



lakes & dales

Coming out stronger from COVID-19
V1. June 2020

live *More*
do *More*



Together we can inspire young people that here, locally in our region, we can ‘Live More, Do More’.

How?

- **By thinking hyperlocal and sharing a summer of conversation, leisure, culture, events and offers.**
- **Re-imagining the opportunities, both in lockdown, when the world recovers and reopens, during and post COVID-19.**

Breaking down the barriers

Many of the barriers and obstacles young people encountered being in rural societies, are now being faced by the rest of the world.

A feeling of isolation, with a lack of cinemas, clubs, HQ Offices and other services that urban counterparts took for granted, made worse by restrictive public transport and poverty were just some of the challenges young people in the Lakes & Dales faced. But we are now on a level playing field.

No longer are jobs tied to city centre offices and public transport making the next town's grass appear greener. People are staying local, walking and cycling, independent shops not chains are keeping our caffeine addictions in check and food on our plates. Events are broadcast into our homes and communities are coming together to support those that should have been taking place here in the Lakes and Dales.

And now more than ever and maybe for the first-time young people in all societies are craving the expansive landscapes, the thriving communities and the 'on your doorstep' independent businesses and traders.

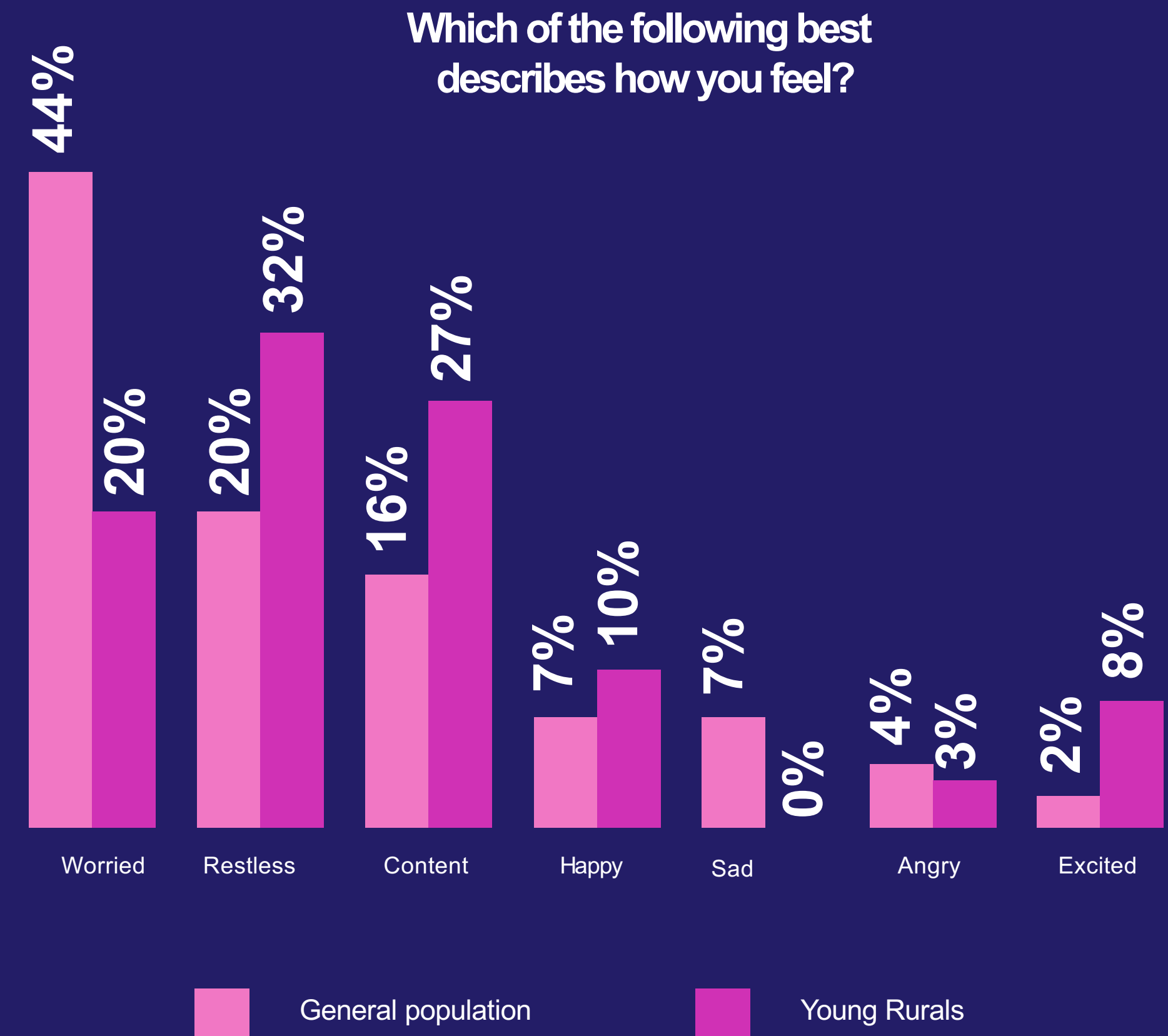
Many young people in the Lakes & Dales were imagining their futures elsewhere, but now young people can re-imagine the opportunities and embrace 'Live More, Do More' brand position, showcasing to the world this uniquely special place.

