

Ride UK: The National Bridleroute Network

Producing Promotional Leaflets

Under the project title 'Ride UK', the British Horse Society launched plans for a National Bridleroute Network in May 2000. The project is building a comprehensive network of community circuits and strategic linear routes for horse riders, cyclists and walkers across the United Kingdom. This briefing paper provides guidance on the production of promotional leaflets for new riding routes.

Introduction

For all long distance routes and for many community circuits, riders will be assisted by the production of promotional leaflets.

Currently Ordnance Survey maps show bridleways and byways but, other than the national trails, few promoted riding routes.

Promotional leaflets benefit local amenities such as shops, pubs and bed and breakfasts that might be used by the riders.

Riding routes often pass through remote countryside so the leaflets provide an opportunity to open up new areas for tourism.

Leaflet Content

The leaflet must be appealing to the reader. It should be inviting and encourage people to pick it up and then to try the route. The layout must be clear, with plenty of spacing. A cluttered leaflet will be hard to read on the back of a horse. It is always more effective to work in partnership so, when possible, try to include information for cyclists and walkers too.

Drawings and photographs can be used to break up text and attract a reader – but only if there is sufficient space on the leaflet. Route information should have priority.

Reference should also be made to the British Horse Society's publication *Bed and Breakfast for Horses*, which is updated regularly.

Route branding should be consistent. If the route has a special waymark, this should be integrated into the leaflet design to aid recognition.

A map is essential. This can be a sketch or one based on the Ordnance Survey (for which permission must be obtained). Experience has shown that riders prefer maps with key points, rather than descriptive text. The map must have a north arrow. A scale bar (in both metric and imperial to help riders of all ages) is more helpful than a numerical scale (e.g. 1:10 000).

Ordnance Survey Maps. To help people using the route as part of a longer ride or visitors staying in local accommodation, the numbers of the appropriate Ordnance Survey maps should always be quoted.

Grid references. Text cluttered with grid references is hard to read. Use a grid reference for the start of the route (and end if it is a linear route). Intermediate references are not required unless there is some special reason.

Opportunities and hazards on the route should be highlighted. The route should be made as easy to follow as possible by a combination of text and map. The locations of pubs, watering opportunities for horses and other relevant facilities should be clearly indicated. Ensure that problems or hazards, such as difficult road crossings or poor visibility in bad weather, are highlighted.

Indicate points of interest, but sparingly. Commentary on the local surroundings, for example on places of historical importance, will be of interest to people spending a few days in the area. If space is limited, however, important route information should not be lost to points of interest.

Remember that local information is valuable, but it can change. It may be best to put information that goes out of date, such as contact details for vets, farriers, horsebox parking and bed and breakfast, on a separate insert. This can

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then be updated easily and cheaply. For short print runs, with low costs, it is best to include such detail in the text of the brochure.

Ride UK aims to develop links into a wider network. All junctions with other promoted riding routes should be marked on the route map, together with the route names. If space allows, also state the other routes' destinations.

Support your supporters! Always thank those who have helped make the route or leaflet happen. If certain establishments such as bed and breakfasts contribute towards the cost of leaflet production, or provide other support, it is appropriate to include their details within the leaflet. It is also appropriate to include official logos when official bodies support the route. This reminds readers that the creation and promotion of routes is a partnership activity.

Remember the project! When a route promotion leaflet has been produced following the advice above, the Ride UK logo may be reproduced in the bottom right-hand corner of the leaflet (front or back page), just as on this guidance note. A copy of the leaflet should be sent to the British Horse Society for inclusion on the Ride UK web site, which ensures the widest route dissemination.

Leaflet Production

By far the best way to promote a route - once the content has been determined - is to find a local council or organisation that will produce a leaflet. This will generally ensure that there is good distribution and adequate publicity. It is easier to persuade an official body to support a leaflet if it meets some of their own objectives and if it is useful for a range of user groups.

When the local highway authority is unable to assist, approach relevant district councils and in some cases parish councils. In national parks and areas of outstanding natural beauty there may be other bodies that would be pleased to help. Tourist boards and regeneration bodies

may wish to help. Local contacts should be approached.

If no outside support can be identified, it is possible, but not guaranteed, that The British Horse Society's county or regional committee may wish to produce the leaflet. The chairman or access officer should be approached for advice.

Marketing

A route will not be used if no one is aware of it. Inclusion on the Ride-UK website ensures the widest distribution of information.

If an official organisation or local authority has been involved, their own publicity departments can distribute and market the leaflet widely.

A press release to local newspapers and local radio accompanied by a copy of the leaflet is a useful way to tell local people of the route.

Local distribution of information about the route in stables and equestrian businesses is also effective.

Concluding Remarks

Each new promoted route strengthens the National Bridleroute Network. Riders benefit from safer off-road riding and the increased opportunities for quiet leisure and healthy exercise. Local businesses benefit from association with a promoted route through low-impact tourism and money spent directly into the local economy.

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