

The Coast to Coast Walk annually generates £7m* of economic opportunity throughout our region

The **Coast to Coast Passport** will help you to increase your share of this market



*Source: Defra

After 50 years, Wainwright's famous **Coast to Coast Walk** will finally receive the recognition it deserves.

To support the £5,800,000 investment in the **Coast to Coast** 'upgrade' being made by Natural England, you are invited to participate in the launch of the **Official Coast to Coast Passport Project**.

What we aim to achieve:

- To provide every intrepid walker with the chance to mark their own adventure from St. Bees to Robin Hood's Bay, by collecting distinctive 'Passport Stamps' at each of the rest stations on the route.
- To provide every walker with a simple means to 'claim' an Official Completion Certificate once they have finished their walk.
- To provide every walker with the opportunity to enjoy a range of exclusive discounts from businesses who wish to be involved in this initiative.
- To offer ongoing support to the Wainwright Society plus the Northern National Trails Partnership who will be responsible for the maintenance of the Coast to Coast after the upgrade has been delivered.

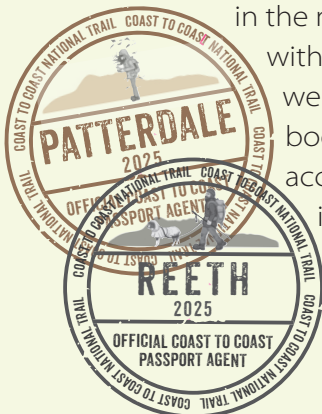
Who are we?

The Coast to Coast Passport is coordinated by the Richmond Yorkshire Community Interest Company (CIC). We are a not-for-profit social enterprise, based in one of England's most popular market towns. Richmond is located a bit past the half-way point on the Coast to Coast Trail and so it's a perfect location from which to administer the Passport.

Richmond has an award-winning Information Centre run by volunteers which is open 7 days a week, throughout the year, to provide personal help and advice to the thousands of visitors who flock to the town. The Centre is also an integral part of the CIC.

Several Directors of the CIC have been serving the needs of walkers on this famous trek since it began

in the mid 1970s with a dedicated website providing, books, maps and accommodation information to individuals and groups from around the world.



Who has teamed-up with the CIC in the creation of the Passport?

To properly establish the Passport, we have successfully applied for public funding from North Yorkshire Council, the Yorkshire Dales National Park and the North York Moors National Park. The Wainwright Society has also endorsed the Passport and contributed towards its development.

Shortly we will be reaching out to the Lake District National Park, the Westmoreland and Furness Council and Cumberland Council

How can you become involved?

1. Sign-up to be an Official Stamping Agent that walkers will seek out when they reach your destination on the trail.

To maximise the traffic for our Official Stamping Agents, this distinction will be limited to a small number of Stamping Stations per location.

Agents will be provided with Official Passport Stamps for their

location and an ink pad, as well as distinctive point-of-sale materials.

All agents will be listed in the Passport and on the c2cpassport.com website, so that walkers will know where they are located.

2. Promote what you have to offer Coast to Coast walkers in the Passport and the Official Passport website: c2cpassport.com

Although Official Passport Agents will be mentioned as noted above, they will also receive a special rate when they choose to advertise 'special offers' with direct appeal to walkers who 'flash their Passports' to indicate they are paid up members of the Passport Club.

This is an excellent way to persuade a potential customer, who has made a scheduled stop on the Trail, to 'pop in' and hopefully favour you with some of their business.

3. When will the Passport be available?

We are aiming to have the Passport ready for the start of the main Coast to Coast walking season when it begins in the Spring of 2025.

4. What format will the Passport take?

The Passport will be an A6 paperback book which has a spine. It will be printed in colour throughout. The page size measures 105mm x 148mm. It will consist of 88 to 120 pages.

5. How will the Passport be marketed?

There will be a heavily promoted website, point of sale materials, tie-ins with established sponsors with large ready-made audiences, extensive media coverage and of course 'word of mouth'.

We have begun to form close working relationships with many of the holiday companies who promote Coast to Coast packages to walkers around the world, like Sherpa Packhorse, Mickledor, and Brigantes.

The Passport is already generating interest from walkers who have discovered this initiative thanks to Natural England who have begun sharing news about it.



6. What will it cost to become an Official Stamping Agent?

To become an agent in your location there will be a charge of £75 which covers the 2025 walking season. It includes publicity in the printed Passport and on www.c2cpassport.com.

Your agreement to participate, once approved, will be followed-up by a proforma invoice.

An extra half-page advertisement in the Passport will cost a further £65. The advert will need to comply with a 'house style' but there is provision for an advertiser to add a logo or a visual plus the details of any proposition, such as a discounted offer you wish to make.

You can also take a full page advertisement in the Passport. This will cost £125 or £200 in total when added to the Stamping Agent's Fee.

Further Questions

If you want to learn more about the Official Coast to Coast Passport and how you can become involved, please email us: walk@c2cpassport.com or you can write to us at:

Coast to Coast Passport
c/o Richmond Information Centre
Market Hall
Richmond
DL10 4QL

If you wish to ring us and request a call-back, please leave a message on **07301 647 473**. We'll be happy to discuss any queries you might have.





c2cpassport.com

Richmond Yorkshire

• COMMUNITY INTEREST COMPANY •

The Coast to Coast Passport is operated as a not-for-profit initiative to help promote one of the UK's most popular National Trails and maintain this path well into the future. The Coast to Coast Passport is administered by the Richmond Yorkshire Community Interest Company (CIC) – No 15340352

www.richmondryorkshire.co.uk