

CULTURE EXPERIENCE DEVELOPMENT WORKSHOP



Interreg  EUROPEAN UNION

France (Channel
Manche) England

EXPERIENCE

European Regional Development Fund



UNMISSABLE
England

VISIT KENT

BUSINESS

GARDEN *of* ENGLAND



Experience Travel Trends that resonate with the Kent Cultural offer

Local and Authentic – This has probably been the longest standing driver for experience-led travel.

People like to meet people and explore new places, so there is nothing better than to be guided by a local and learn about the local culture.

Transformative Travel - Activities to leave us 'positively' changed encompassing self-discovery and reflection

Under Tourism - Getting away from the crowds and the tourism hotspots... discovering more of the coast and hidden gems.

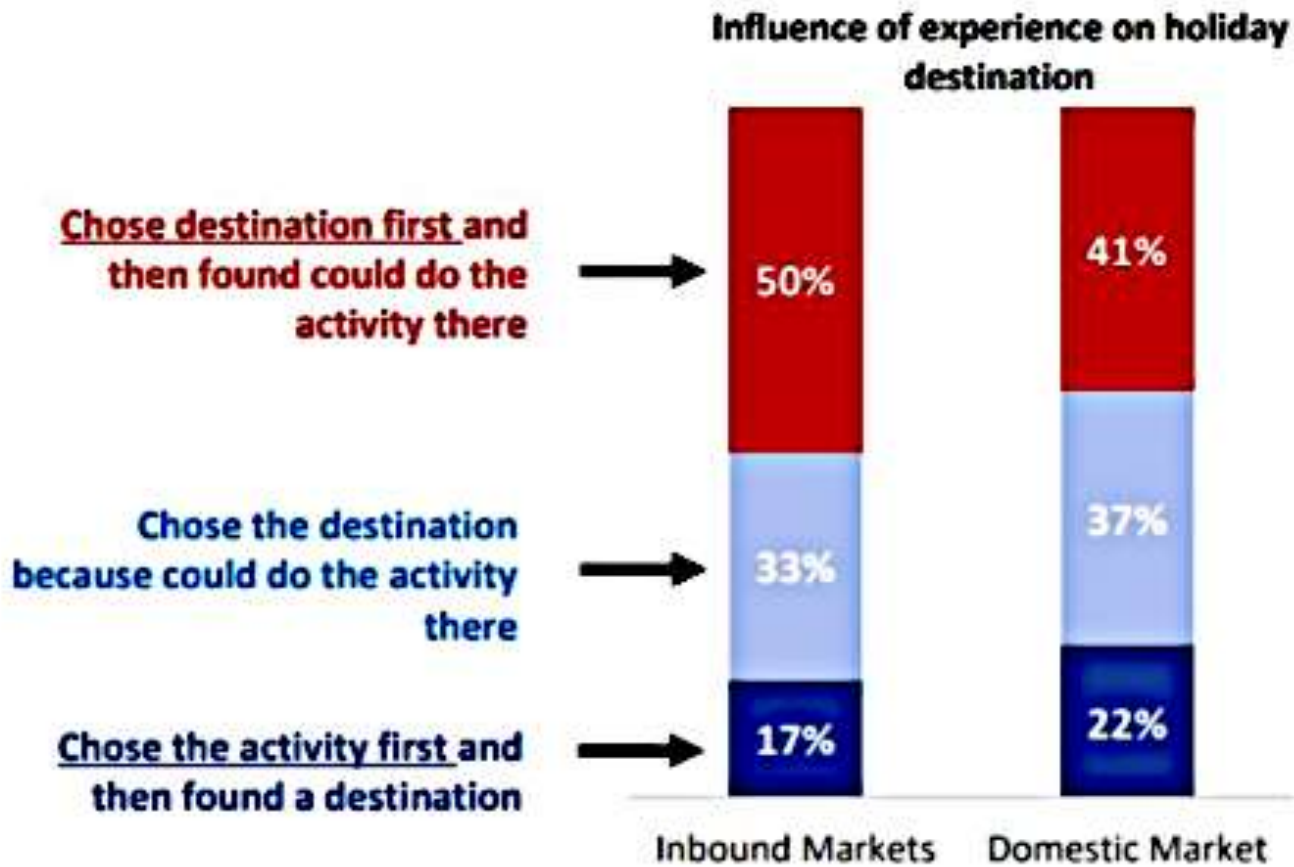
Reconnect – We want to reconnect with our families and friends through shared experiences.

Multigenerational Travel and bubble bookings – Covid has given rise to the 'bubble booking' trend. Perfect for a cultural experience

Pop Culture – Whatever's trending right now on Film, TV and social media is increasingly influencing our leisure choices.



