

South West Lakes

Our Brand Journey...

Exmoor Tourism Conference
3 March 2016



CREATE YOUR OWN ADVENTURE



What will I cover...

1. The background
2. The challenge
3. The process
4. The options
5. The outcome
6. The impact
7. The next steps



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Why is 'brand' so important?

Having a new brand strategy will enable South West Lakes Trust to:

1. Plan strategically for the next five years
2. Make clear decisions
3. Align the organisation



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Who helped us?

THE BRANDWALK



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What was the brief?

Can we have one consistent brand/ brand value across the whole organisation?

OR

Should the different business elements be individually branded to achieve the greatest clarity of understanding and awareness?



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The Walk - Step One

Where are we now?



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Verbatim Comments

'I love the natural beauty of the lakes'
 'I hadn't even heard of SWLT before I saw the job ad'
 'Locals know the lakes for dog walking and a place to go but not as part of SWLT'
 'People go to the cafes for a cup of tea not as a destination as they do with somewhere like Trebah'
 'The beach is our big competition, people don't come to SW to go to a lake'
 'The lakes are a safe place to try something new - unlike the sea'
 'Attractions haven't grown, activities have'
 'The Devon Wildlife Trust have a clear focus'
 'We all love working here and are passionate about the Trust'



SWOT analysis

STRENGTHS	WEAKNESSES
Passionate people	SWLT not well known as an entity
Organisational ability	Cafes not destinations
Project delivery	Cost structure vs one man bands
Natural assets	Diverse offer
Diverse offer	Seasonality
	Low marketing spend



SWOT analysis

OPPORTUNITIES	THREATS
Overarching big idea/ platform to tie lakes together	Funding competition
Make each lake the best it can be at its own game	Local charity start ups
Target local family market	Local competition - one man bands/ fleet of foot
Camping expansion	
Café outsourcing	



The Walk - Step Two

Where do we want to go?



Our strategic framework

PURPOSE	To protect special places for people and wildlife					
VISION	To be recognised as the best regional conservation and recreation charity					
STRATEGY	Brilliant people with the right skills, inspiring others	Clear and lean processes enabling business improvement	A protected and better understood historic and natural environment	More people having great experiences	An evergreen, value-added partnership	Financial sustainability and resilience
MISSION	More people having great experiences					
VALUES	We are forward thinking and ambitious	We are sustainable and balanced	We provide opportunities for all	We are friendly and committed		



Our aspirations

FROM	TO
Germany	New Zealand or Scandinavia
Beige	Clear blue sky
Heinz 57	Yeo Valley
A rabbit or otter	A stag



Our options

Do nothing, maintain current profile
One consistent brand image across the entire organisation
Individually brand different business elements

The Walk - Step Three

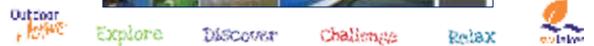
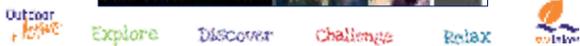
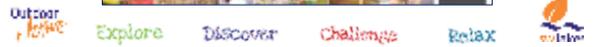
Where could we go?



Brand Platforms

The following areas came out of Brandwalk's investigations as opportunities for an overarching idea to deliver our mission. The goal was to find the most promising proposition to meet our objectives.

More people having great experiences





Outdoor
Leisure

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And the winner is...

Outdoor
Leisure

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Outdoor
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Why 'Family Togetherness'?

EXTRACTS FROM SPORT ENGLAND'S 'GETTING ACTIVE OUTDOORS REPORT 2015'

- 43% of participants first participated in their main outdoor activity with parents/guardian/family - biggest influences in attracting new participants to outdoor activity.
- Spending time with parents and family are the main reasons for participating among youth outdoor participants.
- 70-80% of all participants feel participation strengthens family relationships.
- Parents of children who are active outdoors are twice as likely to become active themselves. Similarly, the children of parents who are active outdoors are twice as likely to become active themselves.

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So what will be impacted?

- IMPACTED**
- How we communicate
 - How we promote our products and services
 - How we look and feel

- NOT IMPACTED/ NOT DEPENDENT ON BRAND**
- Charitable activities
 - Group and licenced activities

The Walk - Step Four
How will we get there?

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To be continued...



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