Young People, Rural Communities & COVID-19

In a survey carried out in March 2020, 51% of young people in the United Kingdom (UK) reported that the current Coronavirus (COVID-19) pandemic and the resulting public health measures have impacted their mental health negatively due to the loss in their normal routines, the difficulties of social connection and in many cases the disruption to education.

However, for those young people in rural areas, they appear to be more resilient indicating that the environment and communities around them might offer coping mechanisms, making them less worried and more content..

They are potentially however more restless – so now is the time to capture their imagination.



Live More Do More Objectives

- Enable young peoples' empowerment in the local community and cultural economy
- Supporting local businesses
- Enhance pride among young people and remind them that they live in a very special place
- Create new young home-grown influencers, actively listening and ensuring they are heard
- Encourage young people to explore locally, connecting digitally with the wider community
- Encourage young people's input into the recovery of our area

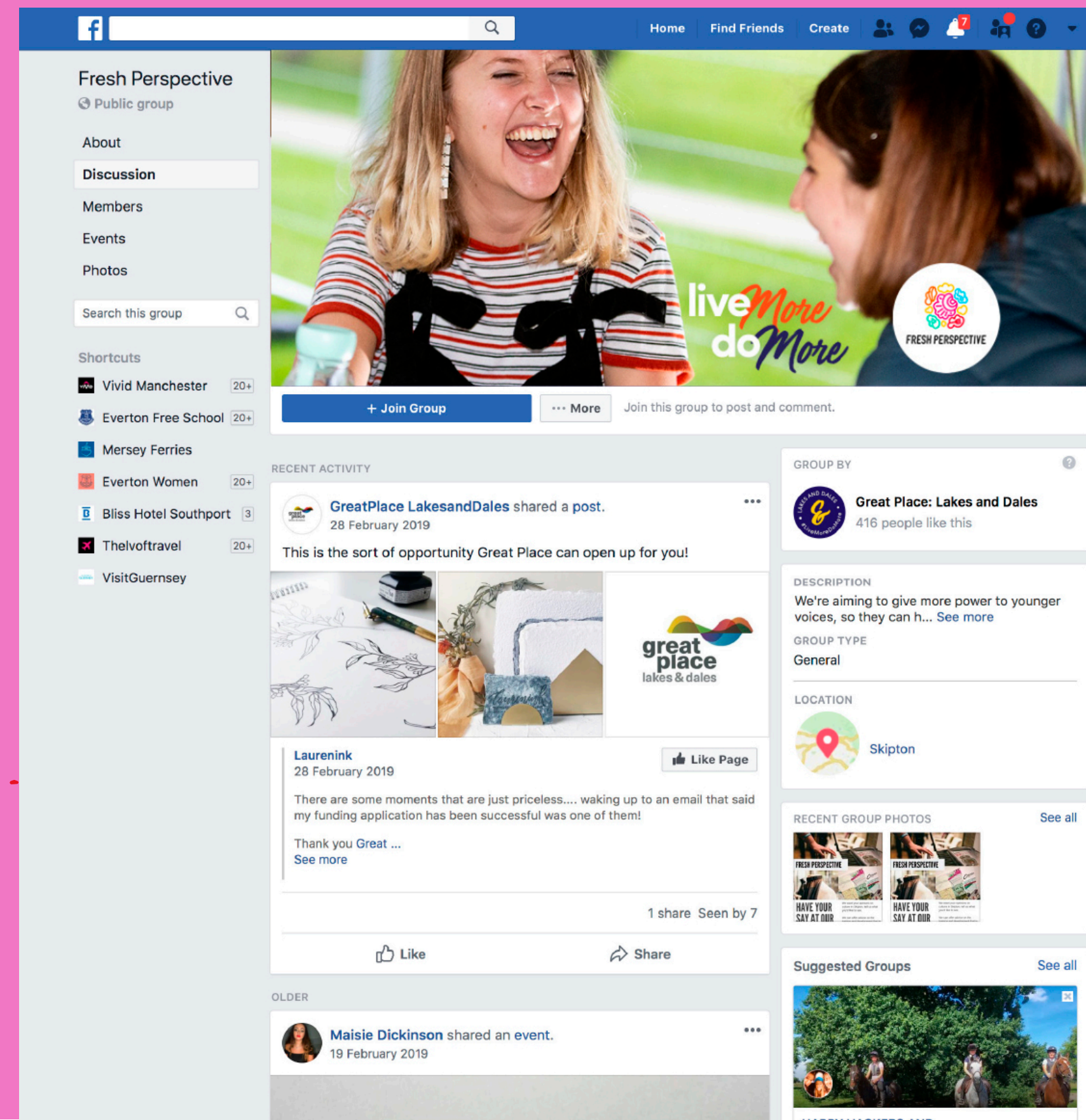
1. Showcase and review local culture

On the Lakes & Dales Facebook we're intending to repurpose a Facebook group to become an events hub. Fresh Perspective are a group of young people working with GPLD to bring young people in the region together. Their Group will now become active again and repurposed to as an events hub, using Live More Do More branding. We are encouraging everyone to actively post, share and review relevant events and culture that are a relevant target for young people.

Why Facebook?

Over 400 million people belong to at least one Facebook group and over 100 million people see groups as a vital part of the Facebook experience. The platform is favouring group content and wants people to use them and are making changes so that people who do use them get the maximum exposure possible.

Did you have an event cancelled because of COVID-19? Get on the page and talk about it whether it's now a virtual event or it has been postponed. Or maybe you have seen a great workshop that you want to share or an activity that you think people would like? Promote it using the Facebook group and encourage young people to get involved. Help create an active and lively page that is reflective of our community.



Facebook group Examples

A great example is Instant Pot (slow cooker) which has over 2.5 million people in its group. On here they share recipes, post questions, share tips. A great example of showcasing a product through interaction and engagement.

And that's just a little cooker, can you imagine what a group we can have?

[Click here to explore](#)

Bring your yoga class to Facebook live.

[Click here to explore](#)

Bookstores doing virtual book clubs.

[Click here to explore](#)

Life drawing classes again through the community hub.