The Benefits of experience tourism for Kent



Developing travel experiences, is an effective way for a destination to reach and influence customers. From recent VisitBritain research, we already know that:

- ✓ **BOOK IN ADVANCE** - When booking an experience, 65% of the domestic market book before leaving home.
- ✓ **WILL TRAVEL OUT OF SEASON** – Many experiences are even better out of the main visitor season and can help drive footfall over these periods.
- ✓ **EXPERIENCES INFLUENCE DESTINATION CHOICE** - Nearly 60% of the domestic market are influenced by an experience when selecting a destination



Options Analysis for North Kent – Core Strengths

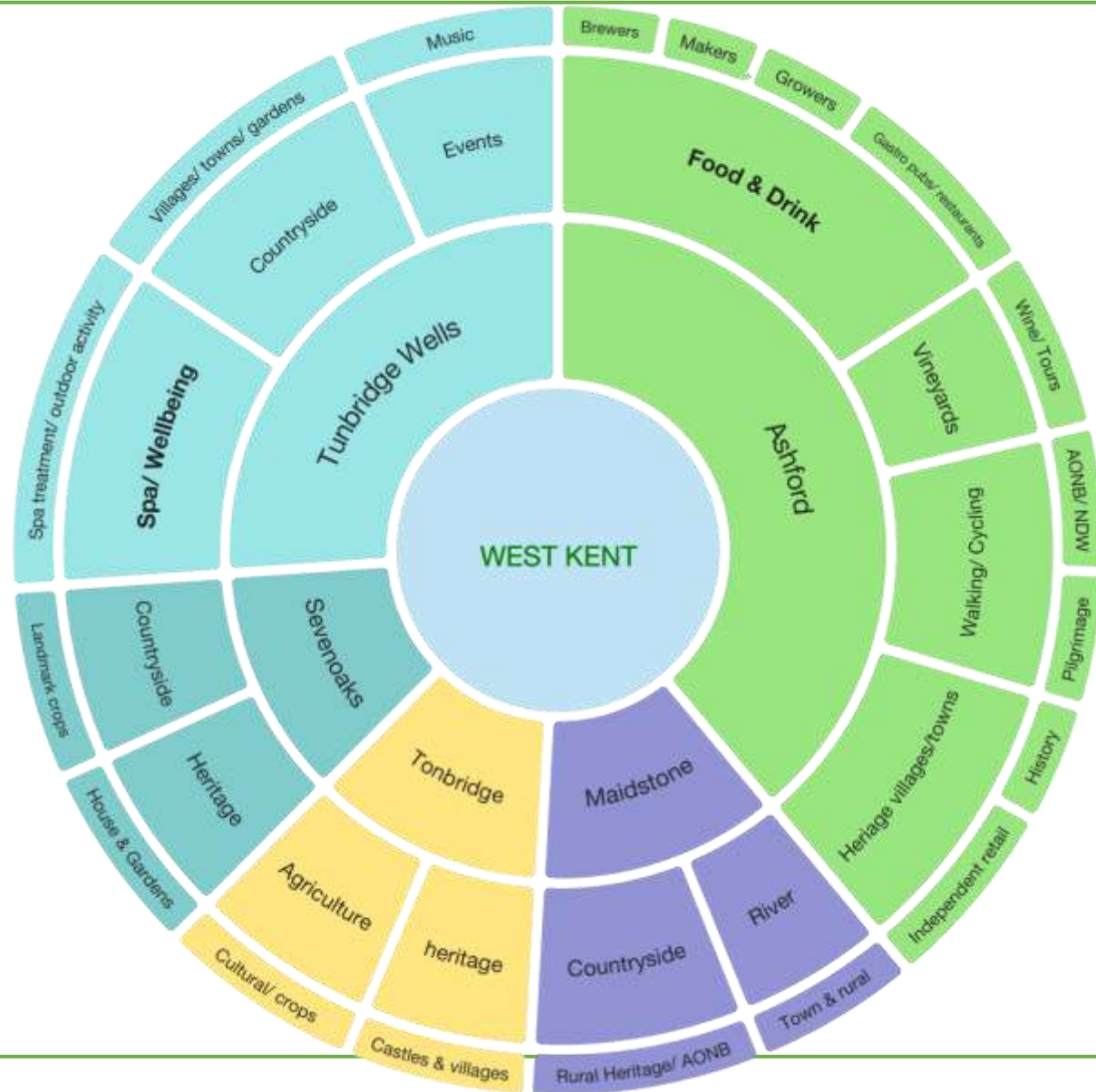


Cultural product gaps and opportunities:

- ✓ Culture – City of Culture
- ✓ Literary heritage – new creativity
- ✓ Hidden Heritage
- ✓ Hands on maritime – rope making
- ✓ Markets
- ✓ Multiculturalism – festivals and food markets
- ✓ Photography – Industrial



Options Analysis for West Kent – Core Strengths



Cultural product gaps and opportunities:

- ✓ Rural heritage
- ✓ Traditional events
- ✓ Music and food events
- ✓ Heritage unlocked / behind the scenes
- ✓ Heritage villages and towns
- ✓ Agriculture – cultural crops and produce



Options Analysis for East Kent – Core Strengths



Cultural product gaps and opportunities:

- ✓ History
- ✓ Architecture and archaeology
- ✓ Literature
- ✓ Pop Culture – Film, TV and Music
- ✓ Retro and nostalgia
- ✓ Contemporary arts
- ✓ Culinary culture



Building on the current product for Medway

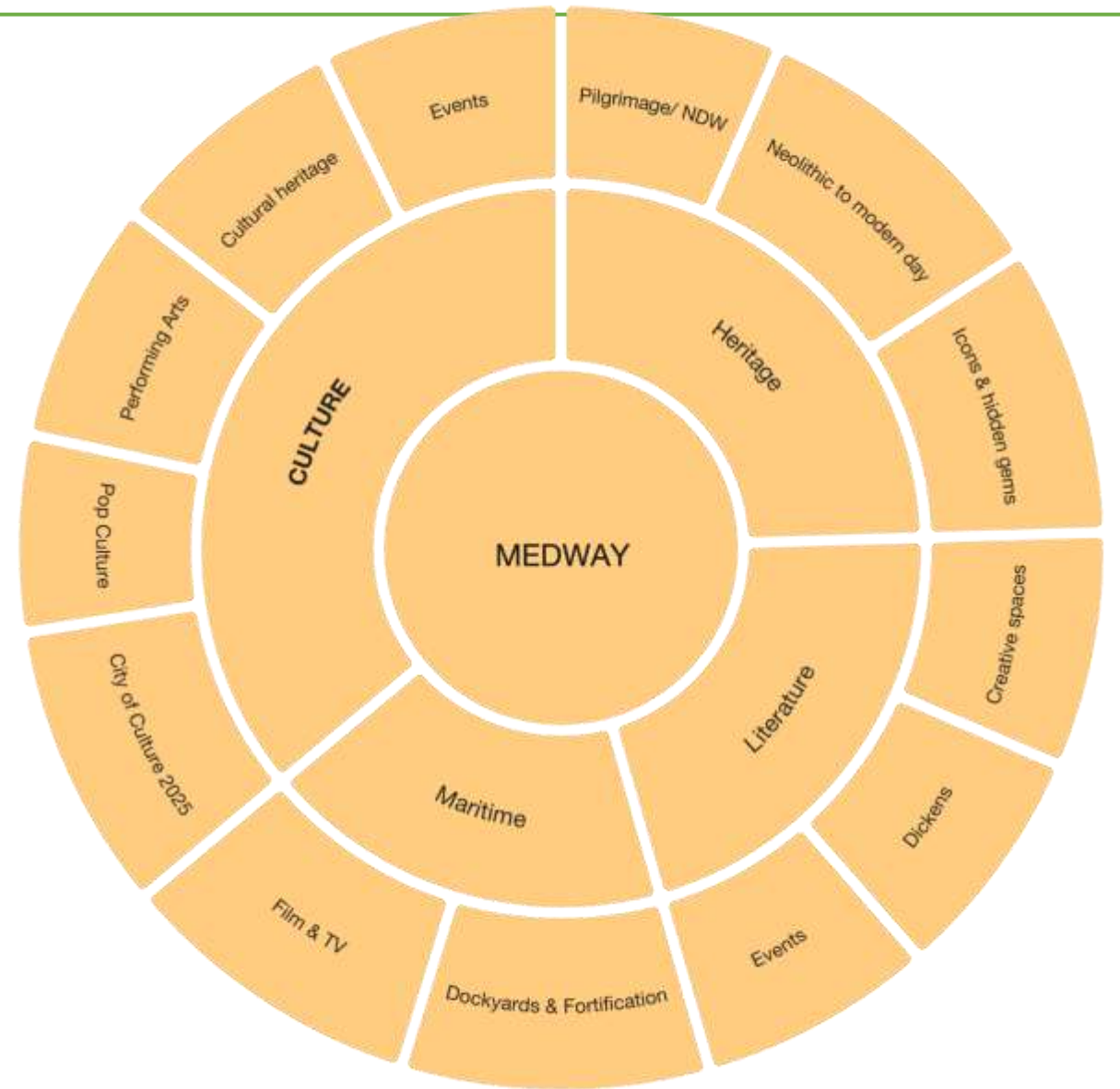
Cultural Heritage – Literary heritage has a high product recall with visitors to Medway, based on the Rochester and Chatham associations with Dickens. However other sites such as Upnor Castle and Cliffe Fort could be showcased by packaging them under industrial and heritage photography opportunities, both of these location regularly feature on Instagram feeds. The Core events programme are now part of the heritage and tradition proposition for the town, however they bring mass footfall – could elements of these events be adapted into an experience programme?

