

**ATTP Operational Group Progress Report**  
**3 March 2010**

**1. Communications**

**a) local press and raising profile of DP.**

i) JW has produced a Communications Strategy which outlines our aims for the Partnership. Below are highlights of recent PR activity based around the Comms Strategy.

Regular press releases are issued to the local and regional press. The call to action to all features is always the [dartmoor.co.uk](http://dartmoor.co.uk) website with the aim of raising the Dartmoor Partnership profile and increasing traffic to the website.

ii) **A business to business e-newsletter** has been produced and is being issued every two weeks. We have received excellent feedback from members and the branded format raises the profile of the Partnership. The newsletter contains updates, events, workshops, membership changes, advertising and marketing opportunities with links through to the website for more info. A 12 month schedule for the newsletter has been produced.

**b) raising the profile of Dartmoor and the [www.dartmoor.co.uk](http://www.dartmoor.co.uk) website**

We have been circulating a call to action for the website to remind people of what Dartmoor has to offer. This has been very successful in getting people to click onto the website and we have received a great deal of positive feedback from people all over the country, even California!

i) A **consumer e-newsletter** has now been produced in branded format and was circulated 18 December. This is being issued monthly and is being monitored using google analytics. This contains lots of short features with links to the website for the full story. We have a large list of consumers and have received very good feedback to date. There will be the opportunity to advertise within both newsletters which should generate a small income for the Dartmoor Partnership. A 12 month schedule for the newsletter has been produced.

**c) national/international press coverage & raising the profile of Dartmoor**

We continue to provide information for national and international media for features on Dartmoor, working alongside Devon and the other ATPs to promote the county. Most recently we have submitted information to **The Guardian, Confex show, ITV Countrywise programme.**

- We have hosted one press visit to date in 2010 with more planned for the coming year

**2. Marketing**

**a. Material material**

i) **Visitor's Guide:** the 2010 Dartmoor Visitor's Guide was completed at the beginning of December and is now being distributed to all TICs throughout the UK and is available online as a digi brochure on both [www.dartmoor.co.uk](http://www.dartmoor.co.uk) and [www.visitdevon.co.uk](http://www.visitdevon.co.uk).

We have been monitoring the usefulness of the guide for the first time through an online competition and survey. To date out of those who completed the survey:

**80%** have visited a venue due to seeing it in the Guide

**10%** have booked accommodation through the Guide

**80%** would consider booking accommodation in the future through the Guide

**100%** thought the Guide was informative

## **ii) Attractions & Activities Map / Accommodation Directory**

Both of these publications are being produced by WDDB and DNPA in time for distribution for the Easter Break. The Food, Drink & Shopping Directory is on hold at present due to there being a number of publications remaining.

- iii) **Stickers, badges:** being distributed at all events and available to members
- iv) **Window Stickers:** distributed to all new and existing members who do not wish to have a plaque
- v) **Plaques:** distributed to members using Carolyn, DP staff and DNPA Rangers.
- vi) **Competition:**
  - o **Guide:** we are running a competition within the guide. This correlates with a dedicated web page with an online survey to complete.
  - o **Accommodation Directory:** we are also due to run a competition within the directory to monitor the effectiveness of the publication. Again this correlates with a dedicated web page
- vii) **DNPA Visitor Centre:** online presence is now in place at HMVC. Presence in terms of DP branded wall to be provided at Postbridge and Haytor – awaiting update from Jackie Ridley.
- viii) **Developing the Dartmoor logo as a marque of Dartmoor:** now appearing on the back of Jail Ale beer and on the reverse of Jail Ale crisps and we are now due to appear on the Bovey Craft Fair marketing material.

## **b. Distribution:**

Carolyn Vocey of Fourwinds Self Catering Cottages continues to fulfill the role of distribution for the Partnership. She has taken on the role with real enthusiasm. Carolyn distributes our three pocket brochures across the moor to local businesses and is also now delivering our Dartmoor Partnership plaques to members.

The publications are as follows:

**Accommodation directory**

**Activities & Attractions map**

**Food & drink directory**

**Ad-hoc promotional flyers and leaflets**

All pocket publications are being distributed to Okehampton & Tavistock TICs, as well as DNPA Visitor Centres. We bring all publications to events, the latest being the Buy Local Food Event at Buckland Abbey on 17 Feb 2010.

