

# Shropshire Hills and Ludlow Destination Development Partnership

## Brand guidelines

September 2014



The Shropshire Hills & Ludlow Destination Development Partnership (DDP) is a group of business, public sector and community representatives with support from Shropshire Council, which seeks to provide co-ordination of tourism activity. The Partnership covers an area centred on the Shropshire Hills Area of Outstanding Natural Beauty (AONB), and including the towns around it: Ludlow, Bishop's Castle, Craven Arms, Cleobury Mortimer, Much Wenlock, Pontesbury and Minsterley. See <http://www.shropshirehillstourismpartnership.org.uk/>.

Through a Sustainable Tourism Strategy for the area, and associated Marketing Strategy, a high priority has been agreed to strengthen the identity of the destination and its associated values. These guidelines aim to assist people, especially tourism businesses, to contribute to that.

### Identity

The 'Shropshire Hills' is used, as this is more evocative and relevant for the area covered than South Shropshire (which as a district no longer exists). Ludlow is included in the title because of its particular profile and draw for visitors. Any references by anyone in the area in marketing material to the Shropshire Hills and Ludlow will help to strengthen the identity and is welcomed. For information on correct description of the Shropshire Hills AONB, see <http://www.shropshirehillsaonb.co.uk/wp-content/uploads/2010/10/Briefing-note-on-Shropshire-Hills-identity-Aug-12.pdf>

### Logos

The 'Shropshire Hills and Ludlow' destination logo (see header) has been developed for use at a whole destination level, principally on the website [www.visitshropshirehills.co.uk](http://www.visitshropshirehills.co.uk) and associated publications. Due to the number of towns in addition to Ludlow associated with the area, variations of the logo have been developed to allow the other towns to affiliate to the wider destination area, e.g. <http://www.bishopscastle.co.uk/tourism/index.htm>. These logos are derivations of the Shropshire Hills AONB logo, and link visually to that and to other derivations including logos for the Shropshire Hills Shuttles, Shropshire Hills 'Buy Local, Be Sustainable', and Shropshire Hills Tourism. They are held in copyright by Shropshire Council as host authority for the AONB Partnership and their use is controlled by licence agreements. The destination logo is available for licencing to area and town tourism groups but it is not expected to licence the logo to individual businesses due to the administration involved. To enquire about licencing, contact the AONB Partnership.

**The Shropshire Hills Sustainable Business Scheme** allows businesses to link to the Shropshire Hills brand more closely through use of a logo, plus benefits of networking and training events, and access to the 'Sense of Place' toolkit. For further information, please see <http://www.shropshirehills-buylocal.co.uk/sustainable.cfm>.

## **Agreed Values and Messages for tourism promotion, from the Shropshire Hills and Ludlow Destination Development Partnership Marketing Strategy**

### Values

Tourism promotion for the Shropshire Hills and Ludlow should convey:

- An authentic experience of a stunning landscape and exceptional historic towns,
- A reputed centre for local food and drink and environmentally conscious businesses.

### Messages

- The Shropshire Hills Area of Outstanding Natural Beauty and its surrounds are a diverse area, based on its uniquely varied geology, with wild hills and gentle valleys.
- A range of different market towns all have their own character, and there are many pretty villages. Ludlow has a national reputation as a market town of outstanding character and for its food.
- There are fantastic views, tranquillity and dark skies, along with excellent opportunities for walking to suit all abilities, and for both challenging and relaxing activities.
- The area is unspoilt due to its 'off the beaten track' location on the English-Welsh border, but is nevertheless relatively accessible to many parts of England (and Wales), and well linked to transport networks, including public transport.
- There is a great richness of wildlife (particularly from the mix and transitions of upland and lowland) and of heritage and historic features (especially hillforts, Offa's Dyke, castles associated with the border location, mining relics and a great variety of traditional buildings).

*The wording of these messages is not necessarily intended to be used verbatim, but rather to inform and guide promotional text.*

### **Weblinks**

Links may be made freely without permission to both the destination website run by Shropshire Hills Tourism [www.visitshropshirehills.co.uk](http://www.visitshropshirehills.co.uk) and to the AONB website [www.shropshirehillsaonb.co.uk](http://www.shropshirehillsaonb.co.uk), and this is actively encouraged. See notes above however that logos must not be taken from these websites. The AONB website includes information about the conservation of the area – the 'Things to Do' section is the part aimed more at visitors.

(Note that the destination website is also reached by the address [www.visitsouthshropshire.co.uk](http://www.visitsouthshropshire.co.uk) due to the origin of the website, but use of [www.visitshropshirehills.co.uk](http://www.visitshropshirehills.co.uk) is preferred in order to strengthen a consistent identity for the area).

You can also help by following [@ShropHillsAONB](https://twitter.com/ShropHillsAONB) on Twitter and by liking on Facebook at <https://www.facebook.com/pages/Shropshire-Hills-Area-of-Outstanding-Natural-Beauty/103513872530>.

Many thanks for your support – a strong destination identity will help us all!

### **For further information contact:**

Shropshire Hills AONB Partnership, The Old Post Office, Shrewsbury Road, Craven Arms, SY7 9NZ. Tel 01588 674080 email [shropshirehillsaonb@shropshire.gov.uk](mailto:shropshirehillsaonb@shropshire.gov.uk), or

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