

ENGLAND'S COAST

Partnership Opportunities

2022-23



PARTNER WITH US!



The [England's Coast](#) project 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 90,000 followers on Facebook, Instagram and Twitter in French, German, Dutch, Italian and Spanish plus English.

Our monthly consumer newsletters reach more than 5,700 readers in the UK, Netherlands and Germany with a growing audience.



The [National Coastal Tourism Academy](#) is the UK's only organization to focus entirely on coastal tourism. We are its voice and champion opportunities for growth and address its challenges.

We:

- Support business
- Bridge gaps in coastal tourism research
- Share lessons learnt and best practice
- Provide leadership, advocacy and vision for the coast
- Partner with 35 DMOs and over 2,000 businesses across the coast
- Work with Government, Industry and Academia to tackle key issues

The NCTA is a not for profit, self-funded organisation with no core government funding



Created by BCP Council in 2020, the Beach Check UK app has proved to be a pivotal element of local authority safety measures to manage over-crowding and encourage visitors to quieter beaches to ensure social-distancing during Covid-19.

Working in partnership with BCP Council, the NCTA leads the national engagement and roll-out of the app so that other coastal locations can benefit from this great tool to support visitor management.

New enhancements will be included for 2022 and the app will be backed by a robust promotional campaign for every destination featured.

