

Welcome to the

**GREAT
OUTDOORS**



Staffordshire Moorlands

Support for Businesses in the Staffordshire Moorlands

What is the UKSPF and how it can help your business

POWERED BY
**LEVELLING
UP**

Funded by
UK Government

The UK Shared Prosperity Fund is a core part of the government's Levelling Up agenda, providing £320,000 to support tourism funded activities, that will package up Staffordshire Moorland's great outdoor offer between March 2023 – March 2025.

To make the most of this funding, Enjoy Staffordshire are working together with Staffordshire Moorlands District Council and High Peak Borough Council, to deliver a series of initiatives to package and promote the visitor offer and support business growth.

How will it work?

The Staffordshire Moorlands has a wealth of natural assets that have the potential to make a great visitor destination, if we can package and promote them in the right way.

By funding a major promotional campaign, we can showcase the region to the rest of the country, encouraging visitors to:

- Stay longer
- Spend more
- Experience more
- Exploring the countryside, heritage assets and key market towns
- And return again

More to do in The Moorlands

This 'Great Outdoors' campaign will not only promote the beautiful natural assets of the region by highlighting walking and cycling activities, it is also expected to help draw visitors onto the high streets.

There are a range of shops and services and heritage gems to be explored in the hub towns of **Biddulph, Cheadle and Leek**. So whether you are a walker grabbing a sandwich, a camper wanting bbq supplies, or somewhere to wet your whistle after a walk, the idea is to encourage visitors to increase their dwell time and support local businesses.



'Welcome to the Great Outdoors' campaign

This promotional campaign, called 'Welcome to the Great Outdoors' will showcase Staffordshire Moorlands and the Peak District to the country, encouraging visitors to make the most of their time here – be it to enjoy a local event, a walking festival or perhaps jump on a bike to explore further.

Who are we talking to?

Working with **VisitEngland** and assessing visitor data, we have identified 3 main audiences who will be the most inclined to want to access the Staffordshire Moorlands offer.

While there is evidence to suggest these visitor markets will be the low hanging fruit that the campaign will target, it is important to us that we also make our offer more inclusive for all.

We will strive to represent our diverse communities in all that we do and change the hearts and minds of those who have yet to discover the beautiful Staffordshire Moorlands and all it has to offer.



Target Visitor Markets

1 Country Loving Traditionalists

These discerning couples are looking for a break where they can relax and recharge, explore beautiful countryside, sample local food and drink and stay in high quality accommodation. They love tradition and authenticity.



2 Aspirational Family Fun

This audience is a vibrant and dynamic group who want a break where they can make magical memories. They are keen to do something different and out of the ordinary. They are always on the lookout for excitement.



3 Free and Easy Mini Breakers

This carefree group of spirited adventurers want to be spontaneous on their breaks. A sense of adventure and endless curiosity means they want to choose their own path exploring at their own pace. They love an unpackaged holiday.



A great campaign is coming...

Welcome to the **GREAT OUTDOORS** Staffordshire Moorlands

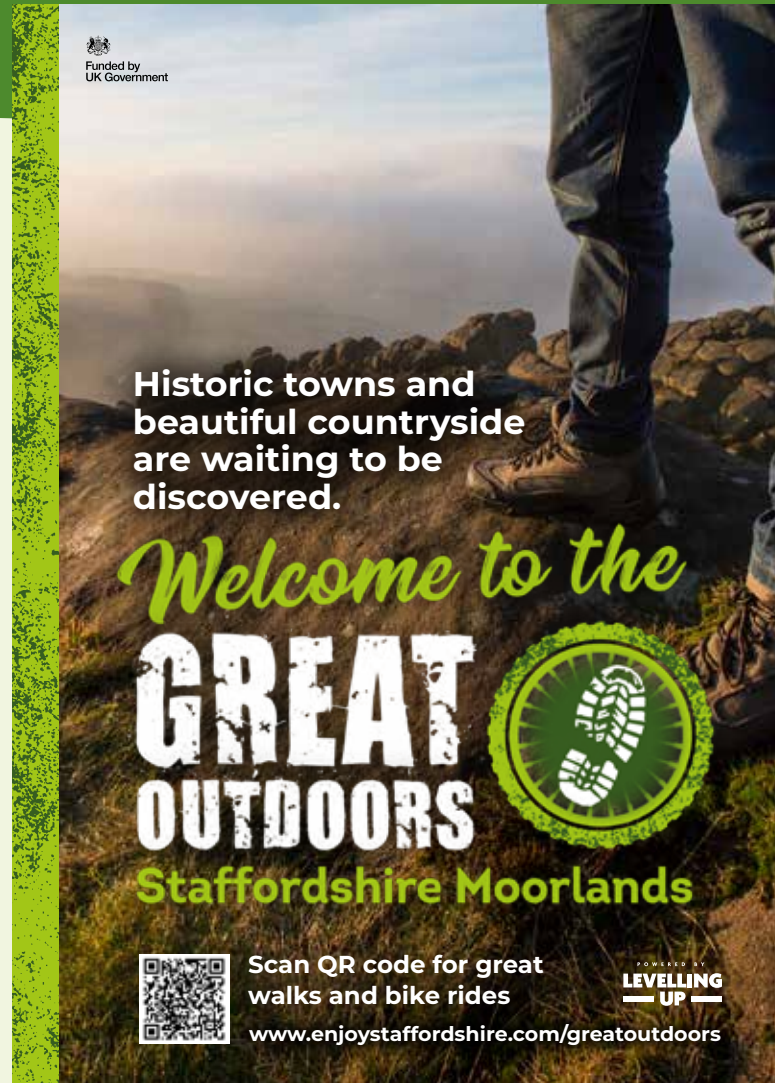
Running from May through to the end of July we'll be promoting short breaks in the Staffordshire Moorlands. Included will be posters, social media and radio, to help increase business generally across the region.

