Visit South Devon
PR Update
AGM December 2019

Dawn Bebe
Director
Wordfluential
Agenda

- About us
- South Devon PR
- Workshop
Objectives

To create awareness of South Devon
To reach key audiences in the right channels
To deliver key messages
To create compelling content that people won’t want to miss
To create a legacy
Who we are

A national PR, social and content agency based in Devon
Specialists in destination, events, culture & business
Proven track record of delivery at national and international level
  - +£29million AVE for Plymouth 2018-19
  - Coverage in all major nationals
  - Regionals and micro locals
  - Track record of increasing footfall via social
In depth knowledge of Mayflower content
Dawn Bebe

Managing Director, Publisher, Award Winning Editor
The Team

Account Management/Direction

- Dawn Bebe - Director and 25 years media and PR experience, Grazia, award winning editor

Press Office

- Jane Pierce - Senior Exec - 10 years in PR, broadcast, travel and marine specialist
- Jodie Lidstone - Assistant (reporting) - media and pr systems

Press Trips

- Charlie Keeler - copy editor & researcher, qualified tour guide,

Social Media

- Ashley Chapman - 5 years media & social expertise - travel specialist

Content & London Office

- Juliet Coombe - 25 years - national journalist & travel writer, ex Lonely Planet, Channel 4/5
Targeted coverage

Arts & Culture

The Atlantic Project: After the Future
Various venues, Plymouth

A pilot programme for a new biennial based around the renovation of Plymouth City Museum and Gallery (opening as the Box in 2020). German artist Hito Steyerl, Superflex and Angolan artist Kiluanji Kia Henda and the late Donald Rodney are among the artists whose works will be located across the city.

28 September - 21 October
And Devon...
Plymouth...
Visit South Devon

- Local
- Regional
- National
- TV
Take a hike on Britain's longest footpath

The **South West Coast Path**, Britain’s longest footpath, traces the both coasts of Devon, offering easy access to wild and windswept cliffs, secluded sandy coves and remote hamlets. There are occasional pubs and cafés on the path, and a regular bus network means you can dip in and out as you please. If you’re on a multi-day trip, Luggage Transfers (01326 567247) will drop off your luggage at your accommodation each day.

**Insider tip:** Clovelly to Hartland Point is the most dramatic section, while Bantham to Salcombe has a string of postcard-pretty beaches. The further away you are from a car park, the more likely you are to find a cove to yourself.

**Contact:** 01752 896237; southwestcoastpath.org.uk

**Opening times:** Daily, 24 hours

**Price:** Free

[South West Coast Path, Britain's longest footpath, traces the both coasts of Devon](https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/england/devon/articles/devon-attractions/)
COAST MAGAZINE

TEN THINGS TO DO THIS MONTH

VOCES JESSICA JOHNSON

1. HARBOUR THE BLUES PEMBROKESHIRE
   8-10 November
   Sugar Ray and Grannee Duff lead a gifted line-up of singers and musicians at the award-winning Tenby Blues Festival, which transforms hotels, cafes, clubs and bars into the coolest venues in town (tenbyblues.co.uk).

2. WORK WITH WILLOW ISLE OF WIGHT
   6-8 November
   Under the guidance of Willowclose's Sally & Mark, make your own stag's head willow sculpture. £185 per person (willowclose.co.uk).

3. MEMORIAL REMEMBER DAY
   2 November
   Remember all the fallen in this year's Remembrance Day events, from wreath-laying ceremonies to poppy displays across the country.

4. BACK TO BLACK NORTH YORKSHIRE
   1 November
   Take a trip to the oldest city in England and bask in the spooky atmosphere of Halloween.

5. WALK THE WELSH WALKS SOMERSET 30 November
   Somerwoman is one of the UK's largest female-only events, created to help increase the number of women taking part in health and fitness activities.

6. SEE SANTA FIRST LANCASHIRE 25 November
   Meet Santa Claus at a special event in Lancashire, complete with a visit to his grotto and a traditional Christmas feast.

7. SEE THE LIGHT FANTASTIC SCOTLAND 1 November
   Take a trip to see the spectacular light show at Edinburgh's Christmas Festival, with dazzling displays of light and sound.

8. TAKE A SAILING SAILING IN RYE
   24-26 November
   Experience the thrill of sailing on the beautiful waters of Rye, with expert tuition and beautiful scenery.

9. MANUS, THE MARY FLOWER
   26 November
   Celebrate the life of the famous Mary Seacole with a special event in her honour, featuring music, dance and traditional Caribbean food.

10. THE REFORMATION
    2 November
    Commemorate the 500th anniversary of the Reformation with a special event in Plymouth, featuring music, dance and a historical reenactment.

https://docs.google.com/document/d/1IwTV8ZpubcKpdBTERa_roiSzKkdpO-nJdJNN7uFZyUs/edit?usp=sharing
Flight Time

FESTIVAL CITY

The search is on for the image that shows the true essence of South Devon in a summer photography competition. The 2019 Visit South Devon Photograph Competition is asking photographers to take inspiring images of South Devon to be in with a chance of winning one of three great holiday prizes. The top three images selected by a public vote will be hosted on the Visit South Devon website, Twitter or Facebook page.

First prize is a Premier Holiday Cottage break for up to four people, second prize is a short break in a Glamping Pod at Ladram Bay Holiday Park, and third prize is a Family Day Pass to World of Country Life. All finalists will also get the option to write a guest blog post on South Devon and photography which will be hosted on the Visit South Devon blog.