ENGLAND'S COAST – DESTINATION PARTNER

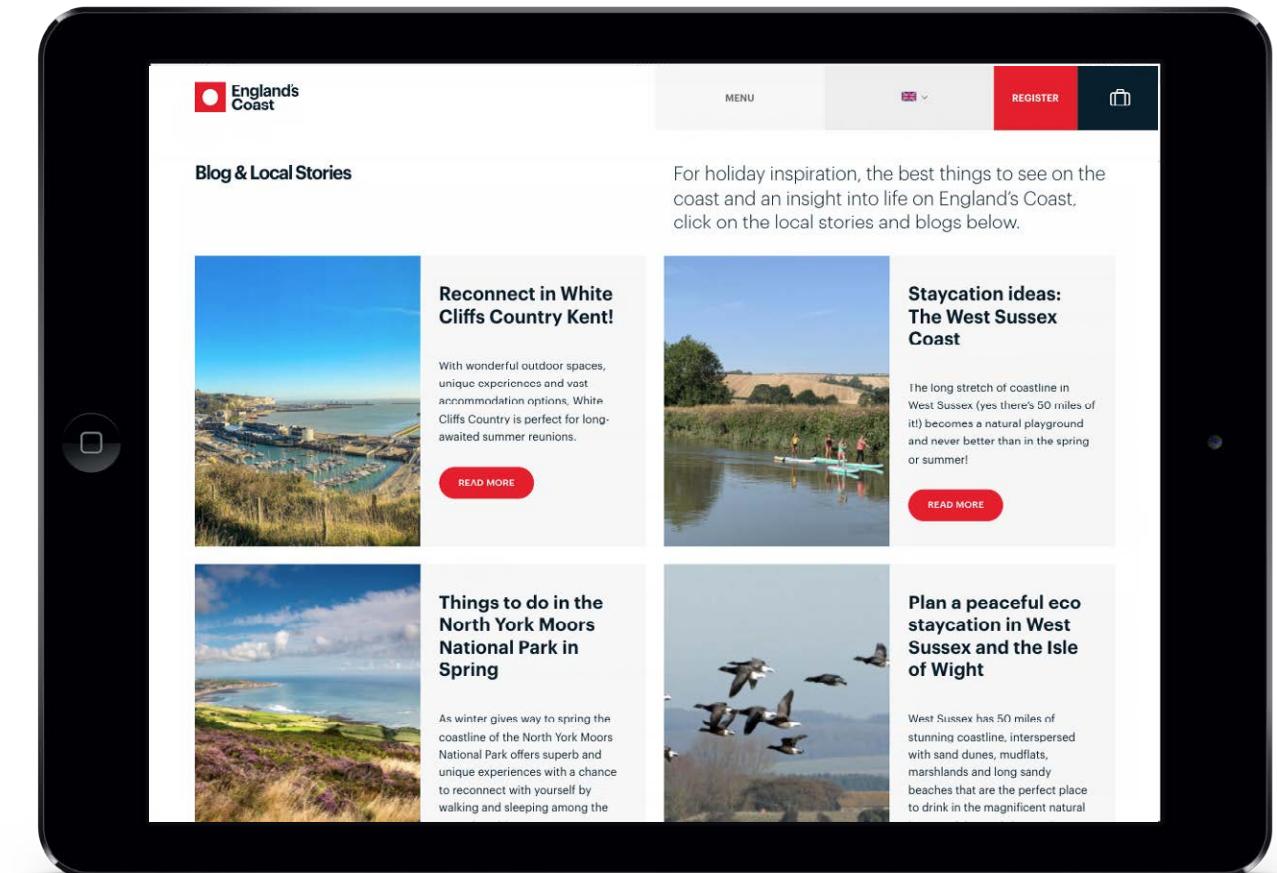
2022-23 Partnership Proposal

Destination Partner £2,500 + VAT

Activity includes:

- Regular social media across 6 languages ([EN](#), [IT](#), [ES](#), [DE](#), [NL](#), [FR](#) - audience 90k+)
- A destination feature in the consumer newsletter (monthly newsletter - **audience 5.7k+ open rate 38.5%**)
- 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. Explore GB, travel trade newsletters, tour operator liaison)
- Inclusion in Year of Coast national and international campaign 2023
- Inclusion in England's Coast Ambassador training course

For optional add-ons please see subsequent pages



ENGLAND'S COAST

Add-on activity, digital campaigns

Domestic digital campaign £2,500 + VAT

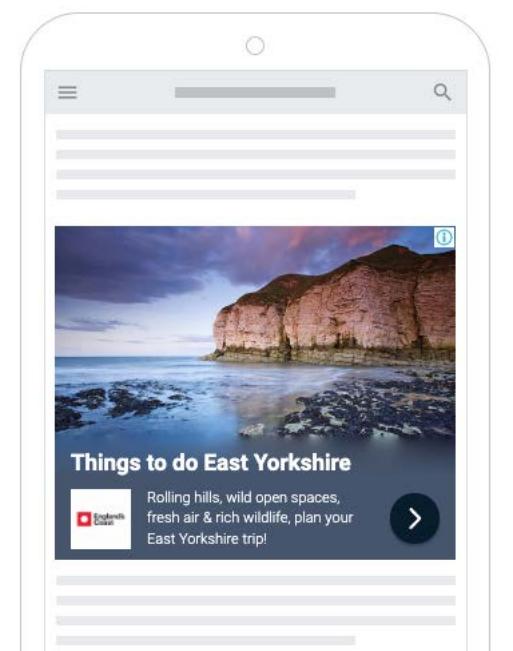
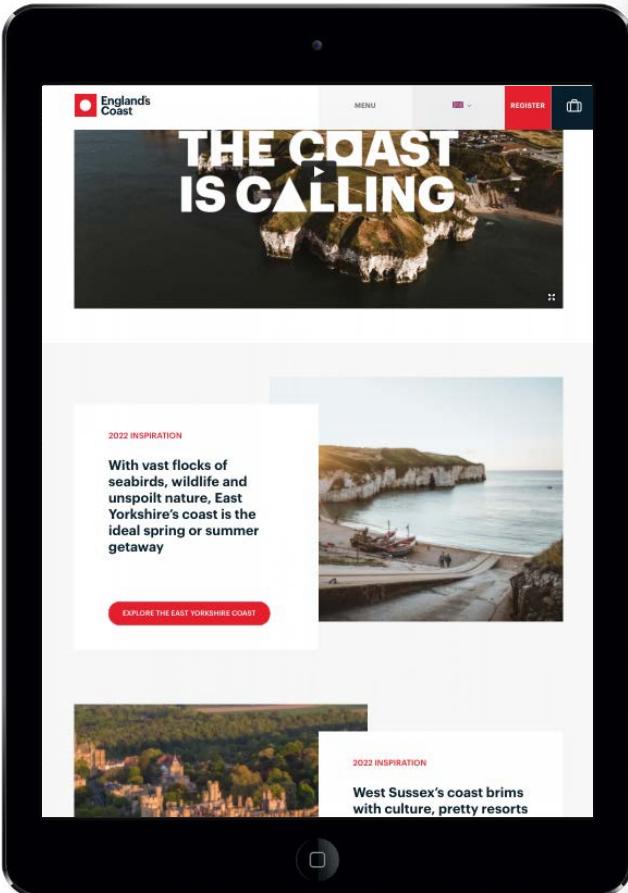
The choice of one 6 week campaign focussing on: Autumn (live Sept-Oct 22), Winter (live Oct-Nov 22), Spring (live Jan-Feb 23), or Summer (live Feb-Mar 23)