We need your help – with all local businesses joining us in promoting the Great Outdoors across social media, websites, publicity material and even your own shop windows, if you have one.

You can download logos, graphics and imagery here, or if you prefer, you can pick up a physical pack from: **Moorlands House – Leek, Biddulph Town Hall – Biddulph, Lulworth House – Cheadle**

Being part of the Great Outdoors campaign will help us work together in tourism to spread the word, which will benefit the region and your business.

To register your business or event to feature in the campaign for FREE email info@enjoystaffordshire.com



Campaign posters are available for download and collection

**Click or visit this page to download all
GREAT OUTDOORS campaign logos
and social media graphics**

www.enjoystaffordshire.com/great-outdoors-toolkit

...make sure your business is included

Various graphics are available to download for all social media formats.



A short promotional video for social media will be released via www.enjoystaffordshire.com/great-outdoors-toolkit during the campaign for businesses to use. Follow [@enjoystaffs](https://www.facebook.com/enjoystaffs) on Facebook for upcoming campaign content and tag us into your activity.



'Great Outdoors' Campaign assets – logos

We encourage all businesses to use the logos available to download across your websites and social media. Please see the following advice and guidance on how to use the logo so it is visible and clear.

Wider logo for use on a white background



Narrower logo for use on a white background



Wider logo for use on a dark background



Narrower logo for use on a dark background



Logo usage rules

PLEASE DO NOT...

...distort in either direction



...make them too small to read



Campaign assets – social media messages

As we roll out the campaign, we will be highlighting common themes that visitors search for. We have provided design assets that support these themes and they are available to download.

