

Heavenly[◊]

30th March 2017

Great West Way Proposition and positioning

Google logo | Search bar: top attractions in england | Settings | Tools

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About 5,410,000 results (1.61 seconds)

England / Top sights

 Tower of London Medieval castle housing the Crown Jewels	 Stonehenge Iconic prehistoric standing stone circle	 Windsor Castle Queen's residence, tours & exhibitions	 Roman Baths Roman baths, museum and restaurant
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[More England sights](#)

12 Top-Rated Tourist Attractions in England | PlanetWare

www.planetware.com/tourist-attractions/england-eng.htm

1 Stonehenge. 2 Tower of London. 3 The City of Bath. 4 Windsor Castle. 5 Historic Yorkshire. 6 Cambridge University. 7 Lake District National Park. 8 Canterbury Cathedral.

UK's top 50 visitor attractions revealed and the top 10 all have one ...

www.mirror.co.uk | News | UK News

7 Mar 2016 - The top 50 British tourist attractions of 2015 have been revealed - featuring a top 10 of London-only destinations. The list is topped by the British Museum, which maintained its position as the most popular attraction with 6.8 million visitors to its Great Russell Street site.



England

Country of the United Kingdom

England, birthplace of Shakespeare and The Beatles, is a country in the British Isles bordering Scotland and Wales. The capital, London, on the River Thames, is home of Parliament, Big Ben and the 11th-century Tower of London. It's also a multicultural, modern hub for the arts and business. Other large cities are Manchester, Birmingham, Liverpool, Bristol and the university centres of Oxford and Cambridge.

- Area:** 130,279 km²
- Population:** 53.01 million (2011)
- Capital:** London
- National animal:** Lion
- GDP per capita:** 50,566.00 USD (2009)

Colleges and Universities

[View 45+ more](#)



Making a Difference for England – Choose England

Making a Difference in perception of England – Re-appraise England

Making a Difference for the region – Head West

Making a Difference beyond the icons – Go Deeper

The Great West Way –
The Strategic Opportunity

**To be one of the world's premier
touring routes.**

Different parts of the route
Different modes of transport
Different themes
Different markets
Different stories

Wine



Pilgrimage



Americana



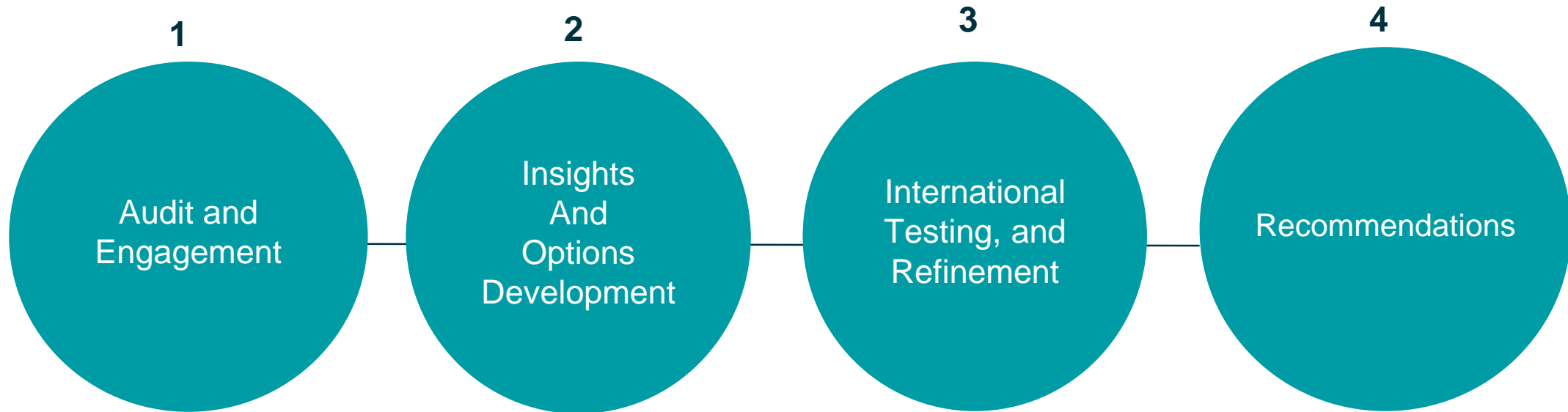


Atlantic Wildness

Bring Clarity to Complexity

Bring Potency to Potential

Heavenly Approach – Four Phases



Stakeholder interviewees

Name	Organisation	Name	Organisation
David Gardner	GWR	Mark Evans	Canal River Trust
David James	Bath Tourism Plus	Mike Percy	National Express
Pete Downes	Bristol Airport	John Hirst	Destination Bristol
Jo Atkins	National Trust	Holger Lenz	VB Germany
Martine Ainsworth Wells	ETOA	Margot Eggink & Marieke van Dijn	VB Holland
Deirdre Wells	UKInbound	Carl Walsh	VB New York
Paul Willoughby	Flybe	Julia Dean	West of England LEP
Rob Dean	K&A Canal Trust	Paddy Bradley	Swindon BC
Nigel Smith	TSE		

Workshops

Bristol

Bath

Windsor

Malmesbury

Marlborough

Chippenham

Salisbury

On-line Survey

What did you tell us?

Describing the GWW

We asked our interviewees to describe the GWW based on their current understanding of the project.

Their responses provided a snapshot of top-of-mind hopes for the project, and introduced recurring themes:

- Connectivity
- Exploration
- Savouring the destination

“To make the area recognizable and create an aspiration to travel the route, acknowledging that it isn’t an “epic” long-distance route.”

“A long-established route to the West Country from London.”

“A touring route that makes it easy to connect places of interest.”

“Taking time and following meandering country roads. All about the byways, the countryside and the culture. Dawdling.”

“A defined route that makes sense to visitors.”

Strengths

We asked our interviewees to share their opinions of the GWW's strengths:

- Accessibility.
- Variety. What you'd expect from a journey.
- Existing English tourism icons as attractors.
- Provenance – the route has been well-travelled for generations.
- Arguably the first touring route in Britain.

“Proximity to London for international visitors.”

“The iconic attractions are crucial – the route should be about joining these up and revealing other lesser-known places along the way.”

“Time. Countryside.
Landscapes.
Heritage. People.”

“The icons. Cotswolds and the countryside. For it to work as an outside-London experience, the countryside is important.”

“It is based around one of the Historic Roads of England.”

“To be the country's first linear touring route would be good.”

Consumer Benefits

Our interviewees discussed GWW benefits to the consumer:

- Enabling exploration for international visitors who are less than familiar with Britain.
- A reputable source of holiday ideas.
- Connecting attractions to create a journey rather than a series of separate visits.
- Delivering the England that many international visitors have in their minds eye.

“Joining things up and taking a list of disparate and sometimes disjointed attractions and transforming them into a seamless product that will become a well-trodden path.”

Safe Adventure

“Connectivity – a way to find new things.”

“To have an identity for the route – something that you follow, rather than making visits to individual places or attractions.”

“It’s about links. Honeypots are seen as separate destinations. But joining them together makes it more of an adventure.”

Theme

We asked our interviewees to consider whether there is a single theme that brings the diverse elements of the GWW together.

- For most, what seems holds the GWW together is a deep sense of Englishness. It's where the English heart is.
- It allows visitors to tick the England box, not just the London box.
- Time travel.
- Some questioned the notion that a single theme would be appropriate.

“It’s authentic England.
Thatched roofs,
heritage and history.”

“The way to see
timeless England.”

“A real cross-
section of
England. A
distillation of
England.”

“Giving it a slogan too
early could pigeon-hole
the route for a particular
kind of visitor.”

“Cottages and
inns and having
a beer with the
locals.”

“English
countryside and
English heritage.”

“72 hours on the
Great West Way
reveals the real
England.”

“Taking it slow
on the A4 –
seeing real
Englishness.”

Sound Advice

Our interviewees were generous with their advice and tourism experience.

- In-market testing is essential to help shape the GWW offering.
- Our interviewees were keen to emphasise the appeal to independent, curious travellers.
- Specific product offerings will more neatly fit the needs of these independent travellers.

