



LYN VALLEY BUSINESS

Working together for the prosperity of our Local Business & Tourism Economy.

Networking Event 1st November 2022

Recap & Updates From Last Event

By Laura Whitfield



Scarecrow Festival

Saturday 29th, Sunday 30th April
and Monday 1st May

- Theme
- Requirements
- How it works
- How to be involved
- Fun and lasting memories for our visitors & local community

Local's Perks Card

A LYN VALLEY BUSINESS initiative
Working together for the prosperity of our Local Business & Tourism Economy.

What % of your annual income is local spend?

Local's Perks Card

- For Lyn Valley residents
- Entitles them to special offers and discounts
- Increase local spend and encourage residents to shop local
- Offers will be published on the Lyn Valley News website
- Accommodation providers could offer a Friends & Family discount
- Perks Application details will be included in the monthly LVN

Queen Street Summer Night Market

- Really successful initiative
- From 6pm to 9.30pm
- Low cost event to set up
- Initiative open to all businesses
- Extra income from visitor and local spending
- Fun and lasting memories for our visitors & local community

Any potential for a
Lynmouth Street
Night Market?

NEW INITIATIVE



Lynton's
Summer
Night Market
on Queen Street

STREET WEDNESDAY FOOD!
THE STREET PORTER
@BIBS CAFE
THE OLD COACH HOUSE
6pm - LATE
Serving up a different
takeaway dish every
week - each week we will
be serving a unique dish and we
don't sell at a different
price.
E11-50 - 3 course £15.95 2 course
Decide.
the street porter 21 07712875632

Lynton's
Winter
Night Market
on Queen Street

Festive Shopping
Every Wednesday in December
visit on **7th Dec, 14th and 21st Dec**
between **6pm to 8.30pm**

- Market Stalls on Queen Street
- Late Night Xmas Shopping
- Christmas Music
- Pubs, Cafés and Shops
- Festive Lights & Decorations

Scan Me



Eat, Shop and Be Merry
this Christmas!

Christmas Late Night Shopping & Market

- Based on Summer Market success
- Wednesday 7th, 14th & 21st December
- Initiative open to all businesses
- Encourage local shoppers and from the outlying areas
- Help boost our income before the year ends
- Demonstrate to shoppers that their trade is vital to our ongoing prosperity

NEW INITIATIVE



Christmas Shopping Weekend 2022

- Based on the success of 2021
- Two towns working together to create a fantastic Winter event
- 7,000 Leaflets distributed across North Devon
- Boost trade across shops, pubs, cafés and restaurants
- Helping make lasting memories for locals and visitors
- **TOGETHER LET'S MAKE 2023 INCREDIBLE!**

Lynmouth Association

by Kathryn Mugele

Lynmouth Association

- About the Association
- Our Objectives
- A Million Christmas Lights
- Future events and activities





Guest Speaker

Mayor Lewys Logan

Lyn Valley Classic

James Tucker



Lynton & Lynmouth Cliff Railway

Marketing Strategies & Activities
by Rob Shaddick



Modern marketing for a heritage attraction





01

Creating consistency within our brand

02

Understanding our demographic and seasonal visitors

03

Using social media and responding to reviews

04

Using events to promote heritage in a modern way

05

The moved from print to a digital advertising plan





Branding & consistency

Consistent colours and font

Created our logo, we use it widely

Revised our onsite signage & design

Consistent website & digital presentation

Social media headers reflect the brand

Uniforms & souvenirs

Café & Cliff Railway presented together





Our visitor demographic

Online 25yrs – 44yrs age group

81% access via a mobile device

Footfall is 87% adult / 13% children

Seasonal visitor variation occurs

Almost 10,000 Facebook followers

Over 2,000 Instagram followers

Engaged and active online audience





Social media

Outward relaxed approachable friendly attitude

Link with other organizations, hashtags

We chat, we engage, we respond to questions

We promote Lynton & Lynmouth & Exmoor

We respond to reviews, positive or negative

We monitor, and control the online content

Vigilant of security & hacking attempts

We don't sell





Events

Cliff Railway Day, Steampunk weekend

Cliff & Lyn Days, Dogs Day, Halloween

Promote community events, Lyn Valley Classic

Welcome community & business involvement!