GREAT... Business specific intro graphics

Welcome to
GREAT
Food & drink

Welcome to
GREAT
Experiences

Welcome to
GREAT
Shopping

Welcome to
GREAT
Events

Welcome to
GREAT
Accommodation

Welcome to
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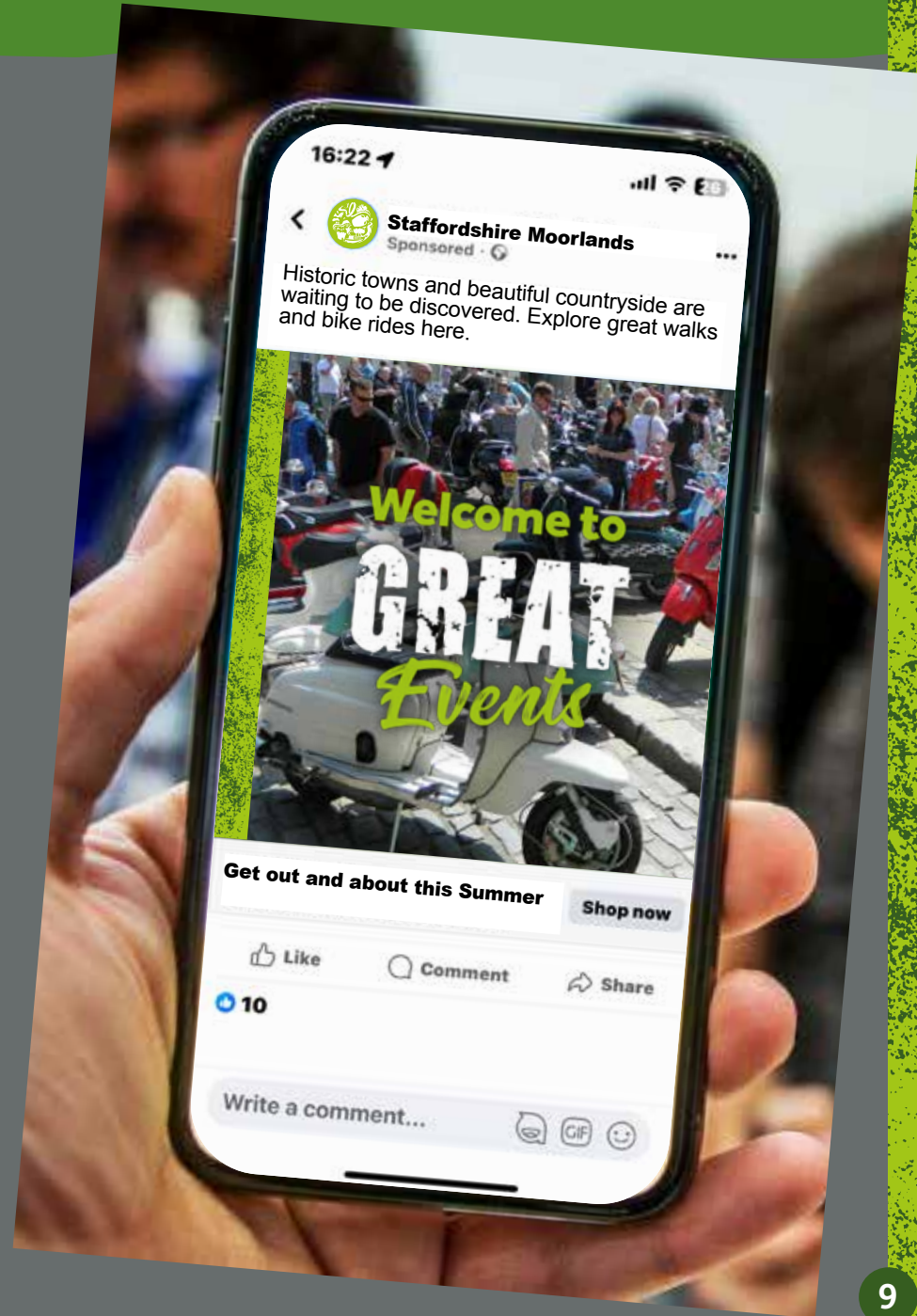
Welcome to
GREAT
Events

Welcome to
GREAT
Accommodation

Welcome to
GREAT
Culture

A great way to promote your business

How to apply the messages on social media, over your own images



Increasing visitor footfall

Walking Festival

As part of the Levelling Up programme, we are also working with the Staffordshire Moorlands Walking Festival organisers, to grow an already successful event and make it wider known to attract even more visitors during the spring and summer months. We ask for your support to promote this via your social media channels, shop windows and websites.



Posters



Window stickers



Visit the website below to download all WALKING FESTIVAL assets, including logos and social media graphics. You can also collect printed items from... Moorlands House – Leek, Biddulph Town Hall – Biddulph, Lulworth House – Cheadle www.enjoystaffordshire.com/great-outdoors-toolkit

Step up and spread the word

Graphics for Facebook, Instagram, LinkedIn, X available to download



Beer mats for the walking festival will also be delivered to support local pubs. We encourage you to promote your establishment before and during the festival using **#SMWalkingFest** in your own social media posts.



Campaign assets – Logos & graphics

Logo for use on a white background



When the background is dark, please use whichever of the following stands out the best



Visit the website below to download all WALKING FESTIVAL assets, including logos and social media graphics. You can also collect printed items from... Moorlands House – Leek, Biddulph Town Hall – Biddulph, Lulworth House – Cheadle
www.enjostaffordshire.com/great-outdoors-toolkit

Logo usage rules

Bootprint roundals – best used large as a watermark (one max per page)



PLEASE DO NOT...

...distort in either direction



Register your business with Enjoy Staffordshire for free

To make the most of this opportunity you can also become a member of Enjoy Staffordshire. Here you can list your business on www.enjoystaffordshire.com website alongside some of the top attractions and events in the County.

Our website is **seen by over 300,000 people every year** making it the leading website for the Staffordshire Moorlands. Also we have plans in place to create a new microsite – www.discoverstaffordshiremoorlands.co.uk in the coming months, specifically to support the Staffordshire Moorlands as a place to explore.

