

'All on England's coast' Political Toolkit

VisitEngland Coastal Campaign 2026/27

Autumn 2026

Championing England's coast

Campaign overview:

- **All on England's Coast:** Inspiring domestic visitors to book short breaks across England's coastal destinations this autumn and spring.
- VisitEngland are launching a major paid campaign showcasing why England's coast is the place to be this autumn and beyond!
- Following the success of our 'All on the North West Coast' pilot campaign in February 2026, the activity is now being scaled nationally to inspire domestic visitors to explore England's coastline.
- Our new national, coastal marketing campaign drives domestic demand for England's coastal destinations. Domestic coastal breaks are down 18% year on year, with many people taking shorter trips, booking later and spending less.
- That's why this campaign is so important – every pound spent in coastal communities such as those in your constituency supports local businesses, jobs and communities.
- And if just 10% of what we spend on overseas travel was spent here at one, it could deliver an £8 billion boost to the economy.

When?

- We're kicking off the campaign with a soft launch to press, industry and political stakeholders on **23 September** followed by the hard launch across owned and paid channels from **28 September until 1 November**, creating a national drumbeat for the autumn shoulder season and building up to the spring shoulder season.



The Classic Coast: Seaside resorts and fairground thrills in North West England

There's something timeless about a day beside the English sea. Enjoy sandy beaches, traditional resorts, fish and chips, arcades and all the nostalgic pleasures of a classic seaside escape.



Shottsworth Blackpool

📍 Shottsworth, England
This new museum brings the seaside decade with an gallery packed with costume and memorabilia.



Silecock's Funland

📍 Silecock, England
Take a trip down memory lane at Silecock's Funland on Southport's promenade.



Southport Market

📍 Southport, England
Smash burgers, Russian food, Indian, Pakistani and more – it's all on the menu at Southport Market.



Books Alive!

📍 Southport, England | 2nd - 10th October 2024
This new family friendly festival brings Southport into a living storybook with the October half-term. Young bookworms can enjoy the readings from famous authors, sometimes and huge storytelling installations across the town centre.

The Nature Coast: Seaside escapes and wildlife encounters in the East of England

From wild shores to serene nature reserves, discover England's best coast for wildlife, where seals snooze on sandy shores and migrating birds gather in tranquil wetlands and estuaries.



Horseshoe seals

📍 Herring, England
The grey seals on Herring Beach are one of the top things to see in Norfolk. They're here year-round, and at all times of day, sometimes in Herring Beach.



Gibraltar Point National Nature Reserve

📍 Dungeness, England
Take in the views on a walk along the Gibraltar Point National Nature Reserve, along the coast from Dungeness.



Cycling and horse riding at Holkham

📍 Holkham, England
Two wheels or four hooves – how will you explore glorious Holkham?



North Norfolk Coast

📍 Norfolk, England
Roasting air Blue Flag beaches, the coast of north Norfolk calls surfers, fossil hunters, beach hoppers and food lovers alike.



Harwich Seal Watching Trips

📍 Harwich, England
Enjoy close encounters of the seal kind on a relaxing boat trip through the Harwich Water Nature Reserve.



Jimmy's Farm & Wildlife Park

📍 Ipswich, England
You'll find more than your typical farm animals here – we're talking pandas, crocodiles and giraffes.



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Five coasts, five distinctive stories

Five themed coastal clusters will highlight the diverse experiences on offer across England's coastline. These clusters aren't intended to define or limit what destinations have to offer – we know that once visitors arrive they'll naturally discover the wider mix of experiences, places and stories that make each destination unique.

South East

Sussex, Hampshire,
Isle of Wight, (Kent)

East

Essex, Suffolk, Norfolk,
(Lincolnshire)

South West

Devon, Dorset, Somerset,
North Somerset, (Cornwall)

North East & Yorkshire

Northumberland, County
Durham, Tees Valley, Yorkshire
coast, Hull, North Tyneside,
South Tyneside and Sunderland

North West

Lancashire, Southport, Wirral,
Cumbria coast



The Creative Coast

A South East coastal break where English wine, seafood, white cliffs, galleries, castles and sea-view wellbeing come together for a short break that feels like a treat.

