

FOR IMMEDIATE RELEASE

Love the coast? Become an England's Coast Ambassador!

A free, new online training course for customer-facing staff on the coast has been launched by The National Coastal Tourism Academy (NCTA), collating tips on welcoming international visitors and a wealth of information on vast stretches of England's coast on one platform for the first time.

From Northumberland and Yorkshire in the North to Devon and Cornwall in the South-West, [England's Coast Ambassador](#) provides comprehensive facts and figures on local tourist attractions, events and activities for each area, finishing with a short quiz with 10 multiple choice questions.

Hospitality and tourism staff can test their knowledge on the local area or complete all ten courses which include Northumberland, Yorkshire, the East Coast, South-East Coast and Jurassic Coast and the South-West. On completion, users can download a personalised certificate.

Written in a lively, easy-to-read style, each lesson features an inspiring video and separate modules on the local scenery and natural assets, history and heritage, culture and the arts, nature and wildlife, nearby activities, surrounding towns and villages and how to get around along with an overview of the area.

"The England's Coast Ambassador offers visitor-facing staff the opportunity to polish up their knowledge of their region and pick up useful tips on how to look after international visitors. It's the first time this comprehensive information has been collated in one free, online course across almost all of England's coastline," says Samantha Richardson, NCTA director.

"Hospitality staff on the coast live in some of the most beautiful parts of the country, attracting visitors from all over the world. As the first port of call, it makes them the best ambassadors to inform visitors of all there is to see and do.

"By completing lessons in other areas, users will be coastal experts. We've already had staff at the Dorchester Information Centre complete all 10 Ambassador lessons!" Ms Richardson adds.

[England's Coast Ambassador](#) is part of the Discover England Fund [England's Coast](#) project which is attracting greater numbers of international visitors to the coast.

Ends/

Notes to editors: For further information please contact Sheron Crossman, Marketing and Communications Manager, sheron.crossman@coastaltourismacademy.co.uk or tel: +44 (0)1202 962565.

The England's Coast project is being run by the National Coastal Tourism Academy whose partners include P&O Ferries, Green Traveller, YHA, Visit Northumberland, Yorkshire Coast, Scarborough, North York Moors National Park, East Riding of Yorkshire, English Riviera, Teignbridge District Council, Kingsbridge and South Devon, Visit Cornwall, Visit Brighton, Eastbourne, Dorset County Council, Visit East Anglia, Suffolk Coast, Visit Hull and East Yorkshire, Visit North Norfolk, East Lindsey District Council, Bournemouth Borough Council and Bournemouth University.

About the Discover England Fund

- In November 2015, the Government announced a £40 million Discover England Fund; an unprecedented opportunity for English tourism. The Fund aims to deliver world-class bookable tourism products joined up across geographies and/or themes; including integrated transport solutions to provide an end-to-end customer experience.
- The Fund supports the growth of one of England's most successful export industries, inbound tourism. Tourism is an industry that delivers jobs and economic growth across the English regions – contributing some £106bn each year to the economy and supporting 2.6 million jobs.
- The Fund supported a number of pilot projects in year one (2016/17) that tested product development approaches. In years two and three, 2017-19, the fund will support:
 - A number of large-scale collaborative projects to be delivered over the two year period 2017-2019 that will create a step-change in bookable English tourism product for international consumers,
 - A smaller funding pot for new one year pilot projects (in year two), and
 - Continuation funding for existing year one projects that demonstrated early learnings (in year two).
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About VisitBritain/VisitEngland

- VisitBritain/VisitEngland is the national tourism agency – a non-departmental public body funded by the Department for Culture, Media & Sport (DCMS)

Working with a wide range of partners in both the UK and overseas, our mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support our growth aspirations. For further information and to access the latest in-depth market intelligence and statistics visit www.visitbritain.org or www.visitbritain.com and www.visitengland.com