

THE ROBIN HOOD BRAND AWARENESS GUIDE



“ROBIN HOOD IS ONE OF THE MOST VALUABLE PIECES OF PROPERTY THAT NOTTINGHAM HAS GOT. NOT SO MUCH INTRINSICALLY BUT AS THE EMBODIMENT OF AN IDEA. HE IS THE PUBLIC RELATIONS MAN’S DREAM — HANDED TO THE CITY ON A PLATE, FOR WHENEVER ROBIN HOOD GETS A MENTION NOTTINGHAM GETS A HEFTY PLUG! — ABSOLUTELY FREE.”

These observations were made over 35 years ago in a feature article by veteran Nottingham Post journalist, Emrys Bryson and his statements are still valid today!





INTRODUCTION

The purpose of this Brand Awareness Guide is to highlight some of the diverse ways in which the Robin Hood “brand” has been successfully interpreted and marketed around the world and also **to encourage local companies and organisations to widen their vision** and perhaps, where applicable, to consider some possible uses for adopting a relevant Robin Hood connection into the marketing and promotion of their own products and services.

2013 was the World Wide Robin Hood Society’s 15th Anniversary year, and the organisation decided that in 2014 it would specifically focus on the issue of the Robin Hood legend related to business and commerce and **we hope this Brand Awareness Guide will stimulate some informed debate and help try to establish if, in marketing and publicity terms, the Robin Hood “brand” really is a gilt-edged goose that can “lay the golden eggs” to beneficially promote the City and County?**

The Society is NOT on a mission to brand everything “Robin Hood”! Far from it - we only wish to improve the subtle balance of his current profile to counter the frequent criticisms of under-exploitation and better meet public expectations.

Having a “brand” is about a lot more than just a graphic image or a slick logo – it’s about having an identity and Nottingham and Nottinghamshire already have a globally recognised brand in its associations with the Robin Hood legend. The City and County cannot shake-off their Robin Hood connections and why should they? Other local authorities and commercial organisations pay consultants thousands of pounds to come up with a graphic, brand identity - **Nottingham and Notts have one of the world’s most iconic brands handed to them “on a plate” - absolutely free of charge!**

The varied selection of examples and potential opportunities included in this guide represent only “the tip of the iceberg” - **as the globally recognised, Robin Hood “brand” has achieved iconic “celebrity status” and acquired a credibility factor that has been widely adapted and incorporated into a diverse range of commercial, community and artistic applications. Local business and commerce need to understand the “brand” better, as it continues to remain the “Achille’s heel” in the City’s creative marketing armoury!**

21st Century Nottingham and Nottinghamshire is of course about much more than just Robin Hood but the legendary association means that **there is a high level of expectation by visitors and the media to see the connection more widely reflected in the many aspects of the areas business and community cultures. It’s NOT just about tourism - the Robin Hood brand also has the power to have an impact on business and economic development, inward investment, environmental issues, community activities, education and cultural promotion.** Consequently, the apparent lack of creative vision to actively exploit these wider functions is often the issue that generates the most frequent external criticism!



Clearly, a **link-up to the Robin Hood legend will not be suitable for everyone's business needs** and companies and organisations will make their own balanced judgment as to any potential benefits that might or might not be gained.

However, recent comparative research into local, national and international uses of the “brand” strongly emphasised that, **at present, Robin Hood's home City and County significantly under-exploit the legend's marketing and promotional benefits.**

So take a close look at the examples and suggestions briefly outlined in this booklet and see if any of the approaches and interpretations might be of specific interest to your company or organisation?

We hope you find the Brand Awareness Guide of interest and look forward to receiving your views and opinions.

Bob White Chairman, World Wide Robin Hood Society.





1 - STRIKING A BALANCE

THE MOST IMPORTANT ASPECT REGARDING THE ROBIN HOOD “BRAND” IS THE NEED TO REALISTICALLY STRIKE AN ACCEPTABLE BALANCE BETWEEN ITS BENEFITS AND ITS POTENTIAL DIFFICULTIES.

