

Promoting Sustainable Tourism & the Countryside

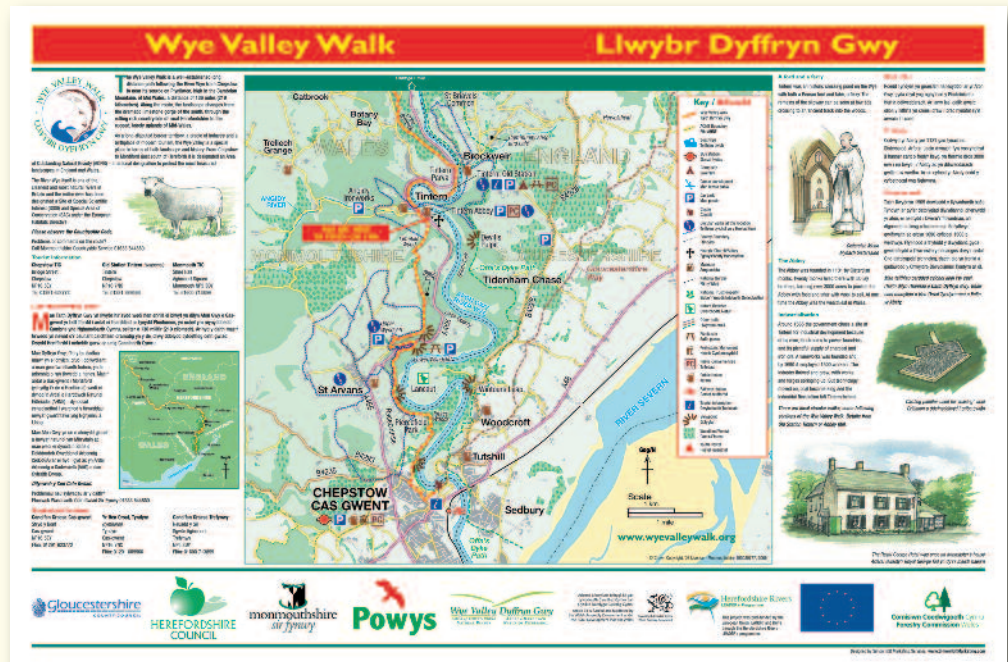
With the ever-growing interest in discovering (and re-discovering) the heritage, countryside, attractions, culture and cuisine of Great Britain, the need to inform, attract and satisfy the demand for such from a diverse and increasingly discerning public has never been greater. Effective written and visual marketing and communication can inspire, influence, include and impact both target and general audiences.

Simon Holt Marketing Services (SHMS) has helped a wide range of clients both to maximise their resources and potential and to develop new strands and approaches over the past eighteen years. Our multi-disciplinary team can draw on a strong suite of specialisms in the fields of countryside access; heritage information and interpretation; walking, rambling and cycling promotion; leisure marketing; public transport and sustainable tourism.

In addition, our consultants have comprehensive professional experience in both the public and private sectors, including

- countryside management
- archaeology
- marketing, market and field research
- leisure copywriting
- print and broadcast journalism
- heritage interpretation
- tourism promotion and development
- travel writing and the consumer food and drink industry

With in-house design capability and partners specialising in areas such as photography, creative arts, consumer research, guidebooks, low-impact informal tourism, recreational planning, public relations and event management, we are confident that you will find our services will meet your particular requirements.



SHMS recently completed the design work for 13 interpretation panels for the Wye Valley Walk Partnership. They are being erected at key locations along the route in Monmouthshire, Gloucestershire and Herefordshire (See page 2).

From individual and themed leaflets to marketing campaigns; recreational walk development to heritage trails; site-specific interpretive panels to general tourism brochures, our expertise in key market sectors can help progress your project or enhance your services or business.

We would be delighted to tender for any suitable projects you may be planning. Why not give us a call or email today.



MARKETING SERVICES

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Simon Holt Marketing Services Design Concept

SHMS has the latest Apple Mac technology. Using image, design and publishing software from Quark and Adobe we can develop complete finished artwork for a wide range of products.

Creative Maps and Illustrations

We have a proven track record in the design and production of bespoke maps for a wide range of applications. We can also provide original illustrations and other graphics for information and interpretive material. In addition, we can supply or source original photography where required.

Production and Publishing

We can produce the finished product for you, taking production through to print/manufacture and delivery, or for uploading to your website. If you prefer, we can supply you with finished artwork, ready for you to arrange your own production.

