



Llefydd Llonydd
Peaceful Places

Crwydro Tiroedd Sanctaidd Gogledd Ceredigion
Exploring the Sacred Landscapes of North Ceredigion

Marketing Toolkit

1. INTRODUCTION

what is this Toolkit and how can it help?

Welcome to the **Peaceful Places** Marketing Toolkit. Its purpose is to help your business, organisation or community group benefit from promoting the **Peaceful Places** heritage trail.

What is Peaceful Places?

Peaceful Places is a new heritage trail, based around a collection of churches and chapels across North Ceredigion. It tells the story of each church or chapel in the context of its surrounding landscape and community: exploring natural and cultural heritage, family history and tales of human events and achievements, embellished with architecture, art and craftsmanship.

Peaceful Places is a product of the North Ceredigion Churches Heritage Trail project, supported by Cadw (the Welsh Government's historic environment service) using investment from the European Regional Development Fund (ERDF). The primary purpose of the European funding is to deliver economic benefits – specifically to increase local revenue from tourism.

How is this relevant to my business or organisation?

Peaceful Places is all about promoting the 'hidden gems' on your doorstep. It's about telling the stories of your local church or chapel and how they relate to the wider landscape.

Churches and chapels are valuable local assets that can attract many new visitors to your area. These visitors aren't just interested in religious history: they are also looking for places to stay, eat and shop. They are keen to explore and enjoy a wide range of experiences during their visit – including what your business or organisation has to offer.

Learning about and promoting the churches and chapels on the trail can help you to:

- **Reach new markets and attract new customers**
- **Put your location on the map as a tourist destination**
- **Strengthen the visitor experience and contribute to people's 'sense of place'**
- **Improve the welcome and local knowledge offered by your staff**
- **Network with other businesses and organisations**

Read on to learn how...!



2. UNDERSTANDING THE AUDIENCE

who visits Ceredigion?

Ceredigion attracts approximately 2.7 million visitors each year. **So who are these visitors...?**

- The majority of visitors are day-trippers from South Wales **60%**

- Most visitors from outside Wales come from the West Midlands of England and predominantly during the summer **July and August are the busiest months**

- The largest visitor group are 'empty nesters' **aged 55+, no children in household**
The second largest group are families.

- Car journeys are the most popular choice of transport **83% of visitors arrive by car** and driving is often viewed as being part of the experience.

- **Walking** is one of the main visitor activities. Nearly half of visitors claim their main reason for visiting is to **"enjoy the scenery, landscape and countryside"**

- **Word of mouth** is the primary source of information used by visitors to find out about Ceredigion, followed by the Internet.



→ Most holidaymakers stay in caravan/camp sites along the coast **80%**

→ The majority of visitors are happy to explore on their own, without being guided **62%**

→ Visitors often feel that Ceredigion gives them a **“strong Welsh experience”**



So in summary...

the typical visitor is someone aged 55+ who lives locally or in the West Midlands of England, is often accompanied by their family, has access to a car during their stay and is keen to enjoy the countryside and an authentic Welsh experience.

For more information about visitors to Ceredigion, download a copy of the **Peaceful Places Marketing Plan** (also available as a summary) at www.peaceful-places.com/marketing

3. GETTING STARTED

how to use this Toolkit

The **Peaceful Places** Business Toolkit is a collection of information and resources to help your business or organisation benefit from being located near to one of the churches and chapels on the trail.

We use the word 'Toolkit' because it is focussed on practical outcomes. In the same way that a carpenter's toolkit contains different tools for different jobs, the Marketing Toolkit can be adapted to your own needs and interests.

You don't need any special skills or expertise to use the Toolkit. It's simply about making use of your own local knowledge and enthusiasm in new and practical ways. All you need is a passion for your local area and a willingness to be creative!

You might like to use the Toolkit when...

- **Creating publicity materials, such as a leaflet, website or advertisement**
- **Informing your customers or visitors about your local area**
- **Providing training to your staff or colleagues**



STEP 1: deciding what's relevant to you

Read over section **3. Destinations**, which provides a brief summary of each church and chapel on the **Peaceful Places** trail.

The summaries include a short description of each destination and its 'unique selling points' – explaining what's special about it and why people may wish to visit.

You can also find more information about each destination at www.peaceful-places.com



Browse the Destinations (starting on page X) and decide which places are most relevant to your business or organisation. Then move on to Step 2.



