

Branding Launch  
19th November 2009

## Media Pack

# ilfracombe

curious coastal charm

### *discover ...*

intriguing victorian bathing  
& exciting rock pooling

### *experience ...*

invigorating watersports  
& vibrant restaurant dining

### *explore ...*

dramatic wildlife cruises  
& stunning coastal paths

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# Agenda



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**6:00 Refreshments/Networking**

**6:20 Welcome and outline of the evening (Ron Ley)**

**6:30 Branding presentation (Tessa Martin) and questions**

**7:15 Ferry Briefing (Chris Marrow/Geoff Fowler) and questions**

**8:00 Local business opportunities arising from ferry service (SWM) and questions**

**8:30 Close and thanks (Ron Ley)**

## NEW BRAND SAYS 'TAKE ANOTHER LOOK' AT ILFRACOMBE AND 'BE SURPRISED'



## PRESS RELEASE

19th November 2009

Ilfracombe's new image was unveiled to Ilfracombe's tourism and business communities today (Thursday 19<sup>th</sup> November) at a Brand Launch event held at the Landmark Theatre. A new logo in two options of 'corporate' colours was revealed together with a brand manual including a new image bank to ensure that from now on, wherever Ilfracombe's identity is used in marketing or publicity it is of a consistent high quality.

Representing Ilfracombe's business community, Ron Ley, Director of Charterwell Homes said, "It is important that Ilfracombe looks at how it currently positions itself in the market and where it would like to position itself. Ilfracombe has not always been consistently presented as the quality destination it is and it is this lack of consistency and targeting of the lower-spend market that we aim to redress."

A considerable amount of background work and collective thinking informed the process and development of the brand. Consultants Fresh Bread Marketing had a brainstorming session in the summer with representatives from Ilfracombe's tourism, retail and business communities as well as Ilfracombe Town Council and North Devon Council. They were given the difficult task of encapsulating Ilfracombe's fascinating and appealing attributes into one logo, strapline and brand that reflects and reinforces the distinctive essence of Ilfracombe.

Fresh Bread's Tessa Martin said, "Ilfracombe is a fresh, intriguing place to visit with an impressive landscape. It is steeped in and continues to offer a maritime experience and has a strong cultural theme with a fascinating Victorian heritage." She continued, "The new Ilfracombe logo, with its idiosyncratic 'swirl' above the 'i' indicates intrigue, mystery and drama expressed with a spot of humour and fun too. It also reflects the twists and turns of the landscape and can conjure up thoughts of the seaside, sea, an ice-cream, the harbour and fish."

The logo incorporates the strapline "Curious Coastal Charm" – three words that evoke some of Ilfracombe's best characteristics. Curious reflects the intriguing, edgy elements including its arts and events; coastal communicates harbour, paths and dining and sports opportunities; charm evokes Ilfracombe's community spirit and individual appeal, fun for kids, couples and families.

Further devices to enhance the brand are included in the brand identity manual as well as a new image library that includes photographs specially commissioned and some submitted in Ilfracombe Town Council's photograph competition. They have been selected to show fresh angles and different perspectives compelling viewers to take a second look whilst always presenting Ilfracombe as a high quality contemporary seaside destination.

Access to the logos and images is through [www.theilfracombecentre.co.uk](http://www.theilfracombecentre.co.uk) under the heading 'About Ilfracombe'. The Brand Identity Manual explains how to get the most effective expression of the Ilfracombe brand and is free to use but the strict guidelines must be followed to ensure consistency, quality and continued brand recognition.



## Background to Ilfracombe Branding Process

Local tourism, retail and business representatives together with officers from North Devon Council, Devon County Council and Ilfracombe Town Council and Neighbourhood Management Company 'Transform' met in Spring to look at how Ilfracombe promotes itself in the market-place.

After a number of brainstorming sessions it was concluded that although Ilfracombe has historically marketed itself as a 'resort' it does not deliver well on this (not least because it does not have a large beach) and has such a wide number of unique and attractive features that its marketing had been diluted due to an inconsistent and mixed message. It was also felt that Ilfracombe had over recent years targeted (inadvertently or otherwise) the lower-spending section of the tourism market. Its natural features including the rugged coastline, bustling harbour and stunning valley vista had not been optimised and images used in much of the promotional material were tired and didn't reflect the vibrancy of the town.

It was agreed that Ilfracombe needed to sell itself differently if its important tourism industry was to thrive and embrace the contemporary holiday market. The marketing group had a number of options for themes in areas that Ilfracombe excels in, such as its fresh and wild appeal, its unique High Street with independent shops, its many outdoor pursuits and its arty and individual character. It was eventually decided though, to narrow the message down to two themes: Quirky Harbour Town and 'Take Another Look and Be Surprised'.

These themes focused on one of Ilfracombe's best assets: its historic, working harbour and the surprise that many visitors feel when seeing all Ilfracombe has to offer around nearly every corner.

It was at this point that local consultants, Fresh Bread Marketing, came on board with the brief to provide a brand identity that would reposition Ilfracombe as a quirky harbour town with lots to do and places to explore. The end result, unveiled today, is a strong image with visual elements that reflect and reinforce the distinctive essence of Ilfracombe designed primarily to appeal to the visitor market.



