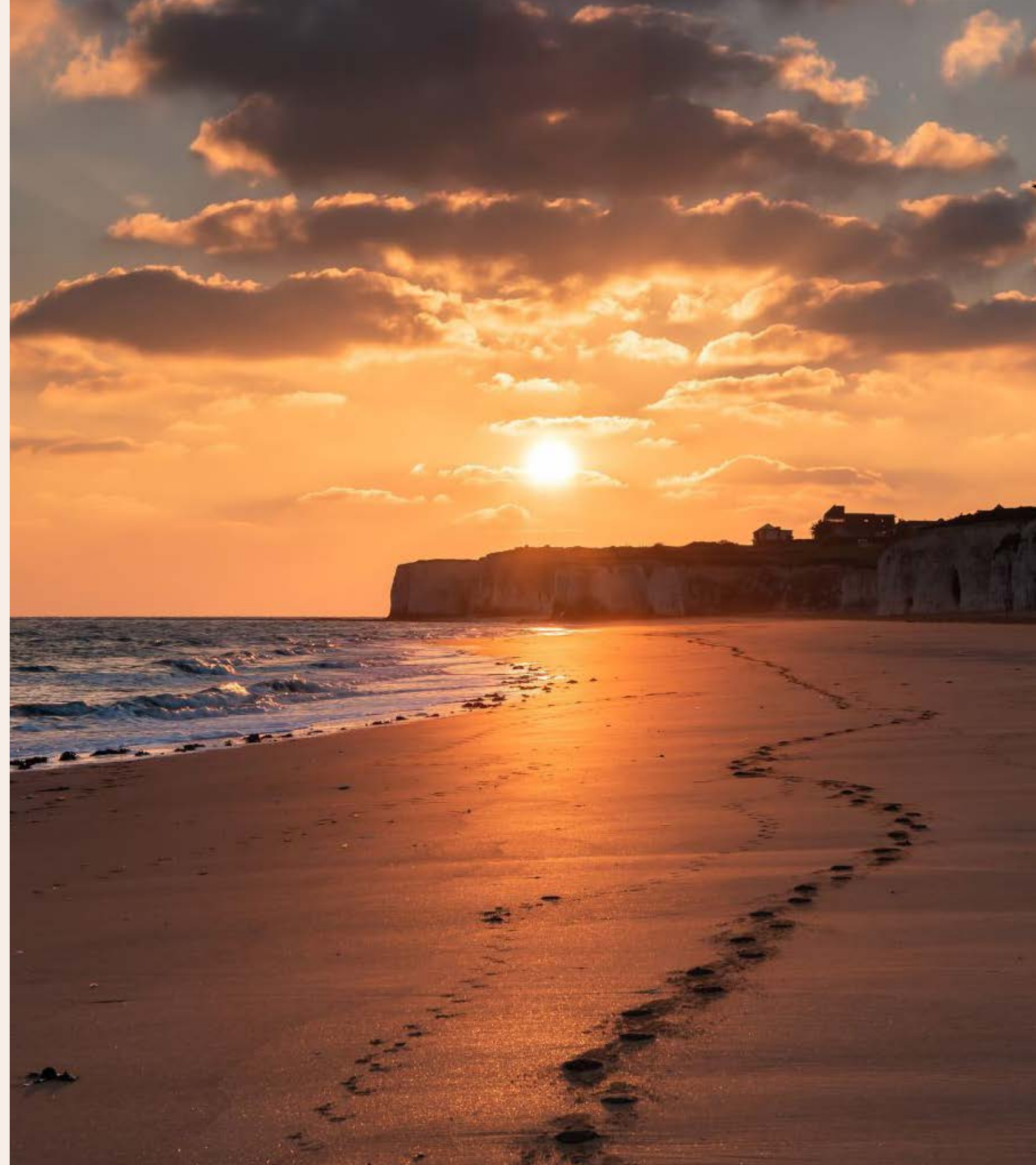


ENGLAND'S COAST

Partnership Opportunities

2023 - 2024



ENGLAND'S COAST

Partner with us!



England's Coast is a one-stop-shop for domestic and international visitors to create their perfect holiday on the coast.

With inspirational video and content, consumers and trade can book directly with more than 2,200 coastal businesses listed on England's Coast.

Our social media channels see consistent growth, with more than 124,000 followers on Facebook, Instagram and Twitter in French, German, Dutch, Italian and Spanish plus English.

