

Silver Bullets for Small Town & Village Centres

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go new
forest



Aim this evening

- Working together to promote our Towns & Villages
- Creating reasons for people to visit
- Adding to the consumer experience
- A few quick silver bullets



A highly competitive marketplace

- A fast paced digital age
- Global disrupters
- No collective action and storytelling locally



Silver bullets #1

- A great collective brand/personality
- Personal, locally owned services
- Co-opetition improves quality & economies of scale
- All for one and one for all
- Big audience – Residents, Day and Staying Visitors



Silver bullets #2

- Bring the forest into our High Streets
- Special events and displays
- Large scale district-wide incentives
- Coordinated Shop Local campaign
- Lets Shop & Lunch campaign
- Taste the New Forest Food & Drink campaign
- Annual shared calendar of events



SPARKLING WINE



Lifeboats

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2 FT



It's now a very digital world

We can already speak directly to nearly 2 million consumers:

- Weekly What's On (25.5K subscribers)
- Monthly Destination Enews (58K)
- Monthly Taste the New Forest Enews (83.5K)
- GNF Cardholder Enews (5.5K)
- Destination website (1.5M users + 5M page views)
- The New Forest UK social media platforms (57K)



As Winston Churchill said about Town and Village promotion...

“A pessimist sees the difficulty in every opportunity;
an optimist sees the opportunity in every difficulty”.

“Attitude is a little thing that makes a big difference”.

“Success consists of going from failure to failure
without loss of enthusiasm”.