

WORLD HERITAGE SITES OF WALES

MARKETING PARTNERSHIP

TOOLKIT



ONLINE TOOLKIT

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1. What is the Welsh World Heritage Sites Marketing Partnership

For a small country, Wales punches above its weight in terms of World Heritage Sites. There are three currently – Blaenavon Industrial landscape; The Castles of Edward I and Pontcysyllte Aqueduct and Canal, and this number might grow further.

The partners involved recognise that this gives Wales another, powerful string to its marketing bow.

2. What is the toolkit and why is it useful to me?

We want to help you maximise the benefits that being part of a Welsh World Heritage Site family can bring to you. This toolkit provides simple ideas and advice as to how you can use the ‘Welsh World Heritage Site’ concept to help you market your site, and make the overall ‘offer’ in the area more attractive to visitors by showing you are part of something much bigger.

We have included useful copy that you can cut and paste in to your own web sites, leaflets and press releases etc. We’ve also included some stock images and provided advice on how to use images from Visit Wales’ vast collection. There are also practical suggestions re using the social media channels that link to the World Heritage Sites, a list of handy specialist contacts, advice on getting your stories on to the national stage plus links to VW’s marketing toolkit and much more.

We hope you find it useful!

3. Useful copy for your marketing material

In order to make life a bit easier, we’ve written some content you can cut and paste in to your own marketing material and press releases.

Single line (for leaflets/press releases)

(‘Site Name’, or ‘we’) is/are proud to belong to Wales’ World Heritage Sites. For more information visit (web page) and download our leaflet

Paragraph (for leaflets/end of more detailed press releases)

(‘Site Name’ or ‘we’) is/are proud to belong to Wales’ World Heritage Sites. Spanning over 700 years of Welsh history, our World Heritage Sites are diverse-medieval castles, ground-breaking industrial sites and massive engineering projects. Yet in some ways we are very similar. We all owe their existence to big personalities, ambition and creative genius. These qualities define Edward I,

Thomas Telford and the ironmasters of Blaenavon – the men with the vision to build on a grand scale in Wales. Backbreaking slog, sweat and struggle define what it was like for those who made the vision a reality – the men and women whose labour turned these ideas into reality. Why not experience each of these remarkable places and feel awe, amazement and admiration at what human ingenuity has achieved here in Wales!

For more information visit the [World Heritage Sites of Wales page](#) on www.visitblaenavon.co.uk and download our [new joint leaflet](#).

Longer text (for web sites etc. - NB paragraphs can be used together or separately depending on the audience)

Wales' World Heritage Sites

('Site Name' or 'we') is/are proud to belong to Wales' World Heritage Sites. Spanning over 700 years of Welsh history, our World Heritage Sites are diverse - medieval castles, ground-breaking industrial sites and massive engineering projects. Yet in some ways they are very similar. We all owe their existence to big personalities, ambition and creative genius. These qualities define Edward I, Thomas Telford and the ironmasters of Blaenavon – the men with the vision to build on a grand scale in Wales. Backbreaking slog, sweat and struggle define what it was like for those who made the ideas a reality – the men and women whose labour turned these visions into reality.

Where are Wales' World Heritage Sites?

Pontcysyllte Aqueduct and Canal – Completed in 1805 and set in the stunning countryside around North East Wales, this 'the stream in the sky' is surprisingly elegant despite its height. An unnerving 126ft above the valley floor, you can squeeze through its water-filled iron trough on a traditional 'narrow' boat, or walk alongside if you are brave enough!

Blaenavon Industrial Landscape – shaped by over 200 years of ironworking and mining, both the landscape and the community of Blaenavon are special. At its heart stands Blaenavon Ironworks, the largest and most technologically advanced ironworks in the world when it opened in 1787. Today, there are attractions galore – 'experience' the ironworks; take a trip underground at Big Pit National Coal Museum; travel on a steam train, or visit the World Heritage Centre before venturing into its heather and moorland upland habitat where wildlife thrives amongst reminders of the industrial past.

The Castles of Edward I - these four great fortresses on the north Wales coast are the finest examples of medieval military architecture of their kind in Europe. They were the final piece in the King's strategic plan to conquer Wales. Newly

crowned in 1272, Edward I set about sorting out the 'rebel and disturber of the King's peace', the ambitious Welsh Prince Llywelyn ap Gruffudd. When Llewellyn was killed in 1282, Edward cemented his hold on Wales by building huge castles including the four at Harlech, Beaumaris, Caernarfon and Conwy. Today these four sites form a World Heritage site.

