

*We're Stronger Together*

# Discover Rutland

## MEMBER TOOLKIT

Thank you for being part of the Discover Rutland family, by doing so you have played a key part in our mission to develop and grow a sustainable tourism economy in Rutland.

We hope you already know a bit about Discover Rutland, we're the official destination management organisation and link to Visit England/Visit Britain which makes us the first port of call for journalists. Mary Copley is your Tourism Officer and the main contact for any queries, the contact list for the Discover Rutland Tourism Committee is also included.

## DIGITAL MARKETING

Our main marketing tool is our website; [www.discover-rutland.co.uk](http://www.discover-rutland.co.uk) which has useful features like the itinerary planner and events submission. As a member, you are able to update your information and add special offers through your own [login](#), contact Mary for more information.



We also have a good following on Facebook, Twitter and Instagram. Please make sure you follow these channels if your business uses them, and utilise the hashtags #DiscoverRutland #TheCountyofGoodTaste #DiscoverRutlandFood #ShopRutland #DiscoverRutlandIndependents

We have produced a collection of films that are available for you to use, you can find these through our [Facebook Videos](#) or on our [YouTube channel](#), ask Mary for the embedding links.

## UPLOAD OFFERS AND EVENTS

You can submit offers and events through [our online submission form](#).

## PHOTO LIBRARY

Another member benefit is access to a library of images, contact Mary for details.

## LITERATURE

We produce an A4 visitor guide twice a year: Spring Summer & Autumn Winter. This publication is managed by **NIMBLE MEDIA** who will contact you regarding advertising, as a member you get a discount if you choose to place an advert. Members get included in the basic directory at the back of the guide as part of your benefits.

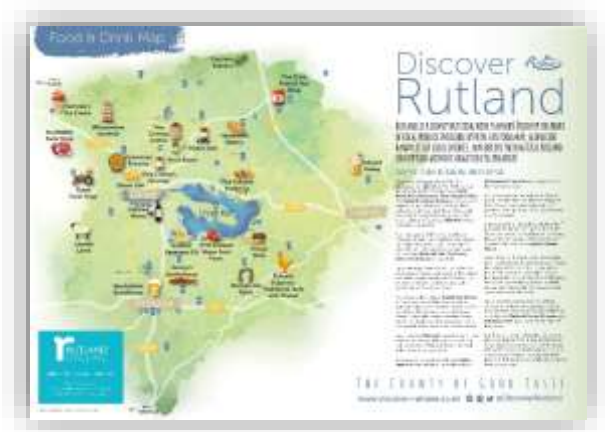
You can contact Nimble Media; 01780 432930 – [tracy@nimblemedia.co.uk](mailto:tracy@nimblemedia.co.uk)

You can embed each guide into your own website, or link to the [Discover Rutland Visitor Guide](#) webpage, which always has the up-to-date guide on the same URL.

Nimble Media also produce yearly fold out maps, for distribution to our key areas around the country. Advertising opportunities are available for this.

Mary produces A3 map pads, which list places to eat and visit and are ideal for reception desks, plus the handy [mini guide](#), which lists or mentions all members.

All these publications are available for you to **collect from Rutland County Museum** during their [opening hours](#) (excluding the fold out maps).



## NETWORKING & ANNUAL FORUM

We aim to deliver an informal networking event every other month to provide you with the opportunity to meet other local businesses and have a look around different venues, you will receive information on the 'Tourism Talk & Tours' via email.

We hold an [Annual Tourism Forum](#), usually in November, to discuss what has been achieved over the past year and what is planned for the next 12 months.

The Discover Rutland Annual Ball is held at the end of the [Rutland Food & Drink week](#) to celebrate the county and raise funds for our marketing pot, it promises to be a fantastic evening with an array of local sponsors providing great food, drink and entertainment.

## USE OUR BRAND

You will receive a member window sticker each year – please display it with pride! You are also able to use a Discover Rutland membership logo on your website (preferably with a link to our site!) and any other relevant marketing you produce.



## TOURISM COMMITTEE

The Discover Rutland Tourism Committee continues to work hard on your behalf to provide a tourism brand to celebrate and promote this wonderful county. If you wish to speak to anyone on the Management Committee, here are the contact details;

**Jason Allen** (chair) – covers Finance & Funding 01572 737225 | [jasonrutland@hotmail.com](mailto:jasonrutland@hotmail.com)

**Ben Jones** (vice chair) – covers PR & Marketing 01780 410355 | [ben@theolivebranchpub.com](mailto:ben@theolivebranchpub.com)

**James Torbell** – covers Events 07739 690523 | [james@beaverinns.co.uk](mailto:james@beaverinns.co.uk)

**Vicky Binley** – covers Guide & Literature 07951 806521 | [vicky@nimblemeida.co.uk](mailto:vicky@nimblemeida.co.uk)

**Jake Williams** – represents Anglian Water 01572 653021 | [jwilliams2@anglianwater.co.uk](mailto:jwilliams2@anglianwater.co.uk)

**Robert Clayton** – RCC Head of Culture & Registrations 01572 758435 | [rclayton@rutland.gov.uk](mailto:rclayton@rutland.gov.uk)

**Ed Burrows D.L.** is our Discover Rutland Ambassador 01572 724687 | [ejburrows@barnsdalelodge.co.uk](mailto:ejburrows@barnsdalelodge.co.uk)

Your go-to for any questions or queries is;

**Mary Copley** – Tourism Officer 01572 721921 | [tourism@rutland.gov.uk](mailto:tourism@rutland.gov.uk)

We look forward to celebrating this magnificent county together

Best wishes from

*The Discover Rutland Management Committee & Mary!*

Mary Copley, Tourism Officer  
[tourism@rutland.co.uk](mailto:tourism@rutland.co.uk) | 01572 720921  
[www.discover-rutland.co.uk](http://www.discover-rutland.co.uk)

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