

Regional/ Nation	Project reference	Working title	Lead applicant	Initial project description from applicant	£ Awarded in 2015/16	Markets	Bid focus- Bold is lead
London	5	Southend on Sea / Netherlands	Southend on Sea Borough Council	Utilising the education provision, enterprise growth, trade facilitation and 6 million annual visitors of Southend, the project will maximise the benefits of direct travel links, shared sector emphases.	£50,000	Netherlands, Groningen	Tourism/ Business
East Anglia	6	Anglia is GREAT for Exploring	Visite East Anglia	Visitor promotion campaign in Holland encouraging people to tour and explore Suffolk and Norfolk, arriving via Stena Line Harwich, enjoying the two counties' culture and arts, history and heritage, wonderfully varied landscapes, attractions and experiences, shared historical links, plus a superb range of accommodation and food and drink.	£75,000	Netherlands	Tourism
East Midlands	8	Castles and Kings of Middle England	Lincolnshire Chamber of Commerce t/a Visit Lincoln	The project will promote and position Lincolnshire and Nottinghamshire as an attractive visitor destination to the US market (East Coast). It will be a catalyst for the tourism sector to work together through a cross-country partnership, to increase international leisure and business visitors and deliver economic benefits for the sub-region.	£50,000	US, East Coast	Tourism
London	11	Education is GREAT: Smart Cities Showcase	London Universities International Partnership	Seeking to integrate the GREAT brand into a campaign to target two cities within the Middle East. The objective is to promote London as a leading educational, business, cultural, and visitor destination. The campaign will include two high profile in-country events under the theme 'Building the Smart City'.	£63,000	Middle East, UAE (Abu Dhabi) and Qatar (Doha)	Education
South East & London	12	GREAT Holidays in London and South East England	London and Partners with Tourism South East	London & Partners and Tourism South East will run a consumer campaign in Sweden and Norway to inspire visits to both destinations in spring and summer 2016. The initiative will be extended to include a travel trade engagement programme, encouraging the trade to add new London and South Eastern itineraries to their brochures.	£135,000	Sweden, Norway	Tourism
London	16	Connected UK	London and Partners	L&P UKTI and Tech City will collaborate to create a campaign that promotes London and the UK's regional tech clusters as a single proposition, showcasing the UK's value, world-class talent and access to markets. The campaign will target the US, encouraging US companies and tech events to come to the UK and supporting UK companies' growth.	£75,000	US	Business
South East	29	GREAT Food from Kent	Kent County Council	Promote Kent's world-class food and drink offer to key markets in Western Europe. It will build on the strong 'Produced in Kent' brand and enable local food & drink companies to access business opportunities.	£95,000	Belgium, Germany, France	Business
South West	36	South Coast Marine	Portsmouth City Council & Plymouth City Council	A multi-partnership project to capitalise on the South Coast's world class marine leisure and technology assets to increase trade, investment and visitor numbers to the UK. Funding will support a series of trade missions and secure attendance at prestigious international events, using the GREAT brand to drive growth and investment.	£100,000	Europe, China, USA-East & West Coast	Business
South West	37	Video Visor	Bournemouth Borough Council	The purpose of the project is to increase inbound tourism to the South of Britain via a ground breaking 'Video Visor' video campaign, targeted at international students in Latin America	£60,000	Latin America (Brazil, Chile, Columbia, Mexico, Peru)	Education/ Tourism
Yorkshire	43	Leeds City Region International Programme	Leeds City Region Enterprise Partnership	This project incorporates two distinct programmes that will deliver game changing activity and outcomes for Leeds City Region. 1) A coordinated programme and platform to engaging Chinese alumni for the benefit of entire region; driving investment, trade, tourism and educational links. 2) The establishment of a market entry platform in India; identified as having significant opportunity for Leeds City Region	£100,000	China (Hangzhou, Zhejiang Province, Shanghai) India (Bangalore)	Education/ Business/ Tourism
Yorkshire	46	Sheffield in China	Sheffield City Council	This project is a pioneering initiative to utilise the GREAT brand to profile Sheffield in China as the host city of the World Snooker Championships in order to generate greater economic returns for the Sheffield City Region as part of the Northern Powerhouse.	£97,000	China	Business/ Education
Wales	52	Wales - Land of Adventure	Visit Wales	An adventure roadshow showcasing Wales in near European cities. Activity will consist of a consumer facing 'adventure pod' that will raise the profile of Wales as a must visit adventure destination, supported by a strong communications strategy and business and education focused events.	£100,000	Europe	Tourism/ Education
England	58	The English Network: Indonesia	The English Network	The project will investigate the Indonesian market for English language courses taken overseas. It will examine channels of communication and identify potential key players in the market, with the aim of setting up relationships to increase the volume of business for The English Network schools in the UK. The final stage will involve direct B2C marketing through a British Council Exhibition.	£30,000	Indonesia	Education
