Great West Way Conference

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The Discover England Fund

Objectives

- To grow tourism in the regions of England

- To increase the competitiveness of England's tourism offer, domestically and internationally

- To develop world-class bookable tourism products in line with market trends and in response to consumer demands

High-level Criteria

- Collaborative – demonstrate that each bid has the support of a group of public/private partners, DMOs and LEPs

- Integrated transport solutions are key
  - pricing / passes
  - local solutions e.g. linking attractions
  - technology

- Match-funded

- Demonstrate how products meet customer needs
  - bookable
  - tangible

- Demonstrate international and domestic tourism benefits

Funding profile

| Year 1 £6.5m | Year 2 £11.5m | Year 3 £22m | **£40m** |

Year One Update
Project Categories:

1	Product testing	Do you have the right product? Do you know what international customers want and what your competitors offer? Is it being adopted by businesses?
2	Problem solving	Is the product joined up by transport corridor/theme/location/distributor to make it easy for customers to understand, purchase (i.e. bookable) or experience; and trade to access? Does the bid help get product to market?
3	Amplification	Is the product scalable e.g. domestic product that has international appeal but is not yet bookable or could be applied across other geographical areas/replicated? Is it reaching the customer in the right way i.e. digitally and through the right distribution channels?
4	New product	Does it provide new opportunities for customers to explore England's regions? Does it address a market gap or respond to market intelligence that identifies consumer demand

Size of bids

- Up to £250k

- Different levels of support will be considered if a clear case made

- Partners must contribute a minimum of 20% of the project's value in cash

- Bids which contribute more will be regarded favourably

- Partners must also demonstrate they are bringing other assets and skills to the project

Four Criteria

1. A clear challenge is identified and a high quality, customer-centric solution in one of the four Project Categories is proposed

2. Outcomes and impacts are planned which produce lessons that can be shared across the tourism sector to stimulate and inform future product development

3. A clear case is made for public funding and the project partners can demonstrate their contribution

4. The project can move quickly from development to delivery. Support from key stakeholders should be identified and demonstrated

Why it is needed and what it will deliver

- Competitive international marketplace
   - World-class bookable tourism products joined up across geographies and/or themes.

- English product not meeting international customer demand and trends
   - Designed to drive growth in international tourism and benefit the domestic market.

- There is a lack packaging which in turn creates poor dispersal from London limited to a handful of honeypot destinations
   - Bids with the support of a group of public/private partners, DMOs and LEPs.

- Transport options often disjointed and inaccessible
   - Integrated transport and technological solutions

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Available funding

- £40m over three years

- 2016/17: £6.5m
- 2017/18: 11.5m
- 2018/19: 22m

- Round One (Y1) projects will be of a value of up to £250k
- Round Two (Y2/3) projects should be of a value over £3m

Types of activities <u>not</u> supported

- Core funding of partner organisations
- Business as usual costs
- Large scale capital projects
- Projects that are primarily about marketing and promotion
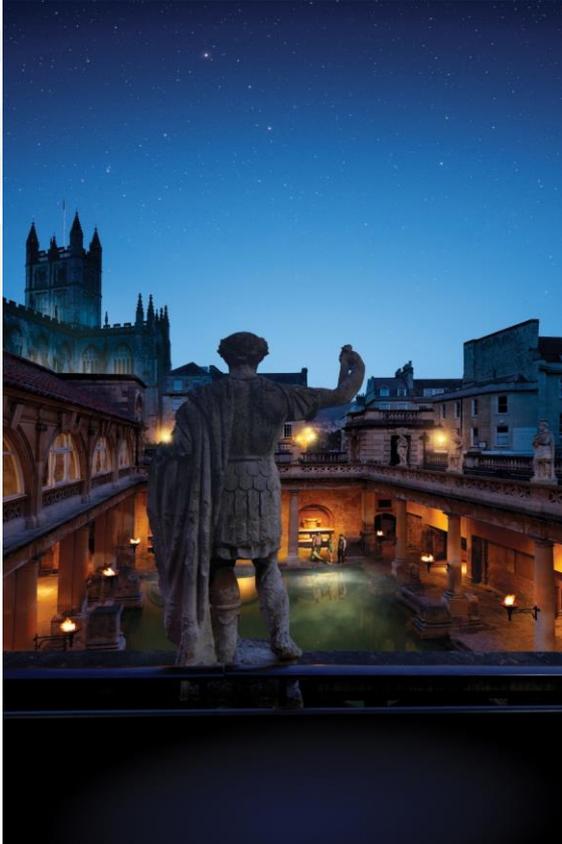- Existing enabling activities such as welcome or training

England's Heritage Cities

Rationale for our project

- Heritage is one of the main products on which England is sold to international audiences.

- In Heritage settings beyond London it is difficult to attract the attention and interest of international visitors beyond the core market of couples over 45.

- There is a lack of relevant tools for the trade and the consumer to use to both sell and experience the product.

What are we going to do?

- We need to show our sites in a fresh context: *through un-ignorable human stories.*

- By combining human storytelling with augmented/virtual reality products, we'll tell these stories through a selection of digital products.

- The resulting digital products will be available for use on a range of devices.

- Focusing on 1 heritage site in each city.

- Targeted at millennials in the US to attract younger demographic

Manchester as an International Gateway

Discover England 1
International Gateway to the North

- Successful Round 1 Application
- Builds on the activity supported by the Northern Tourism Growth Fund
- Recognises the importance of Manchester Airport as the International Gateway to the North
- Seeks to address the lack of bookable, commissionable product

Discover England 1
International Gateway Project Outputs

- Business plan for city sightseeing bus
- City sightseeing itinerary
- Scoping document for 3 excursions into Northern England including suggested itineraries
- Scoping document for online booking and ticketing solution for excursions
- Strategic framework for Manchester as a regional gateway to England
- Assessment of delivery models for excursion product
- Dissemination event

National Tourism Coastal Academy

Aim of the project

The project aims to address the key issues of lack of awareness and negative perceptions of the English Coast and make the product more accessible.

Explore the **East Coast** of England

Focused on East Coast of England

- Hull to Harwich (inc Hull & E Yorks, Lincolnshire, Norfolk, Suffolk and Essex)

Using ferry routes of Hull and Harwich into Holland to target Dutch consumers

- over 55s travelling in shoulder and off-peak periods without children

More about **the project**

Outputs:
- 6 thematic itineraries
- Coastal Pass itinerary builder
- 3 workshops
- Toolkit (for partners to embed)
- Online training modules
- 3 case studies

Explore for yourself: coastalpass.com

For further information:

www.visitbritain.org
www.discoverenglandfund.org