ENGLAND'S HISTORIC CITIES

and the England Originals project

Melanie Sensicle, chair of consortium
Salisbury, 11 September 2018

Consortium summary

- Formed in 2013

- Originally 8, now 13, of England's premiere historic destinations

- Country-wide footprint

- 4 meetings a year

- Salisbury joined 2015

ENGLAND'S HISTORIC CITIES

Consortium purpose

- To share information

- To benchmark performance

- To speak for heritage destinations

- To work collaboratively

ENGLAND'S HISTORIC CITIES

Representation

- DMOs
- BIDs
- Local authority teams

Partners

- Ukinbound
- London & Partners
- Historic Houses

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Track record

- 8 destinations using T-stats to benchmark
- 2 Heritage round table events
- Consultation partner for VisitBritain and VisitEngland eg Industrial strategy
- £120k for French marketing campaign
- £250k for Discover England project round 1
- £1m for Discover England project round 2
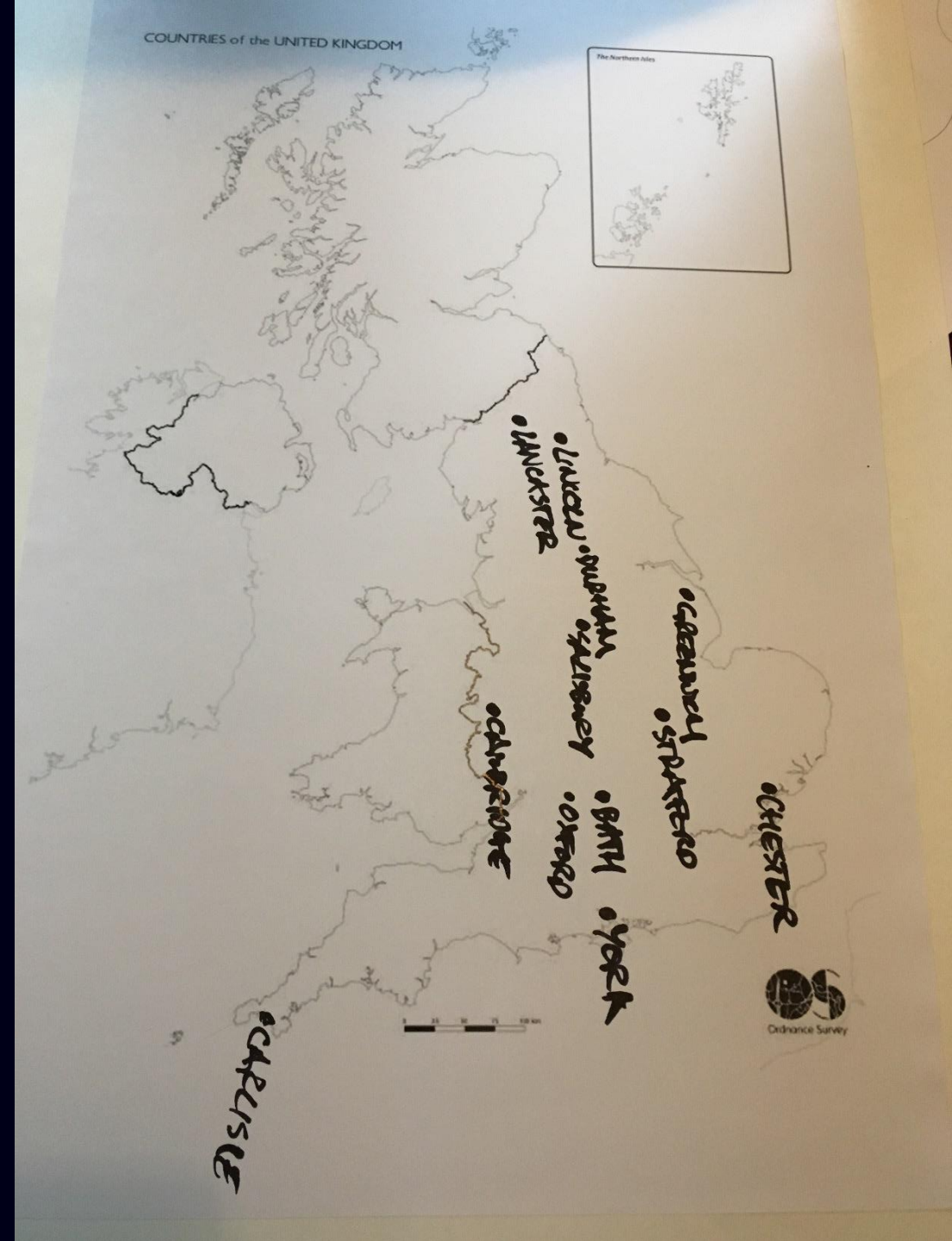
ENGLAND'S HISTORIC CITIES

