

Marketing Peak District & Derbyshire Photography Brief 2017

Summary of Brief

Marketing Peak District and Derbyshire is the regions official tourist board, tasked with promoting the area nationally and internationally to boost visitor economy. We are a public/private partnership with our Board and we offer our members an array of marketing opportunities.

Within the MPDD organisation there are a number of ongoing projects either led by or contributed to by MPDD. These include **Pedal Peak**, **Market Towns Project** and the **Inspired By** the Peak District Project.

Pedal Peak for Business wishes to create a free toolkit resource for use by Derbyshire SME businesses to promote the Peak District Cycle Experience for businesses wishing to attract leisure cyclists.

High resolution images will also be required to promote the new cycle loops and itineraries for residents and visitors around the four cluster areas.

The images will be an important part of the Peak District Cycle Tourism Toolkit which will highlight to businesses how to welcome cyclists and the associated benefits of discovering the Peak District by bike.

The Market Towns Project aims to boost the current visitor offer in each town, enhancing the towns' individual personalities to ultimately make them a better place to visit. The market towns will be supported to realise their potential and improve vibrancy through a variety of different ways including, but not limited to:

- Identifying business champions to inspire other businesses,
- Changing the culture of how market towns operate to attract greater visitor numbers,
- Unlocking additional funding opportunities to encourage local SME investment
- Improving the visitor experience by capitalising on the pull and attraction that these market towns can provide

Marketing Peak District and Derbyshire will also work with local authority partners to develop a calendar of events that can be promoted via the MPDD consumer website. This will include the introduction of new local festivals, food markets etc. benefiting the many SMEs in market towns through an increase in visitors and spend, with such events increasing dwell time and perhaps more importantly provide reasons for visitors to extend their stay and return.

The **Inspired By** the Peak District project is a branding initiative, that has been developed in partnership with Business Peak District, Marketing Peak District and Derbyshire and local authorities to provide the wider visitor economy businesses and their supply chains with the opportunity to develop a marketing edge from their association with the high quality Peak District environment and Inspired By brand.

The programme provides fully-funded support to local visitor-economy SMEs and supply chains within Derbyshire in the form of workshops, networking events, and business support, that will encourage businesses to be further inspired.

Objectives of Brief

Marketing Peak District and Derbyshire and its project strands need to build an inspiring image library for use across a number of channels that not only promote the region but promote the specific projects that MPDD are working on. The following locations are must-visit spots for the project:

- Bakewell*
- Rowsley*
- Matlock*
- Matlock Bath
- Monsal Trail*
- Ashbourne*
- Hartington*
- Tissington Trail*
- Wirksworth*
- Carsington*
- High Peak Trail*
- The Hope Valley*
- Buxton
- Glossop
- Swadlincote
- Bolsover
- Tatton Park
- Hathersage
- Longshaw Estate
- Melbourne Hall
- Haddon Hall
- Losehill
- Win Hill
- Chrome Hill
- Parkhouse Hill
- Roaches
- Dovedale
- Thorpe Cloud
- Calke Abbey
- Hayfield
- New Mills

The following scenarios should also be included in the project:

- *Cycling (at the places asterisked)
- Rock Climbing
- Mountain Biking
- Couples walking
- People looking out/taking in a view
- People buying local produce in shops

- People eating out

Specific objectives are to:

1. Advise and plan an innovative approach to refreshing the images for **Marketing Peak District & Derbyshire, Pedal Peak, Market Towns and Inspired By** to cover the project's requirements.
2. Produce a photographic image library covering the summer / autumn 2017 season which can be easily accessed and shared by partners. This should contain images both low resolution versions for websites and high resolution version for print. Copyright to be assigned to MPDD.

For **Pedal Peak** all photographic work needs to portray 'visitor experiences that inspire and move' and support the following principles:

- 'Diverse cycling experiences for everyone.' This concept ties in with the world class landscape and unique selling points of the destination. The key proposition is; Sharing precious experiences with family and friends. The emphasis will be showcasing routes which focus on the diverse range of cycling experiences in the destination.
- 'Encouraging sustainable travel and rural short breaks' The images will seek to encourage use of the new routes connecting urban communities with the Peak National Park by bike and demonstrating links to other sustainable transport. The images should encourage visitors to follow a trail or promoted cycle route which will link into further visitor services such as train stations, market towns (Bakewell, Buxton, Matlock, Wirksworth) accommodation, pubs and cafes serving local delicacies, independent shops, galleries, cultural festivals and traditions for example.

