

The Northern Saints Project

Craig Wilson
Strategic Partners Meeting



Supported by



The Northern Saints Trails



The Christian crossroads
of the British Isles

Guidebook



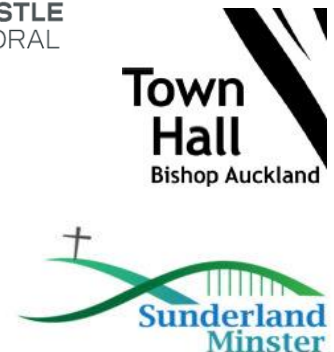
Northern Saints by numbers

- 6 routes over 205 miles
- 7 NE DMOs & Local Authorities' areas covering the whole region
- 500+ attractions and businesses showcased on northernsaints.com
- Pre-official switch on coverage achieved in more than 12 national media outlets
- Pre-official switch on 8,635 unique users for northernsaints.com since January
- £26k raised in matched funding from regional partners
- More about the launch to follow...



How do businesses get involved and benefit?

- Display route fold out maps
- If you're on the route, check your entry on NorthernSaints.com
- Media coverage includes many route highlights, be receptive to media enquiries
- Be creative with the theme: 'Saintly Afternoon Teas', promote that you're on the route, link up with neighbouring businesses on your route, packaging
- Adopt this flexible theme: heritage, escapism, landscapes, culture, wellbeing etc
- What's your Northern Saints story?
- Join the Northern Saints Passport!



Northern Saints Passport

- 70,000 passports printed
- 50+ venues already signed up and receiving stamps
- Passports to be sold on northernsaints.com and retailing at key regional sites
- Stamps provided free of charge to those within 2 miles either side of routes
- Selling at £2+ postage, all revenue ploughed back into Northern Saints project
- Deliberately old-school physical stamp to mirror Camino
- Consumer, group and trade call to action and media hook
- BBC Songs of Praise (Kate Bottley) will include it June 13th broadcast



Left: Self-inking stamp



Right: Pre-inked stamp

Route Infrastructure Improvement

- VCD successfully bid to the Rural Payments Agency (RPA) for Rural Development Programme for England (RDPE)
- Routes in Durham tired and in need of investment v competitor destinations
- Improve visitor experience and compete with other destinations
- With joint match of £29k from VCD & DCC, we secured £53k
- £83k total to be invested in Durham section of the 6 routes, into:
 - 26 interpretation panels
 - 6 people counters to monitor traffic and impact of project
 - Replacement and repairs of gates and stiles across the routes



Official launch

- After final easing of restrictions 21st June (last week of June/early July)
- Re-engage with media interest from cancelled launch for March 2020
- Official switch on at cathedral with media and Northern Saints stakeholders
- Separate photo opportunity on the route

Collateral all in place:

- Video & drone footage
- Print
- Website
- Media release
- New imagery (Photo competition)
- Passport
- Pop ups



Any questions and further information

- Take a look at the website northernsaints.com
- [Northernsaints.com](http://northernsaints.com) – Frequently Asked Questions for visitors
- Northern Saints FAQs for businesses and the travel trade (circulated afterwards)

If you have any questions on how to get involved contact:

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