Introducing

ENGLAND
ORIGINALS

FROM ENGLAND'S HISTORIC CITIES

Our challenge

- Zero consumer/trade knowledge among International visitors

- Dominance of London

- Lack of trade sales tools

- Limited appeal of heritage and history

- Educational rather an experiential

Project objectives

- Simplify England for international visitors

- Make it easy to plan and book

- Raise the profile

- Increase the appeal

- Support businesses to be ambassadors and advocates

- Strengthen relationships across the partnership

- Attract 22,500 additional international visitors

Project summary

- Project value £1.6m
- 15 significant historic cities – EHC plus Worcester, Truro
- Gateway London – focus on City of London
- Audience – millennials from US Eastern Seaboard
- Main mode of transport – rail
- Exploration into city hinterlands
- Product the travel trade can sell – commission/net rates
- Booking functionality for Fully Independent Travel
- Project partners: Ukinbound, English Heritage, London & Partners, Historic Houses, National Trust
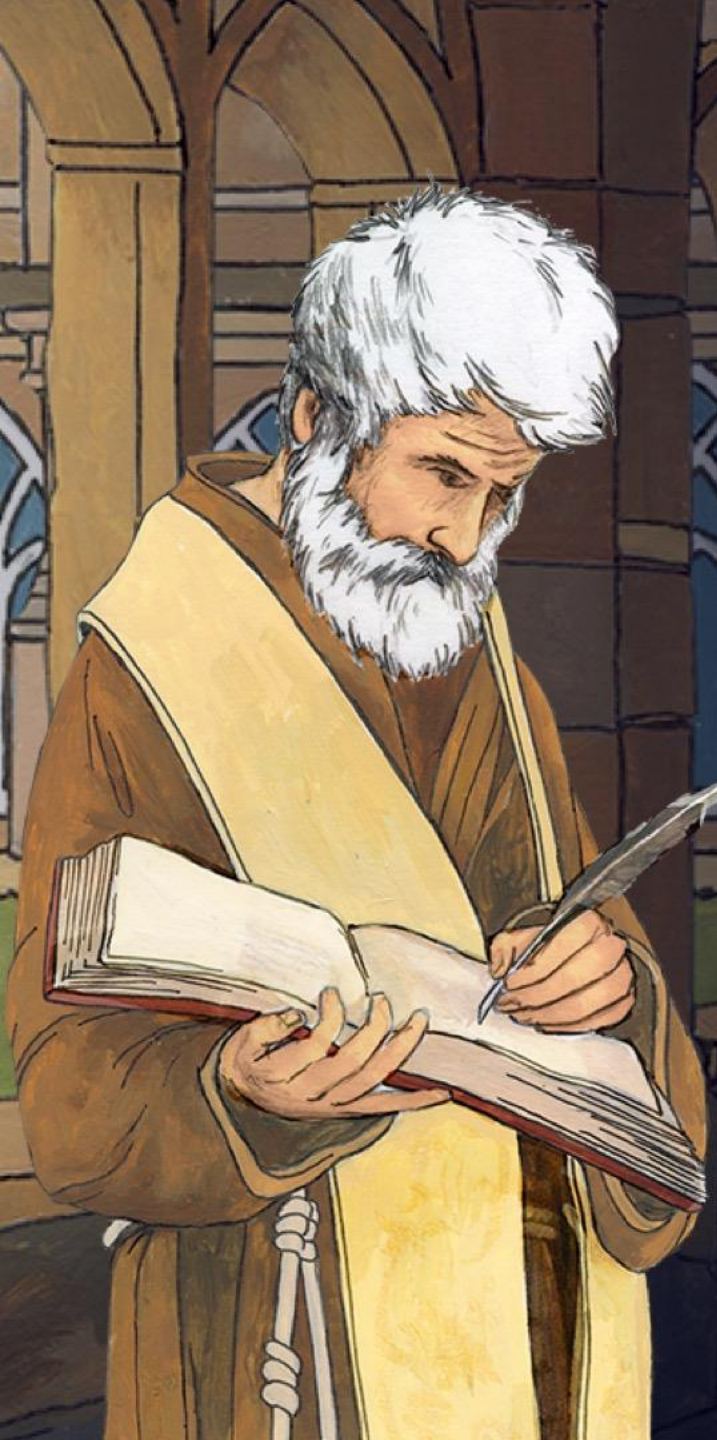
The proposition

England's Historic Cities have been brought together for the first time to offer a choice of hassle free, 3-4 day adventures for the culturally curious.