[Click here to explore](#)

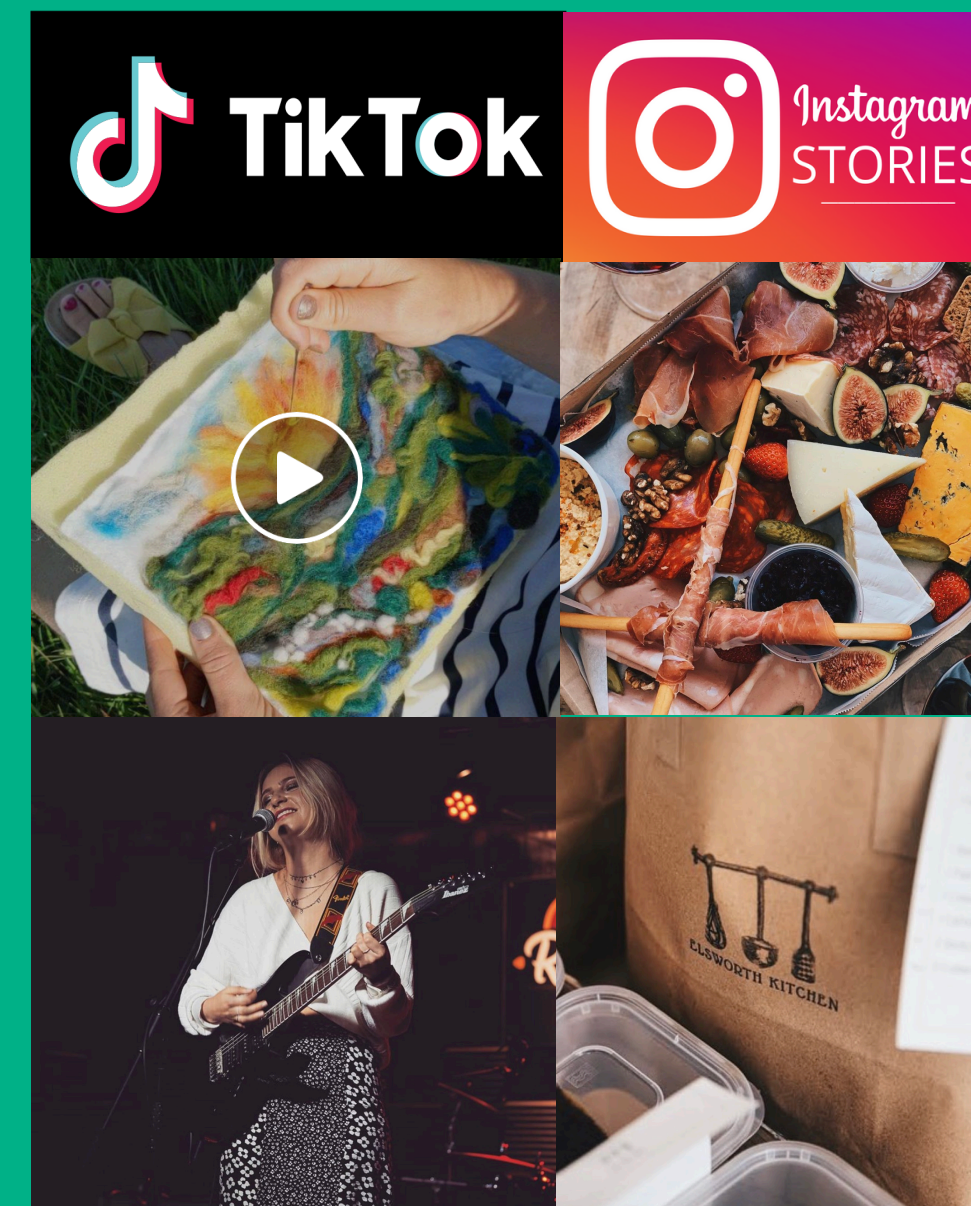


2. Isolation Stories Using TikTok & Instagram

Amidst the uncertainty faced by businesses there are a wealth of positive and heart-warming tales of young rural entrepreneurs and businesses innovating and supporting their community during these testing times.

