Delivering World Class Product: The Discover England Fund

Sally Balcombe
CEO
Our focus

✓ Maintain distinct activities to develop and market English tourism

✓ Continue to market Britain overseas to drive growth in international leisure and business tourism
Organisational priorities

VisitEngland

- Transition in focus to supporting the Discover England Fund, with product development a major strand
- Ongoing focus on Business Visits & Events promotion for England
- Focus on digital to deliver content for England
- Proactive engagement with England partners

VisitBritain

- Investing more in overseas network closer to the customer where VB adds value
- Focus on digital with content curation & distribution at the heart of marketing
- Commercial focus to drive growth in retail, build more commercial partnerships and leverage the supply side
- New focus on Business Visits & Events at Britain level to add value to existing work
- More proactive engagement with HMG partners, both in London and overseas
Core capabilities / activities

VisitEngland
- England research
- Focus on digital to deliver content for England
- VisitEngland brand guardianship
- Holidays at Home are GREAT
- Industry support:
  - Quality / SME engagement

VisitBritain
- Britain research
- Focus on digital with content curation & distribution at the heart of marketing
- VisitBritain brand guardianship
- International marketing – GREAT
- Industry support
  - Missions / B2B / ExploreGB
The Discover England Fund

Objectives

• To grow tourism in the regions of England
• To increase the competitiveness of England’s tourism offer, domestically and internationally
• To develop bookable tourism products in line with market trends and in response to consumer demands
The Discover England Fund

• The Purpose is to create 3-4 world class itineraries / groupings of product

Description
• Made up of a number of bookable / consumable products
• Span regions / geographical areas
• Possibly thematic / BVE / pricing
• It will work for international consumers and domestic consumers will benefit

Deliverable
• Solutions for tourists that meet demand and drive more volume
• Joined up approach that allows an end to end customer experience
• Tailored approach to target consumer needs
• Win:win
High-level criteria

- Collaborative – demonstrate that each bid has the support of a group of public/private partners, DMOs and LEPs

- Integrated transport solutions are key
  - pricing / passes
  - local solutions e.g. linking attractions
  - technology

- Match-funded

- Demonstrate how products meet customer needs
  - bookable
  - tangible

- Demonstrate international and domestic tourism benefits
Funding profile

Year 1: £6m
Year 2: £12m
Year 3: £22m
Total: £40m
Staged approach

Year 1
- Bids developed & supported / Research
- Quick wins
- Pilots / testing

Year 2
- Core delivery
- Quick wins evaluated

Year 3
- Core delivery
- Impact evaluated
<table>
<thead>
<tr>
<th>Year 1</th>
<th>Research &amp; analysis to inform criteria (Apr-May)</th>
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<tbody>
<tr>
<td></td>
<td>Launch bidding (bidders supported by VE) (Aug)</td>
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<tr>
<td></td>
<td>Expressions of interest (Dec)</td>
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<tr>
<td></td>
<td>Shortlist announced, further research &amp; market testing (Jan 17)</td>
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<tr>
<td></td>
<td>Full bids submitted &amp; assessed (Mar 17)</td>
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<tr>
<td>Year 2</td>
<td>‘Winners’ announced (Apr 17)</td>
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<td></td>
<td>Delivery begins, quick wins evaluated</td>
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<tr>
<td>Year 3</td>
<td>Delivery continues, evaluation underway (2018-19)</td>
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<tr>
<td>Year 4</td>
<td>Evaluation completed (2019-20)</td>
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Discover England Fund

Commercial team

VE Advisory Board

Strategy: England Action Plan

B2B: Suppliers Buyers

Discover England Fund

Programme Board

PMO

ERG Approval Process

Cross-ministerial group Influencing/Reporting wider issues

• Strategy
• Criteria
• Oversight
• Competitive Bidding Process
• Agree Bids
• Monitoring

Industry Engagement

• Independent Experts – Customer focus
• DCMS rep
• Online /Digital Rep (e.g. OTA – UK/US/Europe)
• National agencies
• VE/VB reps
Immediate next steps

For us

- Regional engagement sessions (Feb/Mar)
- Publish template & presentation to capture further feedback (Feb)
- Publish feedback report, informs fund development (Mar)
- Research/analysis to inform fund criteria (spring)
- Programme criteria developed (spring)
- Launch bidding (summer)
- Commence work with bidders

For you

- Provide feedback
- Form partnerships
- Identify quick wins and longer term product development opportunities
- Identify customer focused research required to support bids
Examples of collaboration
Northern & South West Tourism Growth Funds
NORTHERN ENGLAND IS GREAT
BRITAIN

Go to Northern England—where a warm welcome awaits. Visit Hadrian’s Wall, the fells of Northumberland, or walk ancient paths and ancient sites.