“We can’t take any understanding of England’s geography for granted.”

“We have to give North American visitors a very clear and direct idea of what they can do along the GWW.”

“Packaging should be about solving specific problems for the consumer.”

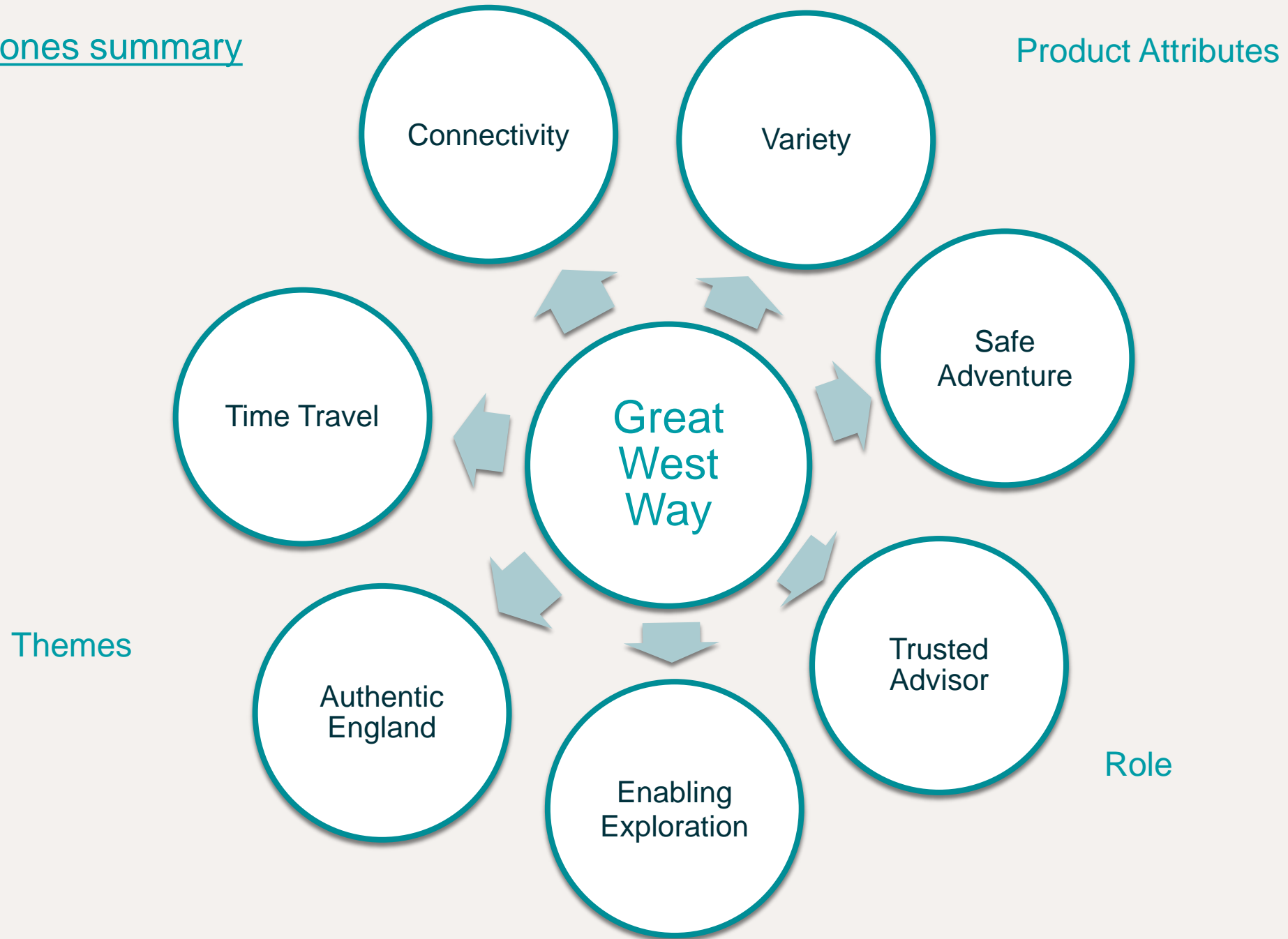
“It might be a good idea to start small and keep the offer tight to begin with.”

“There’s a danger if the experience is seen to be too prescriptive because it’s highly packaged.”

“If this is going to be a success, it **MUST** be a long-term project.”

“Need to make visitors feel they are on an official, trusted route.”

One-to-ones summary



Stakeholder Workshops

Target Markets

A wide-ranging response, reflecting the diversity of the product offering along the Great West Way.

But underlining the challenge to bring order and clarity to the proposition.

Attitude

- Independence of mind
- Curiosity
- A spirit of (soft) adventure

Product Preferences

- London Plus
- Sampling part of the route

“International -
US, Germany,
Netherlands,
Scandinavia.”

“People who
want to slow
down.”

“Cultural
tourists.”

“Discoverers”

“Repeat
visitors – want
to discover
more”

“Independent
travellers.”

“Looking for
in-depth
experiences.”

“Time-rich”

“Looking for a
London Plus
experience.”

What's distinctive?

- Literally an authentic slice of English life across the country.
- History – from Neolithic times to the present day.
- GWW a source of trusted holiday ideas.
- Concentrated points of interest.
- Time experienced, saved and valued.

“History and Heritage.”

“Time Travel”

“Authentic English atmosphere”

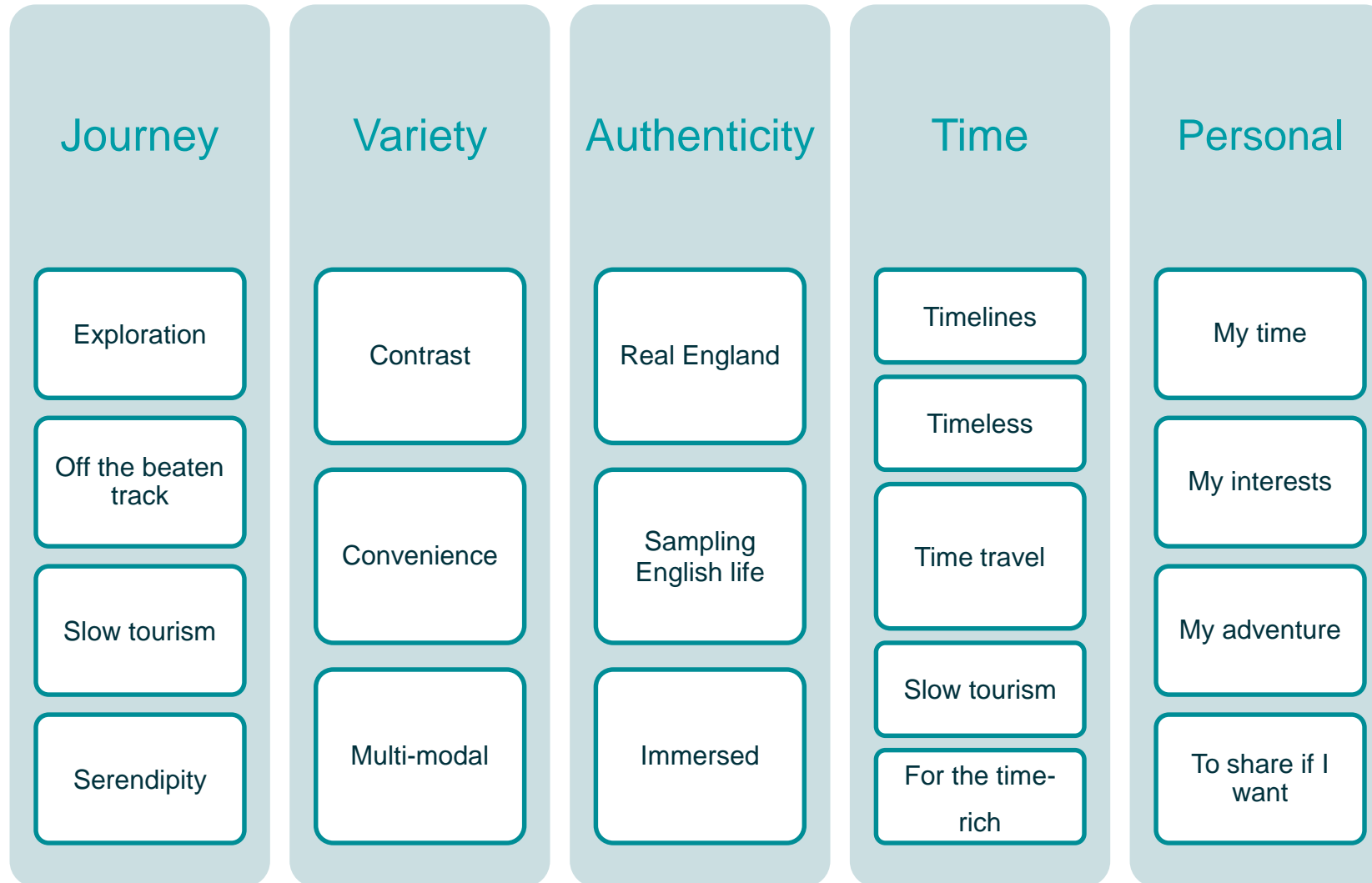
“Choose your time line:
Today, 100 years,
500 years, 2,000
years ago.”