Why not experience each of these remarkable places and feel awe, amazement and admiration at what human ingenuity has achieved here in Wales!

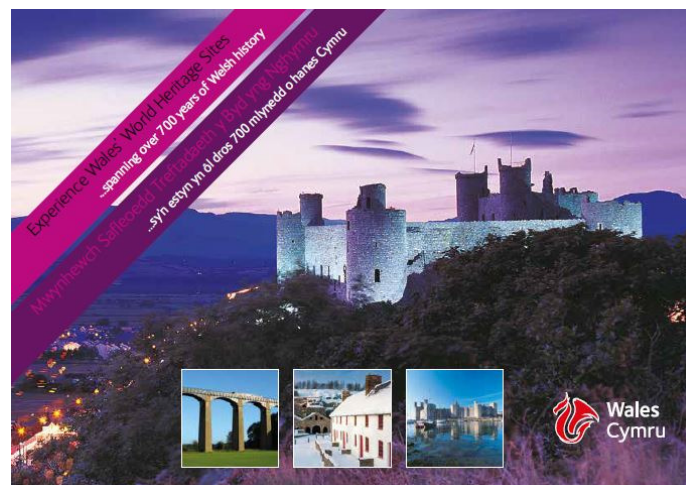
What is a World Heritage Site?

World Heritage Sites are part of an exclusive network recognised by UNESCO as the best on Earth. They illustrate crucial moments in human endeavour which changed the world for ever. Our World Heritage Sites rub shoulders with other members of this elite club such as the Taj Majal and the Pyramids!

For more information visit (web page) and download our leaflet. (Site Name) is proud to belong to Blaenavon World Heritage Site. For more information please the [World Heritage Sites of Wales page](http://www.visitblaenavon.co.uk) on www.visitblaenavon.co.uk.

Paragraph (for leaflets/end of more detailed press releases)

(Site Name) is proud to belong to Blaenavon World Heritage Site. Perfectly situated at the gateway to the South Wales Valleys, and partly within the Brecon Beacons National Park, our landscape is a testament to human industrial endeavour. Our 33 square kilometre site is brought to life by attractions, events and activities, many centred around our attractive 19th century town, making it a perfect destination for all the family. In fact, we're so good that in 2000, UNESCO inscribed us as a World Heritage Site, for the part the area played as the world's major producer of iron and coal in the 19th Century. It's the relics of this industry that make us such a great place to visit – and they're all set within a fascinating landscape that's great for walking, cycling or mountain biking! For more information please see the [World Heritage Sites of Wales page](http://www.visitblaenavon.co.uk) on www.visitblaenavon.co.uk.



Longer text (for web sites etc. - NB paragraphs can be used together or separately depending on the audience)

(Site Name) is proud to belong to Blaenavon World Heritage Site. Perfectly situated at the gateway to the South Wales Valleys, and partly within the Brecon Beacons National Park, our landscape is a testament to the human endeavour of miners and ironworkers of the past.

Our 33 square kilometre site is brought to life by attractions, events and activities as well as the gentle buzz of our heritage town which marries 19th century charm and a diverse range of shops, businesses and public amenities. From our famous cheese to keepsakes and curios we've got it here.

It's all so handy too! Our major attractions such as Big Pit National Coal Museum, Blaenavon Ironworks, the World Heritage Centre and Blaenavon Heritage Railway are all just a few minutes' drive or walk from each other.

With all this, and a fascinating landscape crying out to be explored, we're a perfect destination for all ages and interests. In fact, we're so good that in 2000, UNESCO inscribed the Blaenavon Industrial Landscape as a World Heritage Site, for the part the area played as the world's major producer of iron and coal in the 19th Century. Today you can see remains of all of the necessary elements needed for the iron and coal industry, including a coal mine, furnaces, quarries, railway systems, ironworkers' cottages, churches, chapels, a school and a workmen's hall. All set in a landscape that is favoured by walkers, cyclists and mountain bikers. So you are sure to enjoy your visit – whenever you come!

