



When telephoning, please ask for:
Senior Commissioning Officer
Jos Holmes ext 240
ecodev@ryedale.gov.uk

«Business_Name»
«Address_1» «Address_2»
«Address_3»
«Postcode»

Date: 28 November 2018

Dear «Salutation»

Re: 'In Ryedale' Visitor Information Publication – Active Outdoors

Ryedale Market Towns Promotion is partnership project between the District and Town Councils, working with local tourism businesses. Our aim is to create a sustainable private sector led partnership to encourage maximum 'spend per visitor' in Ryedale. When visitors are here in Ryedale we want to ensure they are aware of the great attractions, events, activities and artisan businesses located here. We also want to ensure the link between accommodation businesses and Active Outdoors businesses.

The project is creating 4 publications in web and print format to promote:

- Active Outdoors – Walking, Cycling and Riding
- Artisan Food and Drink
- Arts and Heritage
- Ryedale's Market Towns (including annual events.)

The publications, within the theme 'in Ryedale / Ryedale's Market Towns' will take the form of an interactive map of Ryedale, with a business listing with a short introduction and click through to the business's website. Overleaf is an example of the thematic colours and 'in Ryedale/ Ryedale's Market Towns' identity so you can see the overall look of the publications. The print versions (around 30K) will be distributed throughout Ryedale in the 2019 season.

As the project is funded through the Rural Development Programme for England, the entry for businesses will be free of charge.

The information we have about «Business_Name» for the Active Outdoors publication is as follows:

Website: «website»

Short description: «Product»

Please could you let me know if you would like to include any other information in the publications or would like to add any photography?



We have a tight turnaround on producing the publications, so I would be grateful for your feedback by 10th December.

Yours «Sign_off»

Jos Holmes
Senior Commissioning Officer