Events designed to raise exposure for L&L

Events promote us as a family attraction

Heritage & engineering in modern relaxed way

Local hero's opening the railway for 2023





We no longer print leaflets

We used to print & distribute 300,000 leaflets

Digital marketing strategy & sustainability

Reactive to seasonal or pricing changes

Increase advertising for shoulder months

We turn off advertising in peak months

Saved over 50% on print & distribution cost

We can monitor activity, understand what works

Supported by digital marketing expert





Our future marketing

Instagram focused, supports our demographic

Promoting us as a low-cost family day out

Promoting Lynton & Lynmouth & things to do

Online brochures, activities, QR codes

Make it easy for TV and media, media info pack

Green Tourism / Biosphere / Visit Exmoor / National Parks / Rural Enterprise Exmoor

Planned drone filming of L&L for 2023

Consider a marketing assistance role



Thank you



Steampunk Weekend 2023

by Phil Hawkins

Lynton & Barnstaple Railway

by Mark Halliday



THE LAST NARROW-GAUGE RAILWAY ADVENTURE

Woody Bay Station, Martinhoe

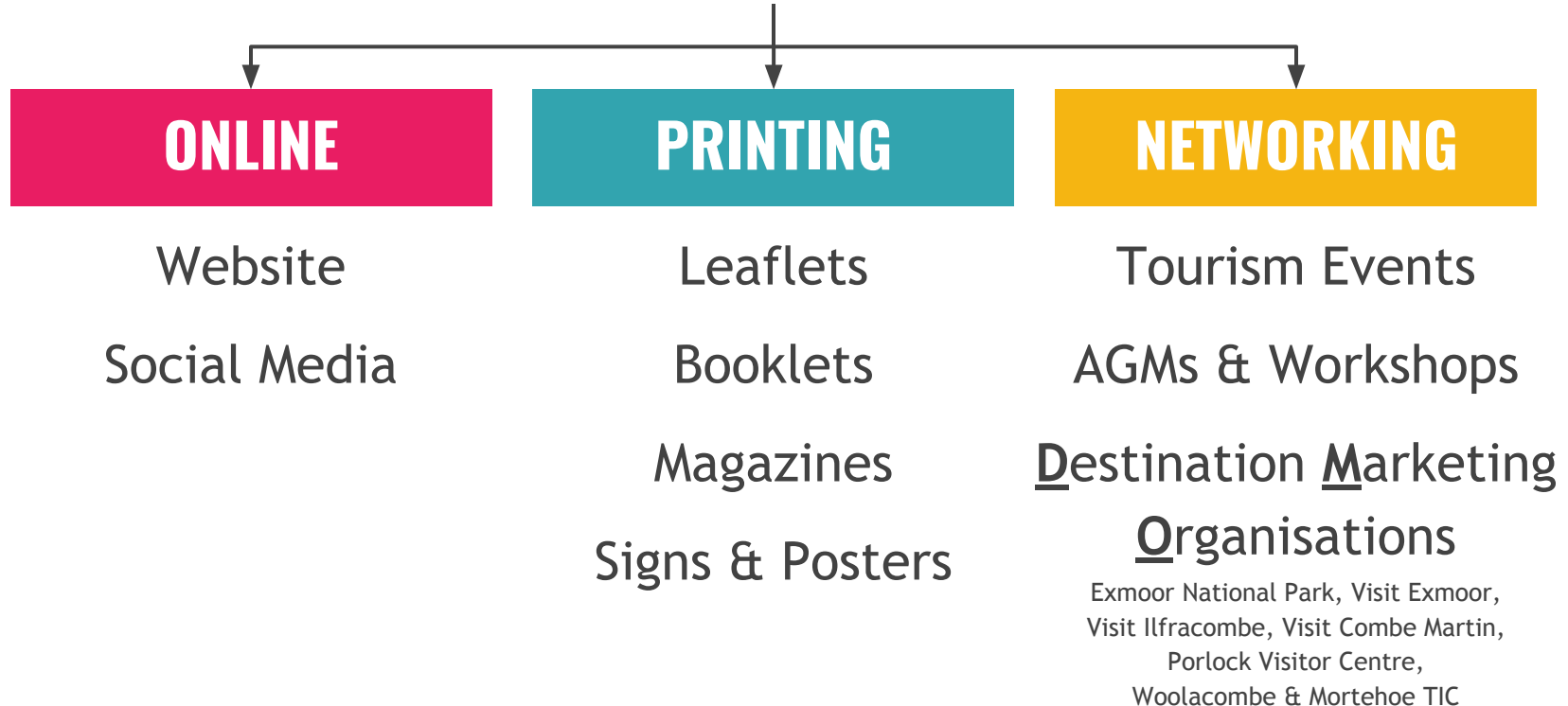


visit
LYNTON & LYNMOUTH



Promotional Activities
by Jason Broughton

Where your membership contributions go ...



A great place to land

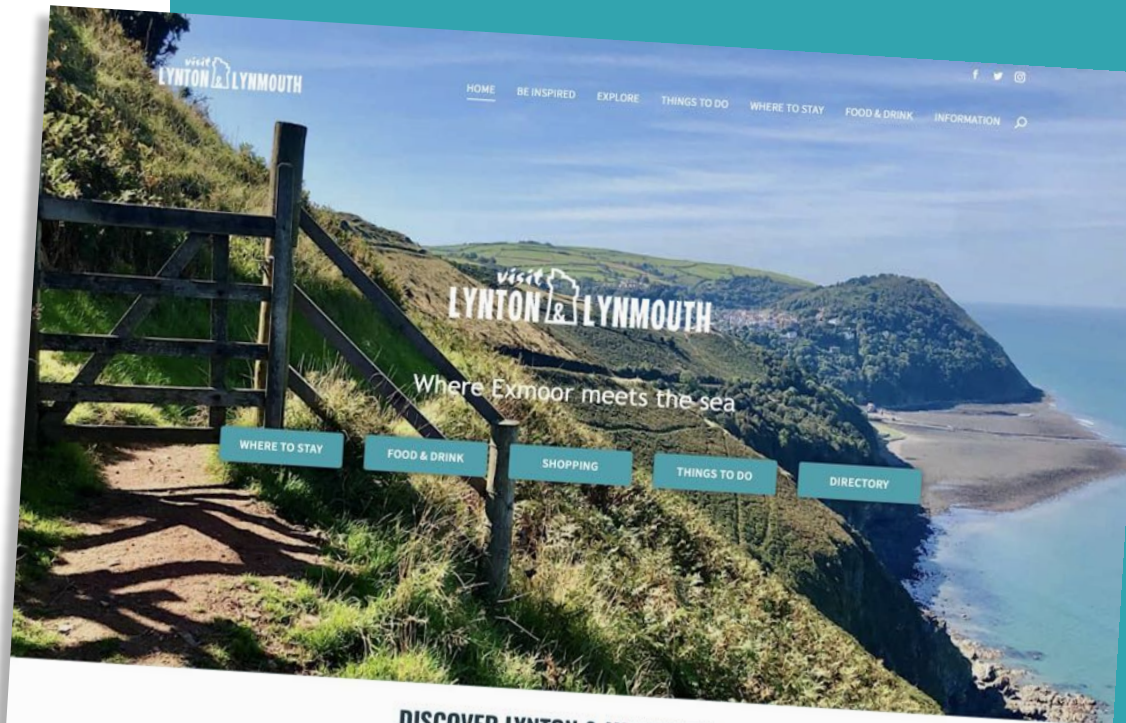
- > Showcasing the very best of Lynton & Lynmouth
- > Where to eat, shop and sleep
- > Things to see and places to see

Impressions in 2022
+5,000,00

Direct Clicks 2022
+110,000

+11k %
over 3-years

Impressions in 2019
+45,000



DISCOVER LYNTON & LYNMOUTH

Our picturesque villages are situated on the spectacular North Devon coast in one of England's last remaining tranquil areas, Exmoor.

