

Get Involved 'My coast has the most'

- VisitEngland Coastal Campaign 2026/27

From 29 June we'll be launching a national rallying cry - inviting industry to showcase why England's coast is great.

Championing England's Coast for Summer 2026 & Beyond

Project Overview:

England's coastline is one of its greatest assets, packed with experiences and places that make us all proud. This activation, using the tagline **'My coast has the most'** – is designed to harness the pride people feel in their local coastal areas and share these stories to inspire people to visit - creating a nationwide expression of local pride across a dedicated week from **29th June to 5th July**, creating a national drumbeat in the run-up to the summer school holidays.

Through engaging content, we want you to focus content on three central themes:

- **Places to be proud of** – hidden gems, standout experiences, accessible locations
- **Stories to be proud of** – heritage, culture, coastal narratives
- **People to be proud of** – local makers, communities, creators

This will put real people, real places and real stories at the centre - showing that England's coast is welcoming, distinctive and full of high-quality experiences to discover.

When?

We want to kick things off with a week of celebrations starting on the **29th June until 5th July**. We'll continue to push coastal content throughout the summer. This will be followed in the autumn with support for coastal towns and resorts in the less busy, shoulder season.

Here's what's in it for you:

- 🗨️ **Be part of a national conversation:** tap into a campaign designed to spark pride, participation and shareability across England
- 🔔 **Amplification through VisitEngland channels:** reach a highly engaged audience of UK travel intenders
- 🔥 **Tap into local pride:** join a campaign designed to encourage advocacy between destinations

How it works

Campaign Mechanic:

From the week of the 29th June, we're inviting you to showcase why England's coast is great through engaging, social-first video content that highlights what makes your stretch of coastline special, inspiring people to visit this summer. Think of this as a personal invitation to experience the coast as you know it. We encourage you to create and share short video content that brings your coastline to life, highlighting everything that makes you proud of your destination.

What we're asking you to do:

📹 Create a **45-60-sec video** filmed on location in portrait mode (9:16), featuring you talking to camera telling us and showing us what makes your coast special (e.g. attractions, food & drink, views, experiences, local quirks)

- Please start your clip introducing yourself and where you are from and use the wording **'My coast has the most...'**
- Finish the clip by saying **'Come and see what we're proud of, all on the X coast'** and use our **end frame template** with space for your logo (slide 7)

Post across your social channels between 29th June – 5th July – using **#AllOnTheCoast** and tagging:

- **If on LinkedIn** – please tag **@VisitEngland**
- **If on Instagram** – please tag **@visitengland** (consumer channel) AND **@VisitEnglandbiz** (corporate channel)
- **If on X** – please tag **@VisitEnglandbiz**

- 🍷 Join the conversation on social the week of the 29th June
 - Engage with other destinations
 - Amplify great content from your area
 - Encourage your local community and businesses to do the same

What VisitEngland will do:

- 📺 Amplify standout content across national social channels – we'll create and share compilation videos featuring the best clips
- Provide a toolkit with templates, copy and creative guidance

Messaging Approach

Creating Content:

To help us create a bold, consistent and engaging campaign, we ask you to follow these simple guidelines/script when creating video content. Our approach is designed to enable as many people as possible to share their stories of pride and invite the rest of the country to experience it for themselves e.g.:

"My coast has the most..."

Opening line

[Example(s)]

The examples should be something you're proud of i.e. most beautiful sunrises, the most delicious fish and chips, the most fascinating event etc

Content to be proud of

Come and see what we're proud of. All on the [destination] coast.

