



Intro

Here at **walking distance**, we can't figure out where this year has gone for it to be October already; a reflection perhaps of how busy we have been over the summer with new projects, new staff and moving forward through the recession, providing cost effective marketing solutions and opportunities to small businesses when they require it the most. Here is a summary of our projects:

Hamble Valley Marketing Event – Great Success

At the beginning of August, **walking distance** hosted a marketing event with stakeholders to discuss the Hamble Valley in terms of future promotions, opportunities and raising the brand awareness.



Attended by representatives of local hotels, bed and breakfasts, attractions, yacht clubs, restaurants and the regional tourist board, the event generated a lot of discussion around the promotion of the Hamble Valley destination brand and new ideas for improving and raising awareness. Since the event, Walking Distance has been working on the following initiatives:

- **Hamble Valley Members Association** – A new association is being launched for businesses providing opportunities and benefits including marketing and business support, training, networking opportunities, discounts on advertising and free membership to Tourism South East.
- **New Hamble Valley Visitor Guide** – The 2010 edition of the guide will be an A4 magazine style publication with new sections and features including the Hamble Valley Good Life, low cost family days out, local recipes and features from advertisers and stakeholders.
- **Integrated Access** - discussions with the Three Rivers Rail Partnership looking at a potential project across Hamble Valley rail stations and the promotion of cycle networks and cycle hire.
- **www.hamblevalley.com** - Redesigned to coincide with the 2010 Hamble Valley Visitor Guide, incorporating new features for accommodation and events as well as online advertising opportunities.

For more information on the Hamble Valley including advertising opportunities and membership, contact: Jo Cooper
jo.cooper@walkingdistance.co.uk 023 8023 7654



Cartography News

Martin attended the Society of Cartographers 45th Summer School at the University of Southampton in September. Agenda items and workshops on Public Transport mapping, Opensource databases and Wayfinding all help to give **walking distance** an awareness of contemporary developments in the field and provide new marketing opportunities inline with the company's cartographic development strategy.

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And that isn't all the team does!

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:

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Hampshire Top Attractions

Managed by **walking distance**, the Hampshire Top Attractions is a marketing consortium of the larger attractions within Hampshire. With a successful leaflet and website www.hampshireattractions.co.uk which receives around 7600 unique visits each month, the group has introduced a new online membership for other attractions within Hampshire. The new membership offers online entry, news and press releases uploaded to the site and promotion through the HTA Twitter and Facebook pages as well as the opportunity to offer a special offer/discount voucher, which through 2009 has seen over 1400 web voucher redemptions. New online members include the Hawk Conservancy and Museum of Army Flying.

A copy of the Membership Pack is available here or to discuss contact Jo Cooper, jo.cooper@walkingdistance.co.uk 023 8023 7654

2010 Publications

Autumn is always a busy time of year as the sales campaigns begin for the following year publications. At present sales and marketing is busy working advertising opportunities in:

Southampton Pocket Guide – A new feature for exclusive 2010 edition is a downloadable PDF version which will be available online at a range of local websites including www.visit-southampton.co.uk and www.businesssouthampton.com



Hamble Valley Visitor Guide – New A4 format with family friendly features and ideas complemented by new website

River Hamble Handbook – Working with the Hamble River Combined Clubs and other stakeholders to improve the content of this unique guide for all Hamble River users.

Discover the New Forest – A advertising package consisting of the former 'visitor' guide, online advertising at www.thenewforest.co.uk and the Visitor Information Panels located in towns, villages and campsites.

If you would like more information on any of these advertising opportunities including media packs contact Martina on martina@walkingdistance.co.uk or 023 8023 7654

Visitor Guide Design

Being able to offer a complete service when it comes to Visitor Guide production is a key strength of **walking distance**. From brand creation to targeted sales campaigns, photography and graphic design, the passionate and creative team at **walking distance** can capture the spirit of a destination.



For more details of the service can be found [here](#) for more information or to discuss a project contact Martin on martin@walkingdistance.co.uk or 023 80237654

Visit our associated websites:



www.hampshiretopattractions.co.uk



www.hamblevalley.com



www.whatsonpageone.co.uk



Follow walking distance on Twitter

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Distribution Update

This summer has been busy for our distribution service with new clients including Salisbury Playhouse, Uproar culture magazine, Delicious Dining as well as key event publications covering Southampton Film Week and events taking place at Southampton Guildhall. **walking distance** now distribute for most of the major entertainment venues in the area offering a comprehensive information service for what is taking place in and around Southampton.

walking distance has also been regularly supplying information on events and attractions to the Hampshire Tourist Information Centres from Lymington to Havant and Farnborough. There have also been new sites installed at the Premier Inn, Southampton and the National Express Coach Station. Other sites soon being discussed include the Mo'Club and Southampton Central Station.

walking distance also attracted exclusive distribution rights for international magazine titles at this year's Southampton Boatshow, complementing the company's presence and reputation across the city

For information on leaflet distribution campaigns or to express your interest in having a FREE leaflet stand for tourist information, contact Paul on paul@walkingdistance.co.uk or 023 8023 7654



And that's not all the team does....

As well as full time jobs at **walking distance** the team are also active in a variety of charities and causes, which have lead to a few personal challenges over the summer.

Jo completed a tandem skydive in aid of a new charity called Zimele UK of which Jo is a Trustee, supporting projects in South Africa working with orphans. Achieving a personal challenge and overcoming a fear of heights, by falling from a plane at 13,000ft!.



Martin continues to organise a number of events at St Denys Church in Southampton, promoting the historic building as a Heritage Destination and performing arts venue. This has attracted various local event promoters and cross references **walking distance** distribution service and promotion of Southampton as a destination

Martina completed the New Forest Half Marathon achieving a personal best time of 1 hour 58 mins with the aim to run the 2010 London Marathon in aid Cancer Research.

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