

A guide to
North Devon+ Membership

Tourism

Food & Drink

Business



Growing Your Business -
Supporting North Devon
We can help...

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In its first year, North Devon+ has developed a comprehensive package of benefits for its members, built on the success of the former Marketing Bureau membership.

From our first discussions on membership it has been our intention to have a third and distinct category for Food & Drink businesses (sitting alongside the current tourism and Business sectors). This sector is vitally important to the local economy and encompasses many traditional skills and businesses, not least of which is our very capable and adaptable agricultural industry.

It is widely acknowledged that, here in North Devon, as in many areas with good agricultural heritage, that we need to help and assist primary producers to add value to their produce. We are already seeing an increase in special meat breeds being marketed directly to end users, and increasing farm-gate and direct sales. Over the last few years we have seen more dairy products being made on the farm, sold locally through markets, or in some instances establishing a national market for their product.

New connections are being made to the general public through farmers markets which are increasingly popular and the awareness of "food miles" is also having an impact on the consumer's spending habits.

We have also seen a tremendous growth in quality establishments where the public can eat our fantastic produce from top class restaurants and rustic country pubs to traditional cafés and tea rooms. North Devon is building a reputation for food lovers nationally.

Here at North Devon+ we have been running a local Food & Drink campaign. We organised the very successful Foodfest held in Barnstaple's Pannier Market in October 2008. This was a great success - over 4000 visitors came to see speciality local dishes being cooked and over 50 trade stands. A tremendous success which proves that here in North Devon we really do take our food seriously.

At North Devon+ we aim to assist this important sector by developing networks of producers to supply the hospitality sector. Our tourist market is also becoming more demanding, and will expect good food, locally sourced. Indeed we need to ensure that becomes a reality to enhance the North Devon "experience", encouraging our visitors to return again and again.

It is not only the tourist that can benefit, those of us lucky enough to live here are also more interested in where our food comes from, and are continually amazed at the diversity and great standard of produce and eateries.

Our amazing coastline and countryside form natural assets which we must utilise, without spoiling them. Agriculture, tourism and the rest of our economy are inextricably linked with each other - we have - and must take - the opportunity to make North Devon one of the very best places to work, play and live!

Join the Food & Drink campaign and see your business grow.

North Devon+ Food and Drink Membership Highlights*

Advertising & PR:

- **North Devon Food & Drink Guide** – Free Standard Entry in the guide or reduced rates on a larger advert. The guide is distributed through various outlets such as Tourist Information Centres, accommodation providers and nationally, through the official website.
- **Free Website Entry on www.northdevonfood.com** - the dedicated Food and Drink website; including contact details, photo and 20 words of descriptive text as well as a link to your website.
- **Discounts on Advertising in the North Devon & Exmoor Guide** - 130,000 copies are requested by prospective visitors to the area - discount available for Food & Drink members.
- **Discounts on Advertising on 'Visit North Devon & Exmoor'** – the official tourism website at www.northdevon.com. A variety of adverts are available on the Food & Drink section.
- **North Devon & Exmoor Towns & Villages Guide** - opportunities to advertise your food and drink outlet.
- **Access to Press Services** - can circulate members' news to regional or national contacts depending on the nature of the story.
- **Opportunities for Journalist Visits** - members are given priority for visits by travel writers, journalists and media representatives.
- **Advertorials** - highly discounted rates to appear in full or half pages in the Daily Mail/Express in Jan/Feb each year, dependent upon demand.
- **Teletext** - Available from April until September, this service is exclusive to members and offers big discounts off Teletext standard rates, dependent upon demand.

Training & Events:

- **Free/Discounted Training Courses** - including Marketing, Foundation Certificate in Wines, IT, Catering and other relevant topics.

Marketing Support:

- **Access to the Members Database** - for direct targeted marketing opportunities to over 550 businesses in the area. Restrictions apply.
- **Free Use of our Photographic Library** - over 6000 photographs of the area are available for members use.
- **Use of Captured Data** - contact information captured from our marketing enquiries for the North Devon & Exmoor Guide and other publications produced by North Devon+ (administration fee applies). These can be segmented by geographic source.

Business Support:

- **Free business support**
- **On-line business support advice** - through the members only section of www.northdevonplus.co.uk
- **Telephone helpline** - for business support/signposting.
- **Exclusive preferential rates** - for NatWest Streamline credit/debit card facilities.
- **Free information downloads** – profiles on your business sector and business support factsheets.
- **Legal helpline**

Communications:

- **Dedicated Food & Drink Newsletter** - issued to all members on a regular basis.
- **e-News Plus** - an electronic newsletter sent regularly to all members.
- **Business to Business Offers** - new offers are being developed all the time from other members.
- **Opportunities to Network** - with other similar businesses in promoting and developing joint initiatives. Food Network trade area - collaborative working for increased benefits.
- **Free Publications** - our current range of publications is available for members to display in their businesses for FREE. They are designed to give inspirational ideas and local information for visitors to the area.



*Membership benefits are accurate at the time of print and maybe subject to change. Terms & conditions apply.

Please note North Devon+ Food and Drink members must be listed on the Food Premises Registers which are coordinated by North Devon Council and Torridge District Council. However there are certain exemptions. Please visit www.northdevon.gov.uk (or call 01271 388870) or www.torridge.gov.uk (or call 01237 428700) for more information on how to register.

By joining you can:

- Increase sales opportunities and profits
- Obtain information, support and advice
- Buy in services at discounted prices
- Use members for market research

North Devon+ already has over 550 members, here are some of their views:



Jo Budden Higher Hacknell Limited

"At Higher Hacknell, we have been in farming for over 20 years, rearing local breeds in a sustainable way, and through our farm butchers shop selling to customers both locally and further away. People now really appreciate quality local produce but they need to know we are here and how to find us, especially holiday makers who are just visiting the area for a short time. North Devon has a wealth of great producers and we need to work together to get the message across. Catering businesses are realising that using good local produce can be a winner - good produce is always welcome! North Devon+ have already helped - the Food & Drink Guide is a great success, as was the first ever Foodfest held in 2008. These are an inspiration to move the sector forward."



John Emms Lathwells Restaurant, Bideford

"Our reputation is built on using local food in the restaurant - visitors and locals alike are increasingly discerning when it comes to food provenance - if the whole eating experience is right it will create repeat business! We advertise in the Food & Drink Guide and are former category winners in the North Devon Food & Drink awards. The work that North Devon+ has done over the past year to promote local networking in the Food & Drink sector has been really great. Membership is good value! North Devon+ has been a major driver of business for me - the profile I receive through their products allows me to reduce other marketing spend to a minimum... well done!"



Darren Johnson Cafecino Plus, Bideford

"Running any business is difficult - perhaps especially so in the very competitive food & drink sector where you need to continually think of new ideas, trying to keep the very important local market satisfied - it is that which keeps you going all year round. I have used North Devon+ to help gain grant funding to expand the business, and have benefited from an entry in the Food & Drink guide - this certainly helps to raise awareness, both to tourists and those who live in our area - a great member benefit!"



Steve Harding Barton Farm Shop, Woolsery, Bideford

"I have received help and advice from the Business Support team on many occasions over the past few years - my questions have ranged from finance, training and even apprenticeships for my fast growing business. I have benefited from a presence in last year's Food & Drink guide - and gained second place in the Local Producer's Awards! The team at North Devon+ have always been very helpful, an excellent organisation with some great member benefits - they are only a phone call away."