

ATTP Operational Group Progress Report 15 July 2010

1. Communications

a) PR intern for DP

We recently appointed William Allan to manage our PR and communications within the Partnership. Will began work on 7 June and has been doing wonders ever since. He has hosted press visits, gained local PR coverage, we have articles in Sunday Times, Trail Magazine, TGO (outdoors), Independent. He has projects with the Wild Swimming author Kate Rew, BBC Spotlight, Devon Life, WMN and a feature for the Dartmoor Farmers. Will has pulled together a comprehensive photo library, set up a new Facebook page and twitter account and is producing weekly press releases to raise the profile of the Partnership itself.

i) business to business e-newsletter

This is going out every other week and incorporates all member news, updates and benefits.

ii) consumer e-newsletter

This is being issued every other month and has a circulation list of almost 3,000 people across the world. We have incredibly good feedback from this newsletter and it provides good information which drives traffic to the website

b) 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 Sunday Times, The Independent and Countryfile for Visit Devon PR agency, A Head for PR.** We have hosted two press visits to date in 2010, including French TV, and Trail Magazine and have another planned for August.

2. Marketing

a. Material material

i) Visitor's Guide: the 2010 Dartmoor Visitor's Guide is being distributed to all TICs throughout the UK and is available online as a digi brochure on both www.dartmoor.co.uk and 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:

99.9% found the Guide informative

41% have visited a venue due to seeing it in the Guide

15% have booked accommodation through the Guide

85% would consider booking accommodation in the future through the Guide

We have now produced the rate card for the 2011 Dartmoor Guide and this has been sent out to all members to advertise. The closing date for advertising within the Guide is 31 August and the new guide will be ready for December 2010.

ii) Attractions & Activities Map / Accommodation Directory

Both of these publications were produced in time for the Easter break thanks to WDBC and DNPA. The Food, Drink & Shopping Directory is on hold at present .

- 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 running a competition within the directory to monitor the effectiveness of the publication. Again this correlates with a dedicated web page
 - o **Dartmoor Classic:** we produced business card size flyers to enclose within the Dartmoor Classic competitor goodie bags (which we sponsored). These flyers advertised a competition and directed entrants to the www.dartmoor.co.uk website
- 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 – confirmed by DNPA. Date TBC
- 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, Contemporary Craft Fair marketing material, Dartmoor Classic bags and marketing material.

b. Distribution:

Carolyn continues to fulfill the role of distribution for the Partnership. She has taken on the role with real enthusiasm and has recently provided nothing but good feedback. 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 Dartmoor Classic at Abbrook Sports Centre, Kingsteignton on 27 June 2010.

c. Funding Project

We have just submitted a bid for Active Dartmoor Project on 12 July. We are working with Dartmoor Magazine but the Partnership will be managing the project. The main aim is to raise the profile of Dartmoor as a centre for activity, to provide the missing link in the service we already provide to locals and the general public. We are hoping to be able to add an interactive map to our website which will have downloadable routes, cycle ways, bridleways, climbing spots, kayaking information, accommodation en route, kit hire, events in the area, flora and fauna, travel information and the like. This will be backed up with a twice yearly Active Dartmoor Magazine which will go out to subscribers initially.

3. Events (including local food)

Hosting:

We have just completed our events for the Summer. However, networking evenings and workshops will resume in September. The first being a joint event with Dartmoor Farmers on 9 September.

Attending:

Devon County Show - 20/21/22 May

Contemporary Craft Fair - 10/11/12 June

SW Lakes Trust 10th anniversary - 20 June

Dartmoor Classic – 27 June

The Dartmoor Classic (cycle event) went very successfully. Dartmoor Partnership not only had a presence on the day, along with DNPA, but also stuffed the goodie bags and helped with the trophies on the day. Dp also sponsored the cycle bags, provided literature, a competition and had several members of the Partnership actually taking part! The event has been featured within the member and consumer newsletters and gained press coverage in the Mid Devon Advertiser and Okehampton Times.

All other 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

The www.dartmoor.co.uk website is going from strength to strength. We have generated in excess of 100,000 unique visitors in the first year which is excellent when the site is so new. We are getting really positive feedback from the general public and from members and the site is being used more and more as a source for information. Only last week, the Sunday Times called after having looked at our website!

SEO

JW is in the final stages of completing SEO work behind the scenes to the www.dartmoor.co.uk site. This will serve place www.dartmoor.co.uk higher in search results and to bring more visitors to the website. JW is monitoring this progress and is already seeing a difference in the site appearing higher up results pages.