Including Lana Grindley, who is providing artistic experiences and workshops online for her local Lakeland community, Rebecca Elsworth from Elsworth Kitchen in Skipton who is adapting and providing home-made takeaways on Fridays and platters on Saturdays also Jazz Musician & Singer Ava Grace, who is hosting live performances online. We will be sharing some of their isolation story films on social media, but we want to see/hear about your isolation story and share them to a wider audience too. They will be perfect for the people we are trying to reach and using TikTok and Instagram will make sure our audience sees the content. We will use them to:

- Create a rolling document of stories that can be shared on a daily basis to help raise the profile of The Live More Do More campaign
- Help create content for our own social channels so we can reach a wider audience but be aligned to the three key themes of open, inspiring and energising.
- Showcase how we are coping with lockdown - sharing your stories, images & challenges.



Why Use TikTok & Instagram?

TikTok

- There are over 800 million people using TikTok worldwide
- 41% of TikTok users are aged between 16 and 24
- 56% of TikTok users are male and 44% are female

TikTok is about having fun there's also a big arts following with videos using #art gaining a total of 63.7 billion views and #artchallenge 2.4 billion. That combined with the age of users means this is a great place to engage younger people with arts and culture.

Instagram

- Over 1 billion people use Instagram every month
- 500 million people use Instagram Stories everyday
- One third of the most viewed Stories are from businesses

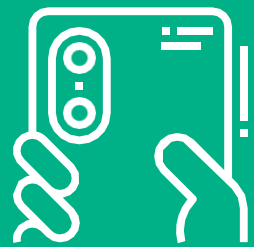
With research showing that 62% of people become interested in a brand or product after seeing it in Stories. And the ability to reach a youth audience of over 52 million this again is a great place to engage our audience. Instagram stories are being used to foster authentic connections as they allow you to interact with your community in engaging ways. An opportunity to consider given live views have doubled according to the stats and story impressions (views) have increased by 21%.

Filming Tips

A guide on how to capture your isolation stories. It doesn't have to look like a Hollywood movie it is about capturing genuine stories.



Step One

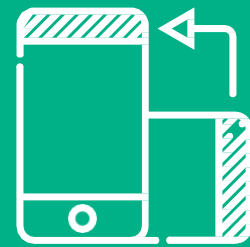


Your Devices

Don't have a high performance camera or a DSLR? These days high quality video can be captured on a number of different devices including smartphones.

Make sure you have it set to the highest quality video settings it can possibly go to and record at 1080p but 4k is best!

Step Two



Shoot Portrait

As a rule of thumb, you should always shoot Landscape, but as we are creating content for TikTok and Instagram stories we need you to film portrait.

This prevents cropping into the video which results in grainy footage and losing parts of the composition you have put together.

Hint at your surroundings we are suggesting that the Lakes & Dales can form part of the inspiring back drop.

If you are in a studio, let's see your creative space too!

Step Three



Composition & Angles

Considering the setup of your shot is extremely important, whilst over staging a shot can be seen negatively, remember to ask yourself these quick questions: Have I captured the best angle? Can I tilt up to avoid the rubbish bin? Is the shot level?

Build up the story narrative - show your creative process from start to finish if you produce something physical.

Cutting from one angle to another is a good and simple way to add visual interest to video.

Pro tip: when you change perspectives, shift by at least 45 degrees. Smaller shifts in perspective don't really create the intended effect - they just look jarring to the viewer.

Step Four



Use plenty of light

The sun is one of the best light sources for video. If you're filming in natural light, do your best to get your footage in the morning or evening, when the light is softer.

If you're filming indoors, you will need to be more intentional about the types of lights you use and where you place them. One thing to avoid is overhead lighting - it can cast unflattering shadows on your subjects' faces.

Windows are a good natural light source. You can also use a large lamp or two to cast the type of light you want.

