centre based
  - Day ride options
- Ground handlers
  - Manage service provision
  - On the ground support
- Information provision
  - To facilitate planning
  - Mapped Products
  - Guide books
  - gpx files
  - Websites & apps



# Building an appealing Cycling Package

- Identify routes
- Audit services and facilities on route
- Present and sell packages to operators
- Marketing campaign
- Focus on existing routes & quick wins
- New routes developed alongside this



# The Lincolnshire Wolds

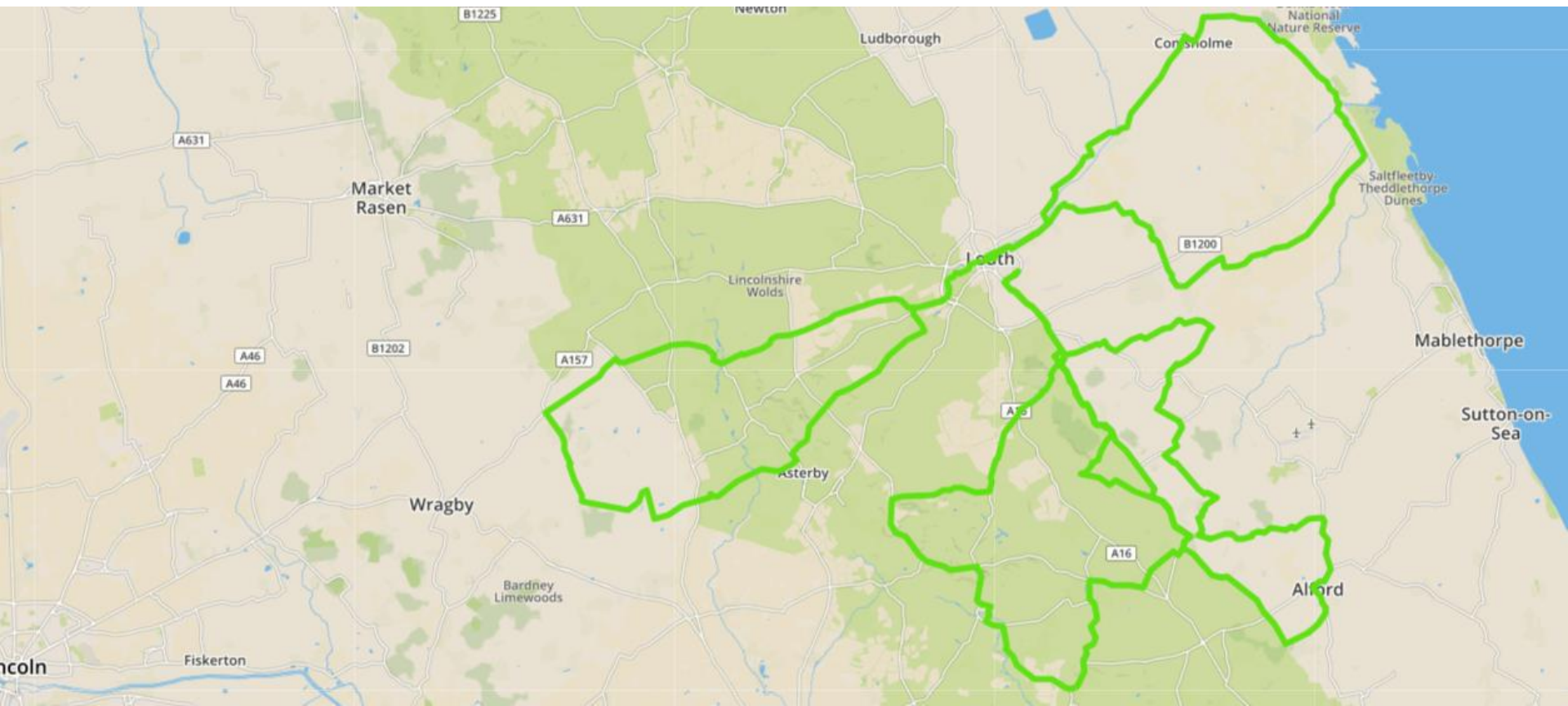
Distance: 180km