STEP 2: planning and preparation

Read over section **4. Simple Steps**, which provides ideas on how you can link your business or organisation with destinations on the **Peaceful Places** trail – aiming to publicise your own products and services as part of the overall ‘attraction’.

At this stage you might like to visit the website and download some resources that will help you to promote your local trail destination(s). Resources include written information, maps and photographs that are designed to appeal to a broad range of visitors.

You are welcome to use these resources free of charge in your own publicity materials. Visit www.peaceful-places.com/marketing for details.



Make a note of the Simple Steps you’re going to take in promoting your local trail destination. Download any resources you might need. Then move on to Step 3.



STEP 3: action!

This Toolkit can help you to understand the special qualities and ‘selling points’ of different destinations on the **Peaceful Places** trail. It can also help you to develop a simple action plan for how your business or organisation can benefit from them and reach new customers. The final step requires you to put your plan into action!

Using the Toolkit isn’t necessarily about doing new things from scratch. It’s more important to look at how you are already promoting your business or organisation and make improvements by simply doing things differently: small steps, rather than giant leaps.

If you get stuck or need further advice, just ask! We’re here to put you in touch with people who can help. Contact Paul or Wynne (details on page 3) for more information.



Work your way through the list of Simple Steps that you noted down earlier. Take your time and start with those that are easiest to complete. And remember: it’s not about making major changes to how you promote your business or organisation – it’s about making little tweaks that add up to a big difference!

4. DESTINATIONS

Peaceful Places for your visitors to enjoy

This section provides a summary of each destination on the **Peaceful Places** trail. You might like to print this section and keep it somewhere handy so you can refer to it quickly when chatting with visitors.

The summaries are written in a way that might appeal to your visitors and include information on the types of people that each place might appeal to the most.

Each summary also includes a set of symbols, describing the key attractions of the destination as a whole. The symbols are explained below:



Food and drink nearby



Especially good for families with children



Stunning scenery and views



A great place for a picnic



Trails for walking and cycling



Dedicated car parking available



A haven for wildlife



Toilets available



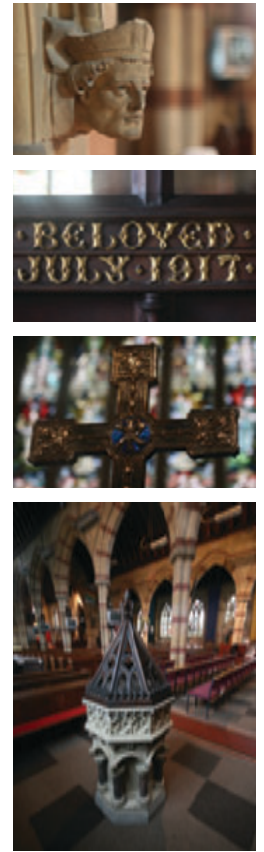
Outstanding architecture



Has its own exhibition

For further information about each destination visit:

www.peaceful-places.com



ABERYSTWYTH – *St Michael and All Angels*

A large and welcoming church in the busy market town of Aberystwyth, conveniently located near to the castle ruins and historic University. Take a break from the seaside holiday experience and spend some quiet time exploring this fascinating building and its many features. Learn about church architecture and design, as well as the local traditions that have kept the church very much alive to the present day.

Great for ...

visitors to Aberystwyth wanting to spend quality time enjoying a quiet cultural experience, in contrast to the hustle and bustle of the town itself.



Food and drink nearby



Outstanding architecture



Especially good for families with children



Dedicated car parking available



Toilets available



BORTH - *St Matthew's*

A short stroll from the village and a great place to escape the hustle and bustle of the busy seafront. St Matthew's offers spectacular views over Cors Fochno Nature Reserve and lies on the route of the popular Wales Coast Path. Discover how the church was built, learn about its beautiful stained-glass windows and hear the story of the Uppingham schoolboys who came to Borth to escape the typhoid epidemic during the late 1800s.

Great for ...

seaside holidaymakers in search of something different, as well as ramblers wanting a place to picnic as they pass through the area.



Food and drink nearby



Stunning scenery and views



Trails for walking and cycling



A haven for wildlife



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Dedicated car parking available



© David Jones

CAPEL BANGOR – *St David's*

Situated at the gateway to the dramatic Rheidol Valley, Capel Bangor stands where the rough upland pastures and the seaward facing farmlands meet. The distinctive, whitewashed building is home to finely crafted timberwork, which was designed in 1932 by the notable architect *W.D. Caroe* (who also designed the furnishings at Hafod church). Enjoy the peace and tranquillity of the churchyard, rounding off your visit with refreshments at the nearby Tynllidiart Arms – itself established in 1688 and having the smallest commercial brewery in the world!