Hero stories:

- Wine and seafood by the coast
- Creative towns and white-cliff wellbeing

The Nature Coast

A quieter coast full of wildlife, marshes, estuaries, piers, beach huts and characterful seaside towns, with plenty to discover beyond the obvious.

Hero stories:

- Wildlife, estuaries and waterways
- Seaside towns with character

The Outdoor Coast

A scenic coastal break built around dramatic coast paths, fossil beaches, hidden coves, outdoor living, wellness, gardens, cider, local specialities and culture.

Hero stories:

- Coastal icons and outdoor living
- Seasonal flavours, gardens and culture

The Historic Coast

A coast where history feels close and dramatic, from castles, abbeys and maritime cities to fishing heritage, big coastal walks and wild sea views.

Hero stories:

- Coastal history and maritime heritage
- Wild walks, fishing villages and local seafood

The Classic Coast

A familiar seaside coast with more reasons to stay over outside summer, from classic seaside fun and after-dark moments to food markets, kayaking, bay views and quieter shores & coastal routes.

Hero stories:

- Seaside after dark
- Classic seaside days out
- Quiet shores and coastal routes

How to get involved

Campaign approach

From Wednesday **23 September**, we invite you to take part in our press launch celebrating England's coast as a year-round destination. Share content that highlights what makes your local stretch of coastline distinctive and encourages people to visit this autumn. Consider this an invitation to present the coast from your perspective, using short image and video content to bring the area to life.

Join the campaign

- Film a short video for your social media channels showing great places to visit on your coastline. We have supplied static banners and video end frame templates to assist with this.
- Pop a picture of a local destination, business or attraction into the editable postcard in the political toolkit and post online to show your support for the campaign.
- Make sure you tag **VisitEngland @VisitEnglandBiz** on relevant channels and use the campaign hashtag **#AllontheCoast** so we can find and share your content.
- Contact your Local Visitor Economy Partnership if you would like to suggest a local business/attraction or destination in your constituency. VisitEngland can introduce you to your LVEP.
- Arrange a meeting with VisitEngland's Tourism Affairs Team to learn more about the campaign and our work to grow the visitor economy.
- Engage with VisitEngland's campaign content.
- Do your own local press using the VisitEngland MP/Mayor template press release.

Supporting campaign materials

Campaign templates

Templates for static banners and a video end frame can be downloaded from the slides that follow. Created to align with our paid campaign assets, they include key taglines, an editable call to action for your destination and space for your name or logo.

Asset library

Image and video footage to support your content production is available on our [VB/VE asset library](#). The registration is free. To find coastal material for your location, set the filter to "coast" to view relevant content when searching.

Content creation - Social carousels, static banners and video content

Production guidance:

- Feature genuine experiences that feel authentic, relatable and centred on people. Consider inviting local coastal personalities - such as an ice cream shop owner or lifeguard - to create their own videos.
- Highlight local attractions, recognised icons and lesser-known places.
- Emphasise the qualities that make your coast distinctive.
- Where possible, use short-form portrait video and dynamic visuals filmed on location. Aim for 45–60 seconds to maintain attention, and use a microphone when one is available.
- For a playful touch, consider attaching the microphone to a coastal-themed object, such as an ice cream.



Static banner templates

Use the banner templates for your website or social media posts.

The templates can be downloaded from VisitEngland's industry website [here](#).

The templates are available in a 4:5, 9:16 and 16:9 formats.



Fixed tagline

We have five different versions from which you can choose.

Find your
favourite spot.
We've got a few.

Add your destination

For this template, we've used Arial as font for the call-to-action copy. Insert your destination.