And, once you've fully explored Blaenavon World Heritage Site why not discover more about Wales, the first industrial nation, by following the South Wales Route of Industrial Heritage, part of a Europe wide route.

For more information please see the [World Heritage Sites of Wales page](http://www.visitblaenavon.co.uk) on www.visitblaenavon.co.uk.



4. Press release template and sample press release

Need some help writing a press release? If so, please feel free to use the templet below. We've also included a sample press release for you to use as a model:

PRESS RELEASE TEMPLATE

	COMPONENTS
1.	DATE
2.	EYECATCHING TITLE WITH KEY WORDS
3.	LOCATION
4.	SUMMARY PARAGRAPH (THE GOSSIP)
5.	2-3 PARAGRAPHS COVERING THE WHO WHEN WHAT WHY AND WHERE Include strong quotations from key personnel or customers A BRIEF BUSINESS BIO CONTACT DETAILS INCL WEB/SOCIAL MEDIA NB add strong images that are 'on message' always spell check and write in 3 rd person
6	A BRIEF BUSINESS BIO
7	CONTACT DETAILS INCL WEB/SOCIAL MEDIA
	ALSO INCLUDE
8	NOTES FOR EDITORS/BACKGROUND INFORMATION
9	A STRONG IMAGE/S THAT IS ON MESSAGE
	GENERAL BEST PRACTICE
NB	Always spell check and write in 3rd person

If you are inviting the press to an event/news conference, etc. – then try to give as much notice as possible. Even if you haven't sorted all the details you can send out a "Diary Marker" so that they have the date, general subject and venue in their diary.

SAMPLE PRESS RELEASE

January 7th 2016

When the Valleys changed the World.

Blaenavon World Heritage Centre, Blaenavon

BBC Radio and TV presenter, Roy Noble has launched a new industrial heritage initiative. Aimed at getting industrial attractions to work more closely together, this initiative is seen as an exciting step forward in encouraging more visitors to the area.

The event which took place in Blaenavon World Heritage Centre (attracted over 60 delegates, each with a particular interest in making sure that the Valleys' industrial heritage sites are well and truly on the tourism map.

The day also included a series of presentations by high profile speakers from Visit Wales, Cadw and the European Route of Industrial Heritage. Key messages included the importance of making the heritage links between sites, so that visitors get the full impact of the importance of the Valleys during the Industrial Revolution:

“As individual sites we each have a story to tell. But all those stories are aspects of a bigger narrative, which when joined together creates an exciting epic of invention, expansion, power struggles and politics which changed the world” said Project Lead, Kate Blewitt of Torfaen County Borough Council.

The project is being led by Torfaen CBC on behalf of a public, private and third sector partners and has received funding from Welsh Government via Visit Wales.

For more information contact Ruth Taylor-Davies, Project Co-ordinator on 07862218066/lethaconsultancy@gmail.com

Ends

Editors Notes

Blaenavon World Heritage Centre is proud to belong to Wales' World Heritage Sites. Spanning over 700 years of Welsh history, our World Heritage Sites are diverse- medieval castles, ground-breaking industrial sites and massive engineering projects. Yet in some ways we are very similar. We all owe their existence to big personalities, ambition and creative genius. These qualities define Edward I, Thomas Telford and the ironmasters of Blaenavon – the men with the vision to build on a grand scale in Wales. Backbreaking slog, sweat and struggle define what it was like for those who made the vision a reality – the men

and women whose labour turned these ideas into reality. Why not experience each of these remarkable places and feel awe, amazement and admiration at what human ingenuity has achieved here in Wales!

For more information, visit www.visitblaenavon.co.uk and download our leaflet.



Roy Noble addresses the attendees at 'The Valleys that Changed the World' launch event.



Exterior of Blaenavon World Heritage centre, venue for the event.

