

NOTTINGHAMSHIRE

DAY

25 AUGUST

#NottsDay

*A county to
be proud of*

NOTTINGHAMSHIRE DAY PROMOTIONAL PACK

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Information and Contacts:

For further information please contact:

Notts.Day@nottsc.gov.uk

Or visit:

[Nottinghamshire Day | Nottinghamshire County Council](#)

What is Nottinghamshire Day?

County Days are an opportunity to celebrate the identity, heritage, culture, and local traditions of Historic Counties and are celebrated by a number of other counties. The celebration of our Historic County of Nottinghamshire, in this way, will support local communities to understand and celebrate the history and traditions of the places they live, work, and enjoy their leisure time. Nottinghamshire Day takes place on the 25th August as this date marks the anniversary of the start of the English Civil War, an event triggered by Charles I raising the royal standard at Nottingham Castle in 1642.

This year, Nottinghamshire Day is going to be celebrated in a number of ways that offer something for everyone!

27th August 2022- A public event at Sherwood forest that will include an outdoor stage, market stalls, entertainment and performances, and food and drink.

The celebrations will also be celebrated with a County wide lead-up campaign that includes involvement from schools, local businesses, and an environmental 'Love your Notts' campaign.

We are hoping that local businesses will also be involved in the lead up and the day itself to show everything this County has to offer.



Aims and structure of this pack

The County Council held its first Nottinghamshire day on 25th August 2021 with a successful media campaign and flag raising ceremony attended by Lord Lieutenant of Nottinghamshire, members of the Council, the Sheriff of Nottingham, Nottinghamshire Police and Crime Commissioner, Nottinghamshire Police Chief Constable, and several of the county's MPs and representatives from the district and borough councils. There was a successful social media campaign and successful involvement from Notts TV and Radio Nottinghamshire.

This year however we are hoping to celebrate with more in-person events that celebrate the history and heritage of Nottinghamshire. The Council plans to work with District and Borough Councils, local businesses, and attractions to promote Nottinghamshire Day, encourage people to explore our towns and countryside, and be involved in Nottinghamshire's history and heritage.

Local history plays a key part in developing a unique sense of place for Nottinghamshire and can help attract visitors. Offering an authentic, local experience that encapsulates all things Nottinghamshire could also help your organisation to stand out from competitors and attract new and returning visitors.

The aim of this promotional pack is to help Nottinghamshire's local businesses capitalise on the Nottinghamshire Day celebrations and be involved in the day. Through an exploration of Nottinghamshire's history and attractions, as well as ideas for involvement, tips, and guidance, we hope that you will help us celebrate Nottinghamshire and benefit from all the County has to offer.

This pack includes information on Nottinghamshire's history and heritage, as well as tips on how to capitalise on it, how and why you should get involved with the day, what Nottinghamshire day can offer you, free draft social media posts, and a digital asset pack.

The goal of Nottinghamshire Day

The goal of Nottinghamshire Day 2022 is to:

- Celebrate Nottinghamshire's history and heritage
- Inspire children and young people to be involved in the day and community, and historical and cultural organisations
- Celebrate and draw attention to Nottinghamshire's leading role through a celebration of our current environmental, sporting, cultural, and technological projects
- Allow all residents to be involved in the day and show their celebration of the county
- Support and provide opportunities and promotion for Nottinghamshire businesses
- Support the local economy and visitor and tourism economy
- To work with partnerships across Nottinghamshire
- To work with local community and voluntary groups across the County



How to get involved:

We are welcoming and encouraging all Nottinghamshire residents to attend our public celebration of Nottinghamshire Day at Sherwood Forest but are also encouraging everyone to celebrate Nottinghamshire in their own ways, both on the day and in its lead up.

For local businesses, this could be through a variety of ways. We have provided some specific examples of ways to be involved with the celebrations that would have a direct positive impact on your businesses, as well as some feel-good activities for organisations to try out.

Digital:

Can your business use digital technology to increase sales or audience reach?

Make use of the digital assets and posts in this pack to show that you are celebrating on Twitter, Instagram and Facebook. Posts and Stories are a great way to get noticed and reach new audiences. Use our #hashtags #shoplocal and #Nottsday to be involved and reposted!



Experiences:

Can your products or skills also become part of a service?