Activity includes:

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

European digital campaign from £3,000 + VAT

As above focussing on one European Country for 4 weeks – timing to match your needs



Previous campaign results – Autumn/Winter 2021 campaign



5,544,512

Total Impressions



34,048

Total campaign clicks

ENGLAND'S COAST

Add-on activity, media and PR

Domestic media visit £1,000+VAT

Two-night media visit by UK journalist aligned to your key themes and priorities
Includes cost of accommodation, at least 2 meals, liaison on itinerary, themes
Copy of coverage and AVE post-visit

European media visit £1,750+VAT

Three night media visit from Germany, Netherlands or France
by car/ferry aligned to your key themes and priorities
Includes ferry travel, cost of 3nts accommodation,
at least 3 meals, liaison on itinerary
Copy of coverage and AVE

Please contact us to discuss options including flights or other target countries

Domestic magazine / national paper competition £500+VAT

(optional data capture additional £500+VAT)

Online competition targeted at publications such as

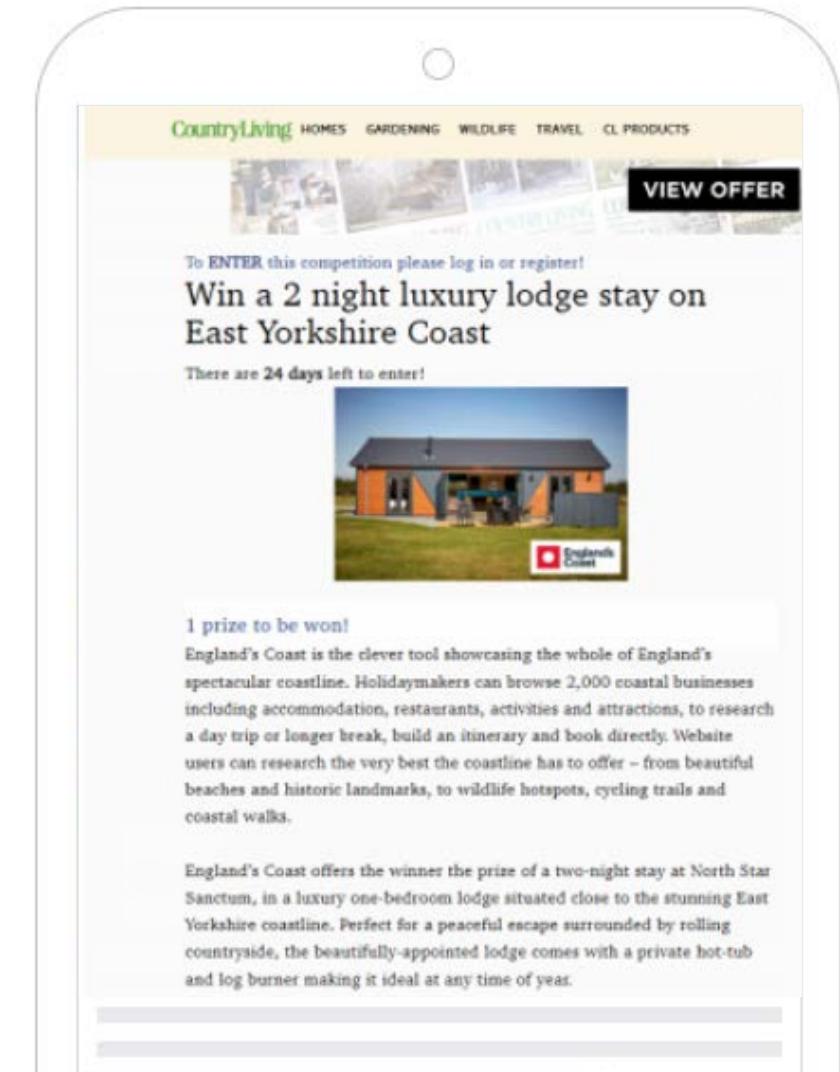
Prima, Sunday Times, Good Housekeeping

Cost includes prize to value of £250, liaison with publisher, evaluation report.