Great for ...

visitors wanting a 'pitstop' as they travel to and from the Rheidol Valley, as well as people with interest in architecture and craftsmanship.



Food and drink nearby



Outstanding architecture



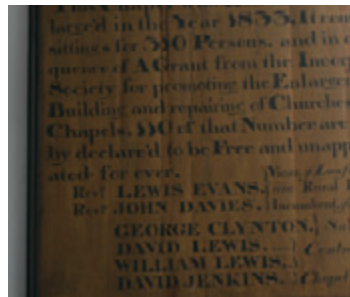
Great for ...

walkers and cyclists who like to get out and about in the landscape, as well as visitors travelling to and from North Ceredigion along the Elan Valley mountain route.

CWMYSTWYTH - *Capel Siloam*

A beautifully kept chapel that celebrates strength, the community and fine craftsmanship. Capel Siloam has a proud Welsh heritage and once served the local farmers, shepherds and lead miners whose daily lives were as hard as the landscape in which they lived. Enjoy local walks in the hills and discover the ruins of some of the largest and oldest metal mines in Wales.





EGLWYSFACH – *St Michael's*

Perfectly situated on the tourist trail to Furnace and the nearby Ynys-hir RSPB reserve. The church at Eglwysfach is perhaps best known for its association with the famous Welsh poet, *R. S. Thomas*, who served as vicar here between 1954 and 1967. Uncover the story of the church's striking interior and seek out what is locally believed to be a pirate's grave in the churchyard.

Great for...

fans of art and literature, as well as visitors to nearby Furnace and Ynys-hir who want an additional place to explore during their day out.



Stunning scenery and views



Trails for walking and cycling



A haven for wildlife



HAFOD – *St Michael and All Angels’*

A fine and impressive church, situated amongst picturesque woodland that offers numerous trails for walkers and cyclists to explore. The interior of the building is beautifully crafted with many hidden details, whilst the churchyard is home to ancient trees and an abundance of wildlife.

Learn about the church's fascinating history and how it was lovingly re-built following a devastating fire in 1932.

Great for ...

people in search of a traditional 'grand church' experience; curious walkers and cyclists passing-by on the nearby trails; holidaymakers touring the area by car and looking for places of interest.



Stunning scenery and views



Trails for walking and cycling



A haven for wildlife



Outstanding architecture



Especially good for families with children



A great place for a picnic



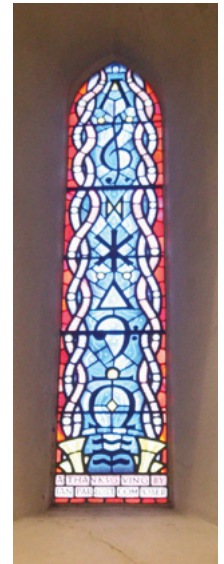
Dedicated car parking available



Toilets available



Has its own exhibition



LLANBADARN FAWR – *St Padarn's*

An impressive medieval church with a huge central tower that still dominates the landscape to this day. St Padarn's is packed with interesting features, furnishings and beautiful stained glass windows, not to mention the largest ring of church bells in mid-Wales. The south transept is home to an exhibition that details the history of this magnificent building and the ancient Celtic stones that are kept here.

Great for ...

history enthusiasts and anyone wanting to experience a truly 'grand old' church, complete with its own exhibition and numerous details to discover.



Food and drink nearby



Has its own exhibition



LLANDRE LLANFIHANGEL GENAU'R GLYN – *St Michael's*

Set in a picturesque location, overlooked by a dramatic wooded slope and surrounded by the riches of nature – St Michael's church is a haven of tranquillity. View the **Peaceful Places** exhibition within the church, discover the fascinating history of this ancient site and follow the poetry trail into the woodland above, where you can enjoy invigorating walks with inspiring views over the landscape.

Great for ...

visitors wanting to combine nature and culture in a single experience, including families in search of a quiet place to enjoy quality time together.



