

Press Release

20th October 2009

Shropshire Hills 'Buy Local' Initiative - Marketing Events 2009

Need help to promote your business? The Shropshire Hills Sustainable Business Scheme has organised a series of five marketing workshops, led by specialists that could really give your business the edge.

The workshops will focus on PR, how to get your business into newspapers and magazines, how to get a great website that will get you more customers, how to get your website found and how to use social networking to get more customers.

Clare Fildes, from the Shropshire Hills AONB Partnership, enthused "Businesses will get hands on, practical advice from people who specialise in different marketing disciplines, and get to meet some fellow Sustainable Business Scheme members. The workshops are offered by four professionals, each experts in their own field, who have come together to combine their skills and create an informative workshops that are very relevant to the individuals attending."

Anna Wilde, co-owner and Managing Director of PerfectArc Ltd, a web design and development company, Karen Thorne, who runs the very successful Hopton House B&B, a VB 5 star gold award B&B in South Shropshire, Helen Mitchell who runs Ascendancy Internet Marketing, an online marketing consultancy based in Telford and Ben Proctor a freelance public relations consultant with considerable experience of training small businesses and community groups to make more effective use of the press and other communications tools will be the tutors for the workshops.

The workshops will take place every Wednesday from 28th October, 5.30 – 7.30pm at the Long Mynd Hotel, Church Stretton. Each workshop costs just £10 per person for Sustainable Business Scheme members or £25 per person for non members, and includes light refreshments.

The first event is on Wednesday 28th October and being led by Ben Proctor, a freelance public relations consultant using communications to improve organisations and grow businesses. Amongst other things, he will spill the beans on how to get your business into the newspapers and magazines.

Pre-booking and payment are essential. Choose one, several or the whole series of events and pay accordingly. Block booking to attend all the events can be made for the special price of £40 for members of the Shropshire Hills Sustainable Business Scheme, £100 for non members. Please contact Alison Scimia, Shropshire Hills AONB Partnership on 01588 674080 or email Alison.scimia@shropshire.gov.uk

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Editors Notes:

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The Shropshire Hills Area of Outstanding Natural Beauty (AONB) is one of 40 AONBs in England & Wales. This designation is recognition of the national value of the area's landscape, and brings duties on local authorities to conserve and enhance its natural beauty. Covering 23% of the county, the Shropshire Hills AONB extends from the Wrekin to the Clun Forest and from the Stiperstones to the Clee Hills. It is a diverse and tranquil area, with rugged hills, rolling pastoral fields, woods and meadows, picturesque villages and historic buildings, hillforts and ancient monuments.

The management of the AONB is guided by a statutory Management Plan produced by the Shropshire Hills AONB Partnership which comprises two local authorities, 31 other organisations and independent community members. The AONB staff team are funded by Natural England and the local authorities, and work with others to implement the AONB Management Plan. Shropshire Council acts as host authority for the AONB Partnership. The Shropshire Hills AONB Partnership plays three main roles:

- To develop policy and strategy for the area especially through the AONB Management Plan, and influence the policies and strategies of others
 - To take and co-ordinate action to conserve and enhance natural beauty, promote enjoyment and understanding, and further sustainable development
 - To support the involvement of the community in the management of the AONB.
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