

**The Marketing of Sedbergh: An Update and Discussion Paper for the meeting  
of the Sedbergh Parish Council, 10<sup>th</sup> September 2020**

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**Chair of the Sedbergh Economic Partnership**

1. **Background:** The Sedbergh Economic Partnership (SEP) was established in 2018, following a review funded by the South Lakes District Council (SLDC), with the aims to tackle a backlog of economic challenges facing the town and to enable the collective interests within the town to “speak with one voice”. The members of the SEP represent Sedbergh School, Farfield Mill, the Community Trust (Trust), the Information Centre (a Community Interest Company, CIC), the Chamber of Business and Trade (Chamber), the Parish Council (PC), SLDC, Yorkshire Dales National Park (YDNP) and Cumbria County Council.

The SEP has identified the Marketing of Sedbergh as a major challenge and a Marketing Sub-committee was established to take this forward, led by Matt Williams (SLDC). A Marketing Strategy has been created and a Visitors Guide for Sedbergh is available online and via the TIC.

2. **Appointment of a Marketing Consultant:** Discussions in the SEP and its Marketing Sub-Committee in late 2019 established the need to fund a Marketing expert to promote the town, its businesses and activities. Since then funds have been raised or pledged by local businesses and organisations, and approximately £10,000 has been raised, which is being administered by the CIC. Recently (August 2020), Farfield Mill, have donated £500. **No financial contribution, however, has yet been received from the Parish Council.**

Applications for the post were sought and interviews held by representatives of The Black Bull and Sedbergh School, initially in relation to the marketing of the newly refurbished Black Bull hotel. The outcome was the appointment of **Greg Stephenson** (Gundog PR) who grew up in Sedbergh and has ten years of experience in marketing and communications, especially in the hospitality industry. Readers may be aware of Greg’s excellent achievements in recent months, in both the local and national press, which has also resulted in added interest and publicity of the town (see attached list).

It is fully understandable and appropriate for all funders know how the role will be overseen and reviewed. This information is given below.

**Objective**

**To raise awareness of Sedbergh locally, regionally, nationally and internationally, by**

- **Establishing a PR strategy**

- Identifying relevant publishers, journalists, analysts and authors to support our core businesses and activities, and to raise positive awareness of them
- Create and distribute press releases regarding existing and new Sedbergh events, products, opportunities and investments
- Work with the Social Media manager to further develop a website strategy
- Provide ongoing PR support

#### How will progress be measured?

- Quantitative analysis of press coverage
- Qualitative analysis of social media outlets
- Metrics for engagement, such as conversion rates, time on page, web traffic, search data and page views, visitor numbers and feedback

#### Recommended Approach

- One day support each month to set up, create and deliver relevant strategies for marketing and PR
- Monthly retainer of £350 per day with an agreed arrangement for travel and activities, which will be agreed in advance of carrying out any works
- Commencement in January 2020, for one year in the first instance
- The CIC to act as fundholder for the post

#### Oversight and Review of Progress

- On behalf of the Sedbergh Economic Partnership, a Marketing Management Committee has been established to provide an overview of the Marketing Consultant, comprising Nicky Millington (Sedbergh School), Dawn Wells (Cobble County, Hidden Howgills), Janey Hassam (PC) and Andy Cobb (Community Trust, Chamber of Business and Trade and Chair of the SEP), who will also act as Chair, in the first instance
- Due to the impact of the covid-19 pandemic, only virtual meetings with Greg have been held
- The Marketing Committee has met once in person and plans to meet next in September 2020
- It is proposed that the SEP and funding organisations will receive an annual report of progress and provide feedback to Greg

3. **Acknowledgements:** I am grateful to the following for their constructive comments and emails that have aided the generation of this discussion paper; Janey Hassam, Chris Wood, James Ratcliffe, Greg Stephenson and Matt Williams. I am sure that we all look forward to the continuing success of this post that is improving the Marketing of Sedbergh.
  
4. **Conclusion:** Evidence to date shows that Greg has made and continues to make an important contribution to the marketing of the town. I hope that the Parish Council will now make a financial contribution to support this initiative.

