



# BLAENAVON WORLD HERITAGE SITE

## MARKETING TOOLKIT



## **ONLINE MARKETING TOOLKIT**

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

Your business/organisation is an important part of the Blaenavon World Heritage Site (BWHS). We want to help you maximise the benefits that being part of the BWHS can bring to you. This toolkit provides simple ideas and advice as to how you can use 'BWHS' brand 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 project, 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!

## 2. 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) is proud to belong to Blaenavon World Heritage Site. For more information, please see [www.visitblaenavon.co.uk](http://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 [www.visitblaenavon.co.uk](http://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 [www.visitblaenavon.co.uk](http://www.visitblaenavon.co.uk)

**Blaenavon World Heritage Site Branding** – A fully integrated branding has been developed for all aspects of the Blaenavon World Heritage Site featuring a range of iconic logos and text styles. You can find out more on [www.visitblaenavon.co.uk](http://www.visitblaenavon.co.uk) and if you would like to use the logo on your website or printed promotional material then get in touch with the tourism team at [blaenavon.tic@torfaen.gov.uk](mailto:blaenavon.tic@torfaen.gov.uk)



### 3. Press release template/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

	<b>COMPONENTS</b>
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
6	A BRIEF BUSINESS BIOGRAPHY
7	CONTACT DETAILS INCL WEB/SOCIAL MEDIA
	<b>ALSO INCLUDE</b>
8	NOTES FOR EDITORS/BACKGROUND INFORMATION
9	STRONG IMAGE/S THAT IS ON MESSAGE
	<b>GENERAL BEST PRACTICE</b>
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 7<sup>th</sup> 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 or [lethaconsultancy@gmail.com](mailto:lethaconsultancy@gmail.com)

Ends

#### *Editors Notes*

*Blaenavon World Heritage Site Centre 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 makes this 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 [www.visitblaenavon.co.uk](http://www.visitblaenavon.co.uk)*



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



Exterior of Blaenavon World Heritage Centre, venue for the event



## 4. Social media

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:

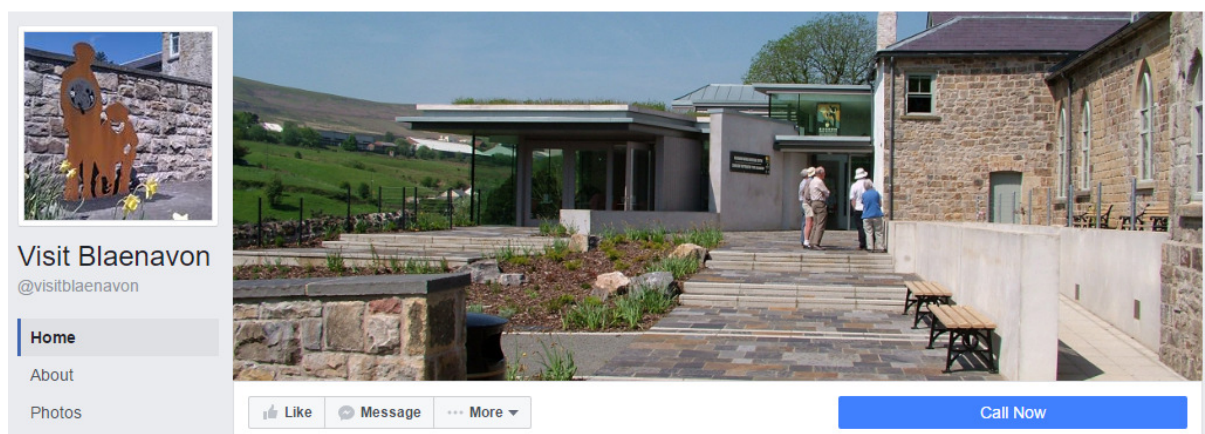
Visit Wales are at the start of a cycle of themed years – 2016 is all about Adventure – and the hashtag that they are looking for is **#FindYourEpic**. In support of this campaign regional marketing campaigns have their own hashtags – for instance The Valleys are using **#ValleysAdventure** and **#wildlifeadventure** 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.