Visitor expectations need to be satisfactorily met but NOT to the extent of Nottingham becoming an urban version of a tacky seaside resort!

For the Robin Hood “brand” to be effective it has to adopt a flexible approach. There will be times when the legendary outlaw is very topical with the media (such as with the release of a new book, film or historical event etc.) and other occasions when the City and County need to project a more contemporary, strictly business and commercial profile, and the Robin Hood associations have to move out of the spotlight.

Creative marketing holds the key to responsibly keeping the controversial Robin Hood issue under control and constant monitoring is required to identify the potential opportunities and threats and keep them in perspective.

As demonstrated in this Guide, **the Robin Hood “brand” can work effectively on all sorts of levels**, embracing a diverse spectrum of stereo-typical popular images through to subtle references that only subliminally hint at a connection to the legend.

2- BUSINESS LINKED BRANDS

A wide range of companies, (local, national and international) have recognised the publicity and marketing value of profiling a Robin Hood connection and have deliberately chosen a Robin Hood related brand name to promote their products or services. In many cases they have no real claim or association with the legend at all but they recognise that **the general public firmly believe the Robin Hood name stands for a fair and just deal** and hope that, by association, such principles might help establish their business or organisation to also be seen as credible and trustworthy in the public’s eyes!

A brief mention of some varied examples across the spectrum includes the Robin Hood Flour Company in Ontario, Canada; a Chinese range of Robin Hood sports and leisure wear based in Beijing; the USA supermarket giant Wal-Mart’s coast-to-coast Robin Hood based marketing campaigns and a Robin Hood Radio station in Finland- to name but a few! The Robin Hood logo has been used to promote hundreds of events ranging from brass band championships to world disabled games and there’s even an on-line Robin Hood Bingo! Local companies using the name/logo include the Nottingham Building Society; the Beeston-based Robin Hood Harley Davidson motorcycle dealership and the Robin Hood Mushy Peas stall in Victoria Market, as well as Robin Hood Tyres; Robin Hood Cars and Robin Hood Travel etc. etc.



3- CHARITABLE SCHEMES and COMMUNITY LINKS

Many worthwhile, charity-based initiatives have been founded on the popular principles of the Robin Hood legend relating to “robbing the rich to give to the poor” and fighting for causes against injustice.

The largest and most established is the USA based Robin Hood Foundation which looks after the needy and the homeless in New York City and also co-ordinated the global charity campaign set up following the 9/11 destruction of the World Trade Centre. In the UK, Oxfam are consistently lobbying for a Robin Hood Tax to be charged on every commercial bank transaction to create a core fund to tackle global famine and humanitarian crises. On a smaller scale, there are numerous other examples ranging from community employment projects in Wakefield, to a children’s orphanage in Romania. **All these organisations recognise the high profile that the Robin Hood connection generates in terms of publicity and awareness** but sadly, Nottingham - the city at the very heart of the legend - does not currently fully capitalise on its traditional associations for the benefit of the local community. **Surely there’s scope in Robin’s home city for him to become the People’s Champion for local social causes?**

4- GEOGRAPHICAL LOCATIONS and COMPANY NAMES

Around the globe there are many geographical locations and business establishments etc. that have been given names associated with Robin Hood or characters and places featured in the legends. **This shared affinity represents a potential “open door” through which initial contacts might be made on appropriate fronts that could be mutually beneficial to marketing, business development, tourism, education and community and cultural links.**

A few brief examples include a complete Robin Hood related residential district in Nanaimo, Canada; a Sherwood Forest in Jamaica; a Robin Hood Launderette in Florida; Ye Olde Robin Hood Inn in Newfoundland and a Robin Hood Recording Studio in Texas – and that’s barely scratching the surface! Closer to home there are hundreds of Robin Hood related pubs and hotels, plus a taxi firm, a fish bar, a marquee hire company, a mushy peas stall, a mobile jacket potato van, a Robin Hood Theatre, several Robin Hood School’s and Robin Hood Airport, near Doncaster.