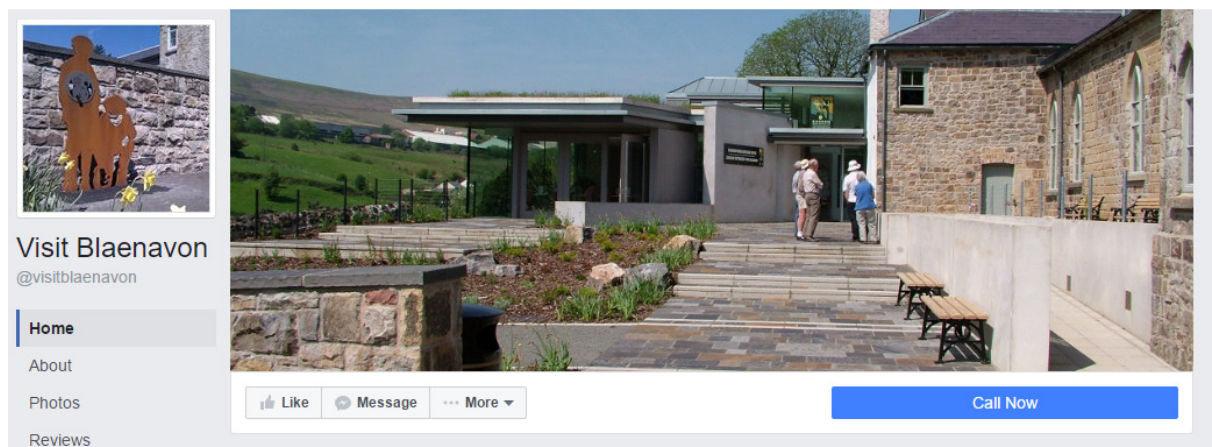
5. Social Media

Each of the 3 sites has already established an active Facebook page and Twitter Feed. It will be great if sites can promote the other World Heritage Sites as well as their own sites, encouraging people to explore more of the heritage of Wales.

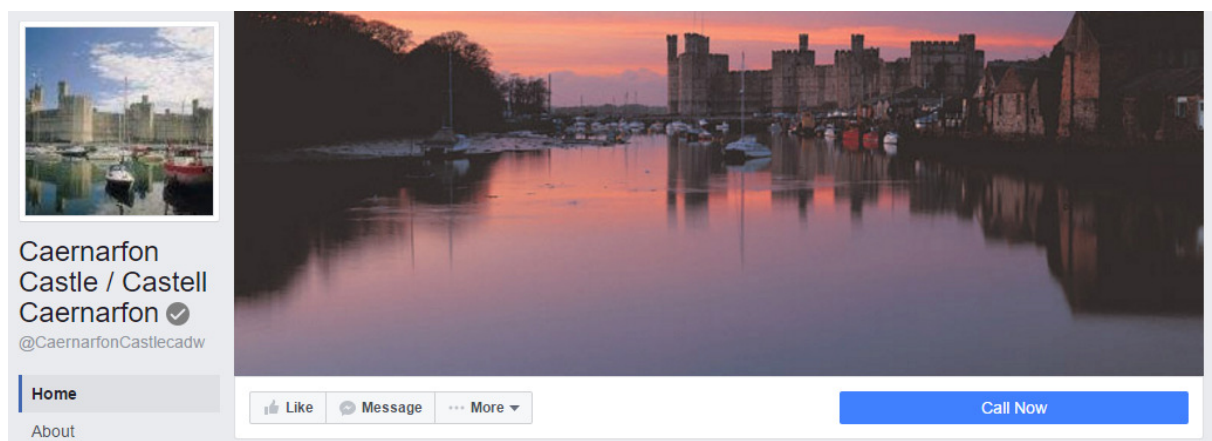
FACEBOOK - You are encouraged to join the Facebook pages as then you can post your stories to it. In turn, these will be picked up by other sites that promote the area, such as 'The Valleys' marketing campaign for Blaenavon or VisitWales for the whole of the country, thus broadening your coverage.

Simply type any/all of these in to the search facility on Facebook.

The Blaenavon page looks like this....

