



Wallingford

The Wallingford Welcome

Photographic Exhibition now in St Mary le More Church!

Like many market towns, Wallingford needs to attract shoppers to its retail stores, visitors to its local attractions and customers to its local businesses. Whether coming from far afield, surrounding villages or simply living or working in the town, all should be aware of what the town has to offer.

At the end of last year the Economic Development team at South Oxfordshire District Council commissioned Capell Creative to develop three distinctive town images for Wallingford, along with Thame and Henley. The images highlight the unique characteristics of each town and look at how this distinctiveness could be used to promote Wallingford more effectively to visitors and residents.

Capell worked in consultation with local stakeholders to produce a logo, a photo library and poster templates that local businesses and organisations can use free of charge to either promote themselves as individual businesses in the context of their location, or as a collective.

In the case of Wallingford, Capell worked with the concept of 'The Wallingford Welcome' expressed through the use of a 'W'. The photos presented in this exhibition were all taken with the enthusiastic participation of local businesses during two days in June 2010. They aim to reflect the breadth of the independent offer in Wallingford. The council would like to thank all those that took part for their co-operation, patience and enthusiasm.

All the marketing tools, including the images displayed, are available via Wallingford's marketing website www.WallingfordWelcome.co.uk or through the Wallingford in Business website. The site is accessible to all interested in producing promotional material and support is available to anybody wishing to use the site but unsure of what to do. For more information please contact Caroline Wood on 01491 823313 or email Deborah.obrien@southoxon.gov.uk



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