“You’re never more than 10 minutes away from a point of interest.”

“Visible history – the monuments are still here to see and to visit.”

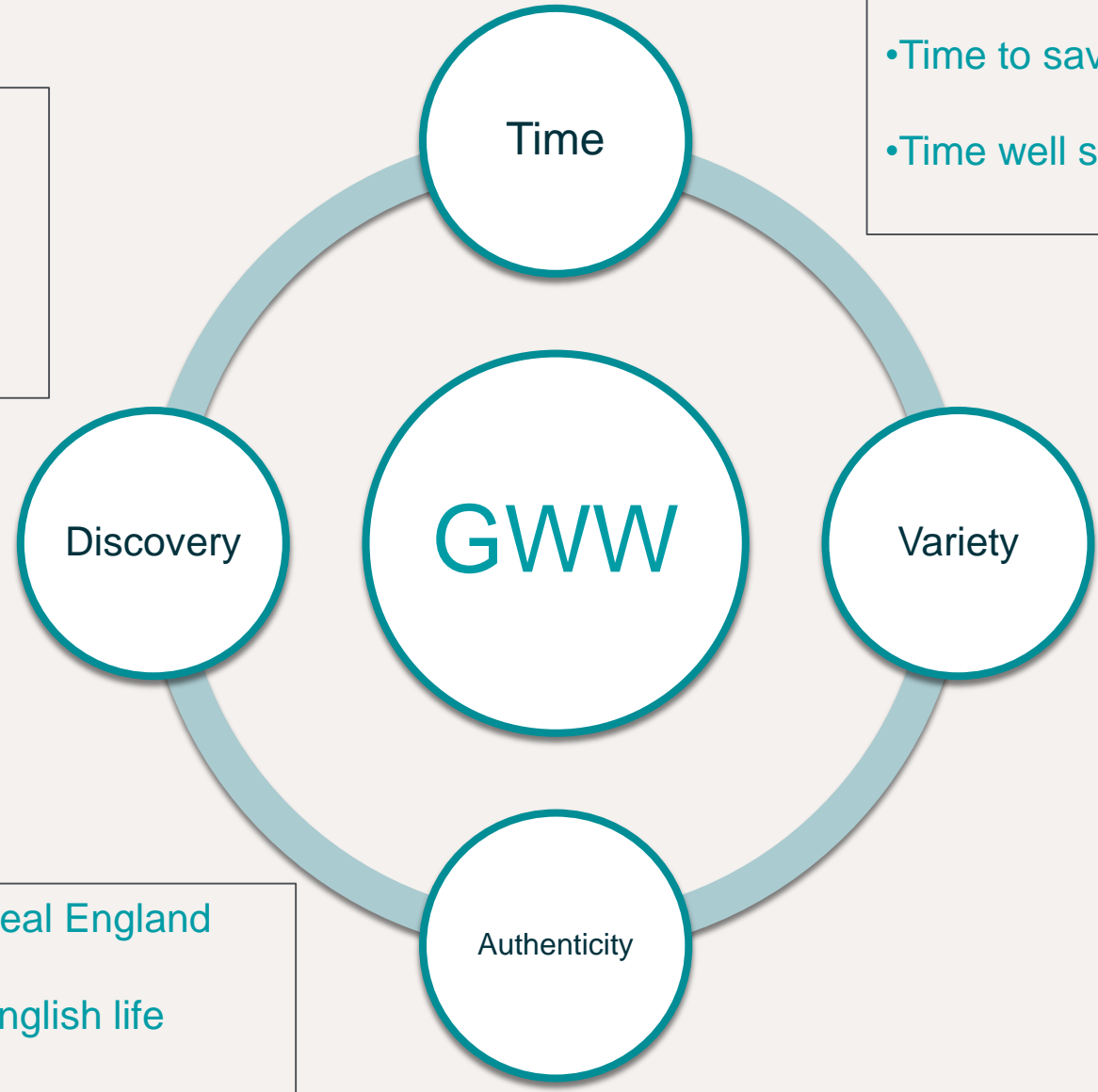
“The unexpected – off the beaten track”