Finish your content by saying

Creative Guidelines

Creative Guidelines:

- Showcase real experiences - authentic, relatable and people-first. Think about asking local coastal characters- e.g. ice cream shop owner; lifeguard to create their own videos
- Think about the attractions, the icons and the hidden gems
- Focus on what makes your coast distinctive
- Prioritise short-form portrait video and dynamic visuals where possible, filming in location – around 45-60 seconds to keep audiences engaged, and try to use a mic if you have one
- Use our lock-up template at the end of the video (**slide 7**)
- Consider attaching your mic to something coastal related i.e. an ice cream
- Have fun with it! Be playful and creative, let your destination's personality shine through

Messaging & Hashtags

- Use campaign lines: "My coast has the most..."
- End your video by saying: "Come see what we're proud of, it's all on [X] coast"
- Tag @visitenglandbiz and @VisitEngland
- Use #AllOnTheCoast
- Encourage audiences to join in by sharing their own content

Responsible Tourism

- Help us showcase England's coast in a way that supports regenerative, year-round tourism
- Promote a **range of locations**, prioritising lesser-known spots and hidden gems
- Encourage **off-peak visits** and alternative experiences where possible
- Avoid encouraging behaviour that could negatively impact natural environments
- Avoid encouraging visits to areas that are already at capacity



Example Creative

Video:

Download our example from the VisitEngland's industry website

Script

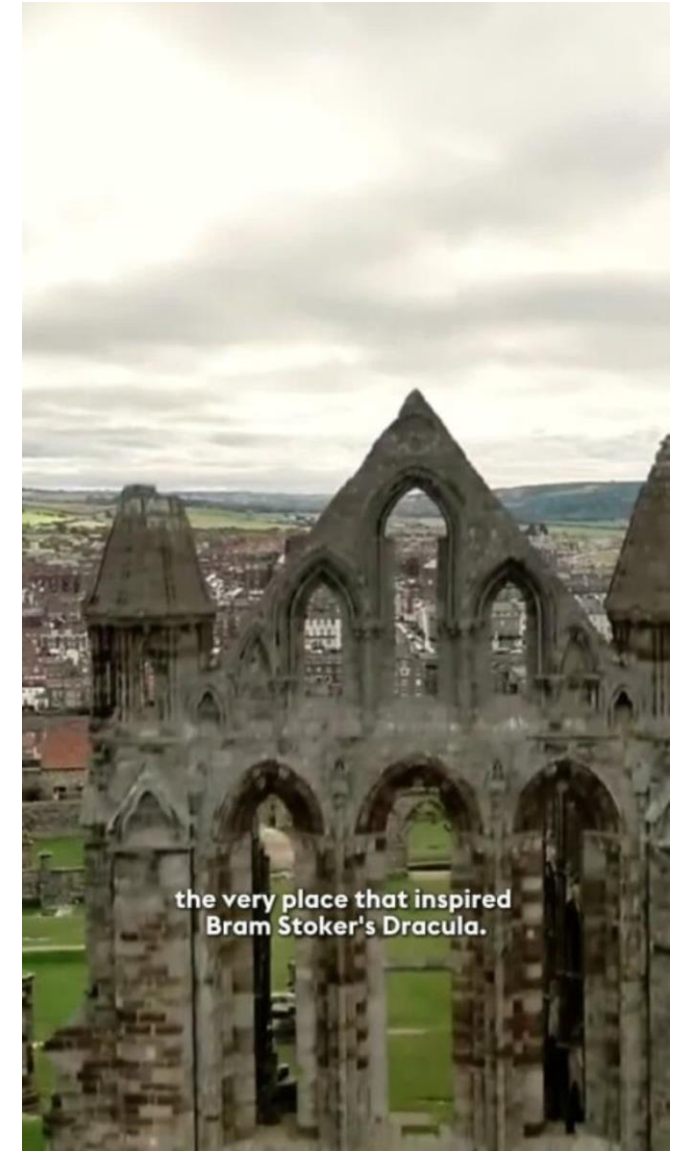
"Hello, my name is X from [LVEP, tourism body, business, MP, local character etc] in X and my coast has the most..."

Here you would talk about some of the things that you are most proud of from your coast. Think of more emotionally led things that would really make people want to visit your coast.