Competitions typically attract 10,000+ entrants,
data capture of c.1,000 email addresses

Inclusion in Press releases, media shorts, pitches

England's Coast's AVE (Advertising Value Equivalent) for contributing partners was more than £1 million for 2021



ENGLAND'S COAST

Add-on activity, other

Vakantiebeurs – January 2023 c. £2,750 + VAT

Minimum of 4 partners required – shared stand at Vakantiebeurs show including all graphics, set-up and hosting

Please indicate interest in this activity and detailed proposal will be sent late summer/early Autumn

ITB March Berlin 2023 – c. £1,250 + VAT (min. 3 partners)

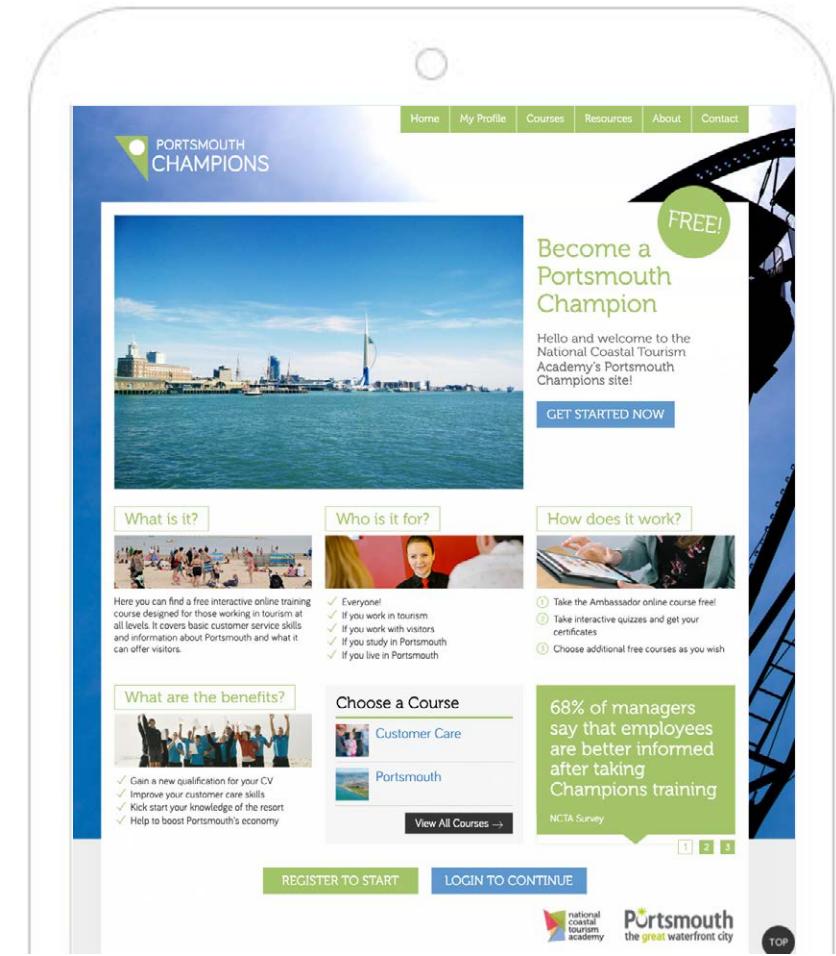
Minimum of 3 partners required – representation on a shared table of VisitBritain stand at ITB - appointments with German operators and contact report post event

Please indicate interest in this activity and detailed proposal will be sent late summer/early Autumn

Consumer perceptions research c. £4,500 + VAT

Online consumer survey covering perceptions of the destination, satisfaction, value for money, travel habits and future booking plans – questions can be tailored to meet your requirements. Price includes survey design, hosting and evaluation, 1,000 responses, plus link which can be distributed via your consumer newsletter, social media etc to boost sample.

For further details, cost of larger sample size or to discuss other bespoke research with residents, businesses or stakeholders please get in touch.