For example, Holme Pierrepont offered additional sessions of Archery Combat to fit with the Robin Hood based theme at Nottinghamshire Day 2021



How to get involved:

Personalisation:

Could you offer personalised products to add value to an existing product or service

Draw focus to your identity as a local business and use images, themes, and figures from across the county to promote your products



Ethos:

Can you work in partnership with other organisations or businesses to create positive brand association?

Use the County's history of unity to promote coming together, or work with the Council's 'Green Rewards App' to promote sustainability.



Variety:

Are there activities you can develop linked to your core offering/value proposition?

Can you do a blog entry or social media post for County Day, run a contest, or host an event.



Speciality/Exclusivity:

Can you create a product in line with the themes of County day that is exclusive to your business?

Draw inspiration from the Nottinghamshire traditions, local recipes, or historical figures.



Tips: Make the most of people's 'love of local'

One of the key messages of Nottinghamshire Day is to shop local. COVID-19 has meant shopping locally is more relevant and popular than ever, with an estimated half of all UK consumers ready to pay more for those brands that emphasise where a product is from and use of local supply chains.

Here's some tips to make the most of people's 'love of local' on Nottinghamshire Day:

Plan a Nottinghamshire day promotion:

Whether it's a 241 offer or something a bit different, such as a free gift for any customer who dresses up as Robin Hood!

Tell the story behind your product or service:

Telling the story and journey of the people behind the business will help bring the product/service to life for the customer

Tell everyone:

If you offer local products, use every opportunity available to shout about it. If you don't tell people your product is local then they won't know!

Highlight your suppliers on your website and social media channels (see social media tips page for more information). Use visuals, maps of miles travelled, pointing out where the product came from and how it got to them, showing them a story, they can follow and relate to.

On advertisements, avoid using the words local or locally sourced in isolation, use specific supplier names and geographical locations too.

Knowledge:

Ensure every employee knows about the 'Nottinghamshire story' behind your product/service, including details of any local suppliers. Encourage them to proudly share this information with customers.

Social Media tips

Both Nottinghamshire and **#Nottsday** was trending on twitter during last year's celebrations and involving your business in trends and searches is a great way to reach a wide audience.

Use the **#hashtags** of **#nottsday** and **#shoplocal** and consistent brand messaging. Use hashtags/slogans with every post that clearly communicate your offer of locally sourced and/or sold products. Include relevant buzzwords, this will ensure your pages appear in searches related to local businesses and the entire of the County day celebrations. Using the same hashtags consistently across all platforms also makes your posts more recognisable, memorable and builds brand association through reinforcement.

Follow other local organisations:

Following other key players in the sector enables a greater reach and visibility for yourself. Interacting with well known, reputable organisations can help build your own reputation through association. Making yourself known to other local businesses also puts you in better stead for future collaborations and partnerships, which is one way you could be involved with Nottinghamshire Day.

Use the day as a source of instant feedback:

If used effectively and dealt with correctly, customer feedback and reviews can be critical to success.

Use #Nottsday to start a campaign or competition:

These are a great way to engage with people, increase awareness and build your brand. For new businesses and/or the launch of new products, this is an effective way of establishing yourself in the market.

Always use an image or a video:

Using images and/or videos with every social media post is essential and increases engagement significantly.

What Nottinghamshire Day can offer you

Nottinghamshire Day is an excellent opportunity to increase promotion and awareness of your organisation. Should you choose to participate through promotion, events, products, or social media posts, these could be showcased at a large-scale event that is expected to attract thousands of visitors and prominent members of Nottinghamshire's community.

If you are an organisation that provides a product or a service, shopping locally has been a longstanding trend which has been gaining traction in recent years. COVID-19 has accelerated this trend, and now, 48% of UK consumers are ready to pay more for those brands that emphasise provenance. Nottinghamshire Day is a chance to shout about what your organisation offers.

This will not only happen through promotion on the day itself, but also across our social media channels. Both 'Nottinghamshire' and '#Nottsday' was trending on twitter during last year's Nottinghamshire Day celebrations and involving your organisation in trends and searches is a great way to reach a wide audience. Furthermore, interacting with other key players in the sector enables a greater reach and visibility for yourself. Making yourself known to other local organisations also puts you in better stead for future collaborations and partnerships, which is just one way you could be involved with Nottinghamshire Day.

