

## **Appendix 1**

### **Orkney Marketing Programme.**

#### **Update on activity 2017 / 2018.**

##### **Introduction.**

The Digital Media Orkney project, aimed at underpinning sectoral marketing efforts, began in February 2017 and was a major feature of Orkney's marketing effort during the year 2017 / 2018. The contract encompasses social media, film and photography work to complement social media, and more traditional press and PR work covered by the Orkney Marketing Programme. The Digital Media project is a three-year LEADER funded project, supported by Orkney Islands Council and Highlands and Islands Enterprise. While not funded through the Orkney Marketing programme, this work significantly enhances and resources other marketing efforts and is monitored by the Orkney Marketing Advisory Group.

A three-year LEADER project application (also funded by Orkney Islands Council and Highlands and Islands Enterprise), to help fund a project officer for Orkney Craft Association and for Orkney Food and Drink, was successful and Edgar Balfour secured both roles. He has built upon work done earlier and has new projects to develop through the three years of the posts which began in July 2017. Both groups now have strong boards working hard to develop the sectors to their full potential, and both sectors have seen new entrants into their industries and sectoral groups in the past year which is very encouraging.

Orkney Marketing staff continued to work closely with Orkney Tourism Group, collaborating on a new tourism marketing strategy and the development of the single Orkney portal site, orkney.com, which has been integrating visitorkney.com and orkney.com. The group secured LEADER funding (again supported by Orkney Islands Council and Highlands and Islands Enterprise) for a Chief Executive, still to be appointed at the time of writing, and this role is expected to help the group take forward its new strategy and ambitions for the sector.

Orkney Renewable Energy Forum has no dedicated Development Officer, and relies on Orkney Marketing to help boost its marketing effort (through media visits, orkneymarinerenewables.com, All Energy and promotional materials) but continues to provide a voice for the sector on more political matters.

Collaboration, both between the sectors and with the digital media team, continues to develop. This is a huge strength for Orkney's marketing effort which means that ideas can be shared and opportunities for promotion can be maximised.

##### **Digital Media Orkney.**

The Digital Media project has been in place for 15 months now and has already met most of its three-year targets:

- Engagement and followers on social media have increased, including Facebook, Twitter and Instagram.

- Facebook followers: 25,680.
- Instagram followers: 10,200.
- Twitter followers: 4,810.
- A number of short videos have been produced for use on social media, as well as longer films. The availability of film and photography (produced by Fionn McArthur) to enhance social media stories, and traditional media pieces has greatly enhanced the impact of the work being done by the Social Media Manager, Andrew Learmonth, and the Press and Media Manager, Dave Flanagan.
- A monthly newsletter is distributed to a database of 70,000 who have signed up to receive news from Orkney, and the newsletter also appears on orkney.com.

The contract has enabled Orkney Marketing to bring bloggers and Instagrammers to Orkney, as well as hosting a number of media visits, approximately 2 per month, which will result in additional press and increasingly, TV coverage across the world.

The success of a short programme about the cruise industry in Orkney last summer is likely to lead to more filming and more coverage and a number of mainstream TV programmes will result from work done in the past few months. Dave has become the 'go-to' contact for TV work and this confidence that there is a knowledgeable, experienced contact on the ground has without a doubt increased interest in 'Orkney' films and productions from the media.

The project has provided photography for the Orkney visitor guide and will provide most of the photography for the new orkney.com site. Film footage has been provided for use on exhibition stands out with Orkney, for new start businesses, and for a number of existing businesses for use on social media and the orkney.com site.

All three contractors are extremely busy and the quality of work is high across all elements of the programme. The sectors are very supportive and appreciative and are now beginning to ask how this work can continue beyond the LEADER programme funding (which ends December 2019 with possible extension to approx. Feb 2020) and planning for this needs to begin later this year.

### **Orkney.com.**

The past year has seen Orkney Marketing and Orkney Tourism Group staff work with NB Communications to develop orkney.com which is integrating the two sites, visitorkney.com and orkney.com.

An unexpected delay at the outset, together with the complexities of merging the two sites and the technical requirements of each has meant that this project has taken longer than anticipated and it is now hoped that the new site will be launched at the start of August 2018.