We invite you to explore and discover what makes North Devon & Exmoor so special. There is nowhere else like it - stunning scenery, magnificent wildlife, views to remember forever, unique local characters, delicious local food and genuine hospitality.

Picturesque Lynmouth provides a romantic escape from modern living with its rows of charming fishing cottages and shops that cluster around the pretty harbour of gently bobbing boats. Lynton perched high above is a vibrant Victorian village retaining a quaint mix of times present and times past.

Lynton & Lynmouth are elegantly connected by the Cliff Railway, the highest and steepest fully water powered Victorian railway in the World!

Lynton & Lynmouth News

Indian Painting Art Classes at Moor and Sea Holidays
23 July 2022

PAINTING BIRDS using Indian Miniature Painting. Students will have the opportunity to create their own unique paintings with Samantha Buckley.

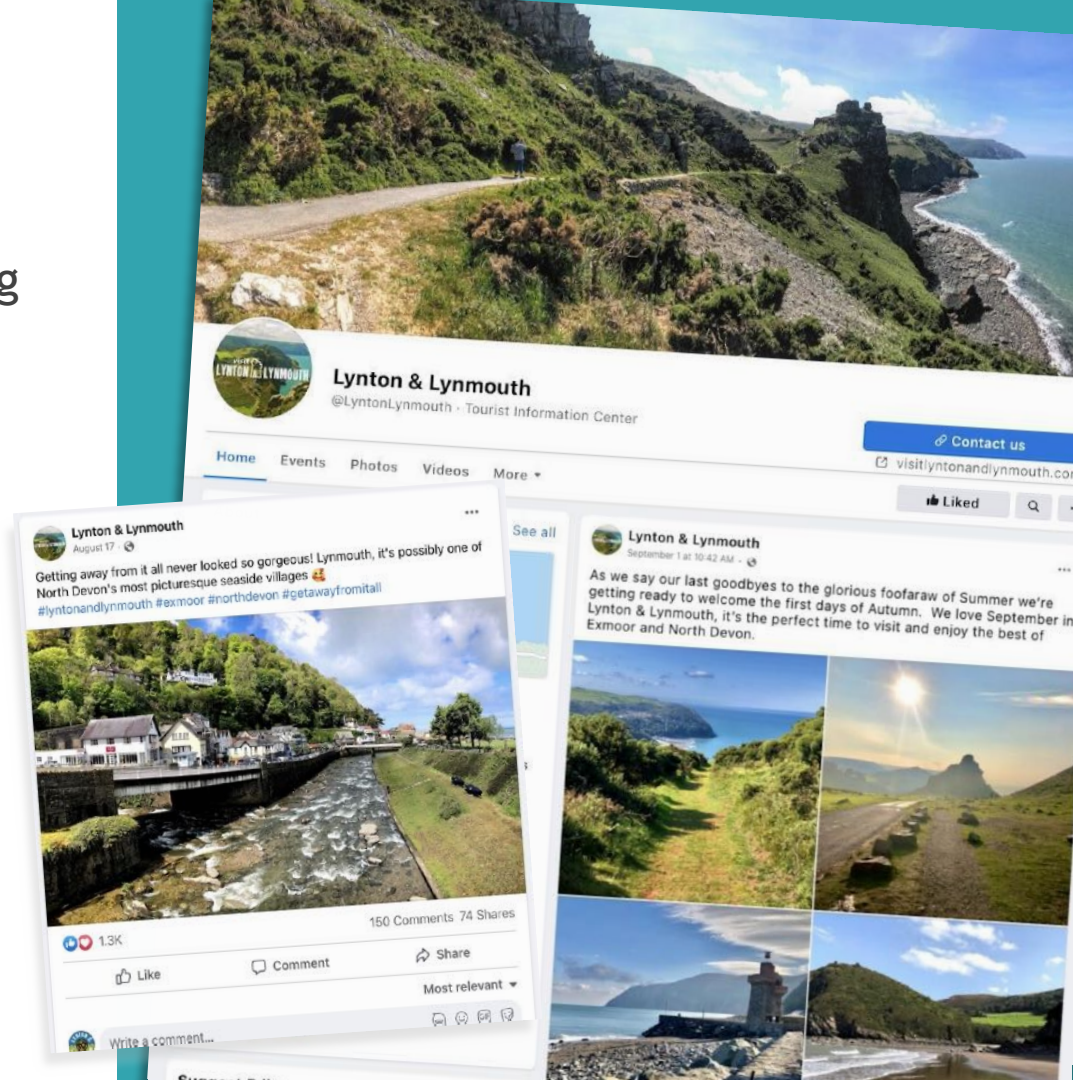
Summer Night Market in Lynton
8 July 2022