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.](#)

Blaenavon World Heritage Site has already established an active Facebook page and Twitter Feed.

**FACEBOOK** - You are encouraged to join the Facebook page 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 and ‘The Valleys That Changed the World’, thus broadening your coverage.

Simply type **Visit Blaenavon** in to the search facility on Facebook – our page looks like this....



Mention **Visit Blaenavon** in your Facebook postings and we'll see them and share/comment/etc.



**TWITTER** - You can follow our twitter feed **@VisitBlaenavon**. Link to us and we will retweet your relevant feeds too! Mention **@VisitBlaenavon** in your tweets and they will be highlighted to us so that we know what you're up to, and can retweet to our followers.



## 5. 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](http://www.walesonview.com)). **To discover what they have available for the area then send a request from [www.walesonview.com/#!/p/contact](http://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.

Individual attractions and Torfaen CBC Tourism Team have their own image collections and may be able to allow usage by other organisations. Contact them directly – the tourism contact is [blaenavon.tic@torfaen.gov.uk](mailto:blaenavon.tic@torfaen.gov.uk)

## 6. 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](#).

Blaenavon World Heritage Site brings together a wide range of organisations who operate the many facilities that attract visitors throughout the year. Here are the key organisation and the relevant website.

- Blaenavon Town Team - [blaenavonlife.com/](http://blaenavonlife.com/)
- National Museum Wales operate Big Pit National Coal Museum - [museum.wales/bigpit](http://museum.wales/bigpit)
- Cadw operate Blaenavon Ironworks - [cadw.gov.wales/daysout/blaenavonironworks/?lang=en](http://cadw.gov.wales/daysout/blaenavonironworks/?lang=en)
- Torfaen County Borough Council operate The World Heritage Centre – [www.visitblaenavon.co.uk](http://www.visitblaenavon.co.uk)
- Blaenavon Community Group is run by fantastic volunteers - [www.facebook.com/blaenavonmuseum/](http://www.facebook.com/blaenavonmuseum/)
- Blaenavon's Heritage Railway is run by fantastic volunteers - [pontypool-and-blaenavon.co.uk](http://pontypool-and-blaenavon.co.uk)

## 7. 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.](#)

## 8. Maximising exposure from Visit Wales 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](mailto: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 e Newsletter – make sure [you register to be kept up to date with their news and plans](#).

## 9. 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](http://www.walesbestguides.com)

- **Local history**

Blaenavon Community Museum      [blaenavonmuseum@outlook.com](mailto:blaenavonmuseum@outlook.com)

Gwent Archives      [enquiries@gwentarchives.gov.uk](mailto:enquiries@gwentarchives.gov.uk)

- **Local Authority Tourism Officer**

Local Authorities undertake a wide range of activities that impact upon the tourism and heritage sectors in an area; everything from car parks and toilets to operating visitor attractions and promoting the area.

Kate Blewitt runs the tourism team in Torfaen County Borough Council [Kate.Blewitt@Torfaen.gov.uk](mailto:Kate.Blewitt@Torfaen.gov.uk). She is the first point of contact for all Blaenavon World Heritage Site queries.

Blaenavon Town also has a dedicated team working to develop the facilities, events etc. Blaenavon Town Team can be contacted via their website [blaenavonlife.com/](http://blaenavonlife.com/).

- **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.

Abergavenny and District Tourism Association

[www.visitabergavenny.co.uk](http://www.visitabergavenny.co.uk)

Brecon Beacons Tourism

[www.breconbeaconstourism.org](http://www.breconbeaconstourism.org)

Torfaen Tourism Association

[www.facebook.com/Torfaen-Tourism-Association-937782892952606/?fref=ts](https://www.facebook.com/Torfaen-Tourism-Association-937782892952606/?fref=ts)