There are also many business uses of names of associated characters and places such as Little John, Maid Marian and Sherwood Forest etc. The global list of the numerous applications is a real eye-opener and **browsing the internet reveals just how extensively the Robin Hood name and its associations are commercially used.**



5- THEMED FOOD AND DRINK.

The themed naming of food and drink items on the menu's of hotels, restaurants, bars, pubs and clubs is a common practice around the world that is widely used to reflect local celebrities, customs, historic events and locations etc. and also helps strengthen the profile to meet visitor expectations.

In Nottingham however, surprisingly little notice is currently taken of the Robin Hood connection in many food and drink outlets and this point has been frequently picked up by the media and the visiting public.

Examples of good Robin Hood marketing practice in the local food and drink field are demonstrated by several local breweries who often give their various beers and ales Robin Hood related names. The decision to re-name Nottingham's annual Real Ale festival as the Robin Hood Beer Festival significantly helped raise its profile and improve its visitor attendance and Castle Rock Brewery also use a Robin Hood guide on tours of its premises.

However, more initiative and creative vision is required to strike a subtle balance that acknowledges Nottingham's traditional Robin Hood connections without submitting to tacky overkill !

Establishing a Robin Hood Recipe/Menu competition between the various establishments and retail food outlets could help to stimulate public and media interest and also provide increased promotional and marketing opportunities capable of delivering a higher profile for Nottingham's Robin Hood links?

6- ECOLOGICAL AND ENVIRONMENTAL LINKS.

Some historians and academics believe that **the origins of the Robin Hood character are possibly derived from the mythological "Green Man" of the ancient medieval May Games**, who symbolises the fertility of the natural world and the re-birth of the seasons.

In the traditional legend Robin and his outlaw band make their home in the Greenwood of Sherwood Forest - living off the land and appreciating Mother Nature's bounty and surviving her harsh realities. Consequently, **the Robin Hood character has often been used worldwide as a symbolic champion of modern-day ecological principles and "green" issues.** His image and references to his lifestyle have graced a national German Anti-Smoking campaign and been a brand of Bulgarian organic tomatoes! The French have employed "Robin Des Bois" in forestry and woodland environmental campaigns and the Nickelodeon Kids TV channel featured a cartoon character "Robin Hood the Clean" whose quiver contained back-scrubs and sponges instead of arrows!

With the growing emphasis on eco-environmental matters, **the legendary Robin Hood associations offer the potential for powerful marketing and publicity opportunities to promote the appreciation and conservation of the Natural World and its fragility.**



7-TELLING THE TALES.

Every few weeks or months, the global interest and popularity of the Robin Hood legend tends to spark the publication of a new book (fact or fiction) about the outlaw hero or a related article or feature appears in the media. There are also often new musical interpretations in circulation, as well as varied theatrical productions being undertaken in either the professional or amateur field - and Robin always makes a seasonal appearance when a “Babes in the Wood” pantomime gets performed at Christmas.

History tells us that the original Robin Hood tales and ballads were spread by word of mouth through songs and plays performed by the medieval troubadours, jesters and minstrels – so **there is a strong case for Nottingham and Nottinghamshire to ensure that traditional “storytelling” is incorporated into the education of local schoolchildren to give them a basic understanding of the legend and its place in popular culture.**

The “storytelling” approach is already used world-wide to relate historical information in interesting ways at festivals, stately homes, and Renaissance fairs etc. and it remains the cornerstone of teaching to small groups and individuals in schools, nurseries, libraries, community halls and private homes.

Popular annual events such as the Robin Hood Festival in Sherwood Forest and the Robin Hood Pageant at Nottingham Castle regularly include “storytelling” sessions. Many of the costumed Robin Hood characters also act as visitor guides or take part in re-enactments and often feature “storytelling” as part of their performance. However, such events are generally only concentrated around a few weeks of each year - which is considerably less than visitor’s expectations.