North West	69	Cheshire Agri	Marketing Cheshire	Working with world class geneticists, zoologists and veterinarians, we will create a multichannel campaign to position Cheshire & Warrington as a global centre of excellence for animal science and breeding programmes and support our cluster of outstanding companies in their quest for international recognition and trade.	£85,000	Canada, Middle East, The Americas	Business
Northern Ireland	73	Game of Thrones Collaborative Marketing Campaign	Newry, Mourne and Down District Council	The Game of Thrones Experience – Collaborative Marketing campaign is a creative, exciting and innovative on-line and social media marketing programme promoting the Northern Ireland film locations and experiences associated with the hit TV series Games of Thrones, targeted at a global fan base of 100m+ people.	£100,000	France, Germany, North America and Australia	Tourism
Scotland	75	South Asia Recruitment Group (SARG)	The University of Edinburgh	We will host a series of events in South Asia that will raise the profile of Scotland's universities to further our recruitment and development agenda. The 'GREAT Scotland Day' will be hosted in four cities in India and Pakistan and will target a wide audience of prospective students and influencers.	£60,000	India (New Delhi, Mumbai, Bangalore) Pakistan (Islamabad)	Education
England	79	Year of the GREAT English Garden 2016	VisitEngland	An international marketing campaign celebrating 2016 as the 'Year of the GREAT English Garden' to drive tourist visits and spend throughout England. Showcasing England's fabulous gardens and events, using a high-impact campaign of digital, press, PR and media events in Germany, France and the Netherlands, providing a legacy to remember.	£90,000	Germany, France, Netherlands	Tourism
England	86	English is GREAT	English UK	English UK will launch a multi-channel campaign in Brazil to promote the UK as the world's premier ELT destination. It will provide a platform to connect the inspirational voices of current and former ELT students in the UK with prospective students in Brazil through 'travelling classrooms' and a video competition.	£95,000	Brazil-Curitiba, Belo Horizonte, Recife, Salvador, Rio de Janeiro, Brasilia, San Paulo	Education

Midlands	87	Shakespeare 2016- celebrating Shakespeare and Richard III in the Midlands	Marketing Birmingham	The Shakespeare 2016 project will use the global Shakespeare anniversary to highlight the regional offer of the Midlands to encourage North Americans to study and visit the area. The project will also create exceptional content to support VisitBritain's activities in their 7 key GREAT markets.	£174,000	North America, China, India, France, Germany, Brazil and the Gulf	Education/ Tourism
Northern Ireland	89	Belfast India Challenge	Belfast City Council	The project is a Belfast City led initiative aligned to a coherent city brand focussed on market opportunities in India. Delivered through a truly public/ private partnership model operating across the sectors of investment, tourism and attracting International students.	£50,000	India	Business/ Tourism/ Education
UK	90	GREAT Study and Create	Study UK	Complementary education providers from the UK's internationally renowned creative industries will collaborate to stage international market roadshows (comprising interactive student workshops, agent briefings and networking events) that showcase their provision, create a strong buy-in to drive international student recruitment and cement the UK as the number one choice for study in the creative industries.	£25,000	Indonesia	Education
UK	92	Toronto International Film Festival	British Film Commission and Film London Ltd	GREAT, with the British Film Commission, Film London, and the UK Screen agencies, will present London House at this year's Toronto International Film Festival, as part of the Festival's City to City Focus on London. Shining a spotlight on the UK's wealth of talent, innovation and skill at one of the world's most important film markets, the partnership is also investing in the Festival's special London industry programme and ensuring it exploits all the fantastic UK talent and films selected for this year's Festival.	£25,000	Toronto	Business/ tourism
Glasgow	94	People make Glasgow (USA Campaign)	Glasgow City Marketing Bureau	Glasgow City Marketing Bureau will co-ordinate a 6-month innivative multi-stage tactical marketing campaign to drive awareness of Glasgow as a must-visit destination for US visitors with a particular focus on cultural city breaks, trade and investment, education and the American student market.	£50,000	USA	Tourism/ Education/ Business
Northern Ireland	98	Belfast - Brand New Day	Visit Belfast	Our project aims to engage, inspire and as a result change lingering fears and perceptions about Belfast internationally and re-position the city as a culturally diverse new and interesting visit and study destination, through 'credible' real-time youth endorsement. The campaign will utilise a range of innovative and integrated new media and communication platforms to engage and activate target selected peer groups.	£100,000	Paris, Amsterdam, Rome, Barcelona, Berlin	Education/ Tourism
Wales	134	Unlocking the US international student market for Welsh Universities and the broader Welsh economy	Global Wales (lead applicant: Universities Wales)	Presence for first time at NASAC conference. Followed up with four key fairs and conferences in the US.	£50,000	USA	Education/ Tourism/ Business