Professor A H Cobb, Chair, Sedbergh Economic Partnership, 3<sup>rd</sup> September 2020

**Sedbergh Current Pitches 2020:**

Guardian - October Half Term Break

Candis Magazine - British StayCation Break

Wanderlust Magazine - Great British Breaks

**Sedbergh Coverage From Pitches so far 2020:**

<https://www.telegraph.co.uk/travel/destinations/europe/united-kingdom/galleries/best-waterfalls-britain-uk/cautley-spout-cumbria/>

<https://www.cyclist.co.uk/sponsored/8541/cyclist-best-of-british-no-1-yorkshire-dales>

<https://inews.co.uk/inews-lifestyle/travel/self-catering-rentals-uk-holidays-when-open-july-cornwall-cotswolds-best-list-455633>

<https://inews.co.uk/inews-lifestyle/travel/where-can-i-go-on-holiday-uk-best-spots-travellers-solitude-lockdown-exmoor-norfolk-cumbria-457485>

<https://www.examinerlive.co.uk/news/local-news/gallery/visit-yorkshire-dales-comfort-your-18066026>

<https://www.on-magazine.co.uk/travel/hotel-reviews/the-black-bull-in-sedbergh/>

<https://www.thetimes.co.uk/article/catch-em-while-you-can-t6l7gjq2>

<https://www.northernsoul.me.uk/review-the-black-bull-sedbergh/>

<https://www.thegoodfoodguide.co.uk/get-inspired/we-visit/where-to-eat-in-sedbergh>

<https://www.theguardian.com/money/2020/jan/17/lets-move-to-sedbergh-cumbria-lovely-lonely>

<https://www.telegraph.co.uk/food-and-drink/pubs-and-bars/30-best-winter-pubs-britain-dog-lovers-walkers-foodies/>

<https://www.thetimes.co.uk/article/the-50-best-staycations-in-the-uk-kz2hbgvwk>

<https://www.theguardian.com/travel/2019/dec/17/10-best-uk-rural-art-galleries-england-wales-scotland>

<https://www.heydaymagazine.co.uk/2020/08/12/top-3-wellness-breaks-in-the-uk/>

**Miles Moore - Farfield Exhibition coverage so far 2020:**

<https://www.cumbriacrack.com/2020/08/06/confluences-the-first-joint-exhibition-showcasing-the-work-of-artists-martin-and-siobhan-miles-moore/>

<https://www.visitlakedistrict.com/whats-on/confluences-p1316261>

<https://wartasaya.com/2020/08/06/the-first-joint-exhibition-showcasing-the-work-of-artists-martin-and-siobhan-miles-moore/>

<https://ebusinesscumbria.com/confluences-the-first-joint-exhibition-showcasing-the-work-of-artists-martin-and-siobhan-miles-moore/>

<https://entirely.media/arts/business-news/uk/north-west/sedbergh/confluences-the-first-joint-exhibition-showcasing-the-work-of-artists-martin1039>

**Black Bull Press Trips 2020 Coming:**

First Class Lounge

Cococami & Chef Mag

While I'm Young

Epicurean Club

London Belongs to Me

Samphire & Salsify

Foodie Explorers

**Black Bull Press Trips 2020 Stayed**

Luxury Lifestyle Mag

Wine & Dine Yorkshire

Northern Soul

Foodaholic

The Version

Atlas

**Black Bull Coverage 2020 so far:**

<https://www.pressreader.com/uk/the-sunday-telegraph-sunday/20200809/281552293208837>

<https://vinous.com/articles/vinous-table-the-black-bull-sedbergh-uk-jan-2020>

<https://www.luxurylifestylemag.co.uk/travel/hotel-review-black-bull-inn-sedbergh-in-cumbria/>

<https://www.yorkshirelife.co.uk/out-about/places/the-best-hidden-hikesin-yorkshire-1-6806811>

<https://www.newsandstar.co.uk/news/18341151.black-bull-head-chef-nina-matsunagas-beef-pie-recipe/>

<https://www.cumbriacrack.com/2020/04/21/chef-gets-baking-to-help-a-local-charity-support-the-community-during-covid-19-and-beyond/>