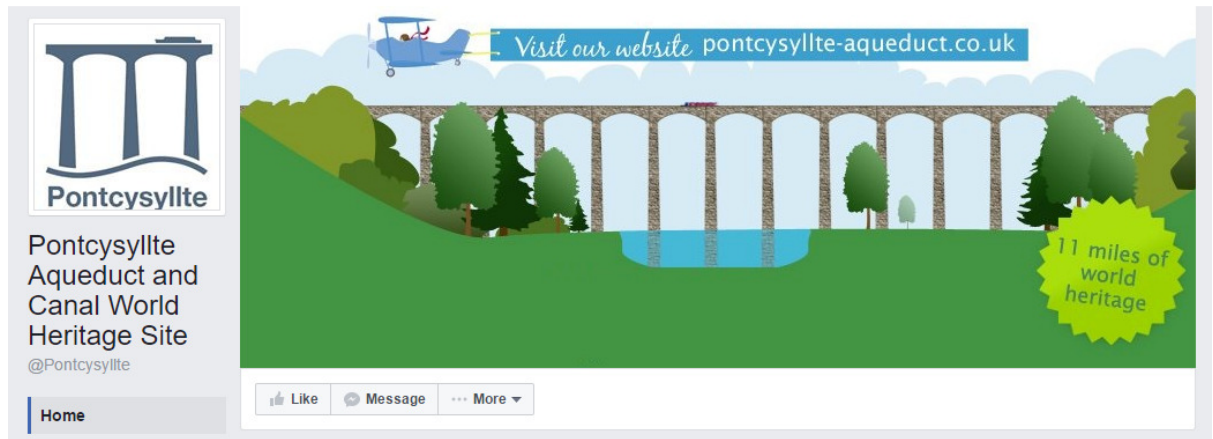


The Caernarfon Castle page is ...



There are similar Cadw Facebook pages for the other castles.

Pontcysyllte Aqueduct and Canal World Heritage Centre Facebook page



Mention the World Heritage Sites of Wales in your Facebook postings, and partners will see them and share/comment/etc.

TWITTER

There are twitter pages for the World Heritage sites at Blaenavon and Pontcysyllte; for the Edward 1's Castles of North Wales there are individual pages for each castle.

VisitBlaenavon twitter page...



Caernarfon Castle twitter page.....



Caernarfon Castle
@CaernarfonCadw

Caernarfon Castle and Town Walls is a World Heritage site, internationally famous as one of the most complete of Edward I castles.

Caernarfon
cadw.wales.gov.uk
Joined February 2012

TWEETS 761 FOLLOWING 170 FOLLOWERS 2,709 LIKES 19

Follow

Tweets Tweets & replies Media

Caernarfon Castle Retweeted
Cadw @cadwcyrru · Jul 11
Gweithdai #Lego yn dychwelyd i @CaernarfonCadw. Tocynnau ar gael yma: bit.ly/2a2w9Sm #AnturHanes



New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

You may also like · Refresh
Castell Harlech @Harlech_Castle

Official Pontcysyllte Aqueduct & Canal World Heritage Site twitter page....



Pontcysyllte
Safe Trefnadaeth Y Byd
World Heritage Site

PontcysyllteAqueduct
@Pontcysyllte

Official Twitter account of The Pontcysyllte Aqueduct & Canal @UNESCO World Heritage Site in NE Wales, UK. Share your images, events and experiences! #pontyWHS

Shrops - Wrexham - Llangollen
pontcysyllte-aqueduct.co.uk
Joined July 2011

TWEETS 4,688 FOLLOWING 2,601 FOLLOWERS 3,671 LIKES 2,101

Follow

Tweets Tweets & replies Media

PontcysyllteAqueduct Retweeted
Mrs B at Barnutopia @Barnutopia · Jul 12
Barnutopia.com
Llangollen Fringe Festival
July 14-24
16.5 miles from #barnutopia
#glamping #Shropshire
Discover Glamping, QuirkyAccom.com, Love Glamping and 7 others



New to Twitter?
Sign up now to get your own personalized timeline!
Sign up

You may also like · Refresh
This Is Wrexham @ThisIsWrexham
North East Wales

To get the very best from your social media activity it's all about getting other people to forward, like or share your postings. Here are a few of the current hashtags that will help you to reach a wider audience:

Visit Wales are at the start of a cycle of themed years – 2016 is all about Adventure – and the hashtag that they are looking for is **#FindYourEpic**. In support of this campaign regional marketing campaigns have their own hashtags – for instance The Valleys are using **#ValleysAdventure** and **#wildlifeadventure** is being used by nature organisations. So, check out what is being used locally and include on your tweets and Facebook postings, this will draw attention to your messages.

A hashtag which could be used to promote the World Heritage Sites of Wales could be **#3WHSWales**.

