

## Outstanding In-House Public Relations Team

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### Business objectives

- To encourage more people to visit Yorkshire, to stay longer and to spend more
- To raise the profile of Yorkshire, nationally and internationally
- To make WTY a well-known and prestigious brand

### Analysis of team performance against budget

- WTY is a not-for-profit organisation with funding streams from members and local authorities.
- Since WTY launched in 2009 the value of Yorkshire's tourism is UP from £5.9bn to £7bn
- Latest statistics show international visits to Yorkshire 11% UP; bed nights 11% UP and spend 34 % UP (GBTS 2012 – 2013)
- International visitor spend in Yorkshire is at an 8 year high, worth over half a billion pounds. (International Passenger Survey 2013)
- Over 5,000 members have joined WTY since membership scheme launched in 2010
- Y30 members = small group of businesses who pay £10,000 a year to join. Original target was 30, there are now nearly 50 including international brands Santander, Barclays and BSKyB.

### Overview of business / team strategy

- WTY's small (but perfectly formed) comms team of five plus an intern, strives to generate stories about Yorkshire in regional, national and international media.
- Each member of the comms team has responsibility for their own area of the county, projects and events.
- Projects include working with partners ie Tea Trail with Bettys, Yorkshire's Best Pub with Yorkshire Post, Yorkshire Sculpture Triangle with Arts Council England (ACE) to develop and promote new initiatives which highlight what Yorkshire has to offer.

### Raising the profile of Yorkshire by:

- Press trips
- Building strong media relations
- Stakeholder engagement: regular e-news blasts and networking opportunities
- PR support and workshops to enable WTY's 5,000 + members promote their businesses and the county

### Annual public relations budget

- £500 a month for photographers and press trips
- £1,000 a month for cuttings service

### Number of staff in the in-house team

- Head of communications **Dee Marshall**
- Full time senior press officers **Andrew Denton** and **Graham Poucher**
- Part time senior press officer **Jo Francisco**
- Press office assistant **Tom Swain**
- International press **Helen Smith**

### A summary of recent outstanding achievements

- WTY has secured the Grand Départ of the world's largest annual sporting event the Tour de France
- Yorkshire = third best region in the world to visit by Lonely Planet for 2014
- Yorkshire = the top 10 best world holiday destinations in 2014 by AOL Travel.
- Yorkshire = top place for Brits to visit outside London by TripAdvisor.
- WTY's website [www.yorkshire.com](http://www.yorkshire.com) named coolest tourist board website in the Sunday Times
- Since launching in 2012, yorkshire.com has had 16 million page views.

### An example of a campaign you are particularly proud of

- **Brief:** A PR campaign "Back le Bid" to help secure the Tour de France and then promote the event coming to Yorkshire
- **Objectives:** To use the Grand Départ of the Tour de France to raise the profile of Yorkshire nationally and internationally
- **Strategy and tactics:** mount a high profile PR campaign to tell the world about Yorkshire hosting the Tour de France
- **Output:**
  - Devised and delivered *Back Le Bid*.
  - Local outreach and community engagement including online petition for support which resulted in over 180,000 backing the bid
  - Targeted high profile events: Lord Mayor's Parade in London and 2012 Tour de France.
  - Celebrity endorsements from cyclists Mark Cavendish and Ben Swift, Brownlee brothers, Yorkshire cricketers and even the French President Francois Hollande!
  - PR stunt on Champs-Élysées with Yorkshire Terriers after WTY discovered Yorkshire is best known in France for its breed of dogs.
  - WTY placed features in French newspaper L'Équipe – circulation over 300,000 – and many other French publications.
  - In 2012 WTY invited TDF director Christian Prudhomme and his team to Yorkshire, helicoptered them across the county, engaged stakeholders to showcase produce, organised for Mark Cavendish to appear on the BBC big

screen in Millennium Square to appeal to them to bring the TDF to Yorkshire, before rounding off the trip in Leeds with dinner at Harewood House with the Queen's Cousin.

- **Outcome:** December 2012 - Yorkshire won the bid for the Tour, expected to bring £100 million into Yorkshire's economy.
- WTY's win generated headlines around the world with the story running on CNN, The Times of India and the Wall Street Journal.
- WTY held a press conference to announce the route in January 2013, resulting in over 200 journalists from regional, national and international media including Press Association, Reuters and Agence France-Presse
- Since then, the comms team has been hosting at least five press trips a week - with 14 *international* media trips in May alone including New York Times and SBS TV Australia
- International spend in Yorkshire is expected to increase to £613 million by 2017 (Barclays) due to likes of TDF.
- WTY launched [www.letouryorkshire.com](http://www.letouryorkshire.com) in Jan 2013 - 6 million page views to date
- WTY has rolled out over 100 roadshows to over 15,000 businesses, encouraging them to capitalise on the Tour
- A recent You Gov survey shows that a staggering 94% of people in Yorkshire & Humber know the TDF is coming. This is as a direct result of WTY's PR work as there has been virtually no marketing campaign.
- WTY has teamed up with UKTI for first ever Grand Départ International Festival of Business - estimated to bring £20m into economy.
- Camping and Caravanning Club = 305% increase in advance bookings from July 5-7 on sites close to Stages 1 & 2.
- Boom in bike club memberships: Ilkley Cycling Club is now the biggest in Britain.
- WTY launched first ever cultural festival to precede the TDF - *Yorkshire Festival 2014* - after securing funding from Yorkshire Water, local authorities & ACE
- Over 185 countries show TDF on 121 different television channels
- 1,200 hotel rooms are reserved each night for teams, staff, press and tour personnel
- Up to 3 million people expected to line the Grand Départ route in Yorkshire

### What makes you special as a public relations team?

- Creativity, drive and a passion for what we do. We all live, work and love Yorkshire. We also have an understanding of the media. We understand what makes a good story, how vital it is to build trust and understand deadlines. We have built a wealth of strong contacts who regularly ring the team for stories, quotes and story ideas. We also operate to ensure the media coverage about Yorkshire is strong and positive as well as working hard on damage limitation of any potentially negative stories. The ability to maintain a sense of humour while working under immense pressure, juggling deadlines, calls and little projects like the Tour de France makes this tiny team pretty special!