<https://www.thegoodfoodguide.co.uk/get-inspired/we-visit/where-to-eat-in-sedbergh>

<https://www.cumbriacrack.com/2020/05/12/cumbrian-chefs-deliver-first-meals-after-launching-gofundme-campaign-to-help-feed-key-workers/>

<https://www.morningadvertiser.co.uk/Article/2020/07/03/How-are-pubs-dealing-with-concerns-about-reopening>

<https://www.thetimes.co.uk/article/30-great-pub-gardens-to-enjoy-this-summer-lxxfbdm5>

<https://www.cumbriacrack.com/2020/07/07/dales-cafe-and-bistro-transformed-into-farm-shop-and-deli-by-award-winning-chef/>

<https://theyorkshirepress.co.uk/yorkshire/hereford-beef-pie-a-recipe-from-nina-matsunaga/>

<https://www.theguardian.com/food/ng-interactive/2020/feb/16/50-things-we-love-in-the-world-of-food-right-now>

<https://www.specialityfoodmagazine.com/news/dales-cafe-transforms-into-a-farm-shop-and-deli-after-covid-19>

<https://www.thewestmorlandgazette.co.uk/news/18363375.bbc-one-masterchefs-grace-dent-recognised-code-influential-women-list/>

<https://www.telegraph.co.uk/food-and-drink/pubs-and-bars/30-best-winter-pubs-britain-dog-lovers-walkers-foodies/>

<https://www.frozenandchilledfoods.com/2020/05/cumbrian-chefs-deliver-first-meals-after-launching-a-gofundme-campaign-to-help-feed-key-workers/>

<https://www.thecaterer.com/news/hospitality-positive-stories>

<https://www.thestaffcanteen.com/Britain-s-Got-Talent/it-is-possible-to-run-a-business-be-a-head-chef-and-to-have-kids-pets-and-hobbies#/>

<https://www.facebook.com/thestaffcanteen/videos/3327114373977181/>

<https://www.youtube.com/watch?v=zKIYZEWvKM4>

<https://vimeo.com/435709857>

<https://www.northernsoul.me.uk/review-the-black-bull-sedbergh/>

<https://www.morningadvertiser.co.uk/Article/2020/03/06/International-Women-s-Day-2020-women-who-ve-made-their-mark-in-the-pub-sector>

<https://www.lifeupnorth.co.uk/sedberghs-black-bull-listed-among-the-uks-top-50-gastropubs/>

<https://theworldnews.net/gb-news/black-bull-s-nina-matsunaga-bakes-for-sedbergh-charity>

<http://www.foodvoices.co.uk/dales-cafe-and-bistro-transformed-into-farm-shop-and-deli-by-award-winning-chef/>

<https://www.lancashirelife.co.uk/food-drink/influential-women-in-hospitality-1-6618205>

<https://eat-drink-sleep.com/2020/03/19/rural-cumbrian-pub-adapts-to-help-the-community/>

<https://entirely.media/food/business-news/uk/north-west/sedbergh/dales-caf-and-bistro-transformed-into-farm-shop-and-deli-by-award-winning-chef2571>

<https://www.thewestmorlandgazette.co.uk/news/18396703.black-bulls-nina-matsunaga-bakes-sedbergh-charity/>

<https://www.cumbriacrack.com/2020/04/21/chef-gets-baking-to-help-a-local-charity-support-the-community-during-covid-19-and-beyond/>

<https://www.ethical-hedonist.com/nina-short-3-whats-on-the-menu/>

<https://eat-drink-sleep.com/2020/03/19/rural-cumbrian-pub-adapts-to-help-the-community/>

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<https://www.theguardian.com/lifeandstyle/2020/apr/09/no-flour-pasta-or-eggs-the-perfect-substitutes-for-20-common-ingredients>

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[https://www.irishtimes.com/topics/topics-7.1213540?article=true&tag\\_person=Nina+Matsunaga](https://www.irishtimes.com/topics/topics-7.1213540?article=true&tag_person=Nina+Matsunaga)

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