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.

Recent additions:

- picnic spots page
- Completed letterboxing page with links to all businesses with a letterbox

Coming soon...

- Children's section
- Package holidays (walking breaks, climbing holidays, nature breaks etc)
- Additional walking and cycling routes

Discoverdartmoor.com

We have placed a skin over discoverdartmoor which has brought it into line with www.dartmoor.co.uk in terms of branding. We are keeping **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 site.

Website stats:

	Dartmoor.co.uk Unique visits/month	Discoverdartmoor.com 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
March	9,200	34,964
April	9,286	34,929
May	10,565	36,082
June	10,220	30,309

Snapshot of www.dartmoor.co.uk

Average time on site: 4 mins + 57 secs

Average page views: 7.3 (discover dartmoor is 3 pages)

Bounce rate: 32% (discover dartmoor is 40%)

New Visits: 76%

Referring sites: 34% (discover dartmoor is below 3%)

Direct traffic: 13%

Search engines: 53% (discover dartmoor is 50%)

Top searches for dartmoor.co.uk:

Where to stay
Dartmoor Camping
What to do
Dartmoor Attractions
Dartmoor B&Bs
Wild Dartmoor
Dartmoor Hotels

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. DP has supported the DFA in their RDPE bid to further develop the brand. DP met with DFA on 29 June to jointly organize a DFA showcase day for 9 September and to discuss future PR coverage. DP has submitted information for a feature on DFA to Devon Life. An article on local producers has also been pitched to BBC Spotlight, WMN, and Countryfile.

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

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 in 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.

6. Membership & Quality

a) Membership

Lead: JW

Membership retention

Penny has left the Partnership and her work is being managed in-house. Sales documents have been produced, including a prospectus, application forms, website package details and inspection documents which are being circulated to new members.

A new membership scheme has been approved and will be rolled out for September 2010. Membership figures are as follows:

Membership changes since 1 May (last progress report)

New members recruited	9
Membership figures	
Serviced	137
Self catering	101
Caravan & camping	22
Attractions, Activities, Retail, Pubs, Eating Out, etc.	180
Total Tourism members	440
Associate members	1

Dartmoor Farmers	30
Trade members	83
Grand total	554*

Joint Dartmoor Partnership + Visit Devon website entries 88

*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.

Visit Devon

We have begun selling website advertising on behalf of Visit Devon at £40 + VAT per member. We have added to the prospectus and the website and have 9 new sign ups to date.

b) Quality – local inspections

The local inspection scheme is running smoothly with no issues at present.

Accessibility

We now have the ability to provide an accessibility search on the www.dartmoor.co.uk website. This will allow members of the public to search for a business based on its accessibility. Hazel at OkehamptonTIC is inputting the accessibility data and following up with members to ensure that they have returned the information. Those that have filled in their form are now appearing in a specific accessibility 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 the Two Bridge on 12 May and there are now 46 businesses with the award. The award is being promoted at all events. All Dartmoor First award winners have an additional presence on the www.dartmoor.co.uk website.

8. Financial Control

Budget

A budget for the next three years (2010-13) was presented to the board at the March meeting and approved. However there may be changes due to the new membership scheme which will be rolled out in September.

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 was circulated to all entrants of the Dartmoor Classic to find out if they would welcome an organization that promoted Dartmoor as a centre for activities, providing maps, routes, travel etc in one place.

c) Business Information survey was circulated beginning of July to members to gauge business activity for Q1&2 on the moor.

i. DNPA Publications Audit

Jackie Ridley confirmed that due to cuts in DNPA budgets, any developments with combining DNPA publications and DP publications would have to be put on hold. JR to confirm when talks can resume on this matter.

10. Business Support

Liaison with the Devon DMO

Visit Devon has a new General Manager, Rosie Bates. Nadine Trout represents Dartmoor on the board of Visit Devon and the marketing group. Visit Devon will sell services such as a presence on the Visit Devon website (through the ATPs), sponsorship and advertising space. Visit Devon will continue to act as a voice for Devon, promoting the region to a national and international audience. Visit Devon has an excellent PR Agency, A Head for PR, who DP utilise as much as possible. There are also often campaigns with which we can get involved.

12. Internal structure of Dartmoor Partnership

The Strategy for 2010-14 has been approved by the board and JW has begun work in earnest. There is a new approved membership scheme which is being rolled out for September 2010. Penny McInnes left the Partnership on 15 July. All her work is being covered in-house until such a time when we recruit the right candidate for the new role of Membership Communications.