Entries can be submitted by Instagram, using the hashtag #VisitSouthDevon19, or by emailing enquiries@visitsouthdevon.co.uk from now until 5pm on 17th September, with the public voting for their favourite on 20th September. For more information, visit www.visit southdevon.co.uk/visit-south devon/photo-competition
Brixham News

Photography winners expose the treasures of South Devon

by MBK Communications

A winning photo of the South Devon
has photographed an area of the
seaside and a historic photography competition.
South Devon, UK. Photography
photography had a professional hand
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
photography. The winning photo
photography of the treasures of South Devon,
Moor Links and Tavy Links

https://drive.google.com/file/d/0B5WXWSf4z1A5anc3MWZKUXIzcTlyX2ZFWdXuc3BldXpaeUNz/view?usp=sharing

https://drive.google.com/file/d/0B5WXWSf4z1A5ZC16cGJ6UVFueERQVXpFOHotUHpPaEtLcWdv/view?usp=sharing
The Bath & Wiltshire Parent

Family Days Out
Woodlands Theme Park
Need a Punch Workshop
Coastwatch Weekend Away

OPEN DAYS
Find the right secondary school for your child

WHAT'S ON
Great days for fun & adventures

The Bath & Wiltshire Parent
Great news for families since 2008

September/October 2019

21,500 families

FREE

Family Walks
Local Trails the kids will love too!

weekend away

Four go caravanning in Devon
When a dream becomes a fun family break

There was a sense of excitement as we arrived in Devon. The children were eager to explore the nearby beach and park, and the beautiful scenery inspired us to try out some new activities. We spent the day playing on the beach, building sandcastles, and enjoying a picnic. The children were so happy, and the fresh air and sunshine made it a perfect day. We ended the day by watching a beautiful sunset over the sea, which was a wonderful way to conclude our mini-break. The children were tired but happy, and they couldn't wait to go back again soon!

Days out in Devon
Tinside Lido

Living Coast

Hurry Bournemouth!

Enjoy a weekend away in the sunny seaside town of Bournemouth. With its golden sands and crystal clear waters, it's the perfect destination for a family break. The children will love the Beach Leisure Centre, where they can swim, play on the slides, and enjoy a splash in the pool. The Bournemouth Pleasure Beach is also a must-visit, with its exciting rides and attractions. Don't forget to try out the Tinside Lido for a refreshing dip in the sea. With its beautiful seafront and coastal walks, Bournemouth is a great place for a weekend away. So why not book your stay today and experience everything that this wonderful seaside town has to offer?

Full details on our website:
www.bathandwiltsparent.co.uk

weekend away

Nearby Exmouth is an ideal destination for a family day out. With its beautiful beaches and bustling town centre, it's the perfect place to spend a day exploring. The children will love the Exmouth Seafront, where they can enjoy the rides, play games, and have fun on the games. There are also many shops and restaurants to explore, and the town centre is full of interesting shops and boutiques. Don't forget to try out the nearby beach, where you can swim, play in the waves, and enjoy a picnic. With its beautiful seafront and coastal walks, Exmouth is a great place for a family day out. So why not book your visit today and experience everything that this wonderful seaside town has to offer?

Full details on our website:
www.exmouthtowncentre.org.uk

https://drive.google.com/file/d/0B5WXWSf4z1A5SUtxEFwcnBtclkJ5TEx3cG85R3NiX3ByV2dv/view?usp=sharing
The Great Staycation - Sun, Sea, Salcombe

This episode
Sun, Sea and Salcombe
How does it work?

We send out content to media every fortnight:

Themes: e.g. foodie, boutique, weddings, spa & well being, family

Places: Dartmouth, Dawlish, Totnes, Seaton, Beer etc

Comps: Instagram, Photo comp

Corporate: Membership, Directors, Awards
Press Trips... Coming Up

The Sun - Ladram Bay Holiday Park and South Devon Coast (New Year)

Devon Life - Foodie couples break/Thurlestone Hotel

Breathe magazine and website - family, dog friendly holidays/Classic Cottage

Wed Magazine - great places to get married

The Telegraph - Kay Burley & Johnny Mercer/Burgh Island
Quiz

1. You are a B&B owner in Teignmouth and want to get the word out about your offer...

Which story will grab most attention PR wise?

1. You’ve got a brand new luxury offer
2. You’ve got a new menu
3. You’re really nice people and very kind to guests
You want to get the word out about what you offer - which of these must you focus on?

Press release
Website
Blog
Twitter
You Tube
Linked IN
Facebook
Visit South Devon
Which hook do you think will attract PR?

1. Telling your story of your offer - IN FULL DETAIL - the more information packed in the better! 3 page release or more!

1. A quirky offer - e.g. lovers handmade chocolate course on Valentines Day as part of deal

1. Two for one when you book before Jan 5
Why offer press trips?

You don’t - press trips are for blaggers who want a free holiday

So you can communicate the full experience of your offer and secure coverage

To get some visibility with press
Do you need a PR & Content company?

No - if you’re tight on budget just research journalists, write a good piece about your offer and send with pictures

Yes - if you have multiple offers through the year - e.g events, promotions

Yes - if you want to create valuable content to put across your channels
Which PR works best?

A national DPS in an upscale glossy

A small insertion in the late travel deals section

A feature written after a press trip

A drip drip of stories over time
How you can help?

New, new, new!

Stories

Events

Press trips

Interesting angles
Get in touch

hello@wordfluential.com