It is also suggested that, in conjunction with the education and library services, a **“Robin Hood Reading Guide” could be published for schools/colleges etc.** that features a suitable selection of books related to various perspectives on the legend. The diverse genres covered would span traditional children’s classics, historic fact, humorous “spoofs”, romantic and science fiction novels, comic strips and graphic novels, ballads, poems and plays! Examples listed would also include specific Robin Hood books that have successfully incorporated the teaching of a wide range of morals and standards in a popular accessible format. **The extensive range of books on the subject and the associated, graphic and illustrative material available also offers the potential for staging a “Robin Hood Literary and Creative Festival” – an event specifically designed to celebrate the legend’s artistic interpretations and open up opportunities for involvement with local schools and educational establishments.**

Guidance on Robin Hood reading material is also frequently requested by schools and colleges in other areas of the UK and overseas and there are many examples of how such initial contacts have often led to furthering wider educational and community benefits through such initiatives as pen pals and other reciprocal cultural links.



8- GRAPHIC ART IMAGES.

Because Robin Hood has become one of the most popular and iconic characters in global folklore, the stories have been told, re-told and re-worked in thousands of adaptations and translations, resulting in millions of graphic images having been created to illustrate the legend in various traditional and contemporary styles.

Embracing fine art, book illustration, film posters, comics, graphic novels, toy and games packaging and film and television animation – there is a wealth of visual material available and it is suggested that an exhibition might be staged at one of Nottingham's major galleries (the Castle or Contemporary) to reflect and celebrate the quality and diversity of a range of Robin Hood associated artworks. The concept of such an event would create a uniquely interesting and colourful extravaganza with wide popular appeal.

9- “COAT-TAIL“ MARKETING.

Extensive research into the profile of the Robin Hood legend reveals that there is a hugely significant and popular interest in the iconic outlaw hero, that consequently results in the frequent appearance of Robin Hood related stories in the global media on an almost daily/weekly basis. Such coverage often links to Nottingham and Nottinghamshire's traditional connections with the legend, which once again “opens the door” for increased publicity and awareness, dependent on the nature of the media story.

Identifying such media opportunities and evaluating any relevant spin-off potential can be an extremely worthwhile marketing practice, as it basically involves “riding on the coat-tails” of a media story or event etc. and developing, co-ordinating and exploiting any promotional and economic benefits. Research carried out over recent years has shown that the strategy has frequently delivered effective results and also has the additional potential to incorporate media and information technology training through schools, colleges and universities.





10 - SPORTING POTENTIAL.

In his book the “Best of British Sporting Heroes”, author Jon Henderson (associate sports editor of the Observer) surprisingly listed Robin Hood as his very first sporting personality! – citing his skills as both an archer and a swordsman.



However, although the association with the legendary outlaw and the sport of archery is instantly recognised by the global public, in reality, ironically, there appears to have been very little awareness of the sport in the City of Nottingham! Even the annual Golden Arrow archery tournament no longer has the profile it had in the early part of the Twentieth Century, when a Robin Hood clad archer on horseback would ride amongst the crowd distributing shilling pieces!

Efforts were made in 2010/11 to attract the Olympics archery championships to the City and County but nothing positive materialised – **however, the recent 3 year agreement to stage Archery GB’s National Series Finals at Wollaton Hall is good news that will go some way to redress the matter.**

The pub pastime of the game of Darts (often referred to in slang terms as “Arrows”) has also over recent years developed into a world-class, hugely popular television spectator sport with a strong fan base in Europe and the Far East and **the Capital FM Arena might consider looking into the viability of staging a national or international championship exploiting the City’s Robin Hood connections to maximise any marketing and economic benefits that might be gained from such an event?**

On a more local level, how about an inter-pub darts charity challenge between the various public houses in the region that have Robin Hood related names?

In other sports, the association with the Robin Hood legend is reflected in the Robin Hood Marathon and in cricket by Nottingham Outlaws. Nottingham Forest Football Club has a Robin Hood Mascot and also played the theme song to the Richard Greene “Adventures of Robin Hood” television series as their signature tune! Nottingham Rugby Club and Nottingham Rowing Club both have distinctive, Robin Hood logos on their kit.