It's easy to register:

- 1 Select** the membership level you require (free and paid for options available)
- 2 Register** a few simple details
- 3 Wait** for the Enjoy Staffordshire team to get back to you to register your business

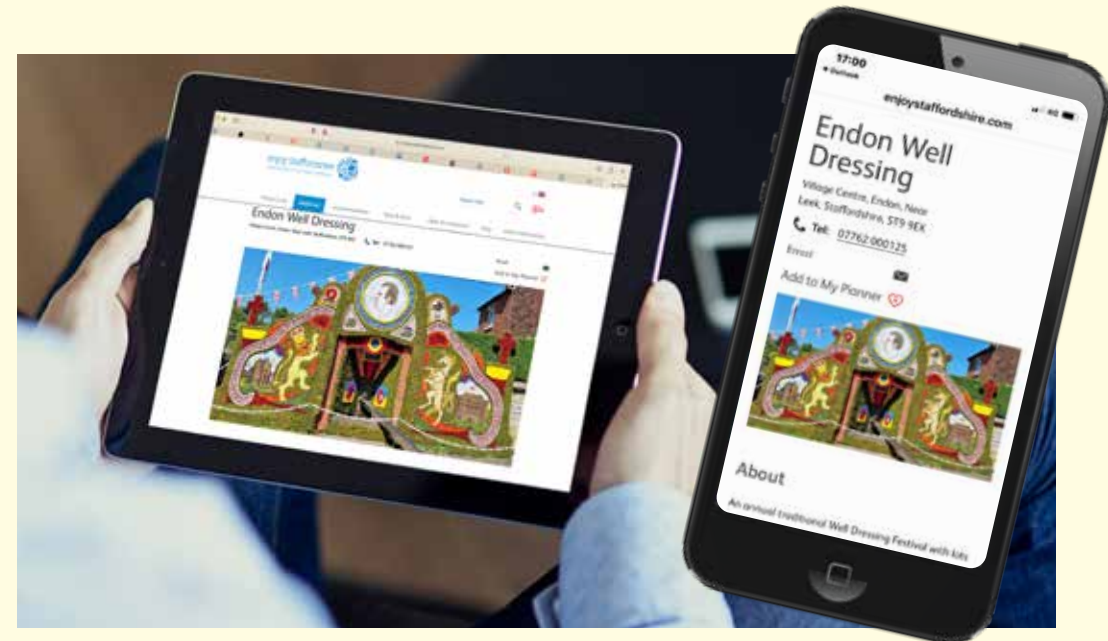
Visit this web page now to join...
www.enjoystaffordshire.com/trade/join-us

Then submit your event

Once you're a member you can submit any events you may be organising on www.enjoystaffordshire.com for free.

It's simple, quick and easy, just visit...
www.enjoystaffordshire.com/whats-on/submit-event
and complete the form there.

Here's an example of how your event will appear...



Photos must be landscape orientation and measure 1220 pixels wide x 664 pixels high

For example...



STRUGGLING TO RESIZE YOUR PHOTO? NO PROBLEM!
Email it to tourism@staffsmoorlands.gov.uk

A sustainable future for tourism

As consumer awareness of environmental and social issues grows, there is a rising demand for sustainable tourism options. Evidence suggests that tourism businesses that prioritise sustainability are better positioned to meet this demand, gain a competitive edge, and appeal to a broader market of conscious consumers.

**If businesses in the Staffordshire Moorlands can provide a high-quality, sustainable visitor experience...
...everyone will benefit!**

The mark of a sustainable business

As part of the Staffordshire Moorlands UKSPF programme, there are still funded places available* for businesses to secure Staffordshire Moorlands Environmental Quality Mark.

Displaying the Mark let's everyone know you're proud of Staffordshire, passionate about your local environment and community and deliver amazing customer service. To take part in the Staffordshire Environmental Quality Mark please register your interest at:

www.eqm.org.uk/whereyouare/staffordshire



* Funded places are given on a first come, first serve basis.

Case study

Black Lion Inn, Leek



Faith Johnson,
SEQM scheme

“The Black Lion Inn, Butterton, has been awarded the Staffordshire Environmental Quality Mark.

With quality and sustainability at their heart, customers are greeted with a warm welcome and a giant chalkboard illustrating all they do to be as sustainable as possible.

Staff can also tell customers where the farms and producers are in relation to the pub.

Guest rooms feature charming upcycled furniture and decorations, also they have been commended on their great accessibility.”





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Local Visitor
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VisitEngland

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moorlands
DISTRICT COUNCIL
ACHIEVING · EXCELLENCE

enjoy Staffordshire
Staffordshire's official tourist board

