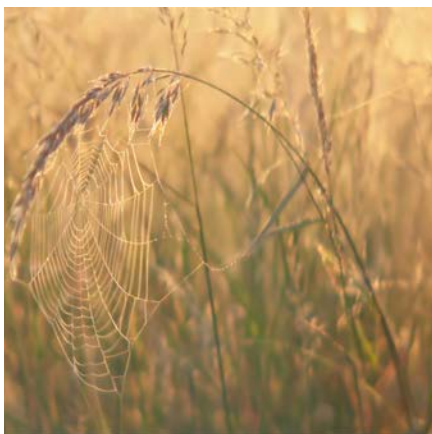
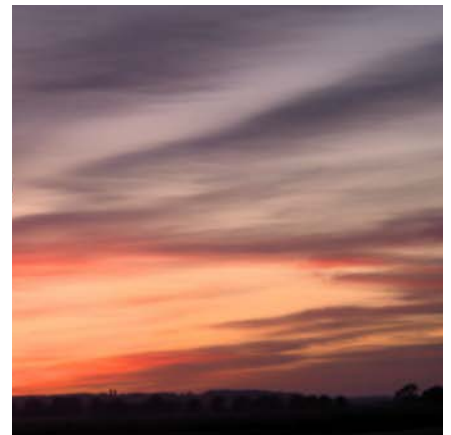
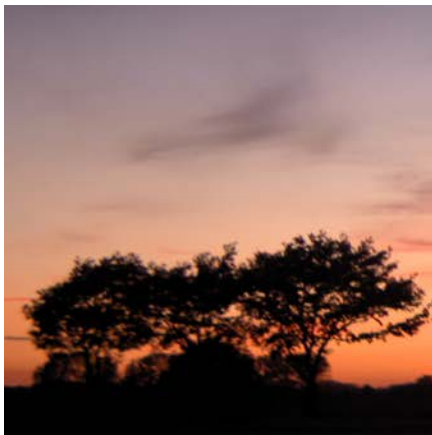


SECRET GARDEN OF ENGLAND

2020 TOOLKIT



WWW.VISITKENT.CO.UK/SECRETGARDENOFENGLAND

[#SECRETGARDENOFENGLAND](https://www.instagram.com/secretgardenofengland)

THE SECRET GARDEN OF ENGLAND

About the campaign

We are delighted to offer our new consumer confidence campaign for summer 2020, The Secret Garden of England. As businesses begin to reopen, the main challenge faced by the tourism industry is installing confidence in our consumers that it is safe to visit, and enjoy our destinations once again. Destinations across the country and around the world will all be competing for visitors over the coming months, so its essential that we act fast to inspire visits by positioning Kent as a safe and compelling getaway. With this in mind, The Secret Garden of England campaign will act as an inspiring invitation, and reassurance for residents and visitors alike, whilst further building on the earlier message to #RespectProtectEnjoy our county safely and responsibly.

At the heart of the campaign will be an emotive video portraying Kent's range of open landscapes, food and drink offerings and iconic sights, along with support from themed feature content, organic digital activity and paid promotion.

This campaign is funded by Visit Kent and our local authority partners including Kent County Council, Medway Council, Canterbury City Council, Dover District Council, Folkestone & Hythe District Council, Gravesham Borough Council, Swale Borough Council, Thanet District Council and Tunbridge Wells Borough Council.. All private sector partners that have paid their 2020/21 investor fee by 19th August will have enhanced opportunities to feature in the campaign activity. For more information on the Visit Kent investor fees and benefits visit:

<https://www.visitkentbusiness.co.uk/get-involved/working-with-visit-kent/>

This year's campaign launches in **August** and will run until **October**.

The toolkit

We have created this simple toolkit to give you some advice and guidance on promoting the campaign via your own website and channels whilst it is live. Please read through the toolkit carefully and contact us should you have any further questions.

In this toolkit you will find;

- Key partner campaigns & shared messages
- Details of Visit Kent's themed feature content
- Visit Kent's planned organic digital activity
- How you can promote The Secret Garden of England
- Additional information and links

KEY PARTNER CAMPAIGNS & SHARED MESSAGES

#RespectProtectEnjoy

Our number one priority is ensuring that people are able to enjoy our glorious county in a safe and responsible way; looking after ourselves, one another, and the landscape around us. Supporting Natural England's guidance, we launched consumer-facing messaging around enjoying Kent's natural landscapes and open spaces, and we encourage all Kent tourism businesses to adopt similar communications.

Learn more: <https://www.visitkentbusiness.co.uk/covid-19-business-support/destination-recovery/respectprotectenjoy-consumer-message-toolkit/>

Enjoy Summer Safely

The Government's Enjoy Summer Safely campaign launched in July, to encourage people to take advantage of the businesses opening up for the first time in more than three months, in particular hospitality. The campaign promotes this message by encouraging people to go back this summer to the things they have missed, as long as they follow the COVID-19 Secure guidelines wherever they are.