### **c. Marketing campaigns**

#### **SWT Marketing Campaigns**

WDBC has provided £4,500 funding on behalf of Dartmoor Partnership and DNPA has provided £1,000 funding on behalf of Dartmoor Partnership to secure coverage for Dartmoor within national Marketing Campaigns promoting the South West; both funds to go towards our involvement in **FOUR** of the five campaigns. These campaigns also involve the five other ATPs that make up Devon. All campaigns point to a specific page on the Visit Devon website. The campaigns are:

**Green** – run of adverts in Guardian, Observer, Independent and Sunday Times as well as online presence and PR coverage

**Rural Breaks** – run of adverts in Evening Standard & Telegraph + regional radio coverage (Guildford's Eagle FM)

**Taste** – five day campaign in Metro Magazine & online presence in metro.co.uk

**Family** – 8pp insert within She & Red Magazines + social media

The campaigns are running throughout end Feb – March. In excess of 15 Dartmoor Partnership members have been personally involved through providing competition prizes. The Dartmoor website is heavily featured on each of the Visit Devon landing pages, along with great editorial about Dartmoor and links to various relevant businesses. To date, we have also received a very positive feature within the Guardian due to the Green campaign.

#### **Walkers are Welcome**

Amanda Pellatt researching the Walkers are Welcome on behalf of DP.

#### **Dartmoor Classic**

The Dartmoor Classic (cycle race) website now has a direct link to the accommodation pages of the [www.dartmoor.co.uk](http://www.dartmoor.co.uk) website. Going forward, DP to create a Dartmoor Classic page on the website, with businesses that are relevant to the route etc. DP is promoting the event of the [www.dartmoor.co.uk](http://www.dartmoor.co.uk) website. Richard Drysdale has a meeting in March to discuss the possibility for further involvement.

### **3. Events (including local food)**

#### **Hosting:**

#### **SEO presentation**

DP will be hosting further SEO presentations following on from the first one that took place in November. These will be presented by Ross Kernick at Moor Tours and will aim to develop the knowledge and understanding of the individual at each workshop. To be held throughout the Spring.

#### **Current workshops:**

- Health & Safety
- Diversification

Three workshops are taking place at Duchy Square Centre for Arts & Creativity in the Autumn

## **Networking Evenings**

The January networking event was well attended and included a talk from Sue Beswick PR. Excellent feedback from members. Unfortunately we had to cancel the February networking event as not enough people booked. Future events:

**Wednesday 17<sup>th</sup> March at 7.30pm**, The Plymouth Inn, Okehampton

Speaker: Richard Drysdale DNPA

Subject: Dartmoor First - sustainability initiatives on Dartmoor

**Wednesday 21<sup>st</sup> April at 7.30pm**, Devon Tors Bar & Restaurant, Yelverton

Speaker: Richard Dean of Dartmoor Farmers

Subject: Farming on Dartmoor.

## **Buy Local Food Day**

Took place on 17 Feb at Buckland Abbey. The event was promoted by DP extensively and Richard Drysdale at DNPA attended on behalf of the Partnership. Excellent event and excellent feedback from members.

## **Dartmoor on Your Doorstep**

Two further DOYD events will be taking place across the moor in partnership with the Dartmoor Farmers. Richard Drysdale at DNPA to confirm dates.

## **Dartmoor Showcase Day – Wednesday May 12 at The Two Bridges Hotel**

This event is now well established as our main networking event of the year. About 50 members and partners exhibit and there is a programme of speakers. Details to be finalised

### **Attending:**

DP working group is looking at the events for the year (2010) and will decide which events are the most relevant to attend. All local events will have a DP presence going forward thanks to DNPA who will take our brochures along with their DNPA caravan.

## **4. Websites**

### **[www.dartmoor.co.uk](http://www.dartmoor.co.uk)**

The [www.dartmoor.co.uk](http://www.dartmoor.co.uk) website is going from strength to strength. Visitor numbers are increasing month on month. More importantly, we are getting excellent feedback from the general public and from members and the site is being used more and more as a source for information. We have found that **all** businesses that were experiencing a lack of referrals from the [dartmoor.co.uk](http://www.dartmoor.co.uk) site are now prospering. This is mainly down to ensuring that time is taken to update information and add images on their individual page...and to give the site time to establish itself.

