



England's Creative Coast is a Discover England funded project, led by Turner Contemporary and Visit Kent (Go To Places) and incorporates four regional partners; Essex, Kent, East Sussex and West Sussex. England's Creative Coast aims to increase tourists to the coastal region of the South East by creating an innovative and immersive new visitor experience driven by the region's exceptional art and culture.

Frequently Asked Questions

1. What are the benefits of being involved?

We have a document which can be sent across to you outlining the benefits of being involved in the England's Creative Coast (ECC) product, but please see a brief version of this below.

- Being part of an exciting, new, product that links the South East's world-class cultural offer with wider tourism businesses
- Working alongside leading cultural organisations; Turner Contemporary, Creative Folkestone, Hastings Contemporary, Metal, Towner Art Gallery, The Historic Dockyard Chatham, Cement Fields, Pallant House Gallery, Cass Sculpture Foundation and Arundel Castle
- Enhanced exposure through England's Creative Coast marketing activity
- It's FREE!

2. Who can be involved?

Any business that offers an outstanding artistic, cultural, food or unique accommodation experience in one of our partner destinations can get involved – Kent, Essex, East Sussex and West Sussex. England's Creative Coast will also highlight unique cultural experiences, festivals and events. We have outlined our criteria for the England's Creative Coast product in the *Introduction Document*, so please take a read of that section and consider if you feel your product fits nicely.

3. How do I get involved?

It is currently free for your business to sign up to England's Creative Coast as all fees are being covered by the Discover England Fund. To ensure that you take full advantage of this opportunity and maximise your benefits we recommend that you sign up to the project as soon as possible. To get involved or find out

more, please contact one of the project team found in the *Introduction Document* and complete the short content collection form.

Kent:

Caitlin Minter - Caitlin.Minter@visitkent.co.uk

Essex:

Carol Jolly - Carol.Jolly@essex.gov.uk

East Sussex:

Caitlin Minter - Caitlin.Minter@visitkent.co.uk

West Sussex:

Jess Winkworth - jess.Winkworth@westsussex.gov.uk

4. Is there a fee?

It is currently free for your business to sign up to England's Creative Coast as all fees are being covered by the Discover England Fund. To ensure you take full advantage of this opportunity and maximise your benefits we recommend that you sign up to the project as soon as possible.

5. How does the booking process work?

We will be sharing your contact information with the travel trade and distribution partners who will make contact on an individual basis, to make booking enquiries.

6. What happens if I have a special event happening, can I input different opening hours for one off occasions?

Of course! When you are selecting the opening availability of your attraction, or other business, you can select which dates you would like to open, which dates to close and your various opening times through the year.

7. Will my content, to describe my business, need to be translated into French and Dutch?

For the content which is about a gallery, restaurant, accommodation and so forth which is uploaded to our website, please send the wording across to us and we will translate this into Dutch and French for you. If you have pre-translated Dutch and French content, we'd still like to translate the English version to ensure accuracy and tone of voice across the businesses involved in the ECC product.

8. Is there a deadline to signing up to England's Creative Coast?

There is currently no set deadline, however the sooner you sign up, the more benefits you will be able to take advantage of, such as audience development workshops and marketing opportunities.

9. What is the legacy of England's Creative Coast?

The England's Creative Coast product aims to become a longstanding English tourism product. Not only is it targeting the growing and ever popular arts and culture market, but with backing from VisitEngland and prominent partners it is set to be a product the Dutch and French markets will be familiar with for a very long time.

In 2020, England's Creative Coast will also launch a series of site-specific artworks by internationally-renowned artists along the Essex, Kent and East Sussex coast. The tourism trails which we will develop will connect these artworks and will be promoted as part of the wider offer. (remove for West Sussex)

10. Who are Go To Places?

Go To Places is a Destination Management Company which is the parent organisation of Visit Kent & Visit Herts. We provide destination management services across the UK, offering expert advice, outstanding marketing campaigns, robust research and funding know-how to make places thrive. More information can be found at www.gotoplaces.co.uk.

11. How is the project funded?

England's Creative Coast is led by Turner Contemporary and Visit Kent (Go To Places), with partners Creative Folkestone, De La Warr Pavilion, Hastings Contemporary, Metal, Towner Art Gallery, The Historic Dockyard Chatham, Cement Fields, Pallant House Gallery, Cass Sculpture Foundation and Arundel Castle. The project is funded by Arts Council England and VisitEngland as part of the Cultural Destinations programme and Discover England Fund, with support from the South East Local Enterprise Partnership (SELEP), East Sussex County Council, Kent County Council, Essex County Council, Visit Essex, Southend Borough Council, Coastal West Sussex, The Historic Dockyard Chatham and Southeastern.

12. What is the Discover England Fund, or DEF?

The Discover England Fund (DEF) is a £40 million VisitEngland initiative, started in 2015, which aims to promote inbound tourism via funding tourism projects led by destinations across England. Primarily the funds objective is to deliver world class bookable product to tourists arriving from all across the globe.