"Come see what we're proud of, it's all on [X] coast"

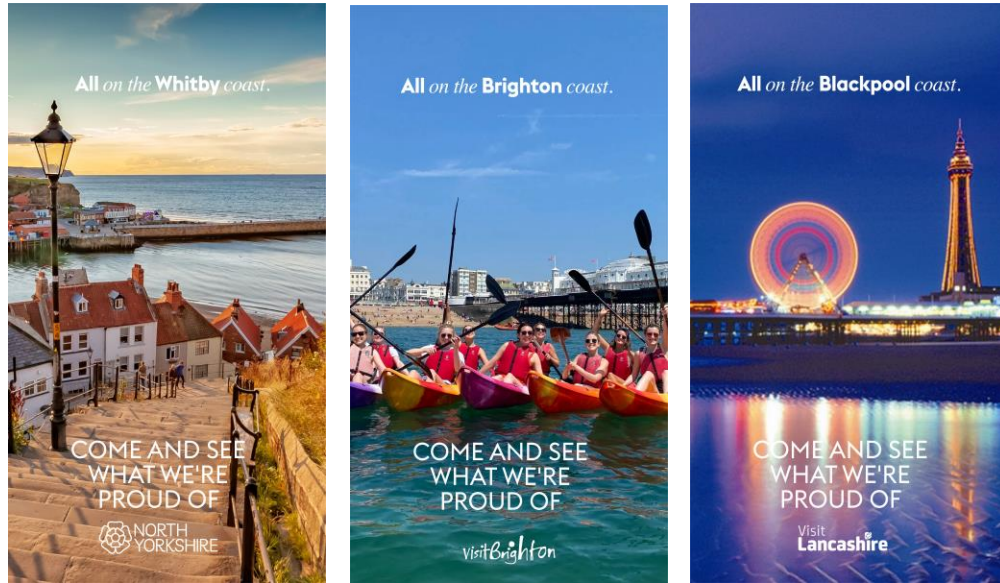
End frame guidance

We've provided end frame campaign reference guidance on the next slide plus links to download.

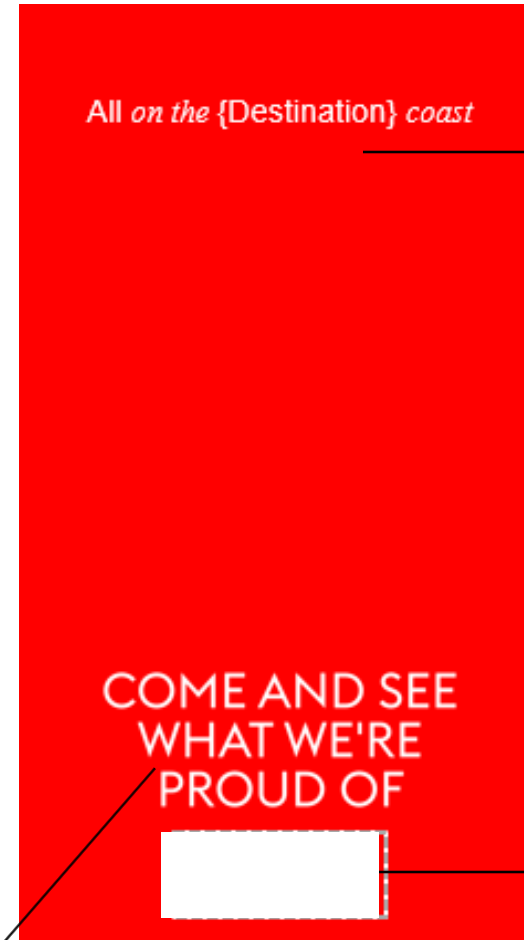


End Frame Templates

Use the frame template at the end of your video. The templates can be downloaded from VisitEngland's industry website



Examples of End Frames



Here's where you can add your text

For this template, we've used Arial for the main copy and Times New Roman Italic for the italic text. You can replace these with your own brand font. If your brand font doesn't include an italic version, please use Times New Roman Italic.

Add your logo here

Place your logo in this area. Make sure there is enough contrast between the logo and the video or image background. We recommend using your white reverse logo for the best visibility.

Add the lock-up here

The lock-up is supplied as a vector or transparent image file. Please place it in the position and size shown in the template.

Thanks