Workshop Session Summary



Common Themes

- Exploration
- Serendipity
- Safe adventure



- Tangible History
- Time to savour
- Time well spent

- Contrast
- Multi-faceted
- Dynamic - one GWW might not fit all

- Real England
- English life

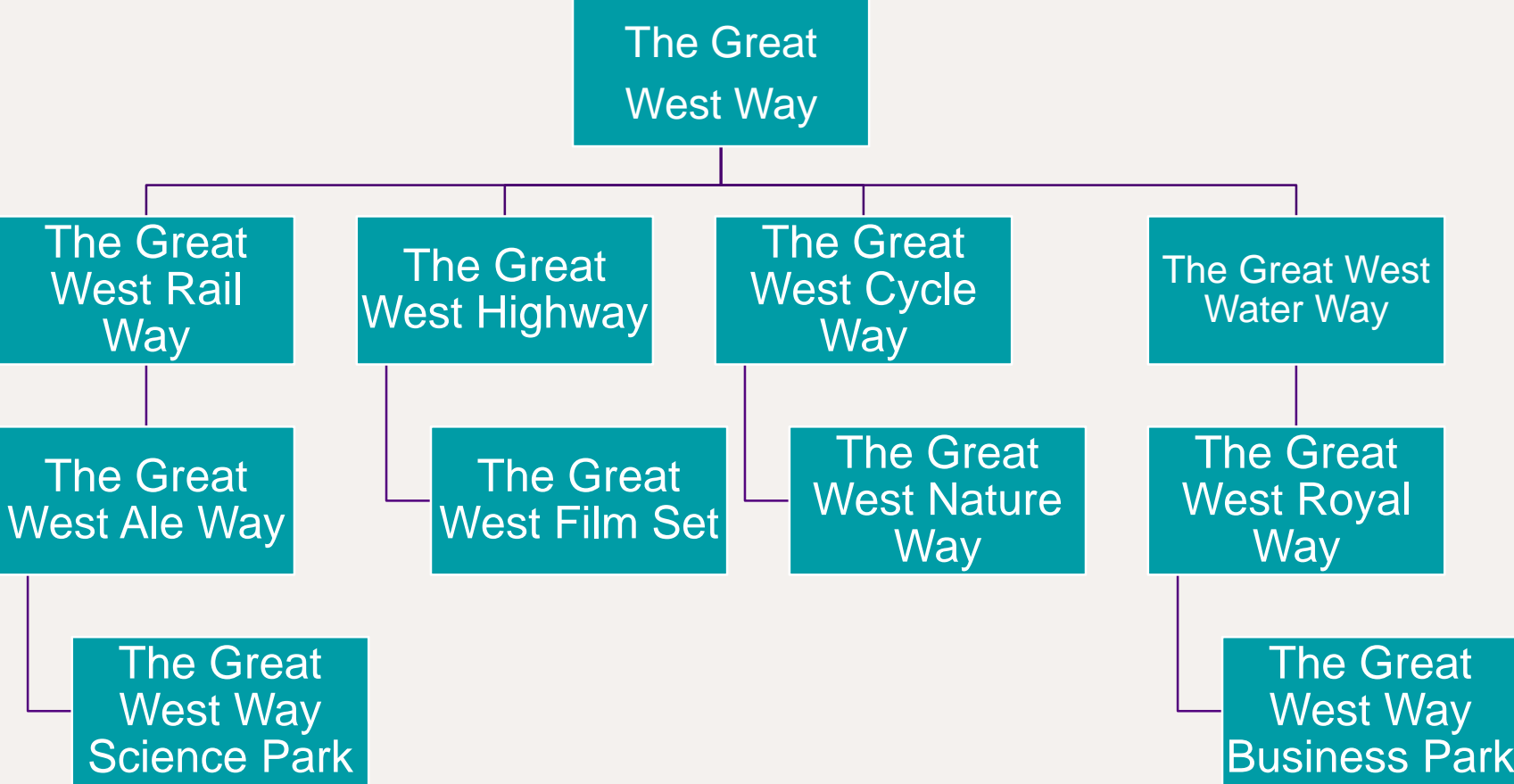
Thoughts on Naming

Working Title – The Great West Way


- For most respondents, the working title works.
- It gets to the point and does the job. But for some it's workmanlike rather than inspirational.

	Plus	Minus
Great	Positive	Misleading - scale
	Link with Great! Campaign	
West	Locates the route	Needs "England"?
	Generally Positive Connotation	Less inspiring than other routes (especially coastal)
	Has a heritage	
Way	Not restrictive like "road"	Misleading - linear

Potential Brand Architecture



Conclusions



They share a common mind-set:
For the Curious

For lovers of England.
For travellers with a desire to discover.
The “what’s around the corner-ers”,
the “who will I meet today-ers”.
Not for the “A-to-B-ers”.
For travellers who believe the journey is
as remarkable as the destination.
For those who love stories - hearing
others’ and creating their own.
And then sharing them.
For those who believe the everyday can
be extraordinary.
For the curious, the inquisitive.
Those who like to go deeper, to see and
feel and do and try and taste for
themselves.
For seekers of real, the authentic
and the very essence of England.

International Focus

For lovers of England
with a desire to discover.

Likely to be second time visitors?

Explorers

The “what’s around the corner ers”,
the “who will I meet today ers”.
Not for the “A to B ers”

Time Rich

Those who want to take it slow
enough to savour.

Lifestyle Travellers

For travellers who believe the journey
is as remarkable as the destination.

For those who love stories –
hearing others and creating their own.

Meeting people

Social Capital

Then sharing them.

For the curious, the inquisitive.
Those who believe the everyday can be
extraordinary.

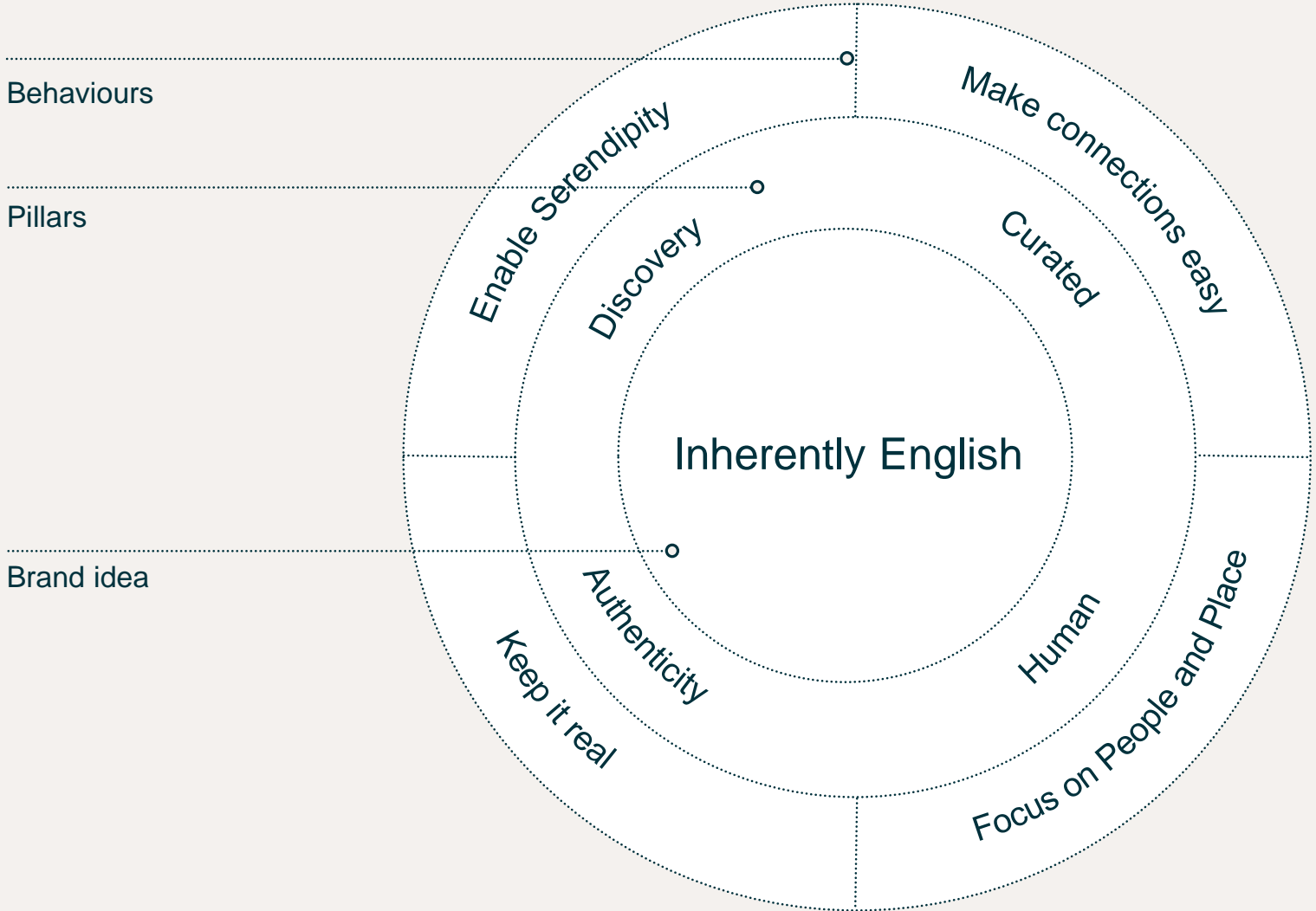
Safe Adventure

Those who like to go deeper,
to see and feel and do and try
and taste for themselves.

Cultural Adventurers

For seekers of real, the authentic
and the very essence of England.

Potential Brand Map



The England of your Imagination

Wander through the Wonders

A Journey in Time

The Great West Way

A Journey in Time

Travel England's first great historic route. 125 miles long and centuries in the making.

Journey past turnpikes, tollhouses, canal locks and coaching inns as you voyage through time.

From the dawn of history to today's towns and cities brimming with things to do, around every corner you'll discover how time has shaped the character of England's Great West Way.

Touch ancient history at Avebury, immerse yourself in Roman Britain at Bath, and walk in the footsteps of Kings and Queens at Royal Windsor.

Journey on the Kennet and Avon Canal and the Great Western Railway – the arteries which made England the first modern nation.

Arrive in Bristol Airport or Heathrow and you'll be on the Way in no time.

There's no time like the present: let England come alive today.

Don't just read about it - touch it, taste it, ride it, live it.

A Journey in Time



A Journey in Time

A journey on the Great West Way reveals layers of English history and heritage – from pre-historic Stonehenge to modern day cities. Along the way, you'll pass through Roman Bath, Royal Windsor and a timeless English landscape.



The Great West Way passes by Heathrow airport and is easy to join from the UK's ferry ports.



Day 1.

