



Discover what's on your doorstep

20-26 March 2020

## A week for the people of Angus to discover what's on their own doorstep!

### What is the event about?

'My Angus' is a new week-long event for Angus residents, from 20 to 26 March, to celebrate all that Angus has to offer. The event will provide a unique opportunity for local people to discover the variety of attractions and experiences on their own doorstep.

One of the key strategic themes of the new Angus Tourism Framework is 'Pride of Place', which aims to get local communities more involved in tourism and to become ambassadors for the area where they live. The industry led Pride of Place working group have come up with the idea of 'My Angus'.

The people of Angus will be encouraged to share their experiences, ultimately raising awareness of the venues and increasing the profile of the area.

34% of people who visit Angus are visiting friends and family, and so this event provides a great opportunity for residents to find out and experience all there is to see and do, so they can visit again with their friends and family in future.

### Who is the event aimed at?

The event is aimed at people living in Angus. People will be advised that they may be asked to provide proof of address in order to take advantage of any special offers, discounts or incentives available during the week – this is at the discretion of individual businesses.

### How can I get involved?

There is no end of possibilities for getting involved in the week. All you need to do is decide on when you'd like to participate – whether it's a day, two days, the entire week, or even just an hour!

Some suggestions of what you could offer are outlined below. This is not an exhaustive list and all ideas are welcomed.

- % discount on price
- Free entry
- 2 for 1 offer
- Mini taster sessions of experiences at a reduced cost
- Guided tours or talks
- Added value – free drink/cake when visiting
- A showcase of your attraction
- Events

You might wish to collaborate with other businesses on joint offers/tickets.

## **What are the benefits for my business?**

This event is an opportunity for your business to benefit from increased profile and promotion as well as reach a new customer base and generate increased sales at a quieter time of year.

## **How will the event be promoted?**

A communications plan will be put in place which will incorporate social media advertising on various channels, e-newsletters and press releases. In addition, a printed programme will be distributed throughout Angus. The programme will incorporate a checklist of participating businesses so that visitors can tick them off as they go.

We will also work with local community groups and business associations including the Angus Tourism Cooperative to help spread the word.

Participating businesses will also be encouraged to help promote the event through their own channels.

## **What next?**

The deadline for submitting an event to be included in the printed programme is Monday 13 January. Events submitted after this time can still be included in all digital promotion.

The programme will be launched w/c 3 February, with promotion ongoing from this time.

If you would like to be involved, please complete this short survey with details of your event.

If you have any queries, or an idea you would like to discuss, please contact Gillian Black at [blackg@angus.gov.uk](mailto:blackg@angus.gov.uk).