Representing the best of historic England the cities have been globally significant for 2000 years. You are invited to explore the home towns of some of England's most famous personalities and experience places where globally significant events have taken place.

ENGLAND
ORIGINALS

FROM ENGLAND'S HISTORIC CITIES

Project structure

Curation - Making the product coherent and accessible

Interpretation - Animating product through storytelling and technology

Distribution - Taking the product to market via the trade and direct to the consumer

Welcome – Delivering on the promise post arrival

5 developments to reach a younger audience

- New name and brand style

- Different product mix

- More fun less education

- Animating with augmented reality

- Developing FIT booking functionality
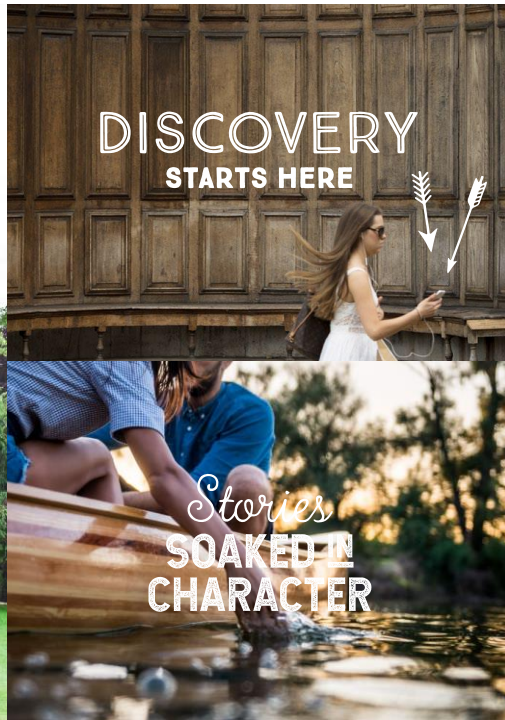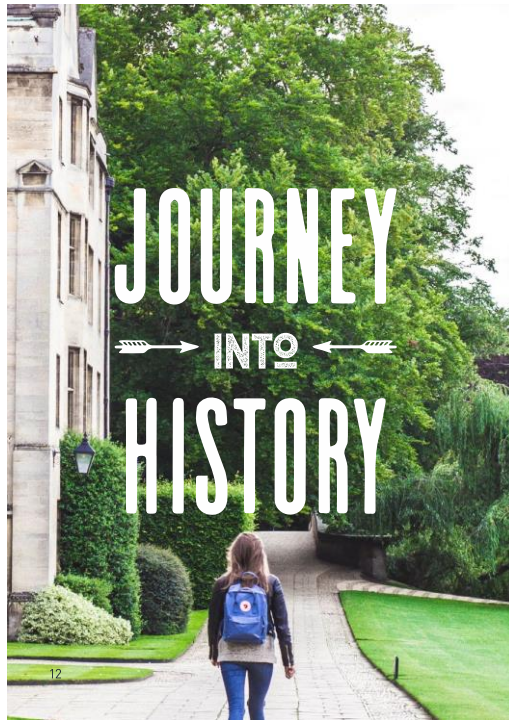
New name and brand style

JOURNEY

INTO

HISTORY

DISCOVERY

STARTS HERE

Stories

SOAKED IN

CHARACTER

ENGLAND

ORIGINALS

FROM ENGLAND'S HISTORIC CITIES

Arrows

We want to encourage potential visitors
to explore the path less travelled and our
hand-drawn arrows are a useful way to
illustrate this.

All arrows are available upon request
from Nicola Said
n.said@marketingcheshire.co.uk

– illustrative headline typography

To bring our brand to life we have a set
of six illustrative typefaces. Inpsired by
traditional typefaces, these modern fonts
offer a mix of classic and contemporary.

The mix of typefaces will help us to
communicate the variety of interesting
places and activities that are available in
England's Historic Cities and help us to
capture the different character's of our
experiences.

