

The Background of the Presteigne and Norton Website

For many years promotional literature was produced for Presteigne by the Chamber of Trade. There have been leaflets, guides, and gazettes. However in recent years the Chamber has found it increasingly difficult to fund the production and appropriate distribution of such literature for the modern tourism market place.

In searching for grant aid during 2005 to assist this process, the Chamber became aware of a source of funding that might help. It came from the Tourism Partnership MidWales and was aimed at projects based around groups of organisations who could come together into an informal partnership to promote tourism, and it had to incorporate something new.

To address the partnership aspect of the project a number of organisations were invited to become involved, and the new aspect was to be a website.

The choice of organisations invited to be involved at the beginning of the project was not finite or exclusive but based on the concept that they would be the larger organisations in the Town, that they could afford a financial input, and that they were involved in significant activities that promoted tourism. They were the Judge's Lodging, The Chamber of Trade, The Presteigne Festival of Music and the Arts, Sheep Music, Mid border Arts.

St Andrew's and St Michael's was not one of those initially invited but as a result of the publicity around the project at the time they asked if they could be included. It was felt they met the criteria.

The Town Council was also invited to be a member and major funder of the project as it represented the whole Town and had grant funded the production of promotional literature for many years.

To provide a legal and insurance basis for, the relationship between the partners in the project, and the website, a framework agreement was produced and signed up to by all the partners. The Presteigne and Norton Community Trust Ltd, an independent trust set up some years previously to act in the interests of Presteigne as a whole agreed to act as project leader.

The website was designed free of charge by a group of young designers with strong connections with the town and was launched on 2nd November 2006.

Initially there was no advertising aspect on the site but as the TPMW grant funding came to an end it was always envisioned that advertising revenue would replace it and there is now a small but significant income from this source. We would like to increase this revenue and relieve the members of some of the funding requirement.

How your organisation, business, club, or activity, can obtain space on the site.

There are a number of ways that you can obtain space on the site.

1. Inclusion of your events on the calendar page, free of charge
2. Inclusion of your basic details and contact information on the local organisations page, free of charge
3. Inclusion of more detailed text information and a photo on the local organisations page at a cost of 50p per week
4. Inclusion of a whole additional page of text plus three photos at a cost of £1 per week
5. Subject to the endorsement of the management committee any organisation can apply to become a member of the project, entitling it to a button on the home page, linked to a page of its own. It would also have to satisfy the criteria in the fourth paragraph above, be willing to pay the member contribution, (currently £200 per year), and to become a party to the framework agreement.

I hope you have found this information helpful. If you require any further information please email events@presteigne.org.uk