Terrain: Country Roads

Starting point: Louth

Finish point: Louth or Little Cawthorpe

Difficulty Rating: \*\*\*



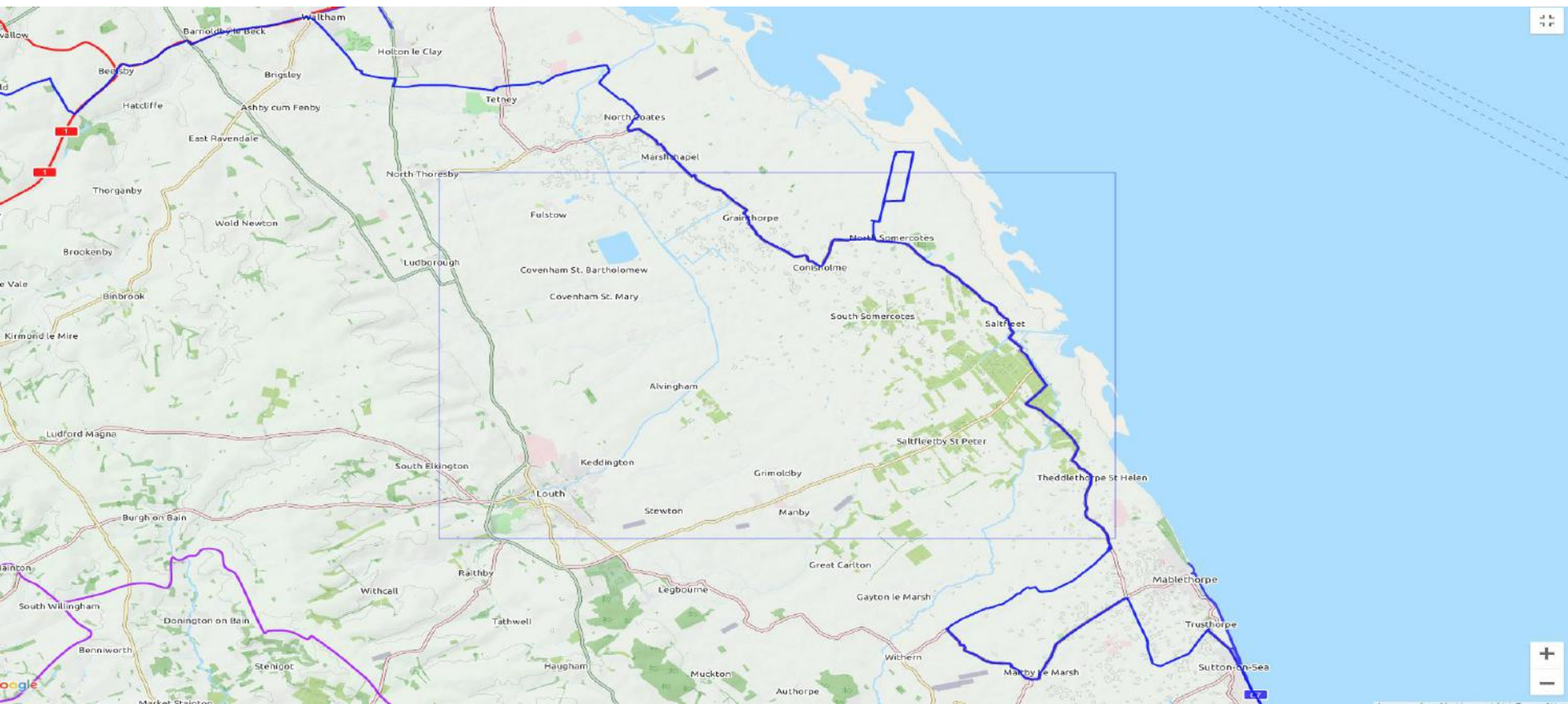
# The Humber to the Wash

**Distance: 267km**  
**Terrain: Coastal and Country Lanes**

**Starting point: Hull**

**Finish point: Boston**

**Difficulty Rating: \*\*\***





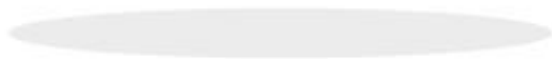


Workshop  
at 2pm  
for further  
details

Thank  
You

[hayley@visitlincoln.com](mailto:hayley@visitlincoln.com)





# Any Questions?

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