Go easily, flying direct from key cities around the UK, or from London.

Go and discover more at northengland.com

NORTHERN ENGLAND IS GREAT
BRITAIN

Go to Northern England, you’ll be moved by the dramatic landscapes that have fueled many a writer’s imagination, and by the tales of war and inspired artists for centuries.

Go easily, flying direct to one of five vibrant cities or travel in just a couple of hours from London.

Go and discover more at englandnorth.com

Bamburgh Castle, Northumberland

Hadrian’s Wall, Cumbria, England.
Supplement that VB produced with Volkskrant and was distributed with the paper on Saturday 30 January
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Find your own RHYTHM

Catch a 20 MILE WAVE

Zip through ANCIENT FORESTS

Ramble around CAPTIVATING VILLAGES

Soak up HISTORY

Dance through the GARDEN OF EDEN
Secrets of the English south

You could spend weeks exploring this holiday paradise or you could let Claire Sutherland show you the not-to-be-missed highlights.
**THE FUN LITERARY**

**GREENWAY, GALMPTON, DEVON**

The holiday house of crime matron Agatha Christie, Greenway lives up to her description of it as “the loveliest place in the world.” The house is grand and imposing from the outside but inside it’s well-worn and comfortable, with pleasingly mismatched furniture and various collections spilling out of every cabinet and shelf.

Winding paths lead through dense vegetation to walled gardens and a boat house and bathing shed. It’s possible to drive to Greenway but a more pleasant option is to take a 15-minute ferry ride from Dartmouth.

**INSIDER TIP:** Even more pleasant again is the steam train trip from Totnes to Dartmouth. The half-hour train ride winds its way along the River Dart where a connecting ferry can take you to Greenway. Dartmouth itself is worth a stop with its narrow lanes and riverfront location.

[www.nationaltrust.org.uk/greenway](http://www.nationaltrust.org.uk/greenway)

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**ATHLETIC**

**KORU KAYAKING, ST AGNES AND FRENCHMAN’S CREEK, CORNWALL**

Inspired by a kayaking tour of New Zealand’s Abel Tasman National Park, Tom and Hetti Wildblood set up their own company showing off Cornwall from the water.

When conditions are right they take visitors on a two-hour north-coast sea kayaking tour of the coastline depicted in the hit series Poldark. When the sea is too rough, they move operations to Frenchman’s Creek, the estuary depicted in Daphne du Maurier’s novel of the same name where you’ll glide past oyster cages and visit a tiny hidden chapel. The ultra-stable two-person kayak is suitable for most people and includes lifejackets, wetsuit hire and a safety briefing. Tours are £35, plus £7 for wetsuit hire.

**INSIDER TIP:** On the Frenchman’s Creek trip, keep an eye out for a flag at the riverside mansion as you leave the bay. That means Queen drummer Roger Taylor is home.

[korukayaking.co.uk](http://korukayaking.co.uk)

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**ARTISTIC**

**TATE MODERN AND BARBARA HEWORTH MUSEUM, ST IVES, CORNWALL**

Just as London’s magnificent Tate Modern is housed in an old power station, its offshoot, at Cornwall’s St Ives, is on the site of an old gasworks. It’s a small museum with a stunning view of Porthmeor Beach.

A 10-minute walk through the charming cobbled streets of St Ives brings you to the Barbara Hepworth Museum and Sculpture Garden, managed by the Tate. Here the celebrated sculptor lived and died (after falling asleep with a lit cigarette).

