

North Devon Marketing Bureau

North Devon businesses launch tourism marketing bureau

For immediate release: 6th March 2015

The new North Devon Marketing Bureau will be officially launched on Friday 13th March and unveil its first marketing initiative in conjunction with local hauliers Evans Transport. A new 45 foot lorry with the slogan 'I'd rather be in North Devon' will travel to a series of events in North Devon including a reception in Barnstaple Square attended by Mark Harper, Minister of State at the Department for Work and Pensions and sponsored by Brend Hotels and North Devon Farm Holidays.

The first part of the Bureau's marketing strategy is a 45 foot lorry covered with advertising for the North Devon and Exmoor brand, which has been designed for free by Blue Soup Media. The newly branded Scania R580 V8 lorry begins its tour in Ilfracombe going onto Woolacombe, Barnstaple Square finishing at Bideford Quay. Andrew Cotton, Billabong XXL Big Wave Surfer, will attend the Woolacombe launch event.

The Bureau has been formed to generate private investment to market North Devon & Exmoor as a tourism destination and is led by Trevor Stanbury MBE from the Milky Way Adventure Park in Bideford who is interim chairman. So far, over 230 businesses have signed up raising a total of £107,000.

Trevor Stanbury said:

"The loss of public sector funding for tourism marketing could have been disastrous for many businesses in our area. Tourism supports 1 in 4 jobs in North Devon and our tourist industry's turnover is over £550m. As well as pledges of money, we have had donations in kind from various local business people who all recognise that we can market our wonderful area more effectively if we all pull together."

The launch would not be possible without the cooperation of North Devon Council, Torridge District Council, Barnstaple Town Management and Ilfracombe Town Council.

ENDS

Please contact Isabelle Bromham on 01237 426 426 if you are planning to attend.

For further information contact Trevor Stanbury MBE on 07977 509 053.

Notes to editors:

The launch programme is as follows:

- Lorry arrives at Damian Hirst's Verity Statue, Ilfracombe Pier at 9am for a media photo opportunity.
- 09.30 lorry leaves to travel to Woolacombe Beach (voted top beach in the UK 2015) where it will park at 10.00am for a photo opportunity. Andrew Cotton, Billabong XXL Big Wave Surfer, will be in attendance at this stage of the tour.
- Launch event, sponsored by Brend Hotel Group, begins at Barnstaple Square in front of the museum at 11.30. Devonshire scones and cream sponsored by North Devon Farm Holidays.
- Mark Harper, MP, launches the Bureau 11.45 – 12.45.

As well as photo opportunities, Trevor Stanbury and Mark Harper will be available for interview at Barnstaple Square between 11.45 – 12.45.