Morning

Join the Great West Way and walk along the River Thames at Runnymede. In 1215, King John sealed the Magna Carta here. A network of footpaths links the Magna Carta memorial with two others: one to President, John F. Kennedy, and one to the Royal Air Force airmen killed in the Second World War.

Lunch

A Victorian inn at Royal Windsor.

Afternoon

After lunch, it's time to explore Windsor Castle, the oldest and largest occupied castle in the world. Family home to British kings and queens for over 1,000 years, look for the flag flying from the Castle's Round Tower. If it's the Royal Standard, the Queen will be in residence.

Overnight

Follow the Great West Way to Marlborough, your base for the next two days' timeless exploring. Choose from ancient coaching inns or cosy country house hotels.

Day 2.

Morning

Located at the mid-point of the Great West Way, elegant Marlborough is the perfect base from which to strike out and explore England's rich heritage.

Oxford, with its famous gothic colleges, is within easy reach. As are historic homes such as Shaw House, completed in 1581 and designated as headquarters for Charles I during the English Civil War.

Or continue westward, to one of the most famous prehistoric megalith sites in the world - the UNESCO World Heritage Site at Avebury.

Lunch

A 17th Century English pub on the banks of the Kennet & Avon Canal.

Afternoon

Visit the Wiltshire Museum at Devizes and see gold from the time of Stonehenge. Take a trip on the canal at Calne - or cycle along the towpaths - and discover one of the engineering marvels that made England the first modern industrial nation.

Overnight

Return to Marlborough.

Day 3.

Morning

Tour through the Wiltshire countryside to Stonehenge, globally famous for its instantly recognisable stone circle - one of the most sophisticated and carefully engineered prehistoric monuments in the world.

Lunch

A traditional English country pub.

Afternoon

Travel on to the Georgian Heritage City of Bath. Start your visit at Bath Abbey, then travel back in time at the Roman Baths. Stroll up to the Royal Crescent, one of Bath's most iconic attractions, and take in the magnificent Circus on the way.

Overnight

Stay in an 18th Century manor house, perched on a hilltop on the edge of the city.

Day 4.

Morning

From Bath, the Great West Way is your gateway to the Cotswolds. A morning spent touring the beautiful golden-stone Cotswolds villages brings you to Stratford-upon-Avon, Shakespeare's birthplace, a town filled with beautifully preserved Tudor homes and gardens.

Lunch

Try an old stone riverside inn in the Cotswolds.

Afternoon

Discover Shakespeare's England at Stratford - take a cruise on the River Avon, explore the Tudor house in which the Bard was born, and visit Anne Hathaway's Cottage, the beautiful 500-year-old thatched home where Shakespeare courted his bride-to-be.

International and Trade Research

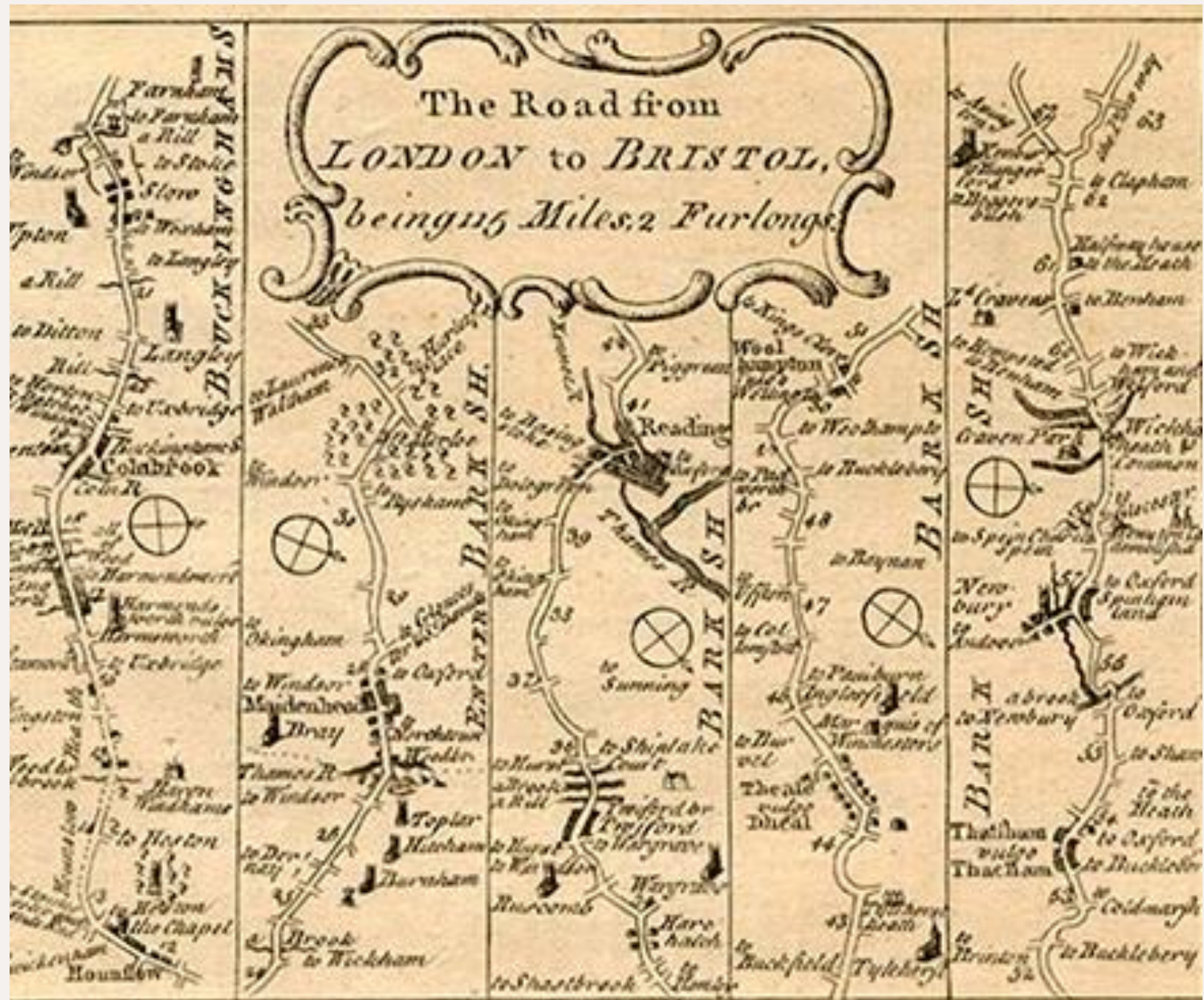
Authenticity



Authenticity

- Our visitors are ‘travellers not tourists’.
- They are keen to know that the Great West Way is ‘real’ and historic – not just a marketing idea.
- Dial up the legitimate heritage of the route.

“...It’s not just an idea that a hotshot at a tourist board has made up, it’s actually based on some history.”





Contrast



Contrast

Narrative



Drawn & Engraved by Robt. Cruikshank.

Published by Sherwood, & Co. Sept. 7. 1825.

The Post Office, Bristol. Arrival of the London Mail.

Keep it Explicit

- International visitors lack sufficient reference points to picture the experience.
- Great West Way narratives and marketing materials will need to be specific and descriptive.





Variety

Variety

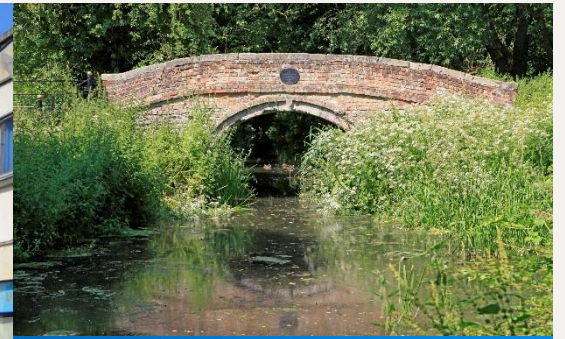


Variety

- Variety will get people interested in the GWW rather than London to begin with.

“Bit of everything, on one hand you want to immerse yourself, pub lunch, beer in evening, go through gardens, but then would love to go into the mansions.”

