

### Introduction

Following the successful introduction of the right of access to mountain, moor, heath, down and registered common land, Defra asked the then Countryside Agency to consider how open access might be enhanced through voluntary dedication of land by landowners under section 16 of the Countryside and Rights of Way Act.

In order to do this effectively, the Countryside Agency adopted a research-based approach to test how landowners would respond to the opportunity to voluntarily dedicate land for informal recreational use. It also wanted to investigate whether dedication offered a new and effective means of providing the public with permanent access to land.

### Objective

The Countryside Agency asked Mistral for advice about how to understand the various attitudes and motivations of landowner market segments. It also wanted to understand how to raise awareness of the opportunity to dedicate (and the dedication research project itself) with landowners, while overcoming any potential barriers and concerns.

The output of the project was for Mistral to deliver a Dedication Research Project marketing strategy and plan.

### Strategy

The final report, which was written by combining Mistral’s marketing and landowner knowledge and experience with existing dedications literature and research, included:

- A SWOT analysis and confirmation of current assumptions, key attributes and additional benefits of land dedication
- Detailed stakeholder analysis of landowner market segments with reference to dedication
- Advice on brand positioning and identity for dedications which will appeal to different market segments and stakeholders (and finalised branding artwork on CD)
- An outline marketing plan.

### Results

The report was produced on time and to budget with minimal changes from the Countryside Agency project team and steering group. The conclusions contributed to the development of future policy both within Defra and Natural England.



## Dedication toolkit of branding and messages

Dedication offers an opportunity to share public access to your land. Dedication is a straight-forward process. Details of public access land will be published on the internet and on updated OS maps. Dedication can secure public access to land for walking, cycling, horse riding, climbing or canoeing. Dedication impact of public access by spreading word of mouth and be used to link areas of access access.

### messages

When referring to Dedication as an 'access product', a capital 'D' should be used e.g. 'the benefits of Dedication' or 'the Dedication project'. When referring to the action of dedicating or a particular dedication (e.g. 'Mr Green is dedicating his land', 'Mrs Smith's dedicated land', or 'Mr Brown's woodland dedication'), a lower case 'd' should be used.

The following six key messages have been developed which should always be used when describing Dedication. These messages relate to Dedication as a whole and also to the demonstration project.

- Dedication offers an opportunity to share public access to your land forever.
- Dedication is a straight-forward process.
- Details of all public access land will be published on the internet and on updated OS maps.
- Dedicating your land demonstrates a commitment to allowing the public to access it.
- Dedication can secure public access to land for walking, cycling, horse riding,



### branding

#### Colour branding

The preferred version of the branding is printed using the four colour process as specified. In instances where it is necessary to print using special colours, eg silk screening, the PANTONE® colours specified should be used.

	C	M	Y	K	Special colour
Red	0	100	60	20	PANTONE® 1545
Green	100	20	00	10	PANTONE® 322
Black	0	0	0	100	Black

#### Two colour branding

Where four colour is unavailable or printing 3 PANTONE® colours is cost prohibitive, PANTONE® 322 should replicate as a first choice. The version of the branding should not be used below 20mm in width.

	C	M	Y	K	Special colour
Red	0	100	60	20	PANTONE® 1545
Black	0	0	0	100	Black

Preferred minimum size is 45mm in width. Minimum size is 20mm in width.

Dedicate	PANTONE® 1545
Red	60% K
Message	100% K

#### Unidirectional branding

Where colour is unavailable, the branding should reproduce in tone of black. The version of the branding should not be used below 20mm in width, or when printing using screens to have 55 dots per inch.

	C	M	Y	K	Special colour
Red	0	100	60	20	PANTONE® 1545
Black	0	0	0	100	Black

Preferred minimum size is 45mm in width. Minimum size is 20mm in width.

Dedicate	60% K
Red	60% K
Message	100% K

#### Reversed out white branding

Can must be taken that the version of the branding is clearly white and legible, particularly when reproduced at small size, set of photographic backgrounds. Minimum width of 20mm using stacked version of the logo.



Images: A full collection of suitable images are available by emailing [marketing@mistralpr.co.uk](mailto:marketing@mistralpr.co.uk)

