



DISCOVER 2020

ROCHFORD DISTRICT FESTIVAL

Discover 2020 Festival

Marketing and Audience Development Plan

Introduction

1. The Discover 2020 Festival is a multi form festival inspired by a number of significant anniversaries of heritage assets within Rochford District. 11th May 2020 is the 200th anniversary of the launch of HMS Beagle in 1820 - which ended her illustrious career in the mud off Wallasea Island. Plans are being developed with RSPB to do something commemorative at the site. But 2020 is also a significant anniversary for a number of heritages assets across the district, including Ashingdon Minster and the Old House in Rochford. The Discover 2020 Festival plans to celebrate the district's cultural and historical heritage for a month-long period during May/June 2020.
2. The Discover 2020 Festival will:
 - a. Mark these significant moments in local, national and world history and reflect their impact on the present day;
 - b. Offer audiences new perspectives on the history and legacy of these heritage assets;
 - c. Create the district as a destination experience for residents and visitors; and
 - d. Kick start a new phase of cross sector working to support district wide tourism.
3. There are four key strands:
 - a. Creating a major event for Rochford District with new collaborative events and projects;
 - b. Embedding public engagement in culture, heritage and the arts and addressing areas of poor access;
 - c. Raising the capacity of the tourism offer by stimulating new partnerships and enabling ambitious work;

- d. Building profile and infrastructure through marketing and tourism development.
4. The Discover 2020 Festival will be led by the Tourism Forum, a coalition of partners from commerce, the public sector and the voluntary sector. An Organising Committee has been created to oversee the festival. The role of the Organising Committee is not to deliver the events comprising the festival but instead to curate, catalyse and programme those events under the banner of the Discover 2020 Festival. Its role is to support communities to bring events forward but that the events themselves should be owned and led by those communities.
 5. The following are the priorities for the Organising Committee:
 - (A) To create the brand, the value proposition and the marketing strategy for the Festival;
 - (B) To provide support and assistance to event operators;
 - (C) To take steps to attract sponsorship and funding wherever possible; and
 - (D) To strive to ensure that the Festival delivers a lasting legacy for the district.

Who are our target audiences?

6. The Discover 2020 Festival must support a wide range of audiences across the demographic. It should enable a high level of participant engagement. It should be as much about celebrating local communities as targeting visitors.
7. The Discover 2020 Festival will aim to attract visitors from out of the district using a concentrated programme of planned activities as a hook to incentivise return visitors and encourage overnight stays. It will be necessary to define and highlight accommodation opportunities and easy travel links to maximise that audience.
8. The significance of the heritage anniversaries will attract interest from those with specialist interest in the detail e.g. the archaeology or science aspects of HMS Beagle. There must be sufficient authentic content to interest and attract the amateur historian and the professional academic.
9. The Discover 2020 Festival must be accessible to general family audiences and be affordable. Inclusivity is key and specific audiences e.g. those with particular needs should be embraced so that the festival can be experienced by everyone. There should be as much diversity as possible to appeal to a broad-church of people. This will create a virtuous circle where people are motivated to

participate themselves, to contribute to heritage events in the future increasing the attractiveness of the district for local engagement and cultural tourism.

10. Above all, the Discover 2020 Festival must be relevant. It cannot be a pastiche of the past or a bland commemoration. It must engage. It must bring the past to life. It must sparkle!

Audience Development

11. Reaching as many people as possible is a key driver for the Discover 2020 Festival. It is necessary, therefore, to build audience development into the programme to ensure that the events which are delivered as part of the festival deliver its ambitions.

Target audience	Audience development tool
General/all	Creating easy access events with mass appeal
Families	Creating events for families with small children and those with older children; as well as families with multiple generations
People with disabilities and complex needs	Work with specialist voluntary groups to make events accessible both in terms of physical access and in terms of context/experience
Hard to reach	Work with specialist voluntary groups to understand what impediments prevent engagement and how we can try to remove them
Education (students and staff)	Engaging with education providers to create events for primary schools and children's centres; secondary/tertiary; universities/FE colleges
Specialist technical interest	Create specific events for specialist historic/technical interest that are properly curated so that we remain accurate and authentic to the detail

Marketing and Promotion

12. The 2020 Festival needs a strong brand association which appeals to those audiences and which reflects the identity of the district.

13. The 2020 Festival will require specialist marketing, PR and social media presence to maximise exposure. It will need significant lead in promotional activity to build momentum and raise the profile of the year-round heritage offer.

Target audience	Marketing tool
All audiences	Creation of a logo/ brand with microsite and social media presence
All audiences but some campaigns tailored to reflect particular audiences	Teaser campaigns
All audiences but some formats tailored to reflect particular audiences	Brochures and flyers– soft and hard copy where appropriate
All audiences	Existing tourism networks
All audiences but also certain publications tailored to reflect particular audiences	Press – includes newspapers, TV and radio and specialist publications
All audiences	Promotion at key transport links
All audiences	Posters and livery for local street level display

How will we measure success?

14. Visit Essex collates tourism statistics for Essex and reports on the economic impact of tourism. These reports are commissioned annually and signing up to Visit Essex will enable us to identify any growth in headline tourism figures.

15. This will be complemented by additional quantitative and qualitative data which will be collected through evaluation processes built into the Discover 2020 Festival.

16. Partners to the Tourism Forum will collect their own impact data to build a multi dimensional picture of success e.g. increase in numbers of volunteers; increase in turnover for local business etc.