All on {insert destination} coast



VisitEngland

Insert your logo

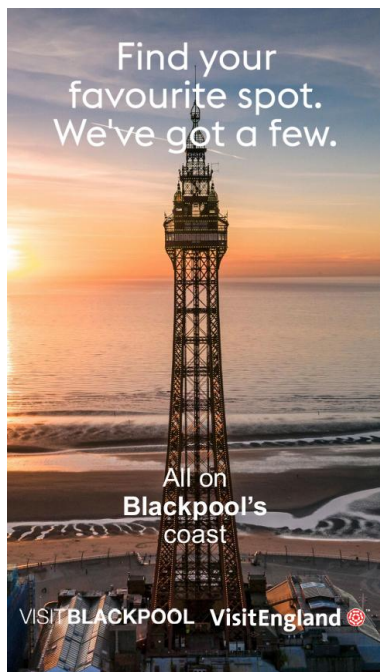
Place your logo in this area. Make sure there is enough contrast between the logo and video or image background. We recommend using your white reverse logo for the best visibility.

Video end frame template

Use the end frame template at the end of your video content.

The templates can be downloaded from VisitEngland's industry website [here](#).

The template is available in a 9:16 format.



Insert your logo

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

Find your
favourite spot.
We've got a few.

Fixed tagline

We have five different versions from which you can choose.

All on
{insert destination}
coast

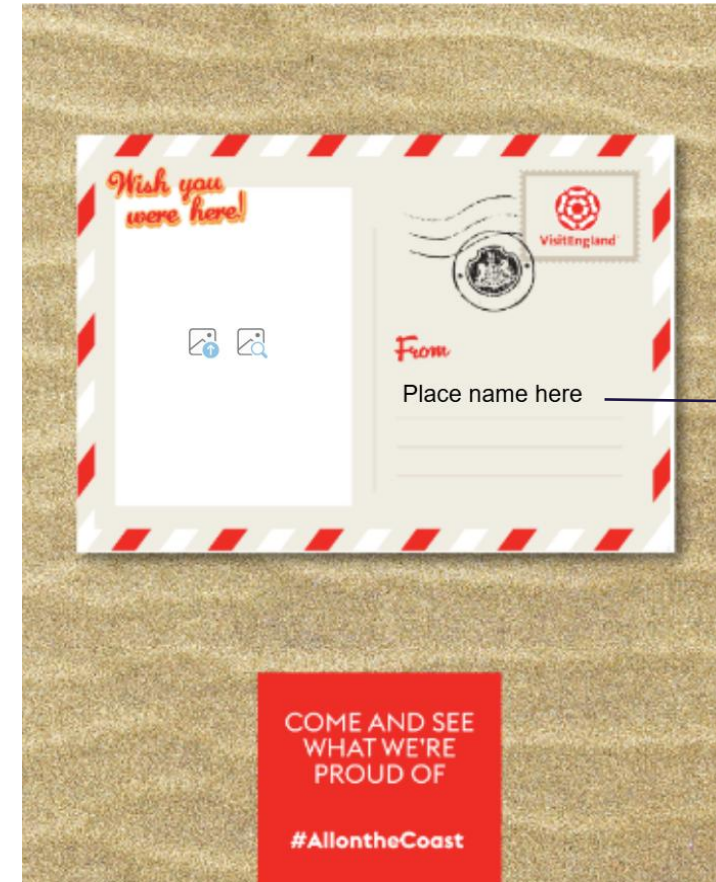
Add your destination

For this template, we've used Arial as font for the call-to-action copy. Insert your destination.

VisitEngland

Editable 'All on the Coast' postcard

Use the editable VisitEngland postcard for your website or social media posts. The template can be found in the political toolkit on VisitBritain's 'All on the Coast' webpage [HERE](#).



Add your destination

For this template, we've used Arial as font for the call-to-action copy. Insert your destination.

Please contact helen.hill@visitbritain.org if you require further information.