Step Five



Don't Shake, focus

It's hard to hold a camera completely steady, so try not to hold your camera at all if you can help it. Instead, use a tripod, or set your camera on a sturdy surface or mini Phone tripod.

Always consider the focal point of the image. The human eye is drawn to parts of an image that are in focus first. Therefore focus can be used to great effect, changing the way we see things and to give greater prominence to product/ activity or location.

Once filmed share your story using #LiveMoreDoMore and tag our page:

greatplace_lakesanddales

3. Share the news

If it is something you are doing/showing/talking, whatever share the news on twitter as it can reach so many people.

And don't forget to also re-tweet, love, and comment on anything positive you come across on twitter that is related to the Lakes & Dales. Not forgetting the hashtag when you do.

#LiveMoreDoMore

And don't forget to follow us, and tag us in any post you do and we'll repost.

Why Twitter?

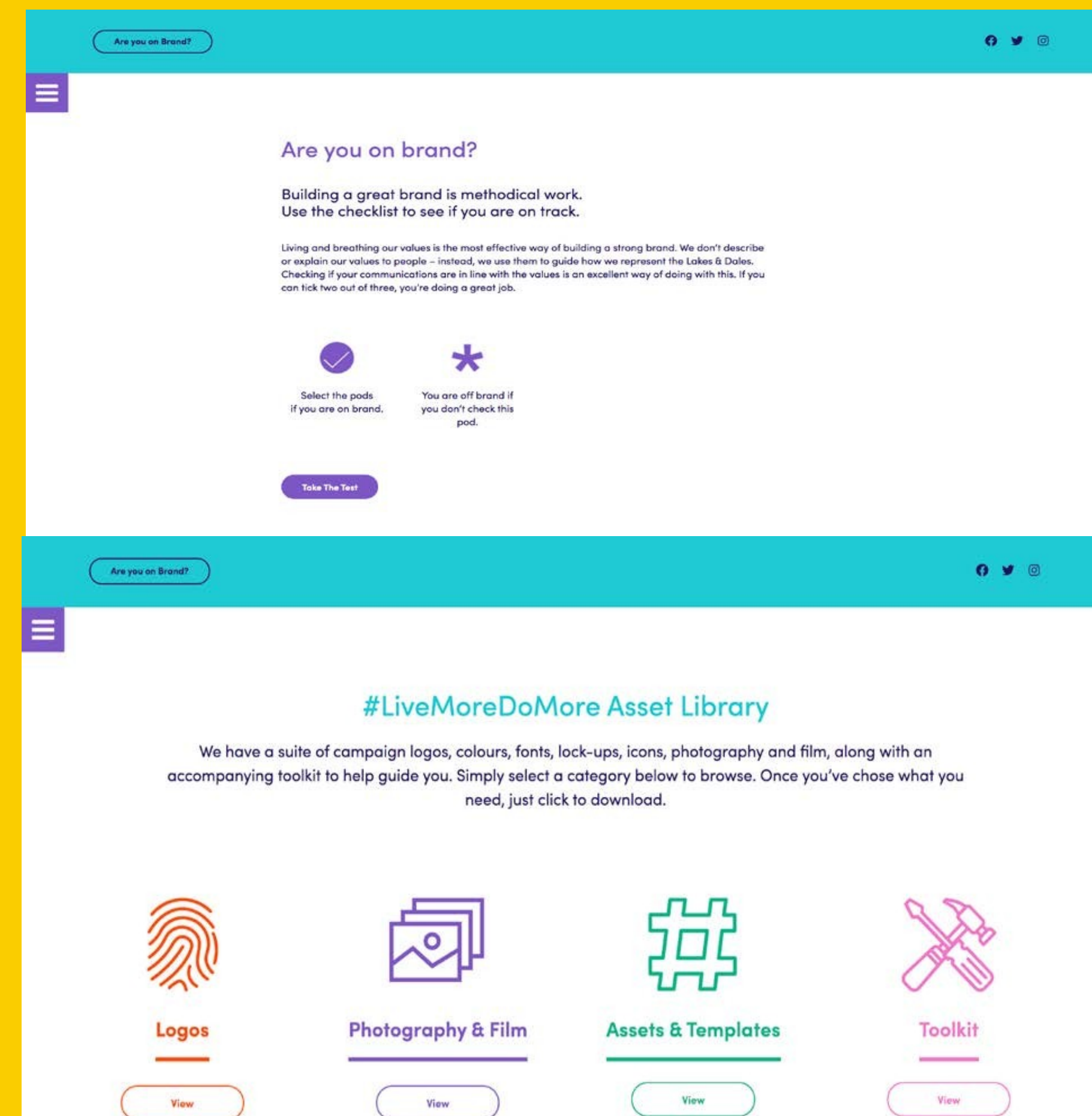
- 38% of 18-29 year olds use Twitter
- Over 13.7 million Twitter users in the UK
- 80% of Twitter users are affluent millennials

