



A UNIQUE SHOPPING EXPERIENCE





Castle Douglas Food Town a working vibrant market town 4,500 pop.
Services approx 25,000 pop from other smaller towns within 20 mile radius

Over 60 independent businesses in King Street with quality products.
4 butchers, Fishmonger, 3 bakers, 5 cafes, Hotels and dedicated restaurants
support local food suppliers where possible.

Tesco Store opened in 2006.

Small hotels and guest houses in and around the town.



Food Town
not just Food
but an array of
quality
independent
shops offering
fashion &
accessories
gifts and
artifacts as
well as an
independent
micro brewery

Food Town Initiative Business Objectives

The aim of the Food Town Initiative is to promote Castle Douglas as a recognised 'theme town' throughout Dumfries and Galloway and the UK, as a market town of retail excellence, especially for locally produced food and drink.

This will help:-

- Increase visitor numbers to the Town and area.

- Improve business opportunities for the retail and general commercial sectors of the Town.

- Enable Castle Douglas Food Town to be a "must see" part of the Dumfries and Galloway visitor programme.

This will be done by:-

- A marketing strategy branding the Town using PR, advertising and event management.

- Working with local food & drink producers to create opportunities to develop their markets and make locals & visitors aware of the range & quality of local foods available.

- Increase awareness of "Healthy Food" and "Food Miles."

- Promote the increase use of local Food/drink in service sectors/hotels cafes & restuarants.

Organisation

We have a Food Town Initiative Committee that oversees the promotional program & events, which are managed by sub committees with the Food Town Coordinator.

Currently all events and promotional activities need to be funded.

All these activities are taken on by volunteers within the CD community with the coordinator having a part time consultancy role.

This committee has a service agreement with the council to organise a number of events during the year to help achieve the agreed objectives.

The Initiative is always looking to involve more stake holders from the business sectors, such as shop owners, hoteliers, other accommodation providers and the general community.

Marketing & PR program

1. Dedicated Food Town brochure (40,000 copies). Is available at all gateways, visitor centers and ports & airports in and out of the region. This brochure also is used as a way of promoting our PR programme to Life Style magazines and event flyers are enclosed when necessary.
2. www.cd-foodtown.org . SEO is on going as are updates and news items. Currently quite high on Google listing if Food Town is the search words. Unique visitor numbers are at approx 1,500 per month. We try to get the local businesses to use web site to develop their own sites and it has become an important part of the F.A.B project (will discuss at later stage).
Involve community groups and all businesses to use our web site for promotions and event items.
3. Event management during the year to include Food Town Day and other events during that week (Clare Macdonald, Clarissa.)
Involvement with the Stewartry Agricultural Show, Food Tourism Conference, Tour of Britain Cycle Race, Local producers markets and the Christmas Food & Craft Fair.

4. Food Town branding.

Since 2004/5 a lot has been done to improve the Food Town branding. This has included the uptake of the new logo which has been used on Press packs, window stickers, the towns brochure, flag, web site, all Press releases and adverts, event flyers and shopping bags sold in and around the Town.

Strong push on the independent retail sector of our town hence the Branding of a Unique Shopping experience

5. Media and editorial program

Target Editors of Life Style Magazines and specialist pass time magazines .
Food and Drink magazines.

We had good publicity through BBC Radio Scotland, especially with the Tesco situation that occurred. On reflection this did us a lot more good than it possibly did Tesco.

6. **Visit Scotland Challenge Fund Bid.** Recently joined forces with other two theme Towns in Galloway to form the F.A.B (food, art & books) Glorious Galloway Consortium. (supported by over 70 businesses and community Groups). The aim is to promote the 3 theme towns and increase the visitor's awareness of this wonderful part of Scotland using the Food, Art & Books
Towns as a catalyst

Current 3 year business plan in place

These plans will give Castle Douglas Food Town Initiative an opportunity to continue to market the Theme Town professionally and continue the excellent progress already achieved. This plan will ensure the Theme Town helps to continue visitor awareness of the town and the region by promoting the retail shopping experience that is unique to the town. CD is not a "Cloned Town".

Continue joint programs with the other theme towns.

FAB project will be developed further ensuring that visitors to the region will have a complete range of events and experiences from which to remember the region.

Also be more informed of "Whats On".

We need to create that “ must come back feeling”. Overall stake holder interest will help to sustain the economic generation of the town giving business opportunities to a wide range of producers, retailers, accommodation providers and services in the region as a whole.

Challenges for the future

1. Stimulating/challenging event programme to ensure visitor and stake holder interest.
2. Continued awareness of quality for visitors/locals alike. The need for all business sectors involved, who are offering a service or attraction, to be aware of quality issues and the increased expectations from the public.
3. How to Fund the future from agencies and stakeholders will play a major part in any future programme and will need some new ideas that will need to involve sponsorship.



F.A.B web site www.gloriousgalloway.com now up and running.
200,000 F.A.B leaflets being racked in Northern England and Selected areas of Scotland.

This promotes www.gloriousgalloway.com and the F.A.B product.
Sign up via the web site for the F.A.B. Brochure which is also available to view online.

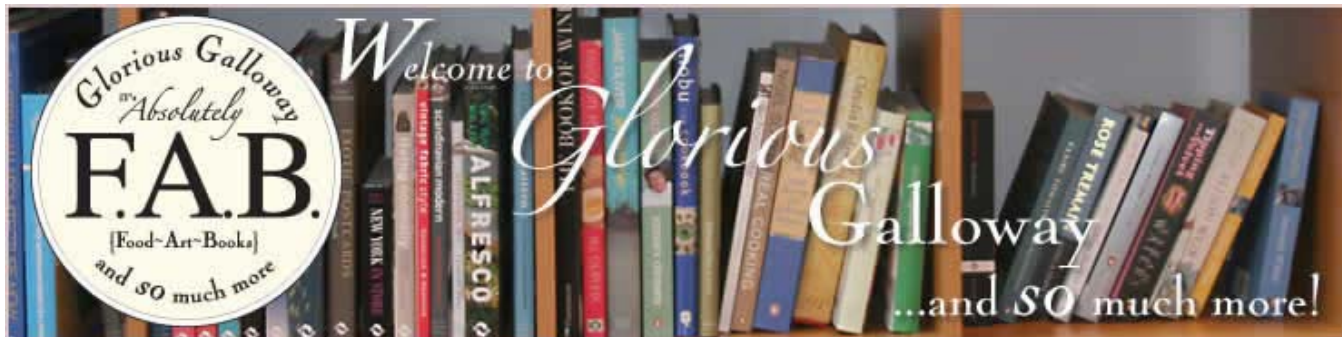
All copy tells about the Food, Art & Books Theme running through Galloway but as we say So Much More..... events, wildlife, in and outdoor activities through all the seasons.



**Castle Douglas
Food Town**



**Kirkcudbright
Artist Town**



**Wigtown
Book Town**

Working together for prosperity and for a better overall visitor experience



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