We have constantly been updating information and adding pages, monitoring progress and ensuring that the site continues to appear high in search results. The latest developments are as follows:

- Links with main description of business web page – for example, [Tavistock Holiday Cottages](#)
- [Search by map](#) facility

- [Accreditation pages](#) – updated information with downloadable access forms
- Updated [Dartmoor First](#) page (with links to all [Dartmoor First](#) businesses)

#### Coming soon...

- Accessibility search facility
- Extensive location search
- Completed letterboxing page with links to all businesses with a letterbox

#### SEO

Guava (SEO consultants to [www.dartmoor.co.uk](http://www.dartmoor.co.uk)) advise that although the site will take 12-18 months to establish itself and begin achieving the visitors required, it is performing well. We will be continuing to work on the SEO of [dartmoor.co.uk](http://www.dartmoor.co.uk) throughout the year.

We monitor the site daily through Google Analytics which provides us with detailed information of visitor numbers and stats to the [dartmoor.co.uk](http://www.dartmoor.co.uk) site. This information is helping us to tailor and amend the site to ensure better ratings going forward.

We recently had a meeting with Matt at New Mind and he provided some much valued SEO guidance for future development of the [www.dartmoor.co.uk](http://www.dartmoor.co.uk) site. JW to begin work on this asap.

#### Discoverdartmoor.com

We have placed a skin over [discoverdartmoor.com](http://discoverdartmoor.com) which has brought it into line with [www.dartmoor.co.uk](http://www.dartmoor.co.uk) in terms of branding. We are keeping [discoverdartmoor.com](http://discoverdartmoor.com) for the time being as the site is very established but JW has amended much of the editorial to point visitors to the [www.dartmoor.co.uk](http://www.dartmoor.co.uk) site.

Website stats:

	<b>Dartmoor.co.uk</b> Unique visits/month	<b>Discoverdartmoor.com</b> Unique visits/month
September 08	3193	30,357
October	2986	29,015
November	2792	24,032
December	2486	20,868
January 09	3859	28,372
February	4119	28,674
March	4768	32,522
April	4458	34,413
May	4734	35,555
June	4848	35,250
July	5,330 – new site	40,036
August	10,566	45,099
September	5,302	36,561
October	6,076	37,339
November	5,217	28,368
December	4,007	25,820
January	7,102	32,244
February	8,214	29,416

Snapshot of [www.dartmoor.co.uk](http://www.dartmoor.co.uk)

**Average time on site:** 5 mins + 11 secs  
**Average page views:** 7.76 (discover dartmoor is 3 pages)  
**Bounce rate:** 32% (discover dartmoor is 40%)  
**New Visits:** 71%  
**Referring sites:** 39% (discover dartmoor is below 3%)  
**Direct traffic:** 14%  
**Search engines:** 47% (discover dartmoor is 50%)  
**Top searches for dartmoor.co.uk:**

Where to stay  
What to do  
Dartmoor Attractions  
Dartmoor Hotels  
Dartmoor Inns  
Dartmoor B&Bs  
Dartmoor Self Catering  
Dartmoor Activities

## 5. Local food & drink

**DFA** - We are working hard at the partnership to ensure that we promote the DFA at every opportunity, encouraging our tourism members to buy local food and to spread the word of the DFA to their guests. JW met with Richard Dean on 14 January to discuss future projects. JW has supported the DFA in their RDPE bid to further develop the brand.

Below highlights some of the local food initiatives that have been taking place and are planned for the future:

### **Ongoing – PR.**

JW is promoting the DFA at all times within features both to national and regional press. JW recently included the DFA in SWT Marketing Campaigns which should return a great deal of publicity

**Membership:** DFA has two year membership with DP, with payment in 2010.

**Advertising:** Free full page advert in Food & Drink directory

Discounted rate on full page the Guide in the food & drink section – distributed to all TICs in the UK throughout the year

**Website:** DFA has a prominent presence on the dartmoor.co.uk website with a direct link through to their website booking pages.

### **Events:**

Dartmoor on Your Doorstep with Dartmoor Farmers –TBC

Networking event –April 2010

Showcase Day – May 2010

## 6. Membership & Quality

### a) Membership

Lead: JW

### **Membership retention**

Penny is looking after the membership, the members and their benefits. This includes recruiting new members and retaining existing ones. Sales documents have been produced, including a prospectus, application forms, website package details and inspection documents. JW has recently introduced a new prospectus which is now being endorsed by PM.