In fact, most sporting endeavours tend to generate a spirit of friendly rivalry and community pride and these virtues are all key principles of the Robin Hood legend!



11 - GIFTS AND SOUVENIRS.

Although Robin Hood related gifts and souvenirs are available in the City and County, the quality and range is somewhat “patchy”.

New ideas, products and options are needed at all levels and **it is recommended that local manufacturers and retailers are approached to discuss any mutually beneficial possibilities worth developing.** Whether it's making Robin Hood shaped cookie cutters for gingerbread men? – or re-naming bags of gold and silver foil wrapped chocolate coins with a Robin Hood/ Sheriff of Nottingham brand – **local marketers need to get their thinking caps on!**

Because Robin Hood is so globally popular, gift and souvenir goods can also be marketed in appropriate outlets in other parts of the UK and overseas. The Society is even aware of Robin Hood colouring posters being for sale in Coventry Cathedral!!

12 - THE GAMES INDUSTRY.

Nottingham annually hosts the Game City event that profiles new personal computer and console video games that feature a myriad of action characters, **yet little is made of the fact that in numerous worldwide polls Robin Hood is acknowledged as the No 1 iconic adventure hero!** Although some computer games have featured Robin (for example, the German produced “Defender of the Crown”) – **with several leading game designers being based in and around Nottingham, perhaps more could be made of the link?**

Apart from computer based games, Games Workshop, in Lenton, is an international brand leader of traditional War Games and there are also small foundries making miniature figures but only a few make any Robin Hood related products.

There may be some sound economic reasons as to why these companies have not championed their local Robin Hood connections but discussing the issues with them might also highlight some new marketing opportunities?





13 - THE SHERIFF OF NOTTINGHAM and the CIVIC FOCUS

Even in today's 21st Century society, **the historic and traditional office of the Sheriff of Nottingham (with its globally recognised Robin Hood associations), still holds a fascination around the world** that, if managed creatively and efficiently, has the enormously powerful potential to effect influential introductions and establish contacts to support economic development and inward investment in the City and the County.

At different times over the last 50 years, **the Sheriff/ Robin Hood connections have often been used to great effect to help forge new business and community links** and to spearhead innovative marketing campaigns that have delivered worthwhile results for the local economy.

With the demise of the Tales of Robin Hood, the Galleries of Justice also introduced a stronger profile for the outlaw's traditional heritage and his links with the Sheriff of Nottingham.

The City Council's subtle gestures to the Robin Hood legend are reflected by its regular communication with residents the "Nottingham Arrow"; the deep-toned bell in the Council House dome being known as "Little John" and Nottingham City Council naming its modern offices "Loxley House".

Personal appearances by previous Sheriff's at the Castle Gatehouse have always been a popular feature with the visiting public and also openly demonstrated Nottingham's support for the local tourism industry. **Perhaps their re-introduction should be considered?**

The secret of past success was often down to adopting an active strategy of co-ordinated marketing in conjunction with the private sector but that approach seems to have lost its impetus in recent years.

So maybe the role of the Sheriff should be seriously reviewed, with a focus on re-asserting its value as an important asset to the Robin Hood "brand"?

It should also be remembered that Nottingham and Nottinghamshire are traditionally and inseparably linked to the Robin Hood legend! Like it or not, our city and county authorities have no choice in the matter. **They cannot "cherry-pick" the mixed blessings that the historical associations bring and have to accept the world famous links at face value – warts and all!**



14- SUBTLETY - OFTEN HOLDS THE KEY!

However interesting or convincing the examples in this guide might be, **we are sure there will be many local businesses and organisations who will still feel that linking their products or operations to the image and exploits of “a legendary medieval archer” might be a step too far – and they may well be right!** Only the companies themselves will be in a position to make such an informed judgement.

