

dear member

We have news about Dartmoor First Award, how the dartmoor website can help you, Moretonhampstead Festival, and what we are doing to promote Dartmoor in a big, big way...

## Together we're putting Dartmoor on the map

We have been working to promote Dartmoor as part of a national campaign to raise the profile of the South West as a holiday destination. There are four campaigns, and thanks to funding from our partners, West Devon Borough Council and Dartmoor National Park Authority, we have a large presence in all of them. **Taste, Country, Green and Family** are the four campaigns which each will have a dedicated page on the Visit Devon website, lots of editorial on Dartmoor and direct links for those businesses involved in the competitions.

The campaigns include advertising in The Guardian, Observer, Sunday Times and Independent; regional radio, Metro (London) magazine, Red, She and Marie Claire magazines; social media such as facebook and netmums, and; corresponding press coverage. The campaigns are due to run over the next few weeks and should increase visitors to the [www.dartmoor.co.uk](http://www.dartmoor.co.uk) site as well as individual member websites; raise the profile of Dartmoor as a top class destination, *and*, bring more people down to the area. For a sneak preview of just one of the campaigns, [click here](#) to have a listen to the Guildford radio jingle.

Visit Devon (the tourism organization for Devon) is offering Dartmoor Partnership members banner and skyscraper advertising as well as a featured product option on the relevant marketing campaign landing pages of [Visitdevon.co.uk](http://Visitdevon.co.uk). If you would like to take advantage of this opportunity, advertising space is on a first come first served basis. Prices are £200 + VAT per banner/skyscraper advert for 2 months (March/April). Please email [jess@discoverdartmoor.com](mailto:jess@discoverdartmoor.com) or call 01837 52200 to book.

## Are you eligible for a Dartmoor First Award?



Have you heard about our Dartmoor First Award? It is for all businesses on Dartmoor who recognise their commitment to sustaining the moor and its special qualities. It is not just a green award; it is a call to action and offers a sense of purpose to those who achieve it and a sense of place for those who recognise it! If you would like to know more about the scheme, [click here](#).

We recently held an awards presentation at the High Moorland Visitor Centre in Princetown; it was a fantastic way

of finding out what individual businesses do to be sustainable and to put Dartmoor First. There was the chance to speak with Richard Drysdale who runs the award, and it was a good opportunity to say thank you to all those businesses that have gone that extra mile. To give you an idea of the type of business that can achieve a Dartmoor First Award, take a look [here](#).



## A day of food, beer and arts – not to be missed

The **Moretonhampstead Festival of Food, Beer and the arts** returns for a second year running on Saturday 6 March 2010. The event takes place through the streets, art galleries, inns and shops of Moretonhampstead.



Come along and visit organic food stalls of bread, cheeses, home-made cakes, crafts and lots of other fresh produce. There will be food demonstrations, joviality, a little Morris Dancing and lots to see and do for all the family.

Read more about this excellent event [here](#)...

## A date for your diary...

### **Dartmoor First + Networking evening**

**Date:** Wednesday 17 March

**Venue:** The Plymouth Inn, Okehampton.

There will be a short presentation about our Dartmoor First Award and how you can get involved. A warm buffet and a good opportunity for networking will follow. These events are a fantastic way to find out ways to improve your business, to meet people that may be able to help you or to just make some like minded friends.

Contact Penny [here](#) or call [01837 861793](tel:01837861793) if you would like to book your place; it is only three weeks away and promises to be another enjoyable and productive evening with the opportunity to make many new contacts.

## Member benefits...

### member discounts

We have many members of the Dartmoor Partnership who offer discounts to other members. This is an excellent service and there may be something that is of use for you. [Click here](#) to take a look at what is on offer...

### Taking payment with cards

Are you reviewing your arrangements for taking payment? If so, and you are thinking of using a card machine, do consider our discount rates for Nat West Streamline. This has proved an excellent benefit for many of our members. The monthly rates and transaction charges are discounted and there is NO setup fee for the standard option. This saves, typically, £200. Contact Penny [here](#) or call **01837 861793** if you would like to find out more.

## New developments for the dartmoor website

The [www.dartmoor.co.uk](http://www.dartmoor.co.uk) website is going from strength to strength, with visitor numbers increasing and content being added all the time. This is good news for you as the more visitors we have and the more the site becomes a trusted source for information, the more interest you will receive for your own business.

We are constantly adding information to the site to ensure that it is up to date and Reaching your customers is all about communication and websites are a necessity for even the smallest business nowadays. The planning and design of your website is crucial so this presentation could be of real benefit to you. Contact Penny [here](#) or call **01837 861793** if you would like to book your place; it is only two weeks away and promises to be another enjoyable and productive evening with the opportunity to make many new contacts. If you have any business friends who may be interested, bring them along; all will be welcome.

## and lastly...

### Show your business in its best light

Good imagery is the most important thing when promoting your business. It can give you the edge over your competitors, drawing potential customers to your website and literature. New Dartmoor Partnership member Tony Cobley is a Plymouth based commercial photographer and an associate of the British Institute of Professional Photography. Helping local businesses to improve their image and optimise their marketing, Tony offers a friendly and versatile approach. Tony also runs regular Creative Photography Courses and offers personal photography tuition.

### Creative Photography Workshops + Tony Cobley Photography

Free Token for 1 hour of personal camera tuition worth £25 when booking creative photography day on March 27th. For further information [click here](#)

attachments is strictly prohibited. We have checked for viruses but the contents of an attachment may still contain software viruses, which could damage your computer system. We do not accept liability for any damage you sustain as a result of a virus introduced by this email or any attachment and you are advised to use up-to-date virus checking software. Email transmission cannot be guaranteed to be secure or error free. This email is not intended nor should it be taken to create any legal relations, contractual or otherwise. Any views or opinions expressed within this email or attachment are solely those of the sender, and do not necessarily represent those of the Dartmoor Partnership Ltd unless otherwise specifically stated. If verification is required, please request a hard copy version. We are not bound by or liable for any opinion, contract or offer to contract expressed in any email.

Please consider the environment before printing this email