

[Book your FREE space in our Tourist Information Kiosk](#)

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[Book your FREE place on our Training session](#)

[Heritage Open Days in the Vale of Pewsey](#)

[News from the Canal & River Trust](#)

[Are you a Tourist Information Centre?](#)

[Pewsey Vale on the big or small screen](#)

[Discount Vouchers campaign](#)

[Money saving offers from our Business Network](#)

[Ridgeway Press](#)

[It'seeze Web Design](#)

[Susie's on holiday!](#)

News & Views from the Vale of Pewsey

We've had a busy start to 2017, with enquiries coming in through the website from people planning trips later in the year. And we've been doing planning of our own as well.

Thank you to everyone who came to the Pewsey Vale Tourism Partnership Steering Group meeting, kindly hosted by Graham Thomson at [The Seven Stars Inn at Bottlesford](#). There was lots to discuss and we now have a very long 'To Do' list!

Some of the ideas and campaigns are included in this newsletter and we hope that you will grasp the opportunities and get involved.



Book your FREE space in the Tourist Information Kiosk!

The Pewsey Tourist Information Kiosk at Swan Corner in Pewsey is now ready for Partners to



How we can add to the visitor experience

If people have a memorable visit to an area, not only are they likely to post a positive review on TripAdvisor, but they are far more likely to talk

advertise in. One of the decisions at the recent Steering Group was that for a trial period of 6 months (taking us to the end of September 2017), advertising space in the kiosk would be **free to Partners**.

Because this is a trial period, please be aware that we will be working through how to manage the size of adverts and rotation of adverts. There is also a limited amount of space and so we will try to accommodate as many Partners as we can. Adverts will be A5 or A6 size or business cards. We may also be able to put business cards in the leaflet holders.

This period will help us to work through how we manage the kiosk on an on-going basis, so that is continuously refreshed, without being a nightmare to manage.

If you would like to book a space, please click on the button below and if you have the design available already, please send it over with your request.

Book a Kiosk space



[Heritage Open Days](#) is a national heritage festival which has been running since 1994.

[Wilton Windmill](#) and [Crofton Beam Engines](#) are regular participants in Heritage Open Days, gaining valuable publicity through its website as well as from the momentum of such a large event.

The event takes place from 7th to 10th September this year. The criteria for taking part is that it must be free entry on the days you are signed up for. You don't have to do all 4 days and you can stipulate the opening times. Apart from free entry, you must provide information to visitors (for example a leaflet or guides) and do something special, which could be a competition or an exhibition for example.

So, what heritage sites take part? Well, pretty much anything from Edwardian homes, to County Archives, to Pubs, to whole towns or villages. So it's not necessarily the most obvious places that can attract visitors!

If you think you would like to take part, then have a look at the [Heritage Open Days website](#). If you sign up for it, then [please let us know](#) as we

about it with friends and family.

Research has shown that people enjoy hearing about local stories and getting a better understanding of the area they are staying in.

The good folk at the North Wessex Downs AONB have produced some training material to help us all speak confidently about this beautiful part of the world so that we can share interesting information with our visitors - we would encourage you to have a go and find out more.

**Rose Somerset and Susie Brew
will be running a session on
Monday 13th February
from 2pm, finishing about 3.30pm at
[Pewsey Fire Station in North Street,
Pewsey SN9 5AD](#)**

The training is free and tea and coffee will be available. Places in the session **MUST** be booked.

Just click on the button below to book a place.

Book a training place



Canal & River Trust launches Share the Space

The lifeblood of the Vale of Pewsey is the Kennet & Avon Canal and most visitors will go for a walk or a boat trip during their stay.

The Canal & River Trust has launched a campaign to ask people to be more considerate when sharing the space with other Canal users.

As part of the campaign, they have provided lovely postcards to spread the message and we have some of these which we will deliver with the other leaflets in the second half of March.

would like to be in a position to publicise the whole range of events on offer in the Vale.



Tourist Information Signage

Thank you to Peter at [Stable Cottage in Milton Lilbourne](#) for sharing an idea which we hope to do this year.

He noticed that in France, Tourist Information signs abound and, as a visitor, you automatically go and have a look to find out more. The project would be to create signage for our Partners to display and to help draw people in.

Our Partner network is effectively the Tourist Information for the Pewsey Vale because almost everyone stocks the leaflets that we deliver.

That, coupled with [the training opportunity in this newsletter](#), means we are well placed to help our visitors with information. If you have any ideas for this or other campaigns and projects, [then just let us know](#).

Towpath Code

Towpaths are for everyone to enjoy. This code is a common sense guide to sharing the towpath and what to expect of others.

Share the space – towpaths are popular places to be enjoyed by everyone. Please be mindful of others, keep dogs under control, and clean up after them.

Drop your pace – pedestrians have priority on our towpaths so be ready to slow down; if you're in a hurry, consider using an alternative route for your journey.