With all social media channels, it is important to remember that “a picture paints 1000 words”. Pictures get responses – especially if they are captivating, amusing, interesting and relevant to your market. [Take a look at this article which gives some great insights into using images versus words.](#)

6. IMAGES

It's not always easy to find suitable professional photography for use on websites, in leaflets or in press releases, but you'd be amazed what is already out there available for you to use.

Visit Wales Image Centre

This fantastic resource holds over 50,000 high resolution digital photographic images and HD video content, all produced and available to promote Wales as a tourism and business destination. It is a non-commercial photographic resource, provided by Visit Wales - the tourism division of Welsh Government.

To get an idea of the range of images available take a look at Wales on View (www.walesonview.com). To discover what they have available for your area or on a specific topic then send a request from www.walesonview.com/#!/p/contact identifying what you are interested in and how you aim to use the images.

Low resolution versions of the images will be supplied from which you can select those that you'd like to use/get high resolution versions. Details of terms and conditions of use will be provided along with the images you select.

Cadw also has an extensive image library. Work is currently underway to move the Cadw collection to www.walesonview ([check website for up to date news](#)) –

but should you be looking for specific images of Cadw sites then contact cadw.photolib@wales.gsi.gov.uk.

Another useful source for images may be the Local Authority Tourism Teams.

7. Useful Links

It's not what you know, but who you know, or so they say. Here's a handy list of links that could be of use to you in your marketing and partnership working:

Visit Wales – Year of Adventure – [background information](#).

Visit Wales – [research on the tourism sector](#).

Visit Wales – [Marketing Department](#).

Explore Wales – [check out the marketing areas that cover Wales and the key attractions](#).

Check out the [promotional brochures](#) for the whole of Wales.

8. Visit Wales Toolkit

Why reinvent the wheel when it comes to marketing? This handy document from Visit Wales unpicks the jargon and gives some excellent ideas on how to improve your marketing. [Download the Visit Wales Marketing Toolkit here](#).

9. Maximising exposure from VW press/PR

Visit Wales appoint PR agencies to secure media coverage for Wales. To help they need to be kept up to date with your news - events, new developments and even unusual visitors or stories from tourism operations across Wales. To get any information to the PR team e-mail it to productnews@wales.gsi.gov.uk

They always want to know about:

- New developments
- New and unusual holiday ideas
- Special interest breaks
- Events
- Special offers
- Packages

- Seasonal packages (Christmas, Easter, bank holidays, school holidays etc)

To ensure that Visit Wales have the best possible opportunity to use your news, give as much notice as possible before events and holiday breaks.

Visit Wales will pass information on to VisitBritain for use around the world, and some will be passed to journalists.

Visit Wales highlight any particular themes or angles that they and their PR agency want to pursue in the monthly eNewsletter – make sure [you register to be kept up to date with their news and plans](#).

10. Further help

Got an odd query, or a burning question, or just need an expert guide? Well, we've put together a list of organisations that have a range of expertise and skills that may be able to help you:

- **Wales Official Tourist Guides Association (WOTGA)**

Members of Wales Official Tourist Guides Association are the only guides officially recognised by the Welsh Government to guide in Wales. All have undergone extensive training, passing both practical and academic guiding examinations.

Many members have the prestigious 'Blue Badge' guide qualification, a mark of quality and expertise for over 50 years. Others hold 'regional' or 'site specific' qualifications.

All relish the chance to share their knowledge, aiming to provide fun and enlightening commentaries. When visiting Wales with a Wales Official Tourist Guide, you could not be in more capable hands. www.walesbestguides.com

- **Local Authority Tourism Officer**

They undertake a range of promotional and marketing activities using LA websites and social media, and are always looking out for events and news stories happening in their areas. To contact them check out your local authority website or call centre, they will be able to direct you to the officer who deals with tourism.

- **Blaenavon World Heritage Site** – Torfaen County Borough Council.
- **Pontcysllte Aqueduct and Canal World Heritage Site** – Wrexham County Borough Council.
- **Edward 1's Castles of North Wales** – Gwynedd Council, Isle of Anglesey County Council and Conwy County Borough Council.

- **Tourism Associations**

These are associations of tourism and hospitality establishments in a defined area. Many have websites and social media that can be tapped into. They also present opportunities to link with accommodation operators and restaurants/cafés to further promote news and events, as well as widening the product knowledge of local businesses.