Average impressions on our Twitter page is 21,000 a month, we have some journalists, plus exhibition and live performance programmers following us. The coverage in The Observer last autumn was off the back of our social media content and we often get enquiries from press following tweets.

4. Learn more to #LiveMoreDoMore

Do you have content aimed at young people but unsure whether it's on brand? Our online toolkit will be a good place to start in getting your business in synch with the Lakes & Dales brand. This will check/guide you in your communications to help make sure they are in-line to help you reach the people you want to talk to, this can be found on: livemoredomore.co.uk

Struggling with content but want to get involved? You can do this simply by using the official hashtag #LiveMoreDoMore. We also have a series of downloadable assets including photography, stickers and film which can be used within your own content plan to help generate a conversation and maximise exposure on social media, this can be found on: livemoredomore.co.uk



Those that do, get more...

"GPLD have been keen advocates of our new fell running website Run the Dales which has been grant funded by the Yorkshire Dales National Park Authority .

The new #LiveMoreDoMore marketing toolkit has been invaluable in helping myself and the web designer to work out the best language, look and feel to help the website connect to younger people, including the creation of our very own #LiveMoreRunMore. I will definitely be recommending it to others."

Victoria Benn, writer and author

"It's great the area is renowned with tourists but it is also a fantastic place to live and visit all year round. More young, creative people are choosing to stay in or move to the area every year and we want to encourage this so our business can thrive, especially post-Covid19. The Live More, Do More campaign is a great way to do this and helps us promote Elsworth Kitchen to new audiences."

Rebecca Elsworth, Elsworth Kitchen

More Learning Resources

Review your current digital channels and investigate new social platforms such as TikTok. If you have the opportunity to do so, perhaps look for an online course to learn some new skills.

[Skillshare.com](https://www.skillshare.com) has a range of courses available and you can get two months free. Other useful sites are available like [Udemy.com](https://www.udemy.com), [Lynda.com](https://www.lynda.com)

Other great industry focused digital and marketing resources are:

www.a-m-a.co.uk

<https://www.a-m-a.co.uk/digital-heritage-lab/>

<https://digitalculturecompass.org.uk/>


<https://learndigital.withgoogle.com/digitalgarage>



857 students 24m

TikTok for business: how to market your business, product, brand, or event – the basics!

Sue Keogh



127 students 2h 43m

TikTok Marketing Masterclass: Grow your brand & business

Janosch Herrmann


5. Explore locally and encourage new homegrown influencers

Together we can become our own homegrown influencers, join in and encourage others to join our challenges.