Every Wednesday for late-night shopping, eating and drinking. Queen St will be...

Growing fan base

Social media is a key tool in growing our social media fan base.

- Over 12k Facebook Followers and over 10,500 Page Likes
- Posts organically reaching over 80k people
- Posts exceeding over 1.3k reactions



Followers in 2022

+12,000

Followers in 2019

+4,200

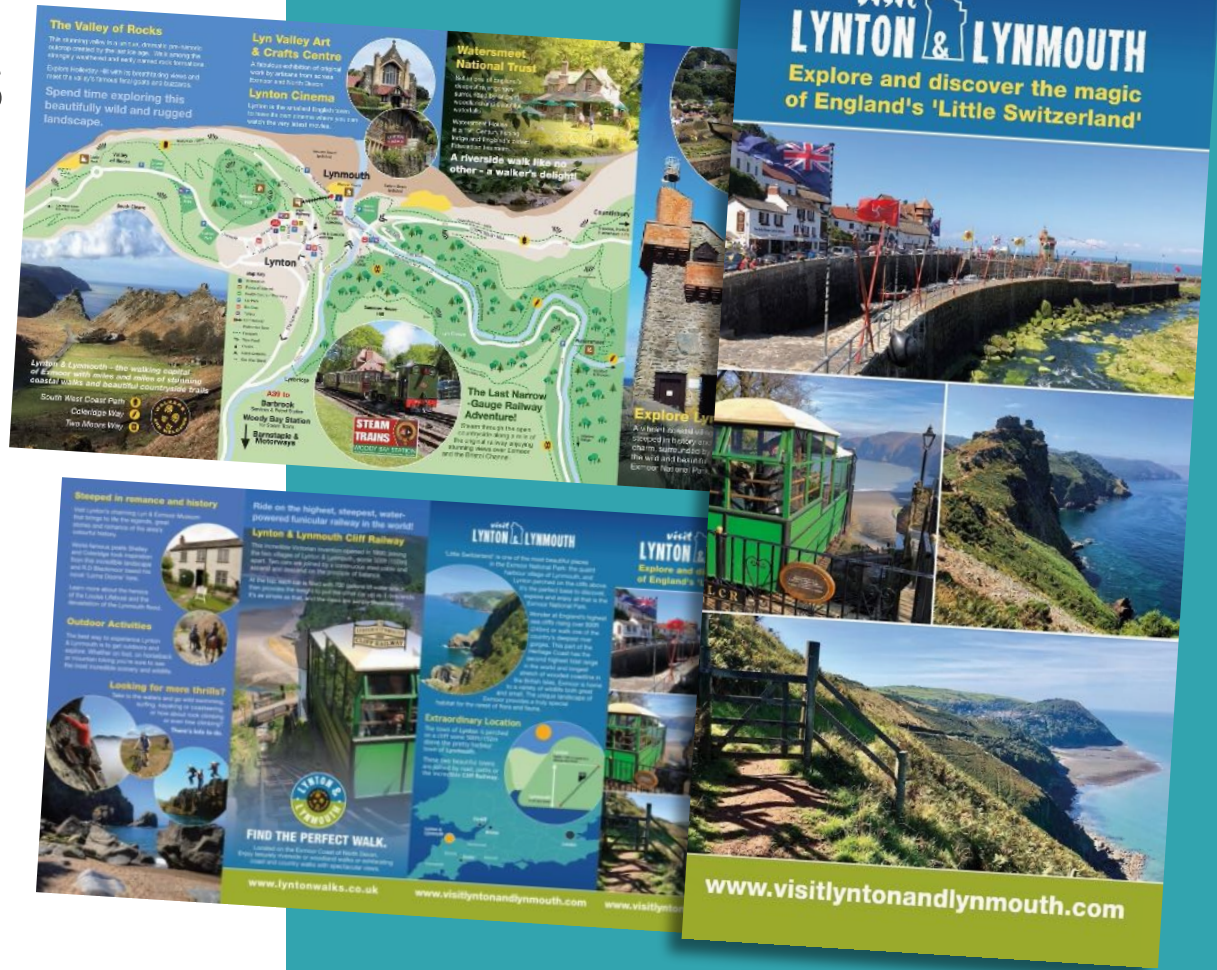
-200%
over 3-years

Promotional Leaflets

If we don't tell people we're here ... how will they find us?

Distributed in 2022
+30,000

Distributed in 2021
+20,000



Promoting Food & Drink

Shows our visitors we're a fantastic foodie destination!

- Extremely successful with very positive feedback
- Printed and distributed across Exmoor, North Devon and Lynton & Lynmouth

Booklets & Leaflets Distributed
12,250



LYNTON & LYNMOUTH FOOD & DRINK

YOUR GUIDE TO EATING & DRINKING IN THE LYNTON & LYNMOUTH AREA

CELEBRATING THE WEALTH OF FINE CUISINE & LOCAL PRODUCTS IN THE LYN VALLEY & BEYOND

Enjoy a delicious Devon cream tea in one of our cosy cafes.
Treat yourself to a juicy Exmoor beef burger or freshly made sandwich in one of the local pubs.