To credibly bridge the link between myth and reality, many of the most successful uses of the Robin Hood connection by local companies have cleverly incorporated some creative subtlety into their marketing or graphics - where the Robin Hood references and associations have become almost subliminal, without even directly mentioning the outlaw’s name!

Among the Society’s own “subtle” favourites are:- Bowring, the Mansfield based haulage contractors, who identify each of their vehicles with a Robin Hood related name written prominently under the front windscreen; East Midlands Trains who regularly featured a striking arrow and target graphic on literature and posters promoting rail services to and from Nottingham ; the Litter Prevention Campaign where the graphic designers from John Players adapted the stylised figure of the “Keep Britain Tidy” logo to wear a Robin Hood costume, complete with bow and arrows. East Midlands Airport also once had a company logo depicting an aircraft circling the globe that, with the use of clever graphics, also looked like a bow and arrow – **the perfect combination of subtlety, creativity and quality!**

15- FACT or FICTION? – It no longer really matters!

Man or Myth? Invariably that is the most frequently asked question about Robin Hood! Because there is no conclusive, undisputed historical evidence that categorically proves his actual existence, or who he really was, Robin has become an extremely divisive figure and the mystery as to his true origins only adds to the intrigue and fascination of his legend.

From a marketing perspective, whether he lived or not no longer really matters, as across the centuries, fiction has triumphed over fact and the tales of England’s famous outlaw have become a world-wide legend establishing Robin Hood as the iconic “people’s hero”!

But fact or fiction should make no difference when it comes down to effective marketing. The Walt Disney organisation attributes its successful marketing mantra to being based on the fact that they treat their fantasy creations as real commercial brands or personalities and actively exploit every opportunity to vigorously promote their marketing and publicity potential.



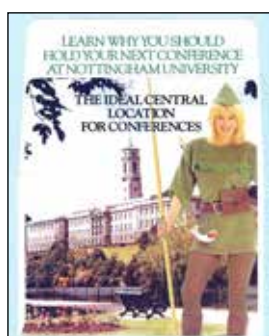
16- 21ST CENTURY RELEVANCE AND THE “NEW” MEDIA.

Despite the lack of historical proof of his very existence and his traditional role as a romantic Medieval archer, **the Robin Hood legend has survived into the Twenty First Century** and, as the many examples in this guide confirm, its popularity still resonates around the world and his image and the principles he stands for have been frequently adopted by global business and commerce etc. **The information technology revolution and the development of the internet revealed just how powerful a global icon Robin Hood had become** and further enhanced his legendary reputation as the People’s Champion of justice, compassion and fair-play. The “new” media of social networking was also quick to recognise how his lasting, popular appeal created constant activity on Twitter, Facebook and other message and information streams. In fact, Oxfam currently has the World Wide Robin Hood Society’s “Robin Hood” Twitter account “on loan” to support the Robin Hood Tax Campaign calling for a small levy on all corporate business bank transactions to create a global fund to help fight poverty and starvation.

17- THAT “ELUSIVE” KEY ATTRACTION!

Over the years, numerous consultations and feasibility studies have been commissioned to try to deliver a major world-class Robin Hood related visitor attraction in the Nottingham area. **In fact the amount of paper involved, ironically, probably accounts for more trees than currently exist in Sherwood Forest!** Sadly, none of the proposed ideas actually came to anything and the closure of the “Tales of Robin Hood” attraction on Maid Marian Way in 2009 embarrassingly left Nottingham with just the Robin Hood Statue (erected in 1952) as the only main focal point where visitors could relate to the City’s iconic legend.

However, in the last few years, serious efforts have been made by the local authorities to develop relevant major Robin Hood related attractions at Nottingham Castle and Sherwood Forest. Both projects are at various stages of negotiation but, **at the time of writing this guide, both the City and County councils are committed to schemes that they feel could provide the visitor experiences to match expectations.** There will no doubt be the inevitable periods of “work in progress” but the eventual outcome is “awaited with bated breath!”