Bespoke online Ambassador course from £6,000 + VAT

See Portsmouth Champions as example – online product knowledge and customer service course targeted at visitor facing staff in businesses across your destination. Cost includes set-up, hosting, technical support. Destination copy and images to be provided by the destination (to agreed template).

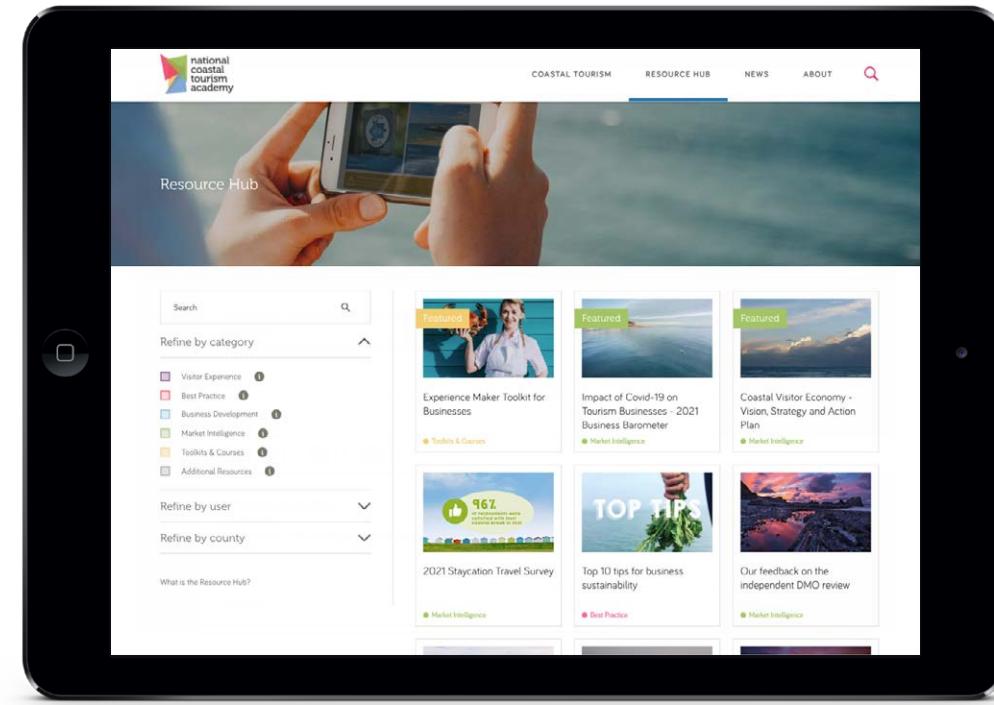
NATIONAL COASTAL TOURISM ACADEMY

Membership

Voluntary membership scheme to help contribute to and support the work of the NCTA. The NCTA is 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. It receives no grant-in-aid funding

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
- Quarterly business barometer research
- Annual domestic consumer survey
- [NCTA website](#) – to ensure all the research, toolkits and content remain free to SMEs and users
- [England's Coast Ambassador](#) – to keep online product knowledge training live, up to date and free for visitor-facing staff working across the coast
- Supporting coordination and set up for Year of Coast 2023
- *For DMOs – coordination of DMO meetings x 7 per year*



Annual contribution of £350 + VAT

Members will be recognised on the NCTA website under a new section on the [Our Partners page](#) and have use of an NCTA member logo. Businesses* would also receive an enhanced listing on www.englandscoast.com for one year

[Sign up to become a member](#)

* Business must be accommodation providers within 5 miles of the coast or attractions, places to eat, events within 15 miles of the coast

BEACH CHECK UK APP

Includes server hosting, new app enhancements, six-month promotional campaign and digital agency engagement. For new partners the cost to be uploaded to the app and create an embedded version for your website is also included.

During Covid-19 the app proved to be a pivotal element of local authority safety measures to manage over-crowding and encourage visitors to quieter beaches. In addition to showing how busy a beach is through its traffic light system, its maps can pinpoint public conveniences, BBQ areas, parking spaces, dog friendly stretches, first aid locations and safe spaces.