**INSIDER TIP:** Buy some fudge at one of several specialty fudge shops on your walk between museums.

[tate.org.uk/visit/tate-stives](http://tate.org.uk/visit/tate-stives)

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**DRAMATIC**

**POLDARK COUNTRY, CORNWALL**

Starring the frequently shirtless Aidan Turner, the historical drama Poldark is set against the backdrop of Cornish tin mining. The program (shown here on ABC) has been a tourist boon for Cornwall. One of the best spots to visit is the St Just mining district, between Botallack and Levant.

**INSIDER TIP:** There’s an easy 4.8km circuit walk around this area.

[www.westcoastpath.com/walksdb/707](http://www.westcoastpath.com/walksdb/707)

The writer was a guest of VisitBritain.
Unterwegs in Cornwall
Filmreife Kulisse

Eine Wanderung auf dem South West Coast Path in Cornwall im Süden Englands führt mitten hinein in ein malerisches Filmsujet. Oder ist doch alles echt? 

Cornwall: Kurz und Knapp

An article on walking in the SW of England in Blick (Swiss German-language daily newspaper)
SPANNENDE ZEITREISE

Von Nord nach Süd, von Ost nach West – Nordengland macht Geschichte auf schönste und unvergleichliche Weise erlebbar

THE ALBERT DOCK

HIER IST IMMER WAS LOS!

Die Städte im Norden haben nicht nur ein historisches Erbe, sondern auch das großartige Talent, sich ständig neu zu erfinden.


In Nordengland kann man sehr gute Einkaufsmöglichkeiten und Restaurants, Trends und Kultur genießen.

DIE BESTE LIVE-MUSIK IN LIVERPOOL

TOP-TIPPS

...UUUND ACTION!
Ein wahres Feuerwerk der Lebensfreude – das drückt sich durch zahlreiche Veranstaltungen und Festivals aus. Viel Spaß!


SPEKTAKULÄRE KULTUREIGNISSE
In Nordengland warten ganz neue Erlebnisse auf dich

www.nordengland.de
Hamburg NTGF Media Breakfast 24 November
Munich NTGF Press Event 21 January
Northern England is GREAT stand at Vakantiebeurs 13-17 January

Peter Dodd presents at VB Amsterdam’s Trade & Media event on 11th November

Article in Kölner Express, 6 November 2015 on Premier League football in the North
Welcome to the North

NORTHERN ENGLAND is home to some of our greatest cities, historic castles and incredible countryside that has inspired writers and artists for centuries.

It’s a big year for commemorations and this guide showcases the fantastic events, heritage sites and venues that this thriving area has to offer to visitors in 2016.

We are celebrating the 150th anniversary of Beatrix Potter – the renowned children’s writer who lived and worked in the Lake District all her life. It is also VisitEngland’s year of the English Garden, which will pay homage to the work of Capability Brown, the pioneering landscape gardener who was born in Northumberland and whose influence can be seen across the country.

The vibrant northern cities of Newcastle, Manchester, Sheffield, Leeds and Liverpool are must-visit destinations, with world leading music venues, sporting events, exhibitions and festivals, as well as five world heritage sites to choose from. In 2017 Hull will become the UK’s City of Culture and stage a year-long programme of eye-catching and innovative events.

For travellers who want a bit more of an active holiday, we have seven stunning national parks and seven areas of outstanding natural beauty in which to walk, cycle and explore.

I hope this guide will inspire you to find exciting ideas for short trips, week-long tours and extended stays that will help you uncover some of our country’s wonderful hidden gems.

Tracey Crouch MP
Parliamentary Under Secretary of State for Sport, Tourism and Heritage
Eat where it’s made

TUCK INTO the North of England’s finest foods prepared by the cleverest chefs at the best restaurants. From medieval to modern, the UK’s culinary scene is a rich tapestry of local flavors, from hearty pub grub to fine dining. This month, we take a culinary journey through the North, exploring some of the region’s most delicious destinations.

 gate to Gate

A major new restaurant project is taking shape at the historic estate of Inveresk Abbey, near Edinburgh. The former home of the Earls of Rosse, the Abbey is now being transformed into a luxury hotel and spa, with a focus on sustainable food and drink. The restaurant, set to open in early 2023, will feature a menu of seasonal, locally sourced ingredients, highlighting the best of Scotland’s cuisine.

WHAT’S ON IN 2016?