The Wye Valley Walk

Rising in the remote upland of Plynlimon in central Wales, the River Wye flows over 130 miles to join the River Severn below Chepstow, helping form the Bristol Channel. The Wye is one of Britain's most unspoilt rivers and flows through some of the country's most pastoral and spectacular landscapes. Whilst a recreational footpath following parts of the river's valley has existed for many years, the whole is much greater than the parts, and a consortium of local authorities and agencies agreed in 2000 to initiate a project to re-launch the Wye Valley Walk, to extend it from Rhayader through to the source, to upgrade the information available and to improve the promotion of the long-distance path.

SHMS were involved from the outset in many aspects of this diverse and ambitious project. Our consultants carried out field and desk research projects aimed at compiling full inventories of all visitor and tourist facilities along the entire length of the valley; visited and identified all public access points along the route; undertook user surveys at key points so-identified and studied the provision and availability of information and interpretation along the route. From these and other appropriate work, we synthesised a detailed Interpretation & Marketing Assessment Study and Report.



Black Mountains viewed from Merbach Hill on the Wye Valley Walk

We were also commissioned to design and produce a series of interpretation and information panels to be erected at key points along the Wye Valley Walk (see example panel on page 1).

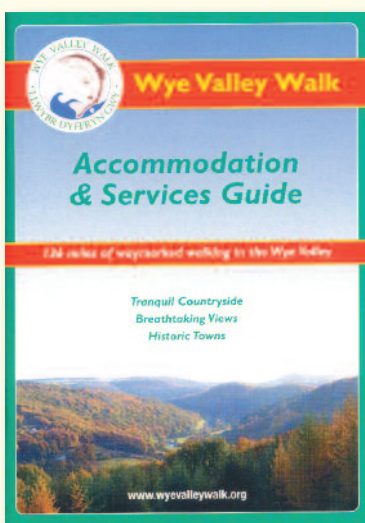


The Market House, Ross on Wye

Our association with the route continues, with SHMS working with Sustrans to promote the 'Peregrine Path', a cycle path that shares the route of the Wye Valley Walk near Symond's Yat. See below...

SHMS specialise in the development and marketing of recreational footpaths. Other such projects include;

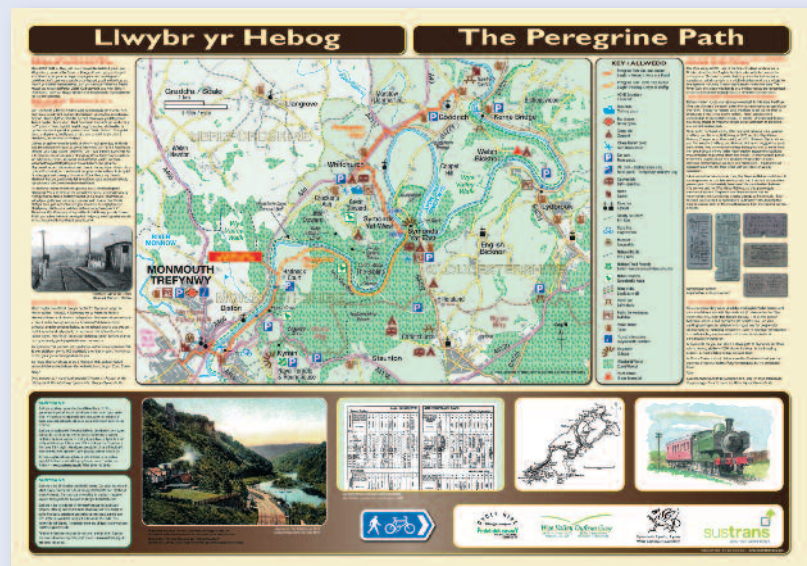
- *The Mortimer Trail (30 miles in the Welsh Marches)*
- *The Kerry Ridgeway in Powys*
- *The Severn Way*
- *The Lune Valley Ramble and Lunesdale Walk (Lancashire).*



Wye Valley Walk Accommodation and Services Guide.

As a result of this work, SHMS were pleased to be asked to research and compile an Accommodation Guide for the route.

Peregrine Path



A new interpretation panel has just been produced for the Peregrine Path (a cycle and walking route from Monmouth to Symonds Yat). The A0 size display (designed by SHMS) has been erected at Hadnock Halt where the path follows part of the route of the disused Ross and Monmouth Railway. The project was commissioned by Sustrans.