Audience

How should they respond?

- We want to inspire the audience to want to visit and stay in the Peak District and Derbyshire.
- We want to empower the audience with knowledge about the range and benefits of cycle tourism in the Peak District and Derbyshire.
- We want to encourage visitors to try local produce and eat/stay at places that sell local produce.
- We want to encourage our local businesses to engage with MPDD and use our business support and membership services.

Project Plan

We envisage the following timescale:

- 10 full day shoots
- Photo shoot – Sept to October 2017

Payment schedule

The order number for this work is **TBA**.

Breakdown

10 full-day photoshoots, as outlined above, to include location scouting in advance of each shoot.

Included in this package are the following:

- Location scouting
- Attendance at planning/consultation meetings with MPDD as required and within reason
- All personal expenses
- Shooting - minimum of 1 shoot per week, as outlined above
- Image processing
- Key wording
- Preparation of image files (to agreed resolutions and formats)
- Transfer of image files (via Dropbox)
- Usage rights as outlined above
- Potential editorial coverage

Approach

Variety is key

To produce 500 images within 10 full-day shoots within the region, with different sets of models (and therefore variety in clothing, weather conditions etc.) and covering different types of activities.

Photography needs to cover landscapes, villages/towns, subjects partaking in activities (hiking, shopping, eating) and cycling images.

There will be a degree of flexibility to account for the weather. The named lead contact will be responsible for further briefing with regards to the site and providing models where possible.

Copyright

No restrictions on usage.

MPDD Style

MPDD images need to showcase the variation within the region and the things to see or do. Pictures with models need to be fun and emotive. A good mix of adrenaline and adventure needs to sit alongside peaceful and calm moments. The beauty of the region needs to be highlighted and the variation between the landscapes and environment captured.

Shot ideas – creativity:

- Person stepping across the stepping stones at Dovedale. Subject in centre of image.
- Couple walking across Millenium Walkway in New Mills
- Person/Couple stood out overlooking a valley
- Person jumping in the air with joy at a Peak District sunset

Pedal Peak Style

To portray a wide range of people having fun, so aim to shoot lots of happy, smiling faces in beautiful locations, and on terrain that won't intimidate most people. To include lots of riding/action shots, but equally it will include the whole experience; public transport to the National Park, eating and drinking whilst there, bike rental and other facilities, enjoying the sights, scenery and nature along the way. To make the experience look fun, dynamic and exciting and more importantly to subconsciously draw the viewer into the photograph and want to be there. A proportion of the images to represent adventure (MTB and touring). All riders in all shots will wear helmets to avoid any controversy over promotion of safety.

Shot ideas – creativity:

- Kids-eye view from a rented bike trailer. Shot with a fisheye lens, and slow shutter speed to create movement.
- Public transport. Biker riding directly out of train doors onto picturesque platform (Edale, Hope?).
- Couple sitting arm in arm in front of sunset, bikes in shot.
- Refilling water bottles, refreshment stop at cafés / pubs.
- Acquiring spares/maintenance at 18 Bikes or similar.
- Arriving at B&B, hotels by bike.

Market Towns Style

The shots need to showcase the variety of shops and markets within the market towns and show the places as warm and welcoming places to visit. The photos must show high quality produce and goods which will draw the audience in. The towns must be represented as bustling, friendly places to visit with lots on offer. Towns include: Ashbourne, Bakewell, Belper, Bolsover, Buxton, Glossop, Matlock, Matlock Bath, Swadlincote & Wirksworth.

Shot ideas – creativity:

- Picking fresh fruit at one of the markets
- Low shots of the cobbled streets in Bakewell with bustling crowds
- Shots of colourful produce market stalls i.e fruit or florists
- Sharp portraits of the market owners smiling.

Inspired By Style

The images must promote local producers, shop owners and business owners as friendly people, selling high quality goods and who take pride in their work.

Shot ideas – creativity:

- Slow shutter speed shots of people walking past shops with Inspired By window sticker.
- Shots of stock in local shops with the Inspired By logo on it (Peak District Honey is sold in a number of places)
- Shots of customers being given a friendly service in local shops
- Image of a product with the 'Inspired By' logo in the foreground with a beautiful Peak District landscape in the background.

Lead contacts:

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