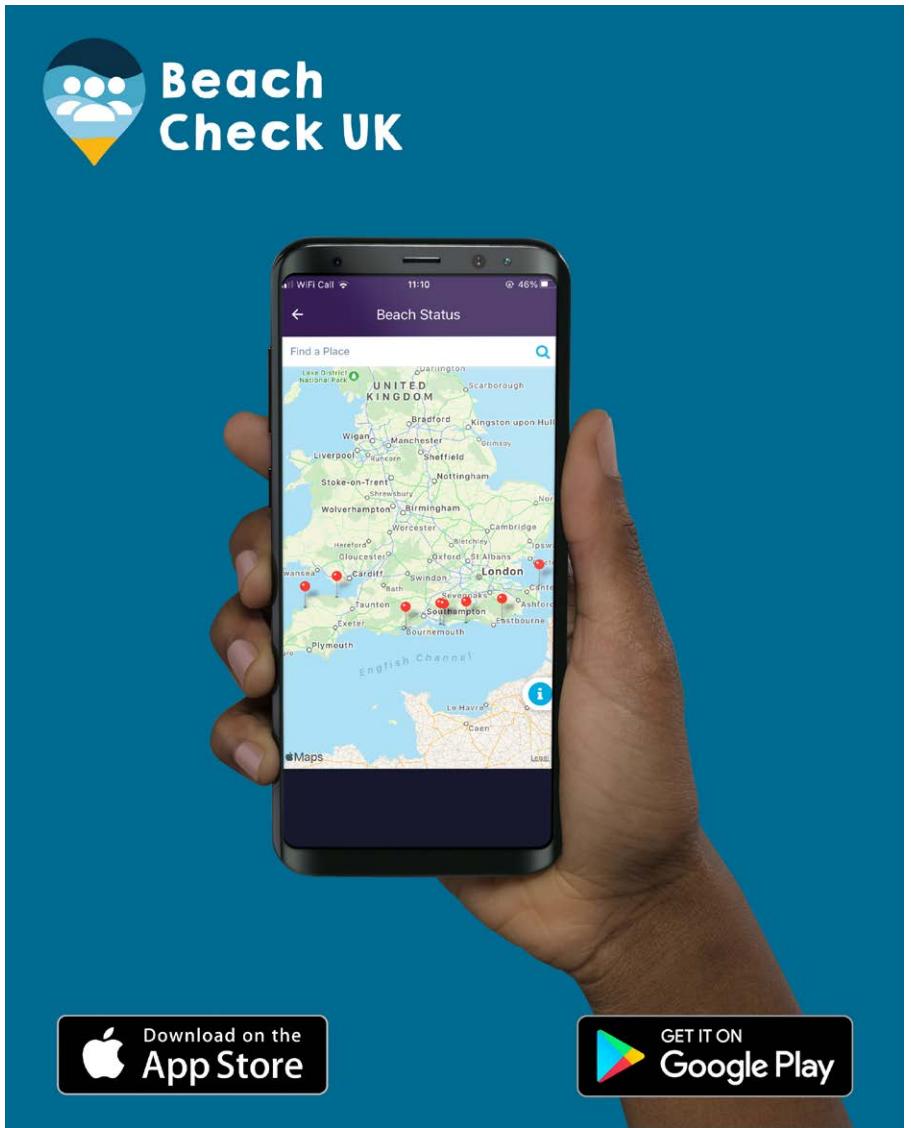
New for 2022! The app will also feature tide times and weather following user feedback.

To date the app has had **72,699 downloads** plus over **1 million impressions** and page views through embedded versions of the app and promotional activity.

The 2021 marketing campaign achieved £94,095 AVE (advertising value equivalent) and a total reach via print, online, radio and TV of **176,557,443** Google impressions of **981,480** and Facebook impressions of **195,673**

The app is available to all beach operators and local authorities in the UK and can be updated quickly and easily.

2022 - cost per partner £2,500+VAT





England's
Coast

Work with us in 2022-23.

Become an England's Coast partner, a Member of the NCTA and feature on the Beach Check UK app 2022.

For more information,
please contact:

Samantha Richardson MBE

[samantha.richardson@
coastaltourismacademy.co.uk](mailto:samantha.richardson@coastaltourismacademy.co.uk)

FOLLOW US ONLINE

Twitter: [@england_coast](#)

Instagram: [@englandscoast](#)

Website: englandscoast.com

[Facebook.com/englandscoast](https://www.facebook.com/englandscoast)

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



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

Contact us for more details