Recreational Transport

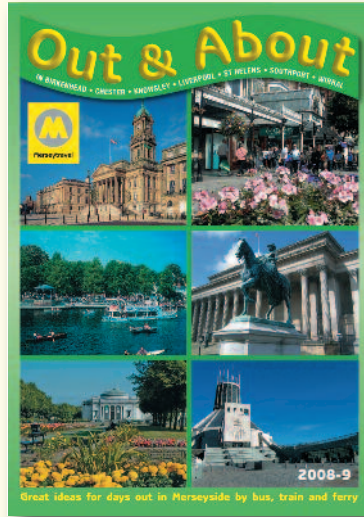
Let the Train Take the Strain – a memorable strapline from the 1970s that became outmoded but has now come to have renewed urgency and relevance in today's fast-moving but overcrowded world. For over two decades, SHMS has been closely involved in promoting the development and use of public transport to access and enjoy informal visits to town and country, seaside and city.

Merseytravel's comprehensive network of local bus and train services offer the springboard for a comprehensive series of leaflets, booklets and posters researched and developed by SHMS and aimed at encouraging the leisure use of the network across Merseyside.

"Walkabout" booklets detail refreshing walks on The Wirral, the Sefton Coast and in the countryside of the south-west Lancashire Plain, all easily reached on the local rail lines; "Rideabout" booklets encourage cyclists to reach traffic-free recreational routes by train whilst "Cruiseabout" walks link to the Mersey Ferry services and a "Getabout" booklet offers people with limited mobility the guidance needed to reach and enjoy leisure destinations.

Together with the comprehensive "Out & About" guide which outlines public transport access to (plus some discount

offers for) most of the area's visitor attractions, plus station-based poster information displays, this environmentally-friendly approach to experiencing the area is an integral part of ensuring residents and visitors alike can make the most of Liverpool's designation as European Capital of Culture 2008.



Merseytravel commissioned Simon Holt Marketing Services to update their Out & About publication for the 2008 season. This edition of Out & About is available online at the Merseytravel website (www.merseytravel.gov.uk). It is displayed online in a new digital brochure/magazine format.

SHMS has also worked on similar



Liverpool's historic dockland area.

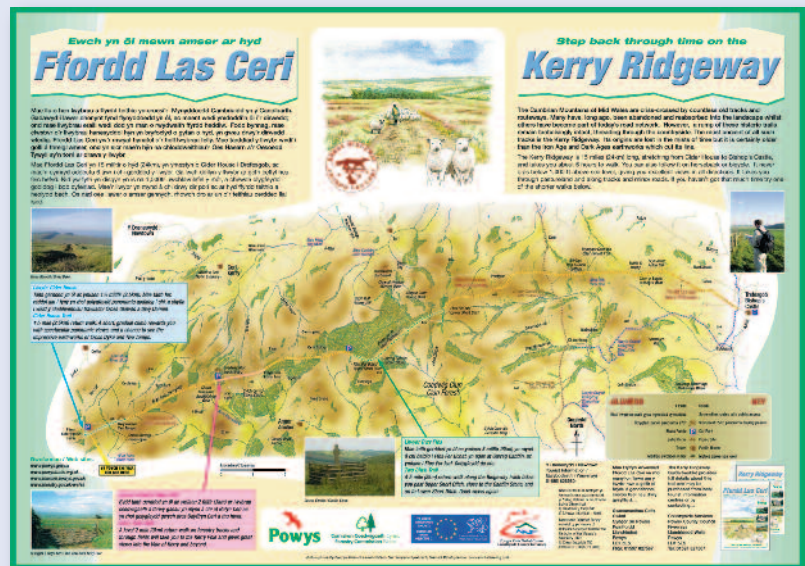
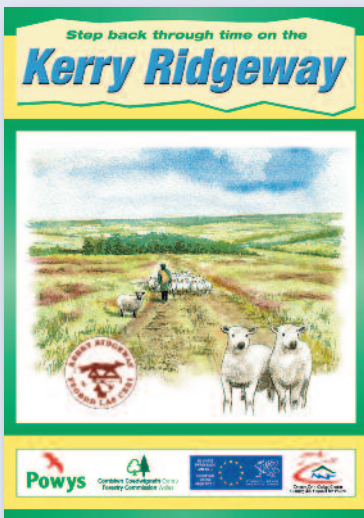
programmes combining walking and sightseeing with bus and rail services in Cheshire, Greater Manchester and Clwyd. In addition, our associates have been employed on projects with national and regional agencies to develop and market recreational bus services, leisure networks, ride & walk publications and many "car-free" schemes promoting access to the countryside.