“I want some contrast. After 2-3 days of meadows I want to see a town!”





Englishness

Cultural Clichés are Good

- Holiday pictures in front of Buckingham Palace are boring for Cultural Adventurers and Lifestyle Travellers.
- But *Cultural Clichés* are what attracted them in the first place.

“...the cliché of England, old castles, strange roads, odd bridges. That’s what I expect when I go to the UK. I’d be disappointed if it weren’t like that.”

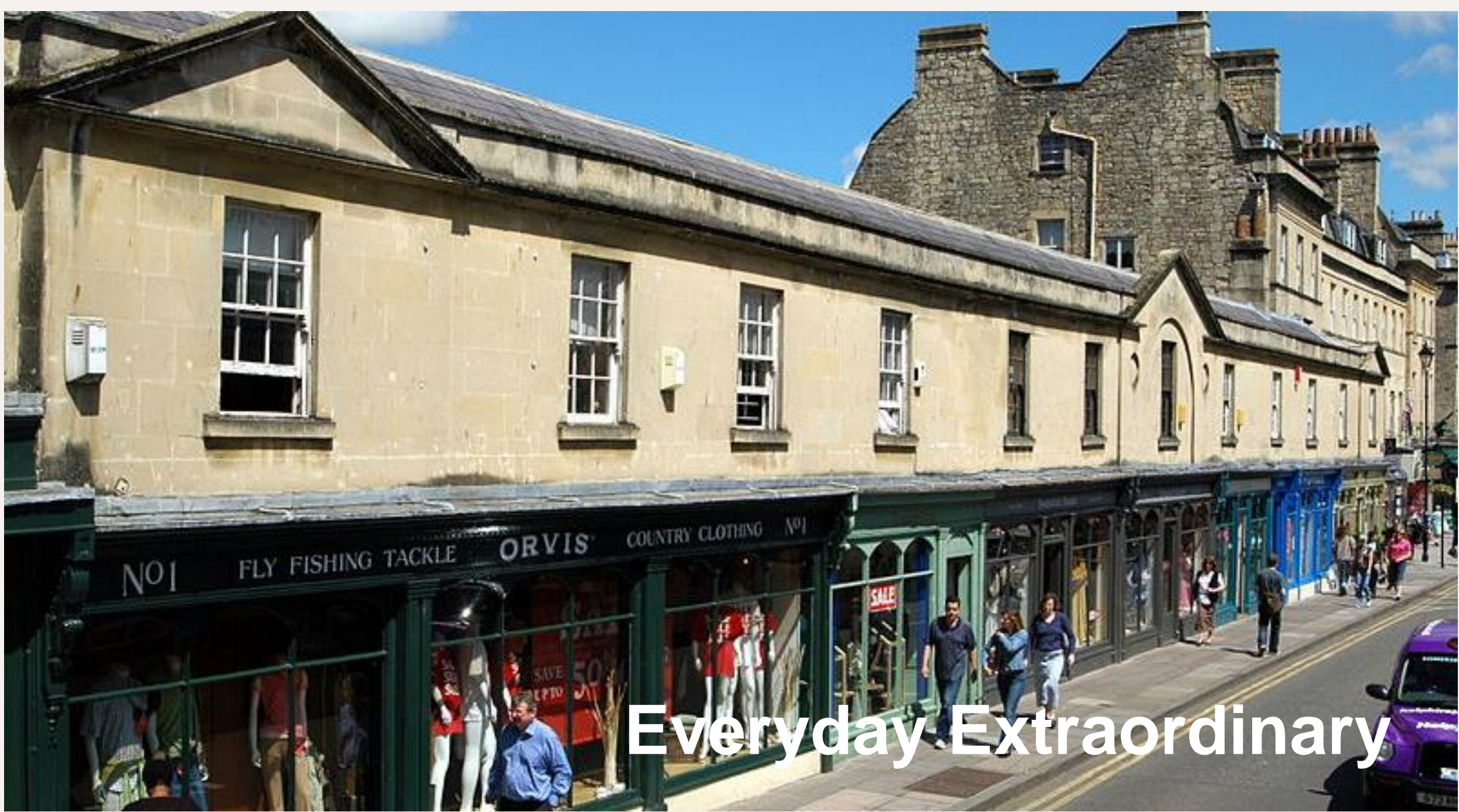




Independence



Experience



Everyday Extraordinary



Magnificently Mundane

Everyday Life

- The big icons "have" to be done.
- But experiencing the everyday life of the English is what makes memories.
- Mundane can be fascinating.
- The GWW delivers because it's a step out of London into Real England.

"...Anyone can stand in front of Buckingham Palace and get their photos. You want something better to remember than that."



The Great West Way

England's Great West Way

The Opportunity for the Great West Way

Target Market Segments



Cultural Adventurers

Successful, independently-minded young professionals with high disposable income. Seeking to soak up all aspects of the local culture in order to escape and unwind while experiencing something new. Interested in unique experiences with a touch of luxury.




Lifestyle Travellers

An upwardly mobile group who value social status and see travel as an expression of who they are. They seek “braggable moments” that look good on social media but also deliver on their need to relax, unwind and compensate for their hard work.



Mature Experience Seekers

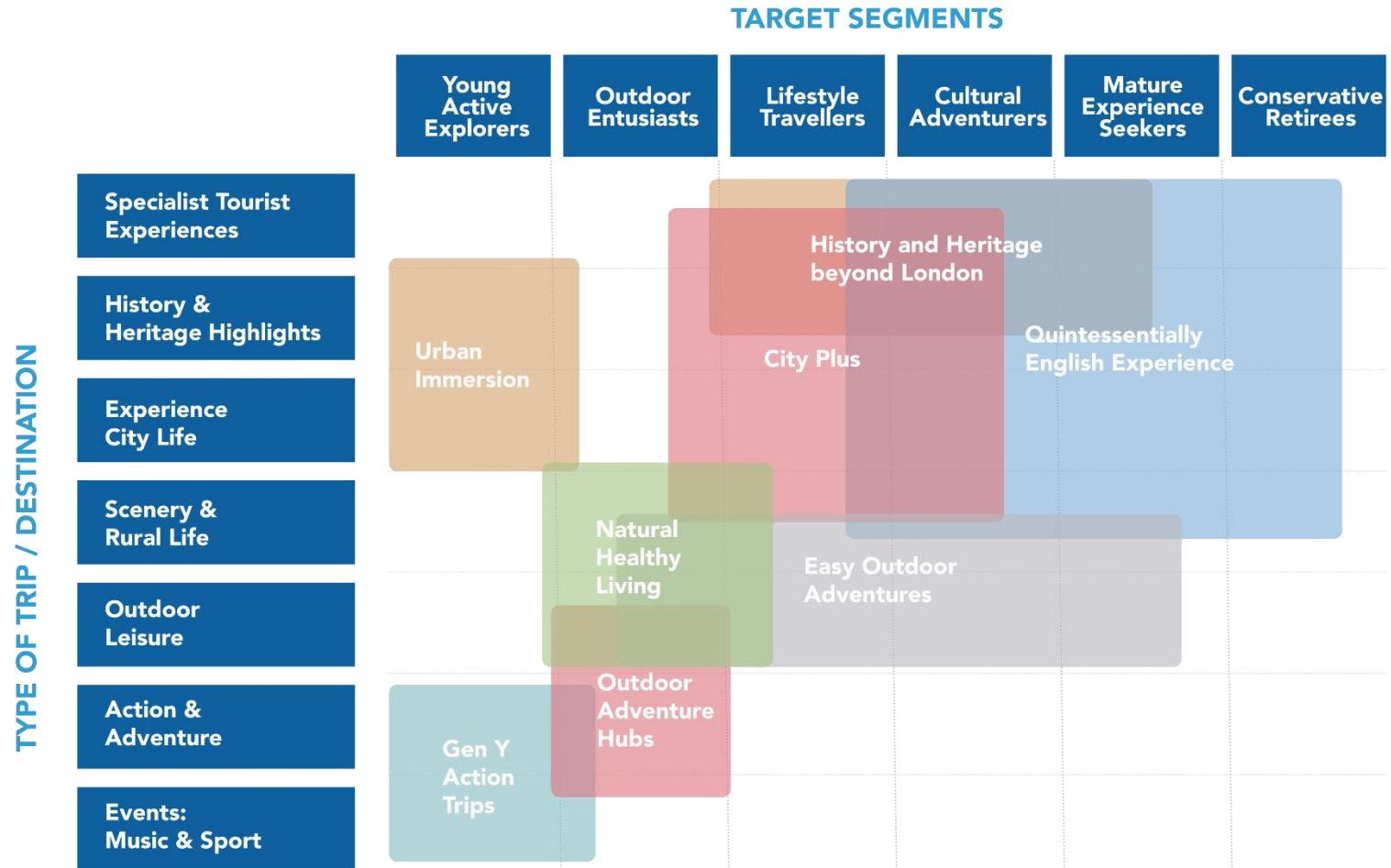
A more mature segment that are best defined by their attitude – “young at heart”. With greater freedom, money to spend and time to enjoy themselves, travel is a key pastime that satisfies their desire for new experiences and learning.