Our monthly consumer newsletters reach more than 8,000 readers in the UK, Netherlands and Germany with a growing audience.

England's Coast is a not-for-profit organisation supporting the visitor economy on the coast.



This campaign aims to showcase the best of our incredible coast!

Year of the Coast 2023 is for everyone living, working and involved with the coast. If we all work together to promote 2023 as the Year of the Coast, we can maximise visibility to raise awareness of our coastline and inspire new audiences to love, visit and protect our coastline.

Through this initiative we are promoting our coast as a sustainable year-round destination to raise awareness of issues impacting coastal communities and businesses, and to showcase new developments and products.



ENGLAND'S COAST

2023-24 Partnership Proposal

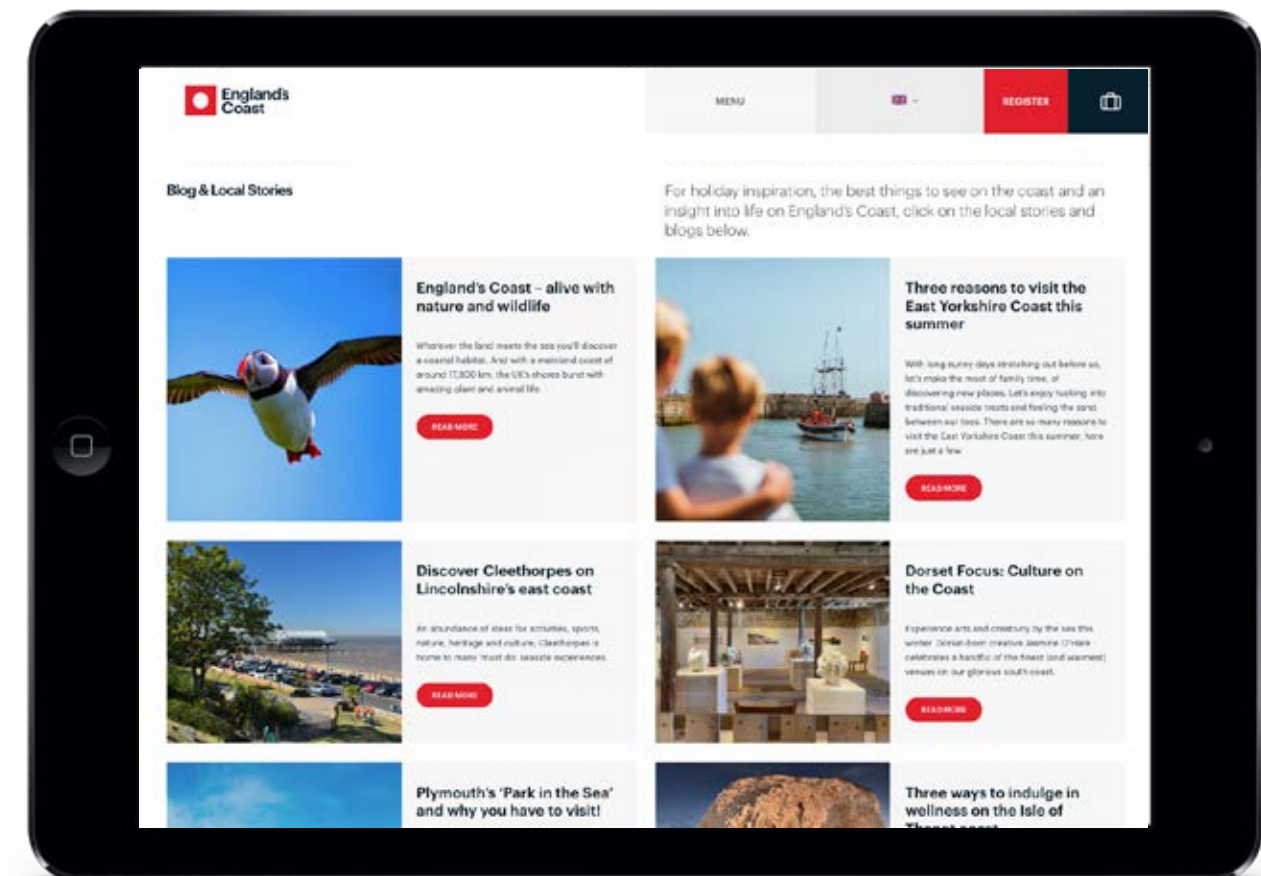
Core partnership £2,750 + VAT per year*

Activity includes:

- Regular social media across 6 languages ([EN](#), [IT](#), [ES](#), [DE](#), [NL](#), [FR](#) - audience **124k+**)
- A destination feature in the consumer newsletter (monthly newsletter - **audience 8k+ open rate 53%**)
- Inclusion in at least one travel blog (published on EC website, promoted across social media channels, converted to media releases as well as distributed to London and European VB offices)
- Ongoing international travel trade engagement (incl. Virtual Explore GB, travel trade newsletters, tour operator liaison)
- Inclusion in Year of Coast campaign in 2023

For optional add-ons please see subsequent pages

*Minimum comitment one year



ENGLAND'S COAST

Add-on activity, digital campaigns

Domestic digital campaign £3,000 + VAT

6 week campaign running across England digital channels, suggested timings either: Summer (April-May 23) Autumn (live Sept-Oct 23), Winter (live Oct-Nov 23), Spring (live Jan-Feb 24), or Summer (live Feb-Mar 24)

Activity includes:

- Dedicated landing page on England's Coast website to introduce your destination
- Facebook and Instagram paid and organic activity – carousel ads, dedicated partner reel, promoted posts
- Google advertising – traffic directed to your dedicated landing page
- Feature box on [England's Coast homepage](#)
- Evaluation report

Multiple campaigns can be purchased to cover longer periods or different themes

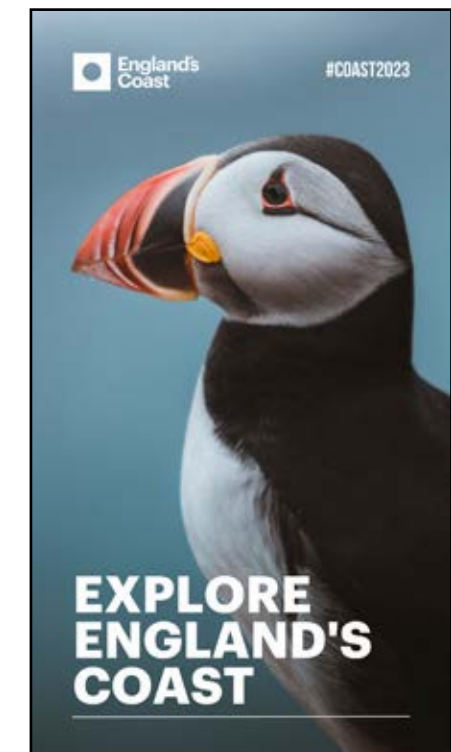
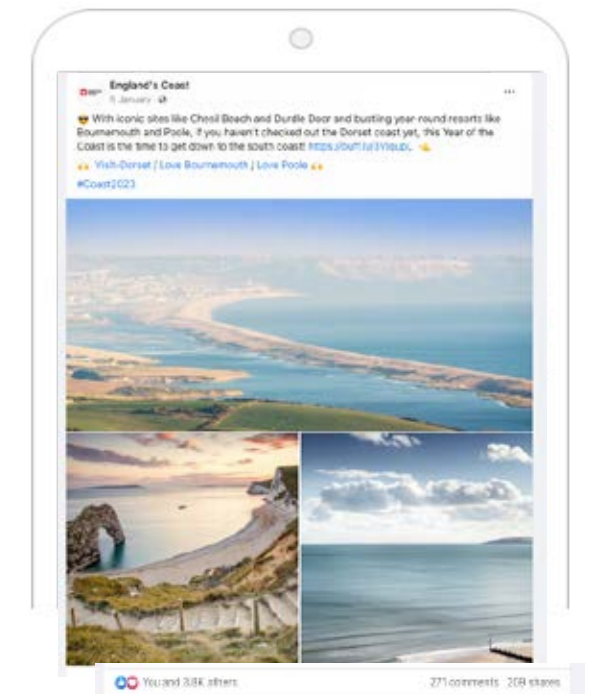
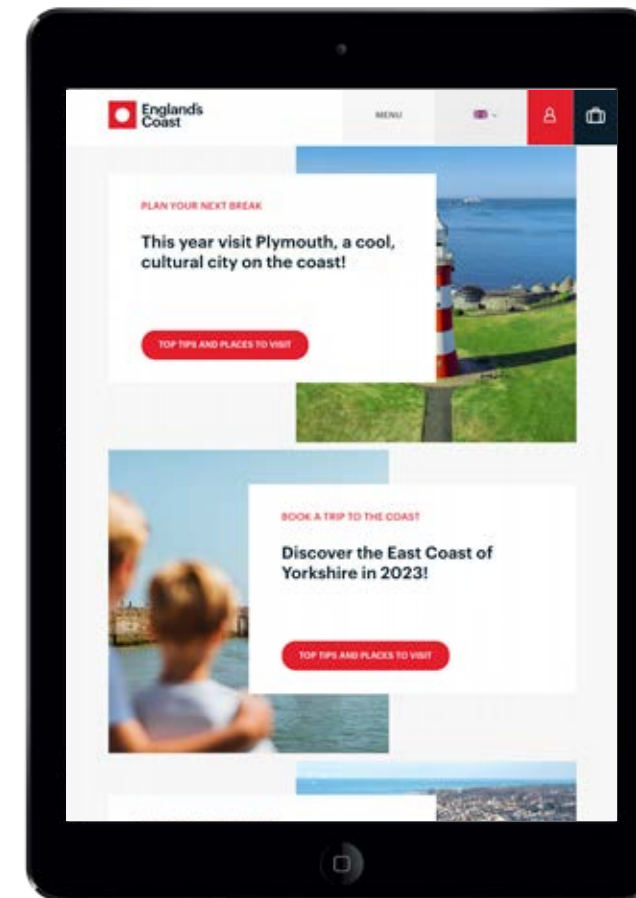
European digital campaign