Food and drink nearby



Stunning scenery and views



Trails for walking and cycling



A haven for wildlife



Especially good for families with children



A great place for a picnic



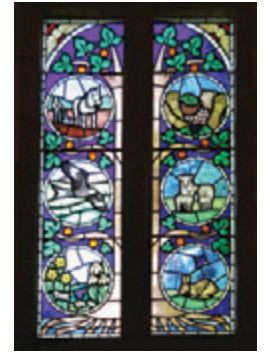
Car parking available



Toilets available



Has its own exhibition



LLANFIHANGEL-Y-CREUDDYN – *St Michael and All Angels'*

A large, finely kept medieval church that has been at the heart of this community since the 13th century. Step inside to find beautifully-crafted timberwork, furniture and carvings – with a single stained glass window casting rays of colour on sunny days. Explore the churchyard, where sheep can often be found grazing, and hear the story of how the church bell became cracked. Finish your visit with refreshments in the acclaimed Y Farmers pub and restaurant, just a few paces away.

Great for ...

people wanting a quiet cultural experience with the promise of a great pub lunch.



Food and drink nearby



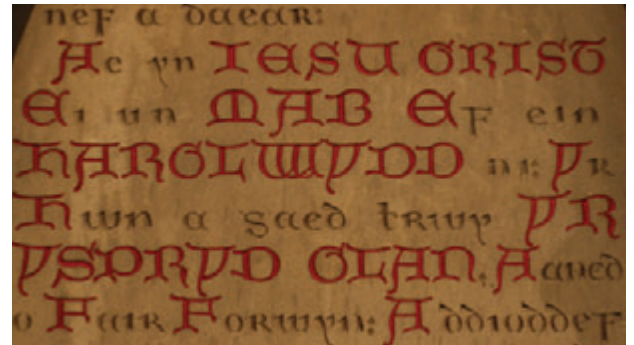
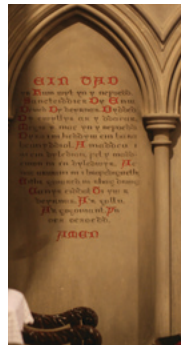
Stunning scenery and views



A haven for wildlife



Outstanding architecture



LLANGORWEN – *All Saints*

Great for ...

history hunters, architecture enthusiasts and anyone keen to explore a church with unique character.

A grand, Gothic style church with striking architecture, built using local stone. Part of the Oxford or Tractarian Movement – a controversial movement within the Anglican Church, which contributes to the church's unique and fascinating history. The stunning interior features beautifully crafted furnishings, magnificent candelabra and a finely carved eagle lectern. Take a stroll through the wide open churchyard and enjoy views of the surrounding scenery.



Stunning scenery and views



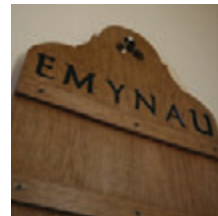
Outstanding architecture



A great place for a picnic



Car parking available



LLANTRISANT – *The Church of Three Saints*

Journey off the beaten track to find this fascinating church in a beautifully remote and tranquil location. Enjoy panoramic views over a landscape shaped by centuries of human toil – once home to crowds of lead miners who sang proudly in the church during the 19th Century (a tradition that continues to this day). Learn about this sacred site and discover for yourself the ancient burial stones that were found here in 1970.



Stunning scenery and views



Trails for walking and cycling



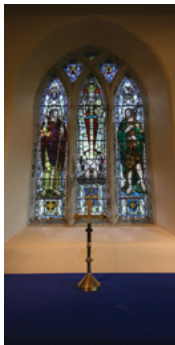
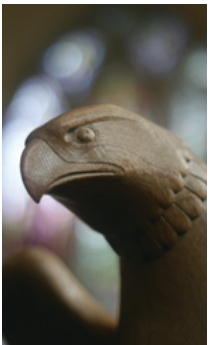
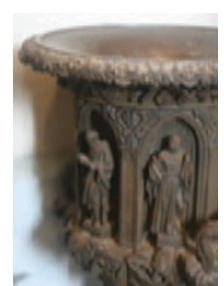
A great place for a picnic



Dedicated car parking available

Great for...

visitors wanting to 'get away from it all' and head off the beaten track in search of true peace and quiet. Also horse riders looking for points of interest to visit during a day out (a bridleway runs past the church).



YSBYTY CYNFYN – *St John the Baptist*

Great for ...

people keen to take a trip through the landscape and discover new and 'authentic' places for themselves, away from traditional tourist trails.

Enjoy a journey through the wild and dramatic landscape to St John's church, which for centuries has been the home of hard working sheep farmers and metal miners. The site of the church has been a sacred place for thousands of years, with its ancient standing stones conjuring up a sense of mystery. Take in the view from the churchyard and learn of the many stories, both sorrowful and celebratory, that make this place so special.