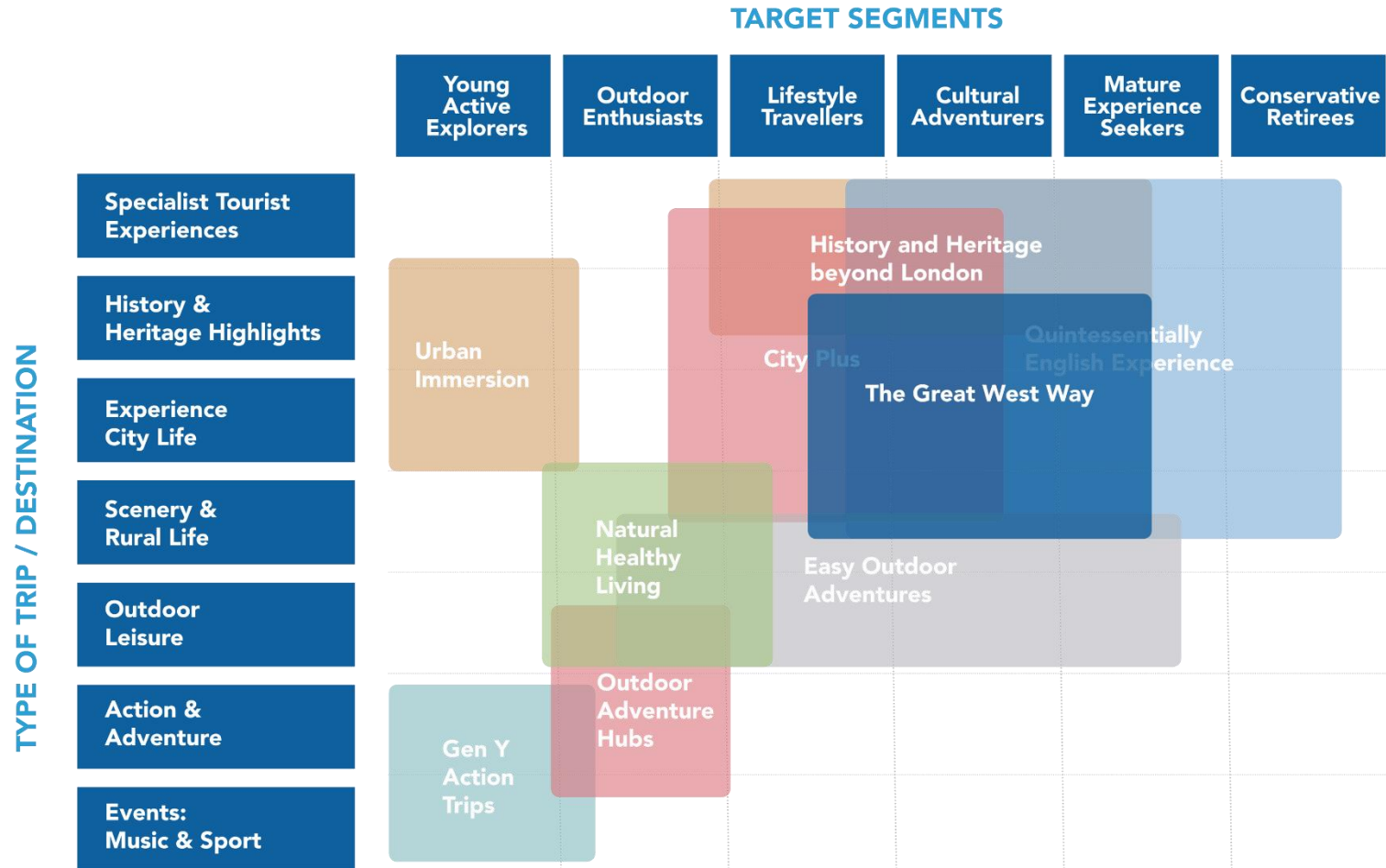
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feel and do and try and taste for
themselves.
For seekers of real, the authentic
and the very essence of England.

Discover England Fund Opportunity Matrix



Discover England Fund Opportunity Matrix



What is a Value Proposition?

A value proposition is a promise of value to be delivered. It's the primary reason someone should buy into your offer – in this case, a journey along the Great West Way.

What is a Value Proposition?

- What is it?
- Who is it for?
- What benefits does it offer?
- Why it's different to anywhere else?

Value Proposition

The Great West Way links London and Bristol.
It follows a 125-mile route based on one of the first Great Roads
commissioned by the Kings of England.

Along the Way everyday England rubs shoulders with world-
famous heritage.

The Great West Way is for curious travellers searching for the real
England.

Those who want to explore further, delve deeper
and uncover the essence of England.

The Great West Way offers a curated concentration and
extraordinary variety of English experiences not found in any other
part of the country.



Brand Idea

England Concentrated

Narrative

Follow the paths taken by generations of travellers and discover an essential strand of England.

Based on one of the first Great Roads commissioned by the Kings of England, the Great West Way winds its way through lush green landscapes filled with the world-famous and the yet-to-be-discovered. Touch Royal Windsor, Roman Bath and timeless Stonehenge, immerse yourself in English village life and Bristol's city energy.

On the Great West Way, extraordinary history rubs shoulders with everyday life. Traditional pubs and inns with World Heritage Sites on their doorsteps, serving craft ales and local farm food. Churches which have watched over their parishes for centuries. Independent shops and galleries filled with contemporary designs and creations.

You don't have to travel far to explore further and delve deeper into England. The Great West Way links London with Bristol through 125 miles of twists and turns and new discoveries. Explore by road, by railway or by waterway. Slow right down, base yourself along the route, walk it or cycle it.

Welcome to the real England. It's England undiluted. It's England concentrated.