As above focussing on one European country for 4 weeks, content professionally translated – timing to match your needs. *Contact us for a bespoke proposal.*

Previous campaign results – Spring 2023 campaign

 **19,676,042**
Total Impressions

 **198,516**
Total campaign clicks



ENGLAND'S COAST

Media visits and PR support

Domestic magazine / national paper competition £750+VAT

(optional data capture additional £500+VAT)

Cost includes liaison with publisher, evaluation report.

Online competition targeted at publications such as

Prima, Sunday Times, Good Housekeeping

Competitions typically attract 10,000+ entrants,

data capture of c.1,000 email addresses

Partner to provide accommodation to value of at least £250+VAT

Media Visits and PR support

We can arrange media visits from domestic and European markets, or provide PR support. Please contact us to discuss your needs and receive a bespoke quote.

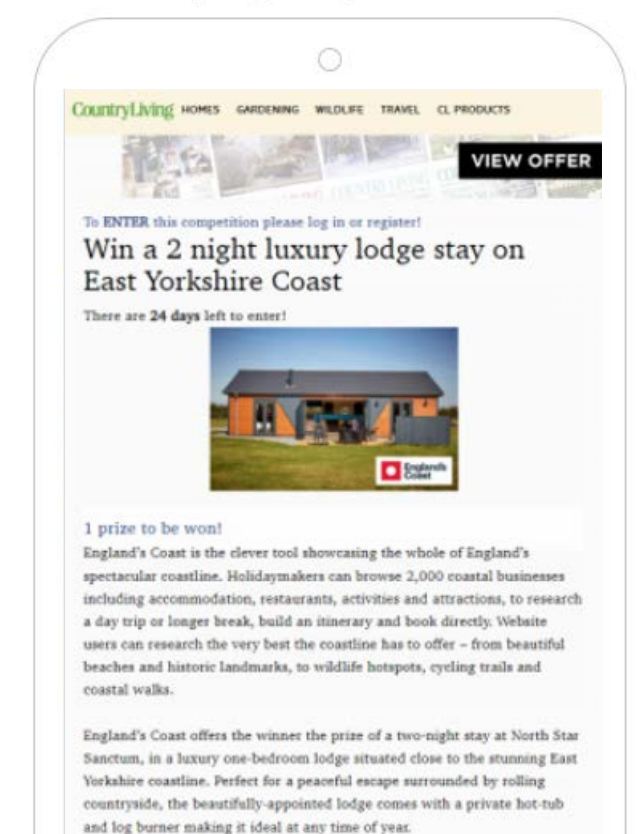
As an indicative cost - a 2nt domestic media visit by Tier 1 newspaper or magazine journalist costs £1,500+VAT which includes sourcing, liaison and planning for 2nt media visit, copy of coverage and AVE. Excludes - cost of accommodation, food and entrances (to be covered by partner).

Contact us to discuss your requirements

England's Coast's AVE (Advertising Value Equivalent) for contributing partners is more than £1.3 million to date



Press Coverage



National Competitions



Media visits and PR services

NATIONAL COORDINATION, ADVOCACY AND INSIGHT

Membership scheme to support the national advocacy, insight and coordination.

