

# MARKETING TOOLKIT

TO PROMOTE THE SLATE LANDSCAPE OF NORTHWEST WALES  
UNESCO WORLD HERITAGE SITE NOMINATION BID



Llechi Cymru  
Wales Slate





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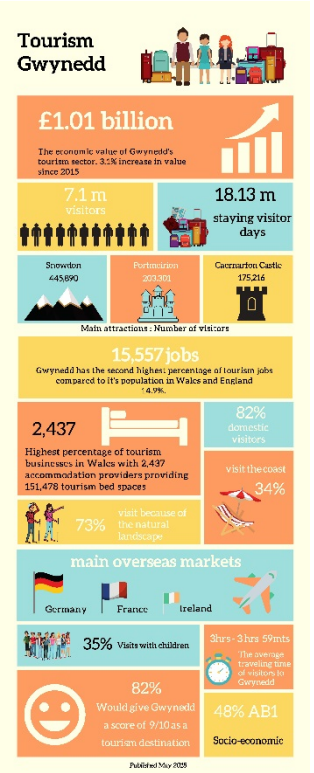
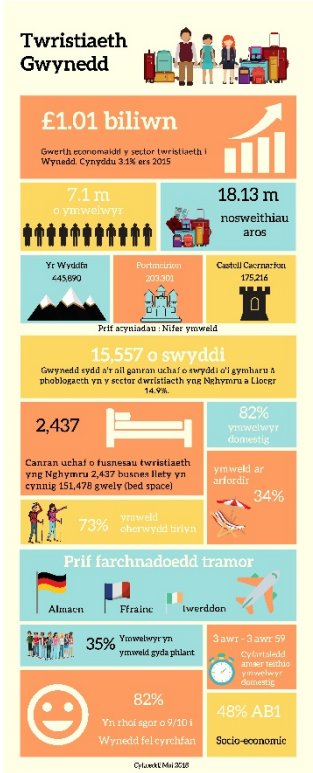
# Introduction

The story of Wales Slate is everlasting. It is a ‘Living Legacy’ that has left its mark on the Snowdonian landscape, towns, villages, and the world. The fingerprints of this post-industrial landscape are carved into the hearts and minds of the people who live here. The slate landscape of Northwest Wales demonstrates the spectacular story of evolution from a quiet place to one dominated by the slate industry; with towns, quarries and transport links carving their way through Snowdonia to the ports on the coast. This is why the slate industry of Northwest Wales has been put forward to become a World Heritage Site.

## A great opportunity

World Heritage status provides an opportunity for groups, organisations and businesses to take advantage of an international badge of recognition to boost their marketing nationally and globally. It provides the incentive to develop new products and services to attract and serve new customers and markets.

- Tourism across Snowdonia and the surrounding area already contributes £1.12 billion to the local economy providing over 15,500 jobs, making our region the second highest percentage of tourism jobs to the population in England and Wales.
- Industry and businesses are entwined with this spectacular landscape, playing a vital role in the World Heritage story by shaping the ongoing legacy of Wales Slate through innovation and entrepreneurialism.
- Other World Heritage sites have experienced an increase in attracting higher spending cultural tourists, which provides us with a further boost to the nominated site economy.





# About the toolkit

Welcome to the Wales Slate World Heritage Site marketing toolkit – a free resource for all groups, organisations and businesses. It is designed to be easy to use, giving you the ability to access a range of material and information. Using the toolkit will help you successfully market your group, organisation or business by using the pulling-power of the landscape and heritage of the Wales Slate World Heritage Site.

## What is the toolkit and why is it useful?

This toolkit provides simple ideas and advice showing how you can use the 'Wales Slate World Heritage Site' concept within your marketing campaigns to help you market your group, organisation or business. This Toolkit has been put together as part of the Interpretive Strategy for the Wales Slate World Heritage Site Nomination Area.

## What is the World Heritage Site?

The slate landscape of Northwest Wales has been nominated as a World Heritage Site. This is in recognition of the significance of the landscape, the industry and the people who formed it, not just to people who live here but worldwide. The area has been divided into seven geographical areas or component parts. Each one has a unique identity and character defined by the geology, the way that the slate was extracted, transported and by those who managed the quarries and worked here. The World Heritage Site bid is being led by Gwynedd Council in partnership with Cadw, The National Slate Museum, The National Trust, Snowdonia National Park Authority, The Royal Commission for Ancient Historic Monuments and Bangor University.

More information can be found at:  
[www.llechi.cymru](http://www.llechi.cymru)



## How is this relevant to your group, organisation or business?

Taking a holistic approach to marketing initiatives throughout the Wales Slate World Heritage Site area will make the 'visitor offer' more attractive to visitors by showing you are part of something much bigger. No single site can tell the huge story of our wonderful industrial heritage but collectively we can.

We want to help you maximise the benefits that being part of the Wales Slate World Heritage Site family can bring to your group, organisation or business.