Learn more: <https://www.visitbritain.org/get-involved-enjoy-summer-safely-campaign>

Moving Forward For Kent

A simple but flexible marketing tool, being rolled out by Kent County Council, to help build confidence in Kent's economic recovery. The predominant aim is to showcase how businesses are "Moving Forward for Kent" as the county recovers from the economic impacts of an unprecedented pandemic and encourage people to safely return to the economic success that made Kent one of the most dynamic local economies in the country.

Learn more: <https://www.kent.gov.uk/business/moving-forward-for-kent>

Know Before You Go

Alongside the new industry standard 'We're Good To Go', VisitEngland have launched a 'Know Before You Go' public information campaign to support tourism in England as businesses start to re-open, reassuring visitors as restrictions are lifted by checking about what is safe to do and when, and sign-posting to information about destinations and available services before travelling.

Learn more:

https://www.visitkentbusiness.co.uk/media/60129/knowbeforeyogo_toolkit.pdf

Support Your Local

We've combined forces with colleagues at Produced in Kent for a new "Support Your Local" campaign. The initiative aims to help businesses as they come out of lockdown, focussing on the county's food and drink sector. Support Your Local encourages customers to show their love for their favourite Kent food and drink businesses – and show their care for fellow diners too. Those wishing to support the campaign can make a Caring Customer Pledge to Kent's local restaurants, pubs, cafes and hotels when they open.

Learn more: <https://www.visitkentbusiness.co.uk/media/60245/support-your-local-marketing-toolkit-with-squares.pdf>



VISIT KENT'S FEATURE CONTENT SCHEDULE

A main benefit for investor partners (those who have paid their 2020/2021 fee) is enhanced exposure across our themed feature content. This will be divided into five separate flagship themes, with each feature including suggestions on attractions, accommodation and places for food and drink. The blog content will be linked to directly from the campaign landing page, and further promoted by organic social activity, and homepage banners on Visit Kent for the duration of this campaign. Please feel free to copy the links to these pages once live and share them through your own social media channels to drive traffic and increase exposure. If you haven't yet done so, please submit your own content to be included in these blogs to forwarder@visitkent.co.uk.

The flagship content themes are as follows:

Find your family favourites

From family friendly days out and places to stay, to the best places to take the kids for ice cream, we're celebrating the perfect spots to reconnect and start making some memories.

Get away from it all

Explore Kent's gems, outdoor spaces and escape for some peace and quiet. From peaceful gardens and wide open spaces, to country pubs, campsites and cottages away from the hustle and bustle, we're highlighting the idyllic escapes away from the city.

Discover legends and heroes

Uncover the stories of Kent's heroes. Whether it's a restaurant with a top chef, the tale of a world-renowned author, a gallery full of an artist's work, or the very place where a historical hero (or villain) once lived, a visit to Kent can uncover some impressive local legends, and this blog will spotlight the best places to find, and learn about their stories.

Get a taste of adventure

Buckle up for Kent's active escapes. From the perfect hikes and bike trails, to surfing hotspots and the best places to tickle those taste buds and sample something new, we're showcasing the ultimate Kent adventure.

Reap the rewards

Discover the best spots for rest and relaxation in Kent. Sipping local wine, sampling a cream tea, enjoying some retail therapy and indulging in a luxury stay, this blog will offer a taste of the good life in Kent.

VISIT KENT'S PLANNED ORGANIC DIGITAL ACTIVITY

We will ensure that our flagship campaign video and accompanying imagery are central to all of our organic social media activity, sharing these regularly across our platforms.

We will be using the hashtag **#SecretGardenofEngland** throughout the campaign, when using our campaign videos or sharing campaign related content on our digital channels. Please feel free to follow this hashtag so that you are kept up to date with the content we're putting out across our channels, and please also use this as part of your own organic social media.

Below is some further detail on how the campaign will be promoted across each of our digital channels, and what you can expect during the course of the campaign.

Video

The hero content for this campaign will be an emotive video showcasing some of Kent's beautiful sights and spaces. The audio will include strong narrative taking the consumer on a journey from their own back garden out into the Secret Garden of England, exploring four key thematic strands and restoring confidence. The video will be published on the campaign homepage, Vimeo, Youtube and across our social channels. Please feel free to share the video in your own communications.

Homepage

The Secret Garden of England main campaign landing page will be linked to from a homepage banner on our website throughout August and September. Our website homepage will also feature dedicated banners linking through to each of the above mentioned campaign features, as well as a further range of inspirational and informative content.

Facebook

Aside from the paid social that will be running during the campaign, our social media channels will be consistently published with organic content. Facebook in particular will feature posts with a short 30 second version of the video, which links to the campaign landing page. These post will be consistent with the campaign's look, feel and tone of voice.

Twitter

We will also be sharing our video through organic Twitter content wherever possible, linking to the campaign landing page to drive traffic. We will be using the hashtag **#SecretGardenofEngland** to accompany any related posts/content throughout the summer, where relevant.

Instagram

Alongside the paid promotion that will be running across our Instagram channel, we will also be creating a number of Instagram stories which will feature snippets from the video, inspirational imagery and key messages from our destination partners, and a link to the main campaign page. We'll then be making each of these stories a 'highlight' on our Instagram page which means they will stay there as a permanent fixture until after the campaign has finished.

