

# England's **CREATIVE COAST**

## Art Home Pilot Programme

A brand new tourism product is being trialled in Kent, promoting the South East of England's exceptional art and culture offering to international and domestic visitors. The Art Homes initiative showcases homeowners who let their properties to visitors for short-stay holiday-lets connected to an art experience. The initiative will provide visitors with a unique offering, immersing them into the local art scene. Find out how you can be part of the Art Homes pilot programme.

Find out how to be part of the pilot



England's Creative Coast (ECC) is an innovative new visitor experience that allows travel trade and Fully Independent Travellers (FITs) to gain inspiration, browse and plan their own bespoke cultural travel itineraries. New outdoor artworks and cultural adventures connect the outstanding galleries across the South East's stunning coastline, taking in everything from attractions, events and festivals to accommodation, food and drink, for the ultimate creative travel experience.

In light of the Covid-19 pandemic, businesses need to adapt existing products, create new revenue streams, and collaborate to reach new audiences to help their recovery and drive business growth.

Connecting to the area's cultural offer can help to unlock new business. With the growing trend for everyone to become their own travel agent and to have an authentic experience, Art Homes offers something new and exciting to the market.

*Research shows that cultural tourists have a propensity to stay longer than leisure tourists. Source: Culture Kent research 2017*

## What is the Art Homes Pilot Programme?

Art Homes is a year-long pilot programme. Homestay hosts who participate in programme will:

- Work with the tourism quality assessment experts, Quality in Tourism. They will provide support for homestay hosts to undertake the Safe, Clean and Legal accreditation, a free tourism industry certified accreditation that provides assurance for visitors. Hosts will also receive a Great4 Art Homes accolade showcasing their connections with the local arts industry
- Gain access to promotional platforms targeting cultural visitors
- At the end of the year-long programme, the homestay hosts will provide feedback to help with the assessment of the initiative

## Why should you take part?

**The Art Homes pilot is free to participate in. Those who join the programme will benefit from:**

### Free marketing to new audiences

- You'll be promoted for free on **englandscreativecoast.com** – a brand new

website promoting the region and its cultural offer, including itinerary ideas, food, drink, activities, attractions and accommodation for visitors to curate their own trip

- Free listing on **visitkent.co.uk** and included in inspirational content shared across Visit Kent social media platforms

### Accreditation for your business, inspiring confidence and assurance

- You'll be given a Great4 Art Homes accolade that you can add to all your marketing, including your AirBnB listing (worth £35 +VAT)
- You'll receive a Safe, Clean and Legal accreditation valid for one-year (worth £100 +VAT)
- You'll be following best practice, ensuring that your business is compliant, giving your visitors added confidence when booking and staying

### Participation in England's Creative Coast, an exciting new tourism initiative

- Working alongside leading cultural organisations; Turner Contemporary, Creative Folkestone, De La Warr Pavilion, Hastings Contemporary, Metal, Towner Art Gallery, The Historic Dockyard Chatham, Cement Fields
- Becoming part of a nationwide and worldwide travel scheme with VisitEngland through the Discover England Fund
- Being part of a project that is responding to the growing demand for experiential and localised tourism products





## Who can take part?

Homestay hosts who let their property as a holiday-let for short-stay breaks linked to an art experience such as workshops with local artists, local art on display, art tours etc.

All businesses participating in the pilot programme must:

- Let their property to visitors as a short-stay holiday let throughout the one-year pilot programme, starting from the date you receive the Safe, Clean and Legal quality assessment and Great4 Art Homes accolade
- Offer a commitment to supply required information and feedback on bookings
- Be located in the coastal Kent area. Priority will be given on a first-come, first-served basis to businesses who fit the above criteria

**Please note that there are a limited amount of places available.**

## How do I take part?

It is currently free for you to sign up to England's Creative Coast Art Homes Pilot 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 Visit Kent.



**Contact:**  
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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. The project is principally funded by Arts Council England's Cultural Destinations programme and VisitEngland/ Visit Britain through the 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, Experience West Sussex, The Historic Dockyard Chatham and Southeastern.

Project leads:

Principally funded by:



Turner  
Contemporary



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**ARTS COUNCIL  
ENGLAND**



southeastern

**EXPERIENCE  
WEST SUSSEX**

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**Research sources:** Netherlands, Visit Britain: [www.visitbritain.org/sites/default/files/vb-corporate/markets/visitbritain\\_marketprofile\\_netherlands.pdf](http://www.visitbritain.org/sites/default/files/vb-corporate/markets/visitbritain_marketprofile_netherlands.pdf); France, Visit Britain: [www.visitbritain.org/sites/default/files/vb-corporate/markets/visitbritain\\_marketprofile\\_france.pdf](http://www.visitbritain.org/sites/default/files/vb-corporate/markets/visitbritain_marketprofile_france.pdf); Culture: Culture Kent research: [culturekent.net/2018/01/08/culture-kent-research-discovers-cultural-tourists-are-more-likely-to-stay-longer-in-kent/](http://culturekent.net/2018/01/08/culture-kent-research-discovers-cultural-tourists-are-more-likely-to-stay-longer-in-kent/)