These typefaces should be used sparingly
to add interest and character to headlines,
titles and itinerary names. These fonts are
for illustrative purposes only and should
be used minimally on the more functional
digital applications.

Licences for these typefaces can be found
using the following links:

True North Script, Inline and Black
www.myfonts.com/fonts/cultivated-mind/
true-north

Hansief
www.pixelsurplus.com/freebies/hansief-
free-vintage-sans-serif

Barley and Wheat Aged
www.youworkforthem.com/font/T9008/
the-whiskey-font-collection

English
True North Script

DISCOVERY
True North Inline

WANDER
True North Black

DETOUR
Hansief

HERITAGE
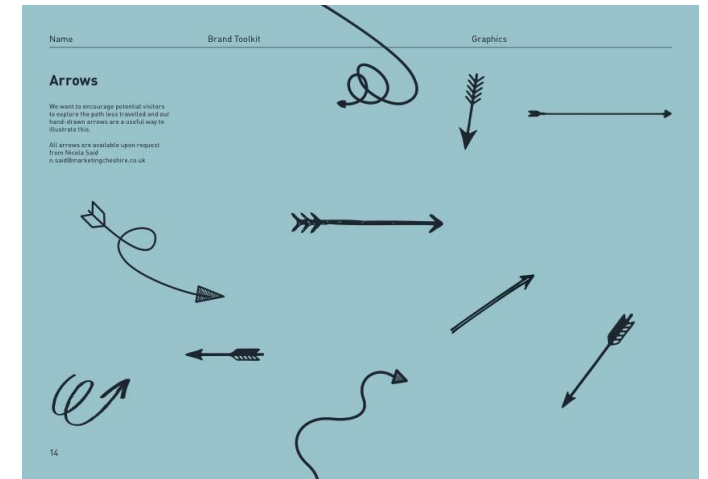Barley

JOURNEY
Wheat Aged

More fun, less education

Ancient trolling tablets	Roman baths
Issac Newton's tree	Trinity College
Thomas Becket's shrine	Canterbury Cathedral
The licking stones	Carlisle Castle
The city walls and rows	Chester
The whispering gallery	St Paul's
The sanctuary knocker	Durham Cathedral
The meridian line	The Royal Observatory
The Linoleum King	The Aston Memorial
Alice in Wonderland	Christchurch
The daredevils spire	Salisbury Cathedral
Witches symbols	Shakespeare's Birthplace
The Cornish pasty	Royal Cornwall Museum
Bad King John	Worcester Cathedral
The Vikings	Jorvick

Plus Stonehenge and Birdoswald on Hadrian's Wall

Animating with augmented reality

City directory
Stories

AR FEATURE 2: PORTALS

The 'Portals to Moments in Time' feature will add real value to visitors' experience without being a distraction.