Browsholme Abbey, North York Moors National Park
A major restoration project is being carried out at the historic Browsholme Abbey, located in the picturesque North York Moors National Park. The abbey, which was founded in the 11th century, is now being restored to its former glory, with work set to be completed by early 2016. The abbey’s gardens and grounds are also being restored, with a new walkway and seating area being created for visitors to enjoy.

Sunbridge Wells, Bradford
The town of Sunbridge, located in the heart of West Yorkshire, is home to the Sunbridge Wells, a unique geothermal area that is a must-see for visitors. The area features a network of underground waterways, which are said to contain healing properties. Visitors can take a guided tour of the area, exploring the caves and waterways and learning about the history of the area.

Kirkgate Market, Leeds
Undergoing a full refurbishment in 2016, Kirkgate Market in Leeds is set to become a new focal point for the city. The market, which dates back to the 13th century, is being transformed into a modern market, with new stalls, seating areas, and a focus on local produce. The market will also feature a range of food stalls, cafes, and bars, making it a destination for both locals and tourists.

Page from VB Australia NTGF Travel Trade guide which be circulated nationally from 1 Feb
NORTHERN ENGLAND invites you to experience an area of Britain like no others whose modern cities and ancient towns, beautiful countryside and soaring castles combine to produce experiences that will stay long in the memory and encourage you to visit time and again.

Legacies of castles and ancient fortifications, lively cities and World Heritage Sites evoke the history of the North as a place of power, pilgrimage and conflict and offer an experience of what it was like to live in the North a century or millennia ago. Spectacular stately homes and gardens tell the stories of England’s nobility and industrial magnates who shaped the landscapes and lives of local people through their patronage and their wealth.

Follow in the footsteps of the Romans at Hadrian’s Wall from Carlisle in the North West to Newcastle in the North East, on foot, by bike or on a tour and wander the fortified homes of the building ‘Nearer’ families and medieval sites associated with the last days of Edward I. Visit the Roman city of Chester and the Roman Walls of York, walking up over 2000 years of history and explore the picturesque Roman Spa towns of Harrogate and Buxton.

Immerse yourself in the castles of royalty and nobility whose stately houses have been in the family for centuries. Visit Lancaster Castle, Her Majesty The Queen’s only castle in the North of England, its courtyard has witnessed the birth of innumerable rulers since the centuries, including those of the Nine Worthies of Lancaster, convicted and sentenced to death in 1612. Explore the castles of Bamburgh and Alnwick, set in the wild and rugged landscapes of the North East, and examine the world-renowned collections of Castle Howard and learn about the Howard family who have lived there for 300 years.

Once the heartland of the Industrial Revolution, close to the North’s prominence at this time are quilts. From the Victorian milliners which processed cotton, silk and wool, to the remarkable transport network of canals and railways that shipped such goods to the rest of the world, the Victorian heritage of this area is set in steel and stone. The site of the world’s oldest surviving railway station at the Museum of Science and Industry in Manchester gives a unique insight into the region’s legacy for scientific innovation and Quarry Bank Mill shows what life was like for a Victorian mill worker.

Take a trip on the canals of the North East and see the historic boat lift in Chester, one of the highest working lifts in the world. The village of Port Sunlight near Liverpool represents an amazing story of love and philanthropy. Built by the industrialist, Lord Leverhulme, in the 19th century as homes for his workers, the village remains a unique, living tourist destination with the Lady Lever Art Gallery at its heart, built in honour of his beloved wife as a place for the villagers to see world-famous artworks.

In Yorkshire, the village of Helmsley is a designated UNESCO World Heritage Site, founded by Sir Titus Salt, a leading industrialist in the Yorkshire woollen industry. The impressive Salt’s Mill, at the heart of the village, now houses the ‘1853 Gallery’, the UK’s only permanent David Hockney Gallery. Visit the beautiful walled town of Whitby, and the Captain Cook Museum where a young James Cook arrived in 1746 to begin his apprenticeship as a seaman. From north to south, east to west, the North of England has a wealth of history like no other, so come and enjoy the region’s unique charm when you will receive a warm welcome and discover a fascinating heritage.

A proud region with a living history.
For further information:
[INSERT WEB URL AND FUND EMAIL ADDRESS]