Stunning scenery and views



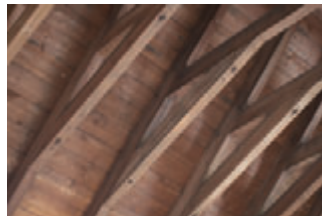
Trails for walking and cycling



A haven for wildlife



Dedicated car parking available



YSBTY YSTWYTH - *St John the Baptist*

A 'little gem' of a church with a history far larger than its size! Learn about the Knights of St John of Jerusalem, who is it believed first built a shelter here for people travelling on the route to the great monastery of Strata Florida. Visit in winter and you can warm yourself by the open fire, as people would have done centuries ago. Explore the churchyard, which tells the stories of many lives that were lived the hard way farming and mining the rocky upland landscape.

Great for ...

people interested in local history, as well as visitors passing through the area in search of 'somewhere different' to stop and explore.



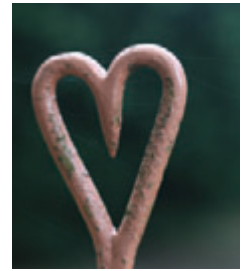
A haven for wildlife



Outstanding architecture



A great place for a picnic



YSTUMTUEN - *Capel Ebenezer*

Take an adventure into the uplands in search of this characterful and historic chapel, once the heart of a busy lead mining community. The chapel has a long and proud history of choral singing, with stories of men who practised for the choir whilst working underground in the mines. The interior of the chapel is designed like a theatre and during the 1950s plays were frequently performed here.

Great for...

visitors looking for a scenic journey to a quiet destination, full of charm and character.

5. SIMPLE STEPS

ideas for linking your business with the **Peaceful Places** trail



**TICK
HERE**

A good way to start is by updating your publicity materials to include information about the **Peaceful Places trail and the different experiences it offers.**

This can be done very easily the next time you update your website, leaflet, social media (e.g. your Facebook page) and so on. The benefit of doing so is that it helps to link your business with the trail – helping to put your business in the spotlight for new customers to discover.

Use the resources available on the website to make this easy:

www.peaceful-places.com/marketing

Discover the **Peaceful Places trail yourself.**

Visit some of the churches and chapels on the trail. Find a few walks and activities you would recommend close by. Try looking at your local area with 'fresh eyes' and imagine you are visiting for the first time. Try out some of the local shops, pubs and restaurants near to your local church or chapel. Collect your own information about your area and share it when talking to customers or visitors.

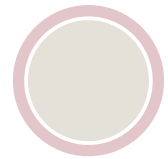
Recommend a variety of routes – leisurely ambles, energetic hikes, accessible trails and seasonal experiences. Some visitors might also like to explore the wilder parts of the landscape around your local church or chapel. If so provide walking guidebooks and Ordnance Survey maps on loan to help them get around.

**TICK
HERE**

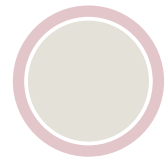
Provide facilities for active visitors – drying space for boots and waterproofs, secure storage for bikes, hearty food and packed lunches can all make a huge difference to visitors who enjoy the great outdoors.



Contact local attractions for information about activities they are organising, plus advice on where to direct your visitors who want different experiences.

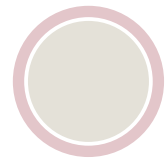


Create an information pack for your customers by collecting free leaflets that promote local routes and attractions around your church or chapel.



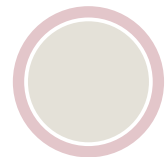
Develop your own materials to help visitors explore the area and get more from their stay.

Perhaps a map of your favourite local walks and places to visit near to your church or chapel. Maybe an I-Spy sheet and other games for families with children. Don't shy away from being creative and using a 'DIY' approach – your customers will really appreciate the personal touch!



Encourage your customers to try local produce

at nearby pubs, tearooms, shops, markets and other suppliers. It helps to make their experience more personal and memorable. It also helps to boost the local economy, which benefits everyone.



**TICK
HERE**

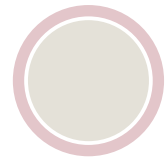
Find out about local guided walks and events

and promote them to visitors. There might also be local guides who could lead special walks and explorations that are tailored to the needs and interests of your own customers.

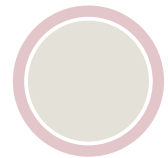


Show off your local church or chapel!

Use photographs to help visitors appreciate what they might find there.