It's a special place – our waterways are a living heritage with boats, working locks and low bridges so please give way to waterway users and be extra careful where visibility is limited.

**share the space
drop your pace**

To find out more about shared use on towpaths visit: canalrivertrust.org.uk/share-the-space



Film & TV Locations

One of the ideas from the Steering Group was to investigate whether there are any locations in the Pewsey Vale which could be registered with film and TV production companies as filming locations.

There is clear evidence that being connected with a TV series or film can increase visitors to an area.

[McNeill Gallery](#) has kindly provided us with a number of companies we can approach as a starting point, but we need to know whether there is any interest before we kick this off.

If you are interested, please just click on the button below to let us know by the end of February.

Discount Vouchers

Following on from the pilot Pewsey Vale Visitor Pass from last year, we are currently evaluating the options for re-running it this year. Some valuable lessons were learned from the pilot and thank you to everyone who took part and gave feedback and ideas, as well as the North Wessex Downs who helped with grant funds.

The leaflet is for visitors to encourage them to visit places during their stay - shops and attractions - which offered a discount on purchases or entry.

If you are interested in taking part in this campaign this year, [then please let us know](#) by the **20th February**.

Leaflets

Leaflets and brochures for places to visit and walks in and around the Vale of Pewsey will be available during March and will be delivered as we did last year.


Notification will be sent as soon as they are available to us.

Offers from our Business Network Partners


At our last networking session at the Pewsey Heritage Centre, we introduced the Business to Business Network, to include local businesses who are not directly involved in the visitor economy, but are vital to our businesses behind the scenes. [Ridgeway Press in Easton Royal](#) and [It'seeze Web Design based in Pewsey](#) have fabulous offers specifically for the Pewsey Vale Tourism Partnership partners, more information below.

Ridgeway Press

are offering substantial savings on your first order in the month of February - contact Simon Hobden on 01256 300420 or [at info@ridgewaypress.co.uk](mailto:info@ridgewaypress.co.uk) for more information.



Design ~ Print ~ Deliver
Ridgeway Press does it all



**Special Offer for Members of the
Pewsey Vale Partnership!**

LEAFLETS, HAND BILLS, COMPLIMENT SLIPS OR BUSINESS CARDS

Here's the deal*:


ORDER 200, RECEIVE 500	ORDER 1000, RECEIVE 2000
ORDER 500, RECEIVE 1000	ORDER 2000, RECEIVE 2500
ORDER 2500, RECEIVE 5000	

All you have to do is:

- ⇒ **Email** info@ridgewaypress.co.uk or
- ⇒ **Call** 01256 300420 or
- ⇒ **Message** the Ridgeway Facebook page with your requirements

Is distribution a problem for you? We can also help you distribute your leaflets throughout Berkshire, running from west of Slough all the way across to Melksham in a 20 mile band width. You choose the area you want to cover and we will deliver - for less cost than Royal Mail!

*Conditions apply to this offer:
Offer restricted to your first order only with Ridgeway Press Ltd. Offer available until 28th February 2017. No monetary alternative.



It'seeze Web Design

will provide any additional services free of charge to Pewsey Vale Tourism Partners. To find out more, email [Brian Dainton](#) or [Felicity Dainton](#).

Business Start-up Package, professional web site complete with SEO, google analytics and 5 business directory links

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Additional key features included in the startup package: google maps showing location, social media links, upload files, unlimited editing, google analytics, submission to search engines home page optimisation and access to in-built SEO tools.

Starter Pack

it'seeze lite Website Design and Setup	£200 excl vat
it'seeze lite Monthly subscription	£20 excl vat

SME Pack

it'seeze Max Website Design and Setup	£400 excl vat
it'seeze Max Monthly subscription	£40 excl vat

An **it'seeze** Max website with 10 professionally designed pages will reflect **customer** existing branding in terms of logo and colour scheme.

With an **it'seeze Max website the benefits include:**

- A custom built professionally designed website (no templates)
- On-line support
- Fully responsive (works on any device, tablet, laptop, smartphone etc.)
- Domain name and full hosting service (full failover security)
- Access to a CMS system
 - Add images to the gallery anytime
 - Modify text and colour schemes
 - Able to crop and scale images
 - Add text onto images
 - Pages can be password protected so staff can only edit their own page on the website.
- Email addresses (up to 5)
- System updates
- Add extra pages
- Training on CMS system
- Blog

Additional key features included:

With an **it'seeze** Max website, you can also include the following at no extra cost:

- Contact form for direct enquires
- Google maps showing location
- Social media
- Upload files
- Video and audio

Search Engine Optimisation (SEO)

- Submission to search engines
- Home page optimization
- Google analytics
- Access to in-built SEO tools

Susie will be away from 3rd March 2017 to 19th March 2017. The mailbox will be checked less frequently during this time, so please be patient.

Any website updates should be sent over to susie@visitpewseyvale.co.uk

by the 2nd March.

Thank you!



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