The virtual worlds within the portals will derive from the stories agreed with each city and will contain mostly visual content, providing a fun and immersive extension to their visit.
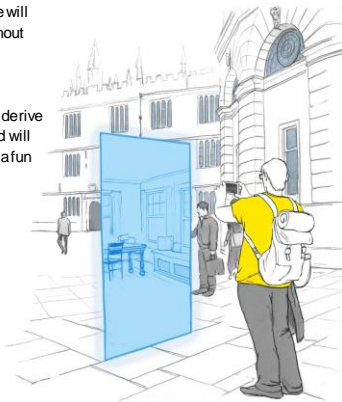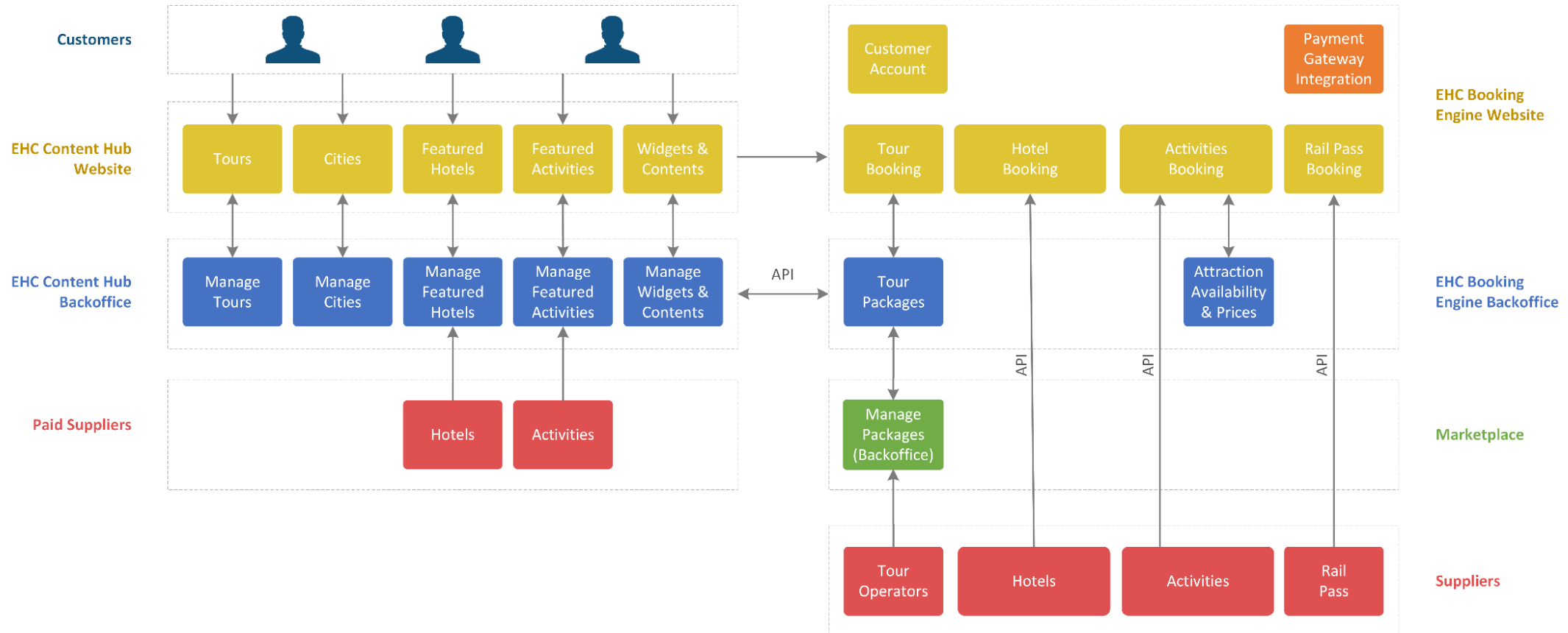
Illustration of portal experience

Screenshot from working example video

England's Historic Cities Interpretation Project: Response to Tender – Presentation   2018 HEX!

AR FEATURE 1: TABLETOP TOURS

The Tabletop Tour feature will be impressive, engaging and robust. The design mock-ups here use illustrations from the previous project (and clearly they aren't buildings found in Chester!), however for the next phase they would be produced specifically for use in the Tabletop Tour AR feature.

Other features would include topography, roads, rivers, people and labels on buildings to bring the 3D cities to life and encourage users to explore. The camera functionality would enable users to take and share photos from within the AR experience.

AR plane recognition grid

Tabletop Tour mock-up

Discovering a story key

England's Historic Cities Interpretation Project: Response to Tender – Presentation   2018 HEX!

Developing booking functionality

Product

5 new routes, hassle-free easy to do with Britrail pass

- Route 1 – Greenwich, Canterbury, Cambridge
- Route 2 – Truro, Bath, Salisbury
- Route 3 – Oxford, Worcester, Stratford-upon-Avon
- Route 4 – Chester, Lancaster, Carlisle
- Route 5 – Durham, York, Lincoln

Plus City of London

Product

Attractions
- Heritage cornerstones 1 per destination, more to come

Bookable accommodation
- Initially 1-2 per destination, more to come

Experiences
- Onboarding about to begin

Britrail pass
- Mobile version, possibly England only

Product

Animated with 5 new films, new photography and augmented reality

Product building process underway – this is where you come in

- Presence on the England Originals website hosted by visitlondon.com
- Listing on the city directory in England Originals app
- Presence on the England Originals booking platform
- Inclusion in one of 5 new itineraries
- Priority as hosts for in press trips and travel trade educationals

Cost: £300

Supporting marketing activity

- Consumer marketing in the US to drive traffic to the England Originals website
- A trade sales mission to the US to develop new packaged tours and trips
- A media event in the US to generate press interest
- A presence at key trade events including Destination Britain America and World Travel Market 2018
- Educationals for trade and press trips

Delivering on the promise

Half day events for businesses

      Consumer insight

      Improved product knowledge for ambassadors

      Social media training

Online resources for business owners

      webinars

      resource pack

Support to develop booking functionality, if required

Cost £50 per person

Thank you

Questions?