If you would like the opportunity to be represented at the Nottinghamshire Day public event, we are offering market stalls to organisations. This would allow you to not only engage directly with the public and other organisations but can also be taken as chance to gain instant feedback from hundreds of visitors.

If you interested in hosting a market stall for Nottinghamshire Day please contact **Notts.Day@nottsc.gov.uk**

Case Study: Bridleways Guest House & Holiday Homes

Bridleways Guest House & Holiday Homes are a business close to Mansfield and Sherwood that offers accommodation in the County. This is their experience being involved in #NottsDay 2021 and their plans for 2022:

“We took part in the very first Notts Day last year and it was great, a really positive experience. At the time we were continuing to deal with the restrictions of COVID, so we both felt it was important to promote the day to raise awareness of what Nottinghamshire has to offer.

Bridleways isn't just a guesthouse, it's our home and we love it here; many of our rooms feature beautiful wallpapers with images taken across Nottinghamshire by local photographer Tracey Whitefoot. Nottinghamshire offers us and our guests so much to see and do, whether they want to explore and go for walks or bike rides, take their families out for day trips, go for something to eat and drink, or discover the history of the county and local area.

Through our website and social media, we always promote Notts, and share beautiful places of interest, other small local businesses, and the special events taking place locally.

Our main activity last year was sharing #NottsDay on our social media channels and joining in the conversation to promote the day. Some of our arriving guests, especially those from outside the county, weren't aware that we were celebrating #NottsDay. This gave us an ideal opportunity to explain that the day was all about celebrating what the county has to offer and tempt them to return to explore our county further.

With COVID restrictions lifted, this year's event in August gives us all an ideal opportunity to promote our local businesses, attractions and events planned to promote #NottsDay again, and to ensure its success in 2022 and in future years.

Bridleways will of course be supporting the day with posters etc. within our public areas for arriving guests and on our website and social media channels, so look out for our celebrations”.

Emyr & Tracey Jones



Digital asset packs

Digital asset pack:

[Nottinghamshire Day Face book Ad4.jpg \[JPG\]](#)

[Nottinghamshire Day Facebook post3.jpg \[JPG\]](#)

[Nottinghamshire Day Facebook post4.jpg \[JPG\]](#)

[Nottinghamshire Day Twitter cover2.jpg \[JPG\]](#)

[Nottinghamshire Day Twitter cover3.jpg \[JPG\]](#)

[Nottinghamshire Twitter Post3.jpg \[JPG\]](#)

[Nottinghamshire Twitter Post4.jpg \[JPG\]](#)

[Notts Day Face book Cover3.jpg \[JPG\]](#)

[Notts Day Face book Cover4.jpg \[JPG\]](#)

[Notts Day Poster_03.pdf \[PDF\]](#)

[Notts Day Poster_04.pdf \[PDF\]](#)

General Social media assets

[Notts Day Face book Cover2.jpg \[JPG\]](#)

[Nottinghamshire Day Twitter cover.jpg \[JPG\]](#)

[Nottinghamshire Day Facebook post2.jpg \[JPG\]](#)

[Nottinghamshire Twitter Post2.jpg \[JPG\]](#)

Facebook image frame

You can show your support for the day and pride in where you live by showcasing the Nottinghamshire Day image frame (pictured) around your Facebook profile picture for you and your organisation.



Personal page:

1. Click on your profile picture and then select 'add frame'
2. Search 'NottinghamshireDay' or '#NottsDay' under the 'choose a frame' option
3. Choose either the light or dark green to suit your preference.

Organisation/business page: If you or someone you know has a Facebook business page, you can

www.facebook.com/profilepicframes

4. Go to the bottom left corner and select the page
5. Search for the frame (#NottsDay or NottinghamshireDay)
6. Choose either the light or dark green to suit your preference.

General poster and other graphics:

[Notts Day Poster_02.pdf \[PDF\]](#)

[Microsoft Teams Background.jpg \[JPG\]](#)

[Website banner.jpg \[JPG\]](#)

[Nottinghamshire flag image.jpg \[JPG\]](#)

Single Colour

[Nottinghamshire Day black.png \[PNG\]](#)

[Nottinghamshire Day Green.png \[PNG\]](#)