Your contribution would support:

- National advocacy and engagement - including regular calls with DCMS, VB/VE, Ministerial and MP engagement, liaison with national organisations and stakeholders raising issues that impact on the Coastal Visitor Economy
- Submitting evidence to Government Inquiries and All Party Parliamentary Groups
- Business barometer research
- Annual domestic consumer survey
- Online Resource – to ensure all the research, toolkits and content remain free to SMEs and users
- *For DMOs – coordination of DMO meetings x 7 per year*

We are a not-for-profit, self-funded organisation that exists to represent the coastal visitor economy and lead the development and recovery of the visitor economy. We rely on partner contributions and receive no grant-in-aid funding.



Annual contribution of:

£375 +VAT for DMOs

£200 +VAT for businesses

Members will be recognised on the website on Our Partners page and have use of a member logo

Businesses* would also receive an enhanced listing on englandscoast.com for one year

Sign-up to become a member

ENGLAND'S COAST

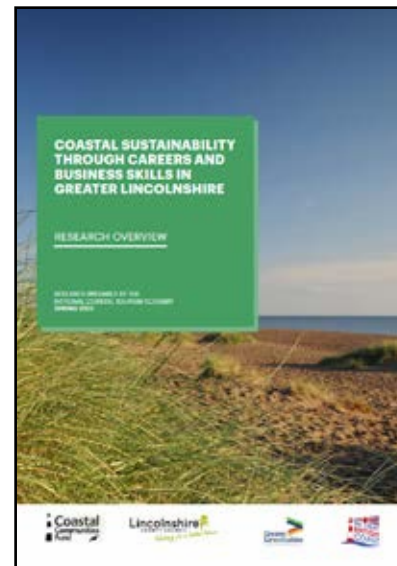
Other services

Our team has expertise covering:

- Strategy including Destination Management Plans, service redesign
- Business and action plans
- Advocacy strategy
- Funding applications and support, bid writing
- Project management and delivery (capital and revenue)
- Research, data analysis and evaluation
- Best practice and case studies
- Product and experience development
- Content creation (e.g. travel blogs, media releases, itineraries)
- Stakeholder, DMO, local authority, academic, industry and resident engagement
- Presentations, workshops, webinars and toolkits
- Skills programme creation and delivery
- Event management
- Travel trade and exhibitions
- Marketing campaigns (digital and offline)
- PR and media relations
- Digital media content creation for social media (photography, videography and editing for social channels)
- Graphic design, branding creation and development
- Photography & Videography
- Website management, analysis and user journey

Please get in touch to find out more and discuss a project with us!

Examples of our work:



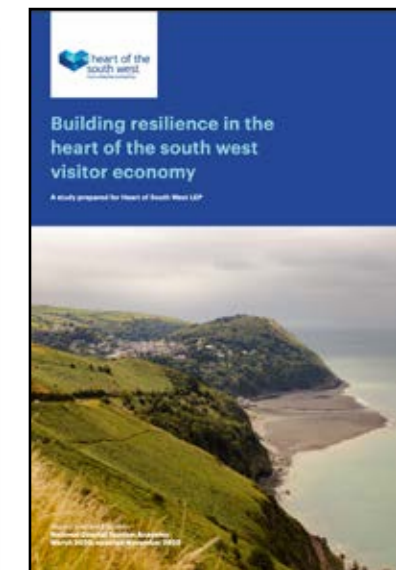
Lincolnshire Skills Research Project



Towards 2030 Prospectus



Best Practice Case Studies



Report for Heart of South West LEP



Brand and Toolkit Creation: Year of the Coast 2023



Graphic Design: BCP Tourism Strategy 2023 - 2027



Work with us in 2023-24!

Become an England's Coast partner and support Year of the Coast in 2023

For more information, please contact:

Samantha Richardson MBE

samantha.richardson@coastaltourismacademy.co.uk

FOLLOW US ONLINE

Twitter: [@england_coast](https://twitter.com/england_coast)
Instagram: [@englandscoast](https://www.instagram.com/englandscoast)
Website: englandscoast.com
Facebook: facebook.com/englandscoast

(We also have Facebook pages in other languages, simply add: FR, DE, IT, ES or NL. e.g /englandscoastNL)

The team also offers consultancy services specialising in Destination strategies, Product-market fit review, resident and stakeholder engagement or research projects.

Contact us for more details