# How to use the toolkit

**It is important that consistent language and messages are used when describing the Wales Slate World Heritage Site within marketing campaigns. Groups, organisations, businesses and stakeholders should deliver one story using consistent messages and language to reinforce the identity of the area to visitors.**

## Using key messages to create a sense of place

These messages are ones of an epic landscape, and the inspiration and ingenuity of the people of Snowdonia, who have adapted to change.

When we talk about the Wales Slate World Heritage site in advertising material or on social media we should be original, smart and never dull. We need to use dynamic and inspiring language to compel people to engage with our powerful story and heritage.

The language and messages might be used in the way you connect with groups, organisations and business partners and the way you market to visitors and international visitors.

Being inspirational and creative is our ultimate renewable resource, let's use this energy in how we express ourselves to engage more people at all levels of our story and heritage.

Examples of key messages are included in the resources section.





# Getting the message out there

**The best way to promote your group, organisation or business is to use a wide range of media and get information out regularly to build up knowledge and awareness. All successful marketing is planned in advance – identifying perhaps three or four main opportunities to communicate over the year to create a basic campaign.**

## A good way to start

A good way to start is by updating your publicity materials to include information about the Wales Slate Heritage site and the magnificent landscapes and different experiences it offers.

This can be done very easily the next time you update your website, leaflet, social media and so on. The benefit of doing so is that it helps to link your group, organisation or business with the area and heritage – helping to put your group, organisation or business in the spotlight for new customers to discover. Use the resources available to make this easy.

## Use of Welsh language

The Welsh language is embedded in the slate industry and landscape. It is essential that all marketing is bi-lingual and there are opportunities to introduce visitors to the rich vocabulary of the industry and area.

More information can be found at:  
[www.comisiynyddygymraeg.cymru](http://www.comisiynyddygymraeg.cymru)

## Social media

You may already have a presence on Facebook, Twitter or Instagram in particular – they are key platforms for interacting with potential customers, posting information and comments and responding to what others are posting. But you can also use it in a structured way, planning a concentration of activity around your planned marketing activity.

Make sure you use hashtags to widen your audience. These should be used consistently across all social media channels. Greater use of these will help to make the story more visible online.

Key hashtags relevant to the area are:  
#llechicymru, #walesslate, #mwynallechi, #morethanslate

## Newspapers, radio, magazines & TV

From community websites to regional and national publications and specialist magazines, there are a huge range of outlets which might carry information about your group, organisation or business.

# Getting the message out there

## Bloggers

Tap into the vast online community of people who write about walking, travel and holidays, or about Wales as a place to visit. If you offer a family, child or dog-friendly product, you will find bloggers writing for these and many other specialist markets too. Whatever your speciality, a bit of online research will soon bring up a list of bloggers to contact with your information.

## Specialist networks

You can target specialist organisations and associations involved in walking, outdoor activities, food and drink, local history – anything which ties into the business you are running and the offer you can make to the Wales Slate Heritage site.

## Local community partnerships

Locally you will find tourism groups, organisations and business groupings working to promote your local area – valuable to tap into and keep informed about your story and your offer so they can pass details on. They will also offer contacts for developing joint promotional activities with businesses complimentary to yours.

## Facebook:

A great platform to show off your group, organisation or business with plenty of pictures. Get visitors to give video recommendations linked to their experience of visiting the area. You can also use the Facebook Events sections to link up with Wales Slate World Heritage Facebook events section.



## Instagram:

Because it's all about images, use it to showcase your group, organisation or business with views of the Welsh Slate landscape clearly in the image, inviting people to come and enjoy the area and stay with you, eat with you or visit you.



## Twitter:

A great way of connecting with other groups, organisations and businesses and for putting out your special offers to your followers. Remember to find and follow @LlechiCymru on Twitter. Tag us on your posts and engage with us, we'll do our best to reciprocate. Look at who we're following to see whether there are opportunities for engagement, even if it's just a retweet or a share, and see how you can weave Wales Slate in your social media work.







# Getting the message right

**We have created useful copy that you can use in your own websites, leaflets and press releases etc. The tone of voice used is an important way of communicating the identity. These examples voice the personality and express the core idea showing the inspiration and passion for this spectacular place.**

The following headline and paragraph messages can be used within your marketing campaigns to connect people with the identity and heritage of the Slate Landscape of North West Wales World Heritage Site nomination bid.

## **Talking about the World Heritage Site**

World Heritage Sites are part of an exclusive network recognised by UNESCO as the best on earth. They show crucial moments in human endeavour which changed the world for ever.

## **Talking about the slate landscape**

The story of slate is an ongoing one that has left its mark on the landscape, towns, villages and the world. This special place still bears the marks of the industry that roofed the world. The innovation and technology made it a world class industry and have ensured its place in world history.