### Membership changes since 13 January (last progress report)

new members recruited	15
Lapsed members re-recruited	6
Lapsed members	39

### Membership figures

Serviced	136
Self catering	86
Caravan & camping	16
Attractions, Activities, Retail, Pubs, Eating Out, etc.	177
<b>Total Tourism members</b>	<b>417</b>
Associate members	1
Dartmoor Farmers	30
Trade members	80
<b>Grand total</b>	<b>527*</b>

### Joint Dartmoor Partnership + Visit Devon Commercial members 76

\*We have retained in excess of 90% of the existing membership which we believe is due to providing better value for money and real, tangible benefits to members.

### b) Quality – local inspections

JW updated details of [Inspection Pack](#) which is also available on the website. JW has also updated the [information page](#) on the [www.dartmoor.co.uk](http://www.dartmoor.co.uk) site.

### Accessibility

We now have the ability to provide an accessibility search on the [www.dartmoor.co.uk](http://www.dartmoor.co.uk) website. This will allow members of the public to search for a business based on its accessibility. Forms were circulated to members asking that they fill in their accessibility statement and return to the office so that we can add their information to the [www.dartmoor.co.uk](http://www.dartmoor.co.uk) website. Nadine has kindly offered the services of the TIC staff to data input that information and to follow up with members to ensure that they have returned the information.

Those that fill in the form will benefit as they will appear in more search results on the website. The Accessibility forms are also available on the website: [access forms](#).

## 7. Sustainability

### Dartmoor First

DNPA and DP are promoting Dartmoor First on the websites, through staff, rangers, inspectors and now through the member newsletter. There was an award presentation at HMVC, Princetown on 26 January 2010 with Mark and Richard presenting. It was a very positive event and lots of sharing of information took place. The award is being promoted at all events. All Dartmoor First award winners have an additional presence on the [www.dartmoor.co.uk](http://www.dartmoor.co.uk) website.

## 8. Financial Control

### Budget

The budget for financial year 2009/10 is on target, despite having an unexpected £3,000 bill for a new server in January. This is excellent news and means we will begin the new financial year as predicted, with no surprises.

A budget was presented to the board at the November meeting and agreed for 2009-11. Direction was given by the board that the budget for the third year, 2011-12 would be determined once thorough research has been done into membership and funding. Three proposals will be circulated one week prior to the board meeting on 10 March. Following that, JW and Mark Walker will present the proposals at the March board meeting where a decision will be made on the way forward for the Partnership. The Business strategy was circulated prior to the last board meeting and is available for reference.

## 9. Monitoring

a) STEAM (Richard Drysdale) – a survey with covering letter was circulated in January asking members for figures on bed spaces. This is to gather information on bookings throughout the year on Dartmoor and will give us a snap shot of business on the moor for 2009. Information is still being processed.

b) Survey to all members was circulated on effectiveness of publications – July 2009. This was used to make effective decisions within the publications audit.

c) Business Information survey will be circulated to members at the beginning of April to gauge business activity for Q1 on the moor.

### i. DNPA Publications Audit

**John Weir will present to the Dartmoor Partnership board on 10 Mar.** DP and DNPA agreed to reciprocal advertising in the guides which is already taking place.

## 10. Business Support

Liaison with the Devon DMO

The company is being managed by DCC and the Visit Devon board until a General Manager is put in place. Regular meetings are being held and progress is positive.

Visit Devon will return to its rightful role of marketing Devon, acting as a voice for Devon businesses (campaigning and lobbying) and promoting the area on a national and international level. There will cease to be competition or duplication with regards to membership; advertising, PR and marketing campaigns will involve ATPs, assisting and benefiting the local areas. **Rosie Bates from Visit Devon will be presenting at the board meeting on 10 Mar.**

### Joint Dartmoor Partnership/Visit Devon membership

The joint membership scheme will remain as it is to the outside world until Apr 2010, despite changes happening behind the scenes. All ATPs and board members, as well as Devon CC, are ensuring that all Visit Devon members receive their benefits and that work/projects are delivered.

## **12. Internal structure of Dartmoor Partnership**

Due to the changing face of the Dartmoor Partnership, we are undergoing a thorough review of all staffing procedures such as contracts, job descriptions, training, health & safety and appraisals. This is to ensure that a clear structure is in place going forward.