



Intro

2009 is meant to be the year of the great British summer with more and more people choosing to stay at home and holiday in the UK.

Here at **walking distance** we have had this in mind, providing new opportunities for promotion and raising awareness of the many things to see and do in the local area, particularly the Hamble Valley, which is our focus for the next few months as we plan an exciting re launch of the brand. Read the articles below to find out more along with some exciting staffing news!

Marketing Director on board

walking distance is delighted to announce the appointment of Jo Cooper to its management board as Marketing Director.

Jo has been with the company since January 2006, when **walking distance** took over management of the Hamble Valley brand from Eastleigh Borough Council.



In that time, Jo - a member of the Chartered Institute of Marketing - has played a major part in the company's development and continues to be at the forefront of the Hamble Valley brand. Jo also facilitates the Hampshire Top Attractions group on behalf of Walking distance, and is leading the company's social and online marketing initiatives.

Jo says: 'I am delighted to be offered the position and look forward to working alongside Martin on the growth of the business. Over the past year we have focused on building a successful brand and defining our core business and with a great team I am looking forward to the exciting times ahead.'

Building Better Performance

In June, Managing Director, Martin Smith successfully passed a senior qualification to become a member of the Chartered Management Institute.

Martin says: "I enrolled on the course to formalise my experience and to gain the professional status I believe will help take this company forward. Now with fully chartered status in my vision, I hope to develop skills further and fulfill the potential that lies within **walking distance**."



We have a great team of professional staff here and have set an agenda for 2010 that sets new standards for us and the clients and communities we serve, taking the company into an exciting new phase of growth and maturity'

In this issue

Marketing Director on board

Building Better Performance

Sales steam ahead!

Hamble Valley Marketing Event

Most delightful village in the world!

Visitor Guide Production

About us...

walking distance offer a experienced publishing and cartographic service specialising in tourism focused products.

Our experienced team of sales, design, marketing and cartography provide the highest level of efficiency and enthusiasm. We offer:

- Destination marketing
- Cartographic service & consultancy
- Project management
- Leaflet and media distribution.

Contacts:

Martin Smith
- Managing Director
martin@walkingdistance.co.uk

Jo Cooper
- Marketing Director
jo.cooper@walkingdistance.co.uk

Paul Mizen
- Distribution Manager
paul@walkingdistance.co.uk

Tina Scahill
- Graphic Design & Artwork
tina@walkingdistance.co.uk

Martina Garnham
- Business Development
martina@walkingdistance.co.uk



Sales steam ahead!

At the end of May, Martina Garnham joined **walking distance** as a Sales Executive and has hit the ground running, making a positive impact on clients and on the publications. Martina's experience and excellent sales skills have enabled **walking distance** to successfully deliver new advertising contracts.

In June, **walking distance** was approached by PSP Southampton Boatshow to assist with advertising sales on the new SO Magazine for the 2009 Southampton Boatshow. With a strong client base in and around the city, **walking distance** worked with Pocket London and PSP Boatshow, offering another advertising opportunity.

For advertising opportunities available from **walking distance**, contact Martina on martina@walkingdistance.co.uk or 023 8023 7654

Hamble Valley Marketing Event

Following the closure of the brand from Eastleigh Borough Council at the end of 2005 **walking distance** have been committed to promoting and developing the destination as a place for local residents and visitors to visit but have faced challenges due to the lack of funding and resources available. In order to develop and maintain the brand, a brainstorming event has been organized for Wednesday 5th August, inviting advertisers and stakeholders to discuss ways to further develop the destination ensuring and to gain feedback on ideas that include: a Hamble Valley Tourism Association, online and digital promotion, developing food trails and the Hamble Valley 'Good Life', website advertising and more. If you would like more information or would like to attend the event, please contact Jo Cooper on jo.cooper@walkingdistance.co.uk



Visit our associated websites:



www.hampshiretopattractions.co.uk



www.hamblevalley.com



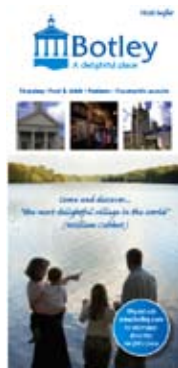
www.whatsonpageone.co.uk

Most delightful village in the world!

walking distance work with a number of local communities to promote local distinctiveness and has recently re-designed the visitor leaflet for Botley along with re-printing the popular Cobbett Trail walking leaflet detailing the self-guided trail around Botley, that William Cobbett once described as the 'most delightful village in the world'

The two leaflets are examples of the range of local tourism publications **walking distance** design, produce and distribute to promote local days out, from Official Maps of the Hamble Valley and New Forest to Hampshire Top Attractions and local walks.

For copies of leaflets contact info@walkingdistance.co.uk





Visitor Guide Production

Having recently tendered for the production of the Visit Portsmouth Visitor Guide, **walking distance** is working on a design and creative portfolio showcasing the projects and publications for destinations including New Forest, Southampton and the Hamble Valley.



Managing Director, Martin says 'Our outstanding design and comprehensive destination

marketing service allows us to offer clients a complete package - from stimulating graphic design portraying the destination, targeted advertising sales campaigns, ad management, project management, cartography and cost - effective print solutions. We enjoy working with new destinations and like capturing the essence of what makes a city or are unique'

For more information on Visitor Guide and leaflet production, contact Martin at martin@walkingdistance.co.uk