Orkney.com will be a comprehensive tourism focused site which will also serve the public-sector requirements to attract people to live, work and study in Orkney, and will be a more streamlined and easily accessed website, which improves the customer journey, ensuring that information is easy to find, relevant and useful.

### **Orkney Stand Management.**

By the start of 2017, it was felt that Orkney's presence was falling behind other areas at the key events the food, crafts and tourism sectors attend, and that some professional input was required to ensure that the Orkney's presence at these events reflected the quality and breadth of product and service available. Orkney Marketing therefore procured a stand management contract which was won by Dynam Graphics Ltd and was to run as a pilot for a year. This pilot exercise was hugely successful with all the sectors delighted with input from the stand designers, who also build the stand on site, and the Orkney stand has again become the envy of many other areas. The confidence that the Orkney stand will be professional and impactful has encouraged more businesses to take part in group stands.

The stand management contract was in place for all events from Tourism Expo in April 2017, through to the January 2018 shows attended by the food and crafts sectors.

The success of the pilot and the enthusiasm of the sectors for this work led to Orkney Marketing procuring a new contract, recently won by Dynam Graphics Ltd, which will run for a year until April 2019, with options for second and third years dependent on funding.

### **Orkney Food and Drink.**

Orkney Food and Drink attended a number of exhibitions together in 2017 / 2018, starting with the Royal Highland Show in June, followed by the BBC Good Food Show in Glasgow in November, and Scotland's Speciality Food Fair in Glasgow in January and ending in Food Expo in Birmingham in March with collaborative stands for up to 7 businesses at each. The BBC Good Food Show was disappointing (low visitor numbers due to change of time for this event) and will be replaced in the Orkney Food and Drink exhibition calendar by the Country Living Show in Glasgow in November. The Project Officer for Orkney Food and Drink also organises a number of local events: Homemade in the Parish, Food Awards, Orkney Food and Drink presence at Orkney Folk Festival, Dounby Show, County Show, Science Festival, but these do not attract Orkney Marketing funding.

The group now has 31 full members and 55 associate members. Associate membership dropped during the year when the Bed and Breakfast category was dropped from the food awards. The group has a number of new members in the past year, including Orkney Craft Vinegar as a main member, and new businesses The Archive Coffee and Sheila Fleet Visitor Centre as associates.

### **Orkney Crafts Association.**

The group now has 43 full members and 1 associate member. In the past year, the group attended the Country Living Show in Glasgow, which was very successful and has prompted a proposed cross sectoral Orkney presence at this event in 2018, given that this show offers an excellent opportunity to include food sector participation. The only other event attended by the group was Scotland's International Trade Fair in January and this continues to be a popular event with newer and well-established businesses.

The craft trail relaunch will now take place in 2019 as issues around a new name for the organisation, the design of a new identity, signage issues, have taken more time than anticipated.

The craft hub that had been in planning has reached fruition and now has two locations – Bridge Street and part of the Ortak factory at Hatston. This is operating independently of Orkney Craft Association.

### **Orkney Tourism Group.**

While the group receives no funding from the Orkney Marketing programme, it is a vital partner in Orkney's marketing activities and help link and plan Tourism Marketing activities funded by Orkney Islands Council. In the past year, the group has secured LEADER funding to employ a Chief Executive Officer who will take forward the sector's new tourism marketing strategy, operating under the new Destination Orkney structure. This is a significant development that will continue to increasingly influence Orkney Marketing planning and resourcing to ensure a collaborative and integrated approach to the wider marketing of Orkney going forward.

Orkney Marketing and Orkney Tourism Group staff have worked closely to develop the new orkney.com integrated website and enabled a higher quality Orkney Tourism industry presence at Expo 2018.

### **Energy Sector.**

Orkney had a good presence at All Energy in Glasgow, and a successful show for all 12 exhibitors, who reported smaller but more relevant visitor numbers. Once again, Orkney Marketing worked closely with the stand designers to produce a strong and impactful Orkney presence at the event. A new supply chain brochure and promotional video was produced. These were used at All Energy initially and then can be widely used by EMEC and other supply chain businesses to distribute to visitors with an interest in the renewables sector.

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