Mapping

We have also designed and produced artwork for a whole series of walks maps for the Leaping Stiles Partnership (supported by Tourism Partnership Mid Wales & Powys County Council) and for Llani Limited in Llanidloes, Powys.

Maps are included in the Leaping Stiles web site (www.leapingstiles.co.uk) and also on Llanidloes Town's web site (www.llanidloes.com).

Kerry Ridgeway



Simon Holt Marketing Services researched and designed new Interpretation/Orientation Panels and 270-degree Panorama Viewpoint Displays for Powys County Council (Countryside Services) and the Forestry Commission. In addition, a new up-dated edition of the guidebook was also produced. All material is in both Welsh and English.

Out in the Country...

Walking your way to health has never been given a higher priority - by health professionals, national, recreational and charitable organisations - than it presently enjoys. SHMS has long been closely involved in the identification, research, marketing and promotion of walking trails and rambling routes. These vary from short, level strolls to more challenging routes in the hills of Wales and northern England.

"Green Walks" is a collection of short, easy walks in the Cheshire countryside where the Cheshire Plain rises to the hills of the Peak District. Several A5 booklets detail the routes, heritage and public transport connections; illustrated with maps and photographs, they were produced in partnership with Macclesfield Borough Council.

Carnforth is ideally sited between Morecambe Bay and the limestone hills above the Lune Valley in north Lancashire. A booklet – Carnforth Canal Walks – describes pleasant walks in the countryside and coastal fringe linked by the towpath of the Lancaster Canal. The booklet was produced for Lancaster City Council and partners.

The Pererindod Melangell walk explores the hill-country near to Lake Vyrnwy in Powys, linking this spectacular reservoir with a renowned place of pilgrimage, natural and heritage sites of the Tanat Valley in the Berwyn Mountains. This is one of a number of walking and heritage leaflets and booklets produced by SHMS for Powys County Council.

Some of the most remote countryside in South Wales is traversed by the new "Epynt Way," a waymarked bridleway, footpath and off-road cycle route exploring the Epynt Massif, a large tract of moorland, mountain and woods near Sennybridge in the Brecon Beacons National Park.

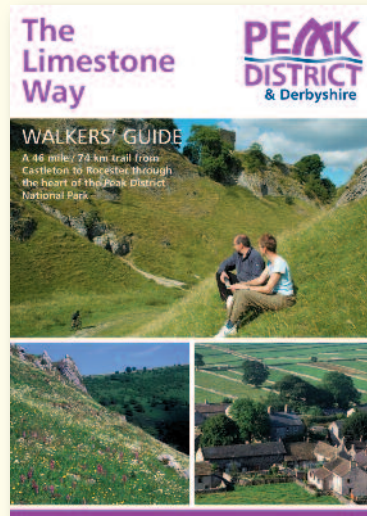


Epynt Way Map Leaflet



Stone Circle near Harthill Moor adjacent to the Limestone Way, Derbyshire. (From guidebook produced by SHMS for Derbyshire Dales District Council.)

SHMS worked with the Defence Estates (Ministry of Defence) and Powys County Council to develop the information provision for this inspirational route in countryside used for army and SAS training. A new guidebook is in production at the moment. This will complement the recently published map leaflet.

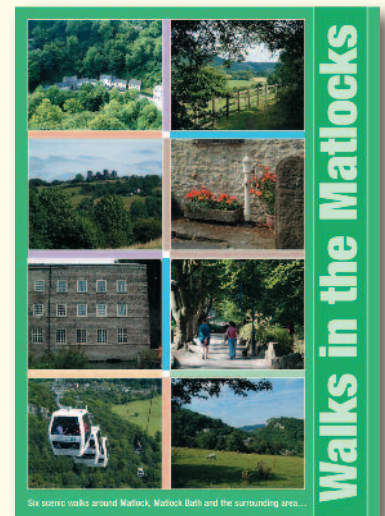


Limestone Way Walkers' Guidebook

The Peak District's limestone heartland is explored in guidebooks to The Limestone Way and a series of walks in the hills above Matlock designed by SHMS for Derbyshire Dales District Council.

SHMS has also advised clients on the development, routeing and marketing of many other recreational walks and has coordinated and undertaken complete "Condition of Rights of Way" surveys for local authority departments using standard BVPI methodology and

enhanced reporting. Our consultants and associates have worked throughout the country researching and writing many walking, cycling, heritage and touring books, booklets and leaflets.



Walks in the Matlocks booklet

We would be delighted to tender for any suitable projects you may be planning - why not give us a call or email today.



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