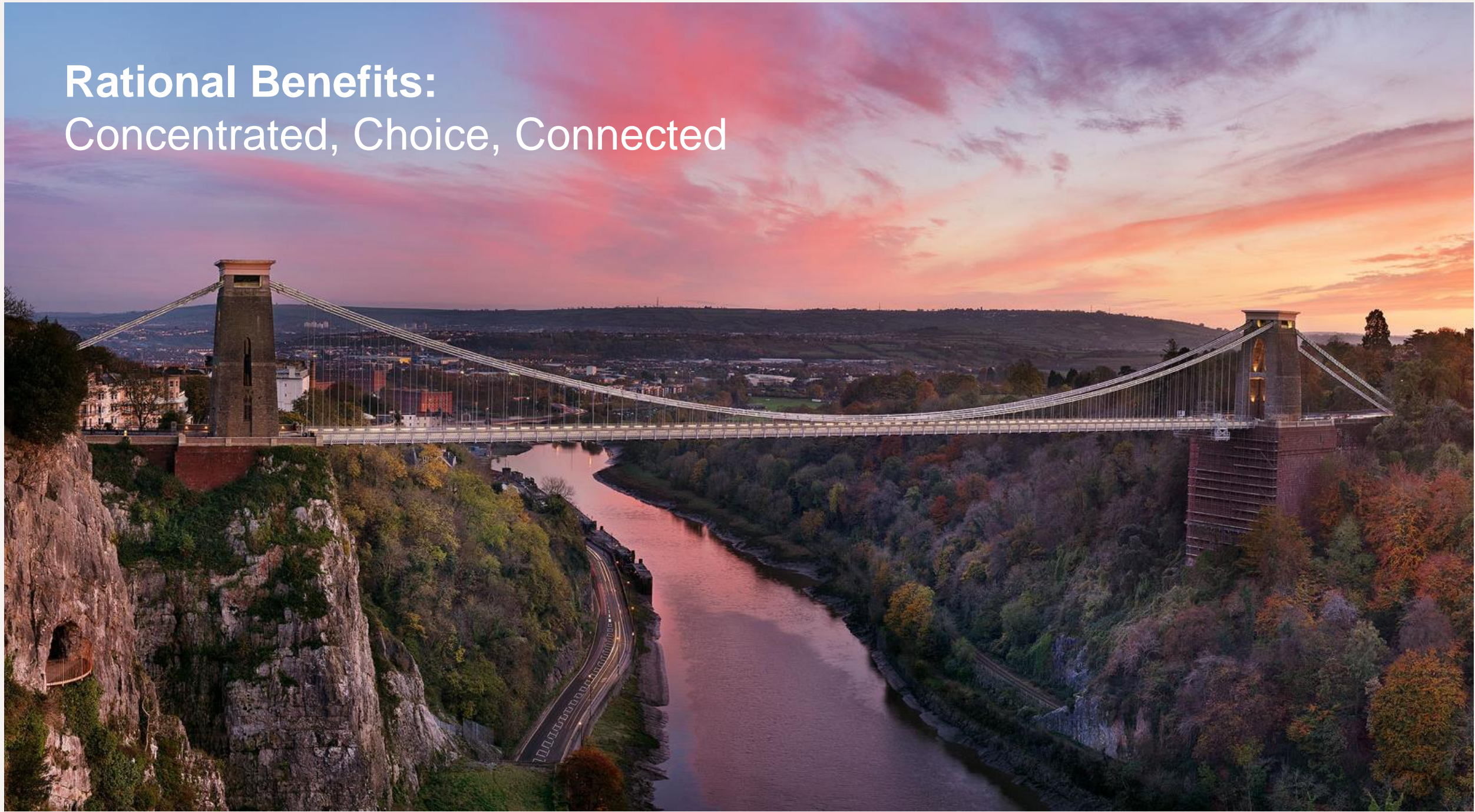
The Great West Way Brand Model



Brand Attributes:

- Iconic English places: Royal Windsor, Bath, Avebury, Stonehenge, The Thames, The Cotswolds and Kew.
- Historic highways, waterways and railways.
- One of the original Great Roads of England
- Quintessentially English experiences.

Rational Benefits:
Concentrated, Choice, Connected



Emotional Benefits: Exploration, Enrichment, Empathy



Visitor Benefits

Rational

Concentrated

On the Great West Way, travellers are never more than a few minutes away from an extraordinary attraction or an authentic English experience.

Choice

The Great West Way offers an extraordinary variety of English experiences. It reveals the contemporary and the historic, the cities and the countryside. It can be explored by train, by car or by coach, by boat, on foot or by bike.

Connected

The Great West Way is easy to join and easy to follow. It passes by both Heathrow and Bristol airports. It's accessible for visitors travelling from the Channel ports, or visitors already based in London.

Emotional

Exploration

Every twist and turn in the Great West Way brings the satisfaction of discovering a new chapter in England's story.

Enrichment

The Great West Way is the best way to explore and get to know the English way of life.

Empathy

To follow the Great West Way is to understand the essence of a nation and become an England Insider.

Brand Pillars

Authentic, Curated, Human, Discovery



Brand Pillars

The Brand Pillars are the recurring themes that should guide the development of Great West Way experiences.

Discovery

The Great West Way lets travellers uncover England and the English for themselves.

Curated

The Great West Way points the way to a real English experience, leading visitors through England's story.

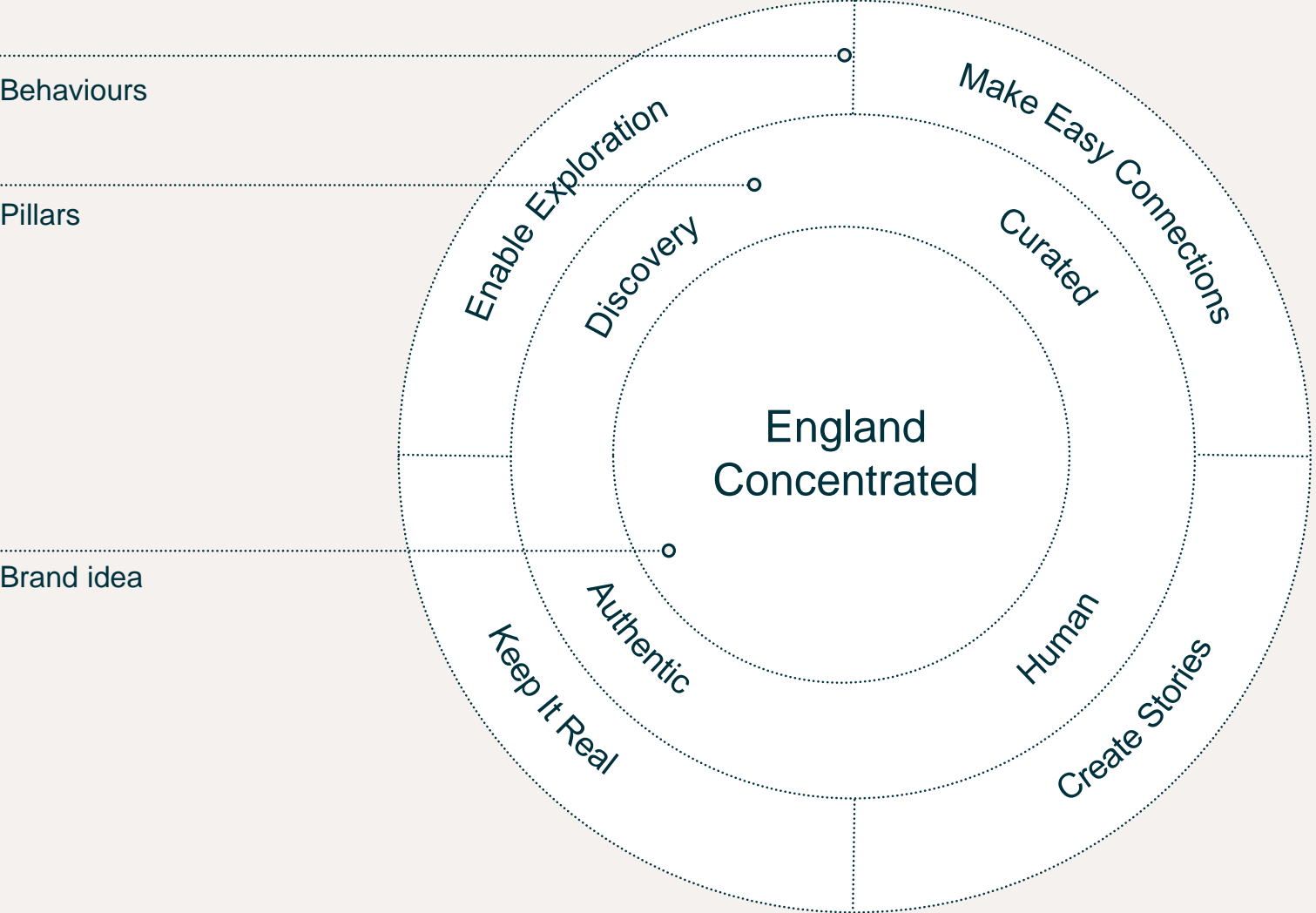
Authentic

The Great West Way is rooted in the highways and byways travelled by generations and commissioned by Kings.

Human

The Great West Way lets travellers meet England and the English. To hear our stories and create their own.

Brand Map



Heavenly[◊]