## The Marketing Group

Ellen Vernon - North Devon Council

Gary Smith - Transform

Marnie Quy - Ilfracombe & District Tourism Association (IDTA)

Barbara Clarke - IDTA

Ron Ley - Charterwell Homes

Rod Donovan - Mullacott Marine

Andrea Beacham - Ilfracombe Town Council

John Swan - Harbour Cottages

Jamie McIntock - Tunnels Beaches

Rob McFarlane - Ilfracombe High Street Traders

Keith Brown - Devon County Council

Lawrence Raybone - Ilfracombe Aquarium

Geoff Fowler - Devon County Council

Dudley Jenkins - Hotelier

Paul Yabsley - North Devon Council

Peter Cooper - Ilfracombe Arts College



# “Quotes”

“Those of us that live in Ilfracombe realise what a wonderful place our town is, however, it is extremely important that we project the great aspects of our town to potential visitors across the country and beyond. The re-branding of Ilfracombe is an important part of marketing Ilfracombe and all it has to offer.”

- Councillor Philip Webb, Mayor of Ilfracombe

"The branding of Ilfracombe provides a significant, modern approach to promoting the town. The brand with its logo identifies and brings together all the positive aspects of Ilfracombe. It will broaden the appeal of Ilfracombe and will contribute to its future prosperity!"

- Lawrence Raybone, Ilfracombe Aquarium

The Ilfracombe brand is a positive step towards the regeneration of the town. It is extremely encouraging that so many different groups have come together to make this happen and if we continue in this vein then great things will follow.

- John Brown, Chairman, IDTA

“As a company that holds Ilfracombe dear to its heart, I believe we have a really good result with the new brand from its concept to its ultimate design selection. From what we've seen so far, everyone is extremely supportive, indicating the nail has been hit on the head - most unusual!"

- Ron Ley, Charterwell Homes

For approved  Ilfracombe  
curious coastal charm

## Press Release

GET READY TO WELCOME THE NEW NEIGHBOURS.

Ferry operator Severn Link has announced plans to transform the lives of thousands of people living, working in and visiting the South West of England – with the creation of a regular fast, fun and affordable passenger ferry service between Ilfracombe and Swansea, due to commence operation early next year.

The Severn Link service will be the very first time a regular modern ferry route has joined the two shores of the Bristol Channel – creating a unique and much-needed connection between one of England’s most visited tourist regions and the populous economic and cultural hub of Wales. The Severn Link service is a bold new step to reconnect the communities, heritage and history of two areas which, despite lying within sight of each other, have never before had the opportunity within modern times to take advantage of their neighbouring status – whether practically, economically and socially.

Regular transport links between the two areas have, in modern times, been limited to road or rail travel, adding many hours onto travel times and many more pounds onto travel costs. By travelling via Severn Link ferry, travel times and environmental impact will be drastically cut – with its swift 34 knot, 360 passenger catamarans taking just fifty minutes to complete a journey which would typically take around three and a half hours by road.

Severn Link is the brainchild of Somerset-based Chris Marrow, a highly respected marine professional and pioneer of international repute - and one of the few people in the UK with a proven track record in creating new ferry routes, all of which are in operation today. Chris has brought together a team of the highest possible calibre who share the Severn Link vision - including one of Britain’s top marine engineers, a world renowned fast ferry specialist and internationally respected financial expertise.

Speaking of the reasons behind the inception of Severn Link, Chris said, “To my knowledge, there is no other comparable stretch of water in the world, linking similarly populated areas, which doesn’t have a heavily utilised ferry service – and market research<sup>1</sup> has shown that there is a huge demand for this ferry route within South West England. The Severn Link ferries will open up multiple opportunities – not just for ease of travel into the South West, therefore bringing a considerable increase in tourism and economic benefits - but to also bring the business, cultural, sporting and retail aspects of South Wales into easy reach of those living in our region.”



From next Spring, South Wales  
will be just fifty minutes away.





....cont'd

Chris shared his vision of how Severn Link will become a key element in the South West's crucial tourism economy, whilst also benefitting local people. "As a local resident, I understand all too well how overstretched the current road and rail links into the region have become. I strongly feel that the ferry service will bring huge benefits to the many thousands of visitors to our area by immensely improving the transport connections to Devon, Somerset and Cornwall in an environmentally friendly manner and without undue impact upon our countryside and helping to retain its natural beauty.

"In addition, I hope that Severn Link will become instrumental in helping to sustain the historic and longstanding connections between the two Celtic nations of Wales and Cornwall. Many thousands of families are separated by the Bristol Channel, and the provision of a fast, affordable and regular ferry service can only benefit families and friends by helping to bring them together."

The Ilfracombe – Swansea route is just the first route in a series of planned major destinations on both sides of the Bristol Channel, with plans for more exciting and affordable Severn Link routes between South Wales and the northern coast of South West England currently in development and due to be announced next year - adding additional travel options for those living in and travelling to the South West.

Support for the forthcoming ferry service has been widespread with businesses, tourism chiefs and council dignitaries in the region all lending their patronage. **Des Brailey, Leader of North Devon Council**, commented, "This is fantastic news for Ilfracombe and will present a tremendous boost to the economy as it presents so many opportunities for the town itself and the wider North Devon."

**Councillor Paul Yabsley, Ilfracombe District Councillor and chair of the Ilfracombe Harbour Board**, is in agreement about the benefits for the entire region. "The Severn Link ferry will bring massive opportunities to Ilfracombe, North Devon and the South West." **Phillip Webb, Mayor for Ilfracombe**, said, "It is great news that the ferry between Ilfracombe and Swansea will be starting next spring – it's one of the most significant events for our town in many years."

The Severn Link website ([www.severnlink.com](http://www.severnlink.com)) is now live and available to view destinations, ferry information, book advance tickets and discover further details about the company. You can also visit and follow Severn Link on Facebook and Twitter and see a sneak preview of the ferry fleet on YouTube.