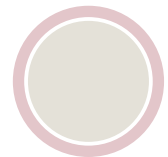


Provide reference material such as books on local wildlife and heritage, and ask for recommended books at your local library (where you will also be able to find contacts for any local wildlife or civic societies). You might also like to research the wildlife and/or history of your own local area – display photographs, maps or other records that bring the natural and cultural heritage of your landscape to life. Contact Dyfed Wildlife Trust and Environment Wales for information.

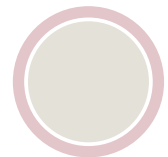


Find out the opening times of local attractions.

Advertise these to your visitors in advance so they can arrange to stay when places are open to the public.



Most importantly, share your own knowledge and enthusiasm. Visitors always value personal recommendations from local people much more than official guidebooks. Tell them about your own favourite places and local experiences. Share your stories and memories. Be proud of your place and what it has to offer – it's one of your most valuable assets, so don't shy away from telling people why you love it!



6. HOW TO PUBLICISE YOUR BUSINESS ON THE Peaceful Places website

Promote your business by creating a 'profile' on the **Peaceful Places** website.

Your business will be listed alongside whichever participating church or chapel is closest to where you are located. It will also be listed as a location on the interactive map. All of which will help visitors discover your business and what it has to offer.

Once set up, you can log-in to the website and update your business profile whenever you like.

Here's a step-by-step guide to creating your business profile...

STEP 1:

visit the Peaceful Places website

- Visit the Peaceful Places website at www.peaceful-places.com
- Click on '*Publicity*' and then follow the link on that page to '*Create a profile in the Business Directory*'.

STEP 2:

create your user account

- Enter a Username for your account (*it's best to choose something memorable*) and enter your email address.
- This information will be used to create your own user account on the website, enabling you to log back in whenever you like.

<p>Username *</p> <input type="text"/> <p>Spaces are allowed; punctuation is not allowed except for periods, hyphens, apostrophes, and underscores.</p>
<p>E-mail address *</p> <input type="text"/> <p>A valid e-mail address. All e-mails from the system will be sent to this address. The e-mail address is not made public and will only be used if you wish to receive a new password or wish to receive certain news or notifications by e-mail.</p>

STEP 3: fill in your business details

Fill in the form to create your business profile on the website. You don't need to complete every part of the form – *only the sections marked with an asterisk (*)*. The rest of the form is optional, but of course the more information you provide, the better informed your customers will be!

- Add details of your *opening times*, which helps visitors to plan their days out.
- Choose whichever '*Business types*' best suit your business and what it has to offer.
- You might like to add a personal touch and write a *short description* of your business.
- You can also upload a *photograph or logo*, which will be displayed alongside your business profile.

	Summer opening times:			Winter op	
Sunday	from	<input type="text"/>	until	<input type="text"/>	Sunday
Monday	from	<input type="text"/>	until	<input type="text"/>	Monday
Tuesday	from	<input type="text"/>	until	<input type="text"/>	Tuesday
Wednesday	from	<input type="text"/>	until	<input type="text"/>	Wednesday
Thursday	from	<input type="text"/>	until	<input type="text"/>	Thursday
Friday	from	<input type="text"/>	until	<input type="text"/>	Friday
Saturday	from	<input type="text"/>	until	<input type="text"/>	Saturday

Business type

- Accommodation
- Attraction
- Food & Drink
- Leisure & recreation
- Shopping
- Transport

Short description

Maximum of 250 words

Photograph or logo

no file selected

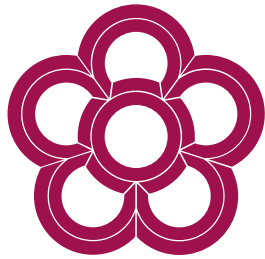
Files must be less than 2 MB.
Allowed file types: png gif jpg jpeg.

STEP 4: register your business!

Once you are finished, click on the button labelled '*Register your business*' to create your business profile.

STEP 5: check your email

- Once you have registered, you will be sent a message at the email address you gave when completing the form.
- Follow the simple instructions in the email to finish registering your profile on the Peaceful Places website.
- Make a note of the password provided in the email. This, together with your business name, will allow you to log-in to the website and update your business profile whenever you like.



Llefydd Llonydd Peaceful Places

**Crwydro Tiroedd Sanctaidd Gogledd Ceredigion
Exploring the Sacred Landscapes of North Ceredigion**

Who should I contact for more information?

For further information about the Marketing Toolkit, please contact:

Paul Mahony

Countryside

0161 236 3432 • paul@countryside.org

For information about Peaceful Places – including useful resources to accompany this document –

please visit: www.peaceful-places.com