18 - HAVING YOUR SAY ! - The ROBIN HOOD Business Survey 2014.

To compliment this Brand Awareness Guide, in 2014, the World Wide Robin Hood Society will be conducting a comprehensive and targeted Business and Commercial Survey to establish the current attitude of the local business, commerce and cultural community to the area's traditional associations with the world famous legend. We hope that the responses and findings will help try to identify the root causes as to why Nottingham and Nottinghamshire still seemingly fail to fully exploit the Robin Hood "brand"! A fact that frequently attracts astonishment and critical scorn from all quarters of the globe - where business, the media and the general public cannot understand just how the region can look such an iconic marketing and promotional gift horse in the mouth without exploiting its benefits!

As you will have seen mentioned in this guide, there are of course many local examples of good Robin Hood marketing practice currently in existence but **they only represent "a drop in the ocean" of the benefits that could potentially be realised.**

SO, WHATEVER YOUR VIEWS, WE WOULD VERY MUCH LIKE TO HEAR YOUR OPINION ON THE ROBIN HOOD ISSUE and would appreciate your response to the accompanying , brief, tick-box questionnaire.

To complete the Survey Questionnaire On-Line simply go to www.robinhood.info/survey or contact : Robin Hood Brand Business Survey c/o the World Wide Robin Hood Society, Sherwood Business Centre, 616A Mansfield Road, Nottingham, NG5 2GA

IN CONCLUSION...

We hope that this very brief guide to the diverse world of Robin Hood related marketing and promotions, will **at least, have made you more aware of the powerful, global "brand" that the Robin Hood legend has become** – and perhaps even made you consider re-assessing its potential benefits?

In the USA, the State of Florida, manages to successfully balance its reputation between the benefits of its fantasy-based Mickey Mouse/Disney associations alongside its contrasting seriously scientific NASA space exploration facilities - so **why can't Nottingham and Notts get the Robin Hood legend in a balanced perspective?**

HOPEFULLY, THE ISSUES RAISED IN THIS GUIDE AND THE RESPONSES TO THE BUSINESS SURVEY WILL GO SOME WAY TOWARDS PROVIDING AN ANSWER?

Your participation would be appreciated.



ABOUT THE WORLD WIDE ROBIN HOOD SOCIETY

The World Wide Robin Hood Society is an internet-based organisation that globally promotes the Robin Hood legend and its associations with Nottingham and Sherwood Forest. It is NOT a re-enactment group.

Founded in 1998 by a group of marketing, promotional and information technology professionals, it has developed one of the leading Robin Hood related websites that is used extensively by the UK and international media. The Society handles press and media enquiries; assists film and television production companies and co-ordinates research and requests for information from the travel and tourism industry, students and academics and individual visitors and enthusiasts. It provides a diverse information resource and the extensively used website averages around 1000 visits every day.

The organisation also maintains an established network of knowledgeable contacts and links with many Robin Hood related interests including: - **the legend and its historical and academic associations; places of interest and tourist attractions; movies, television, documentary, DVD and computer game productions; literary, artistic, musical and dramatic connections; collectables and miscellaneous trivia; talks, guided tours and accommodation; costume and weaponry hire and re-enactment groups.**

The Society has successfully campaigned along with other pressure groups on numerous Robin Hood related issues and also lent its support to various good causes and promotional initiatives. It is currently represented on Nottingham City Council's Castle Working Group and its associated Robin Hood Marketing and Communications Sub- Group. To help fund its activities, the Society seeks sponsorship where appropriate and also operates an on-line shop stocking gifts and souvenirs.

The Society is part of Robin Hood Limited, a not-for-profit organisation who have a registered office at Sherwood Business Centre, 616A, Mansfield Road, Sherwood, Nottingham, NG5 2GA Tel:(0115)9245434 or e-mail info@robinhood.info or visit the Society website www.robinhood.info





Published by the World Wide Robin Hood Society
to highlight the marketing and promotional potential
of the Robin Hood legend as an established and globally recognised “brand”.



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