# Getting the message right

Welsh slate roofed the world, explore the great landscape it left behind

The slate industry was a place of invention, come and find epic adventures in the mines and mountains

This place is full of stories, come and discover how the slate industry left its mark on the language and culture of places round here

The legacy of the slate industry is easy to find and the industry today is alive and well

# A great image

**Images used throughout marketing materials will showcase the area and your group, organisation or business. All images used should recognise the influence of the slate heritage on the people, towns and villages. They should portray the epic and magnificent landscape and capture a distinctly local and Welsh flavour.**

Use good quality photographs to illustrate your group, organisation or business, products and services. This toolkit contains links to photographic resources with stunning images showing the breath-taking landscape that your group, organisation or business is based in.

**Further information can be found at:**

[www.llechi.cymru](http://www.llechi.cymru)

[www.walesonview.com](http://www.walesonview.com) or email [imagesupport@gov.wales](mailto:imagesupport@gov.wales)

[www.ymweldageryi.info](http://www.ymweldageryi.info) / [www.visitsnowdonia.info](http://www.visitsnowdonia.info)

<https://www.coflein.gov.uk/>.

## Top Tips for great photos:

- Take photographs from a low angle to add interest in the foreground (see right)
- Use a high vantage point looking down to take epic photographs
- Add interest to shots of visitor attractions and towns or villages with people





# Using the logo

Cut and paste or download these resources for your website, social media activity, leaflets and other marketing material to give your customers valuable information which will enhance their visit.





# Using the logo

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Llechi Cymru  
Wales Slate

Prif logo  
Main logo



Llechi Cymru  
Wales Slate

Fersiwn gwyn  
White version



Llechi Cymru  
Wales Slate



Llechi Cymru  
Wales Slate



# Using the logo

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## Diogelu'r logo Logo protection

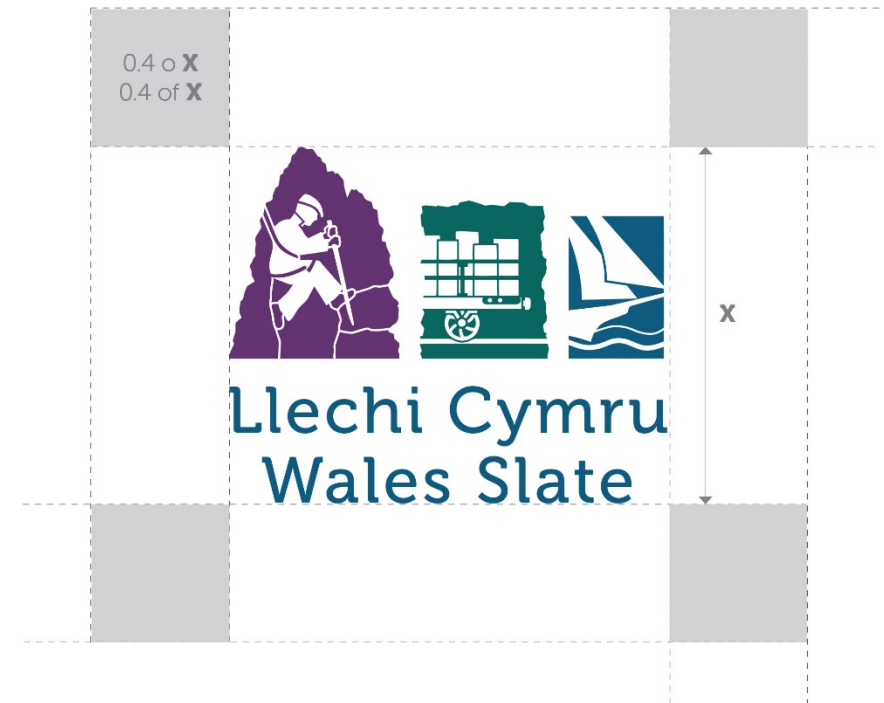
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An exclusion zone is needed around the logo at all times.

## Maint y logo Logo Sizing

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We advise you do not reduce the logo past 30mm width.



# Using the logo

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## Pethau i beidio a gwneud

Pan yn defnyddio'r logo rhaid  
cadw at y rheolau. Peidiwch a  
gwneud y canlynol:

- A: Gwasgu'r logo
- B: Newid y ffont
- C: Defnyddio effeithiau
- D: Defnyddio cefndir anaddas

## Things not to do

When using the logo please  
adhere to the rules. Do not do  
the following:

- A: Distort the logo
- B: Change the font
- C: Use effects
- D: Use and unsuitable backdrop







# For further help

**For further information about the Slate Landscape of Northwest Wales UNESCO World Heritage Site Nomination Bid or about the marketing advice and help available please contact:**

- [www.llechi.cymru](http://www.llechi.cymru)
- [llechi@gwynedd.llyw.cymru](mailto:llechi@gwynedd.llyw.cymru)
- 01766 771000

