

Visit Greenwich Copy Guides

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Talking about the wider Greenwich offer

In order to represent the Visit Greenwich offer we need to consistently promote our four key selling points to current and new audiences. Being consistent in what we say and write will enable our profile to grow in the public mind to positively affect tourism here.

Recommended copy has been written and is available on the following page.

1. Old & New
2. Close to London
3. On the Thames
4. Stay a while

Old & New

Greenwich has a wide and contrasting geographic area and has history which spans the original landing spot for Henry VIII's boats to today's striking home for the Cutty Sark. In a very small footprint area of the World Heritage Site there are 5 major visitor attractions and across the Borough over 20! New architecture and modern technology is being developed at the Greenwich Peninsula and Woolwich Arsenal is undergoing major redevelopments adding to its military history. Greenwich offers both history and modernity.

Close to London

Greenwich is well linked to central London, 15 minutes on the DLR; 20 minutes on Thames Clippers and just 10 minutes from London Bridge. It is fast and easy to get to and around. Greenwich must be included within any visit to London and can be a base from which to reach other attractions in London.

On the Thames

Positioned on the Thames, Greenwich makes for a scenic and memorable visit to London and means you can connect to all parts of the Borough via river transport.

Stay a while

Hospitality is growing in Greenwich. There is a wide range of eateries from gastro pubs and rated restaurants to international street food in the historic market. Equally there are many options for staying from boutique B&Bs to quality chain hotels as well as self catering apartments.

Recommended copy

We have written a set of summaries at lengths of 41 word, 90 word, 200 word and 189 word extra to be used exactly as they are or as a guide for writing new copy.

41 word

Visit Greenwich, where hemispheres meet and Royal heritage mixes with up-to-the-minute architecture. Home to a World Heritage Site, Cutty Sark, The O2 arena, Britain's only urban cable car, London's prettiest royal park and the Prime Meridian of the World – longitude zero.

90 word

Visit Greenwich, the place where hemispheres meet and royal heritage mixes with up-to-the-minute architecture. It's home to a World Heritage Site, Cutty Sark, The O2 arena, Britain's only urban cable car, London's prettiest royal park and the Prime Meridian of the World – longitude zero.

Get here in 20 minutes by Docklands Light Railway or cruise down the river in style.

There's too much to see in just one day so book into a luxurious local hotel or comfortable B&B and stay a while – Greenwich is always worth a little extra time!

200 word

Visit Greenwich, the place where hemispheres meet and royal heritage combines with contemporary architecture. It's home to a World Heritage Site, The O2 arena, Britain's only urban cable car, London's prettiest royal park and the Prime Meridian of the World - longitude zero.

Get here in 20 minutes by Docklands Light Railway and wander through Greenwich Park to the Royal Observatory and the Planetarium, or fly 90m high on the Emirates Air Line into a world class show at The O2 arena.

Whatever your interest there's something you'll love - fabulous baroque artistry in the Painted Hall at the Old Royal Naval College, designer-maker arts and crafts in Greenwich Market, and the beautifully conserved Cutty Sark, the fastest ship of her age. Explore Britain's momentous naval history at the National Maritime Museum and enjoy the views in a riverside pub. Speed down the river in a streamlined catamaran or cruise through London's landmarks to Greenwich, the mighty Thames Barrier and the historic Royal Arsenal in Woolwich.

There's too much to see in just one day so book into a luxurious local hotel or comfortable B&B and stay a while – Greenwich is always worth a little extra time!

189 word extra

There's more to Greenwich...

Greenwich is about more than just the Meridian Line and Cutty Sark. There are fantastic places to visit right across the Royal Borough, including the mighty Thames Barrier, which stretches across the river Thames from Charlton to the East End, or the Art Deco elegance of Eltham Palace, childhood home of Henry VIII.

Eltham is also home to Well Hall Pleasaunce, a pretty, ornamental garden where *Railway Children* author E Nesbit had a house in the early part of the last century. The recently refurbished and gloriously Gothic folly, Severndroog Castle, stands in ancient Oxleas Wood, not far from another example of fine English architecture – the Jacobean grandeur of Charlton House.

The Royal Arsenal in Woolwich is an excellent example of urban renewal at its best and where Greenwich Heritage Centre and Firepower – The Royal Artillery Museum are based. The King's Troop, ceremonial saluting battery to the Queen, are also stationed in Woolwich and the Troop's glossy horses are a regular sight in the early morning streets.

So make sure you see all of Greenwich when you visit – you'll be missing out if you don't!

Key statistics

Here are some figures which help describe the tourism industry and its opportunities for Greenwich. The figures quote were correct at the time of print.

Value of tourism to the destination	£1.21 billion
Number of visitors	18.78 million
Number of visitor days	20.15 million
Number of jobs supported by tourism (FTEs)	15,228

(Source: STEAM 2014)

Simple English

A visitor to Greenwich can be from any nation and so we need to reach all audiences using simple British English and engaging content. Here is some advice to follow to make sure that when we write for Visit Greenwich we hit the right tone consistently.

Tips for writing

Use words people say

Make sure not *ensure*
How to get here not *Transport*

Use contractions

What's, *we'll*, etc

Keep it simple

One idea per sentence. As we have a lot to say about visiting Greenwich we need all our readers to understand what is on offer.

Active not passive

Use imperatives to create dynamism in the writing.
Explore some of our hidden gems not *Hidden gems to be found in Greenwich*
Grab some nightlife not *Night time events*

Trusted source

Visitors should come to trust Visit Greenwich as a reliable source of information and advice on how to get the best out of their time here.

Be accurate

Strive to be accurate with all information online or in print.

Don't exaggerate

Writing dynamic copy must match the experience the visitor will get, do not over-egg the offer but celebrate accurately what we have to offer. In particular do not under or over-estimate timings which are critical to a visitor.

Take responsibility

Pro-actively respond to a visitor comment wherever it has been made, online or in person in order to emphasise our aim to make sure everyone enjoys their time in Greenwich.

Setting copy

When setting copy about Visit Greenwich there are some preferred styles and settings which can be applied.

In addition we have recommended brand fonts which should be used whenever possible, these have been identified here.

Specific copy examples

Writing our URL

visitgreenwich.org.uk

Setting our brand name in copy

When setting the brand name within body copy it should be set with the same font and styling, with initial capitals eg Visit Greenwich.

Setting our brand tagline in copy

When setting the tagline within a design for example as a footer to a brochure, then it should be set in all lower case eg time after time. Do not try to incorporate the tagline into a sentence as this can often sound awkward.

Writing dates

Dates should be written with abbreviated day names, followed by a numerical date and then the month in full, eg Fri 18 October.

Days to be shortened to:

Mon, Tue, Wed, Thur, Fri, Sat, Sun

Seasons should be written in full with initial capital.

A full hyphen with space either side should be used between dates.

Writing time

Time should be specified in the 12 hour clock and with the descriptors of 'am' and 'pm'. When describing the middle of the day refer to it as '12 noon' for maximum clarity.

The brand fonts

There are many weights within each font family, but we mostly recommend using the weights of 300, 500 and 700.

Museo

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz !@£\$%^&*()-+=?;<>,.

Museo Sans

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz !@£\$%^&*()-+=?;<>,.

Museo Slab

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz !@£\$%^&*()-+=?;<>,.

Further support

The Visit Greenwich marketing team can support any communications you are creating which will be of benefit to the Royal Borough of Greenwich with further information or images.

Contact: Kat Breese

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visitgreenwich
time after time