How you can promote the **Secret Garden of England** campaign

The Secret Garden of England's central objective is to position Kent as **the** place to visit this Summer and Autumn, whilst highlighting our safe and secure messaging. We encourage you all to spread the word about the campaign, and share not only the video creative, but the social posts and features across your own channels, and in your communications where you can.



Here are some tips:

- Always use #SecretGardenofEngland and #VisitKent.
- Tag @VisitKent
- Spread the word on social media, and talk to your followers, the media or other attractions about The Secret Garden of England to build the excitement
- Add details of the campaign (and the campaign video) to your website
- Incorporate the video into the header of your social media platforms for the duration of the campaign
- Encourage your staff to share the campaign video on their own social media channels to reach more people and create a real buzz around the campaign. We are our destination's biggest ambassadors. Post it on your intranet/noticeboards/share it at staff meetings etc.
- Promote our feature and social content by sharing our digital activity on your own channels
- Incorporate the following partner campaign hashtags where relevant and possible: #ForKent #CaringCustomer #RespectProtectEnjoy #GoodToGo #EnjoySummerSafely #SupportYourLocal

Sample Posts:

- Keep the family safe and smiling, and discover the abundance of great places to visit this season in #Kent @VisitKent #SecretGardenOfEngland
- In need of a well-deserved break? Leave the passports at home and enjoy a safe, yet spectacular staycation in the Garden of England @VisitKent #SecretGardenOfEngland
- And breathe... Rest assured in #Kent, you can still make those long lasting memories this season, while remaining safe and smiling! #SecretGardenofEngland @VisitKent
- Charming coastline, glorious greens and wide open spaces await! Safely enjoy a little slice of the Garden of England this season for the perfect getaway...#Kent @VisitKent #SecretGardenofEngland

Samples of social media activity

Below are a couple of examples of how we plan to promote The Secret Garden of England campaign across our own digital channels. We hope these provide some further inspiration when promoting our activity on your own channels.



Visit Kent VisitKent · Aug 18

Get those bags packed and the suncream at the ready! With a plethora of safe and spectacular places to visit this season in **#Kent**, there's no better place to unwind...
#SecretGardenOfEngland
bit.ly/30Zko9Y



Visit Kent VisitKent · Aug 18

Suitcase? Check. Passport? No need! Enjoy a slice of Great Britain this season by retreating to the glorious Garden of England! Sure to keep the family safe and smiling! 🌿😊
#SecretGardenOfEngland
bit.ly/30Zko9Y



Visit Kent

Aug 18

Retreat, relax and revitalise amongst the rolling hills, glorious greenery and charming coastline of **#Kent**, where rest assured, you and your loved ones can remain safe and smiling throughout your staycation!

#SecretGardenOfEngland

<https://bit.ly/30Zko9Y>

[Show Less](#)



Like



Comment



Share

Website copy sample

Below is some suggested copy for linking to the Secret Garden of England campaign from your own website. Feel free to adapt and use this copy to promote your own products and upcoming activity for the summer.



The Secret Garden of England

Wide open landscapes, painted skies, nights under the stars, chalk-lined bays and cliff top castles; welcome back to Kent, the secret Garden of England.

From our miles of footpaths and cycle trails, to our legendary castles, local produce and welcoming country pubs, it's time to step through the garden gate and discover Kent's hidden gems for yourself. Whether you're in search of blissful peace and a sense of wilderness, a chance to recapture those family memories, or a luxury break; whatever your adventure, with Kent's plethora of safe and spectacular places to visit this summer, there's no better place to unwind. So when you're ready, we're ready.

As we prepare to stretch our legs and head out on our Kent adventures, we're realizing just how lucky we are to have such magnificent landscapes and countryside right on our doorstep, reminding us to #RespectProtectEnjoy them more. Fancy joining us? Take a look at [Visit Kent's guidelines](#) for enjoying summer safely, and getting the most out of the warmer months right here in your very own Secret Garden of England...

Our top suggestions for enjoying summer safely...

Additional information and links



Got any questions?

We will be in touch with you regularly throughout the campaign's duration (with updates), so please look out for updates as part of our ongoing B2B communications. Should you have any further questions please don't hesitate to get in touch at any stage.

enquiries@visitkent.co.uk

LINKS

We have added the video to both our YouTube and Vimeo accounts. The links to these are below:

YouTube: <https://youtu.be/awmYR5UftGo>

Vimeo: <https://vimeo.com/443401339>

NEWSLETTERS

We will also be sending out a number of inspirational consumer newsletters to our engaged database throughout this campaign, sharing inspirational and informative content related to the Secret Garden of England, as well as wider consumer confidence initiatives our activity is looking to incorporate (e.g. The Government's **Enjoy Summer Safely** campaign, our **Respect Protect Enjoy** messaging, our work with Produced in Kent on a **Support Your Local** campaign, Kent County Council's **Moving Forward For Kent** campaign, and VisitEngland's **Know Before You Go** guidance). If you're not already signed up to our consumer database, you can do so here: <https://www.visitkent.co.uk/contact-us/join-our-newsletter/>.



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