Splash out for dinner in one of the area's fantastic restaurants.

www.visitlyntonandlynmouth.com

Personalised Leaflets

- 1,000 Personalised leaflets with Logos and placemarkers
- Sunny Lyn use these leaflets In their Guest Welcome Packs
- It elevates their brand and commitment to their Guest satisfaction
- Reinforces the Lynton & Lynmouth brand



Sunny Lyn Holiday Park Leaflets
1,000



Taking Lynton & Lynmouth on the road

Talking about our towns and sharing our leaflets and marketing materials

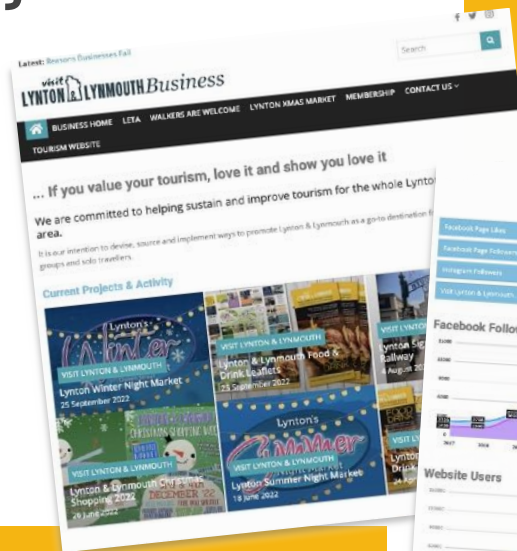
- Tourist Information Centres
- Tourism-related Businesses

NETWORKING



Join us and help us keep flying the flag For Lynton & Lynmouth

- £50 Basic
- £95 Premium



LYNTON & LYNMOUTH *Visit* MEMBERSHIP AND BENEFITS

YOUR MEMBERSHIP HELPS OUR VISITORS DISCOVER THE BEST OF LYNTON & LYNMOUTH

- ✓ Promotional Website
- ✓ Social Media
- ✓ Leaflets & Guides
- ✓ Networking & Events
- ✓ Special Interest Groups

www.visitlyntonandlynmouth.com/business

www.visitlyntonandlynmouth.com

Together we can create a truly
compelling place to visit,
for now and the future.



Thank you.