A recent example is, The Harrogate Girl, whose blog is for the target audience we want to reach. As part of the Great Place Lakes & Dales #LiveMoreDoMore campaign she went out to explore around the Yorkshire Dales and wrote a great piece about it on her blog:

[Click here to see here blog post](#)







Visiting Harrogate ▾Harrogate Life ▾Adventures ▾Let's Collaborate

Home ▾Adventures ▾Live More, Do More: A Yorkshire Dales Adventure

Live More, Do More: A Yorkshire Dales Adventure


By **Victoria** - JANUARY 5, 2020






VICTORIA


Welcome to my life. Written and directed by Victoria Turner. Here, I bring you the latest lifestyle news from eating out and travel to health and beauty, oh and of course gin! Often based in Harrogate but loves an adventure or two. Views are my own and honest!



2,845
Fans



4,379
Followers



3,475
Followers

Yorkshire, it's been my home for almost 35 years. It's been a place I've forged a career, put down roots and felt inspired to live. But why? Today, 44% fewer 16-34 year-olds are putting down roots in Craven & South Lakeland Districts. Just a few miles up the road small Yorkshire Dales towns like Skipton and Settle are seeing a decline in young adults choosing to live there. The draw of city life is too much and often these small towns and villages are left behind but if you look close enough, they are more vibrant and exciting than you think!

As part of the Great Place: Lakes & Dales #LiveMoreDoMore campaign I went to explore.

WHAT...

Aimed at businesses as well as young people, we will post out questions like:

What did you accomplish today?

What inspires you?

What are you open too?

What are you energised by?

Encouraging people to record a positive response about how they have handled the COVID-19 situation and what they have done to make things better. As well as getting them to post on their own social pages to reach a wider audience.



6. Use the Collective North Channel

We will be using the Collective North Channel to help ensure young people's voices are heard. This dedicated slack channel and virtual space provides a platform to discuss and debate hot topics with your young people in the area. Maybe you have an idea for reopening spaces or an invention to help with the new normal. The ideas shared will contribute to the lobbying of policy and strategy development.

Moderated sessions will be held, and topics may include:

- Social distancing
- Impact of Covid-19 on young people
- What future jobs might look like

[Click here to register](#) your interest and share the link with more young people.

The screenshot displays the Collective North website. The main banner features the text "COLLECTIVE NORTH - LIVE CHAT" in white, "FUNDING OPTIONS FOR CREATIVES" in large yellow letters, and "3RD OCT - 2PM - FREE TO JOIN" in white. Below this, a circular logo with "COLLECTIVE NORTH" and "VIRTUAL HUB" is shown. The text continues: "Join in our monthly chat session from the comfort of your own web browser. We'll be talking about models of funding for our creative work. Guests joining us include: Rachel Dobbs, Kristyna Baczynski and Dana Segal. Sign up at: www.collective-north.co.uk".

On the right side, the "COLLECTIVE NORTH" header is followed by a description: "A Slack community to connect creative professionals with each other, opportunities and producers / promoters in Music, Film, Dance, Literature, Visual Art, Theatre and Design. It's free to join – access to the space is via invitation only. Register via the button below." Below this, a list of features is provided:

- A virtual space to meet and chat with other creatives without the awkward small talk
- Live chat sessions with industry and sector professionals & organisations
- Shared learning, info and links
- Open Mic sessions for practitioners to talk through project ideas & new work
- 1:1 advice sessions
- Information on opportunities for creative practitioners
- Somewhere to ask questions and get real-life advice from your peers

A "REGISTER NOW >" button is located below the features list. At the bottom of the page, logos for "great place lakes & dales" and "LOTTERY FUNDED" are visible, along with the text "Collective North is a Great Place: Lakes and Dales initiative." and a "Privacy Policy" link. A circular logo with "COLLECTIVE NORTH" is also present in the bottom right corner.



7. Let's Collaborate

- Get behind the **#LiveMoreDoMore** brand like never before
- Openly share insights and intelligence
- Grow the profile of the area digitally
- Share marketing resources and pool spend
- Shared secondments and placements for young people
- Let's create together!

live *More*
do *More*

Contact

Lindsey Hebden or Manon Keir
hello@lakesanddales.org
greatplace@cravendc.gov.uk



www.lakesanddales.org