Youth Culture – Working with local FE colleges and Universities offers a great opportunity to nurture young talent. Linking into the ‘playcation’ trend for gaming, panic rooms and off season events – this will also strengthen Medway’s appeal to a teen family market which could then align to the London Resort offer.

Hands on heritage – Heritage exhibits have progressed from the glass cases to the live demos, but the visitor wants to get hands on and learn a new experience or skill. This can be delivered via the core attractions or via the creative galleries and spaces such as Nucleus Arts or Sun Pier House. Creative courses and workshops engage all members of the community, tap into the transformative travel trend and are the perfect off season development product.

Cultural & Heritage Partnership: This is where the real strength lies, the greater the collaboration the greater the appeal to the consumer and the opportunity to create an immediacy to travel.

Strengthened and enhanced via a sustainable commitment





Medway – Opportunities & Gaps

	Primary Themes	Gaps analysis for selected themes
Medway	Culture	<p>Dickens places Medway on the international literary stage, as the author consistently features in the top 10 authors of all time.</p> <p>To encourage repeat visits both during and out of peak season, Medway has to show that it is delivering something new and exciting to entice the visitor. The current Dickens events are a successful formula, which makes them the ideal vehicle to introduce new product to a captive audience.</p> <p>It is this literary heritage alongside the significance of key sites such as Rochester Cathedral, the Castle and The Historic Dockyard that will play a pivotal role as the backdrop to Medway’s City of Culture bid.</p> <p>In preparation for 2025, current product will need to evolve. How can the tourism experiences support this?</p> <p>Introducing new product to an already established, well performing heritage offer, is all about ‘continuing’ the story. Talk about the ‘new’ as well as the past, will help to galvanise the consumers belief in Medway as a cultural destination. Linking the old and the new is vital to reconfirm change. E.g. Museum of the moon.</p> <p>Focusing on experiences would give SME’s the opportunity to weave in additional narrative to the towns’ story – e.g. Dickens and the underground art scene... or, the Historic Dockyard Chatham as a modern-day film studio.</p> <p>Integrating creative writing workshops with the literary heritage tours is a natural transition and are more readily accepted by the customer, i.e. because of Rochesters literary credentials, it is more believable that this would be the right place to get involved in a creative writing workshop.</p> <p>Filling the gaps in the first instance is about extending the offer to incorporate something new and reviewing the potential to utilise other heritage attractions such as Upnor Castle as creative as well as heritage spaces.</p> <p>Working with local FE collages and Universities offers a great opportunity to nurture young talent. Equally, Coventry have just launched a City of Culture apprenticeship scheme aligning to the national apprenticeship programme, to place young people at the core of the delivery. Could there be an opportunity for cultural businesses to offer an apprenticeship role as part of experiences? www.coventry2021.co.uk/get-involved/apprentices</p>



Culture

Medway's 2025 UK City of Culture bid

- National competition run every four years
- Repositioning places through creativity and culture
- Benefits to local people, the economy and profile of the area
- Inviting visitors and supporting a sustainable visitor economy
- A high-profile 365 day programme of events large and small
- Rooted in Medway's history, personality and looking to our future
- Legacy, legacy, legacy...



BACK MEDWAY

UK CITY OF CULTURE 2025 BID

Get involved!

- Chat to us about ideas
- Talk about the bid
- Use the supporter pack on the website (email footers, websites, print, social media)
- Opportunities to engage with local people and organisations
- Business sponsorship

www.medway2025.co.uk

@Medway2025

#Medway2025 #BackMedway

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NEXT STEPS AND FURTHER OPPORTUNITIES



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EXPERIENCE DEVELOPMENT PROGRAMME

Develop an all-year round product offer that will not only help your business to grow but also help your business become more resilient to future challenges.



THE PROJECT PERKS

- 1 1:1 Specialist Consultation**
Specialist consultancy to support the development of a business plan for the launch of your new product
- 2 Product Testing**
Market testing of your concept with consumers and travel trade, and feed back to further develop your product
- 3 Content Development**
New photography for your product and inclusion in inspirational content
- 4 Consumer marketing**
Inclusion in targeted off-season consumer campaigns to market your product
- 5 B2B distribution**
Distribution of your product to the travel trade through our established B2B connections and networks

The total estimated value of what you receive is £6,000



APPLICATIONS

125 places available on the programme

70 + applications received in the first round

Deadline to apply 8th January 2021

Collaborative / joint applications encouraged



**Farmers. Producers. Artists. Sailors. Surfers. Chefs. Yoga Instructors.
Vineyards. Distillers. Pubs. Creators. Photographers. Attractions. Hotels.
Foragers. Astronomers. Upcyclers. Historians. Bird Watchers. Actors**