

# **Visit Essex**

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# Visit Essex

- Hosted within Culture and green spaces within ECC
- Destination management organisation
- Membership of 265
- Structure and board set up in 2010
- Promotion and development of tourism
- £3.6billion to economy

# Marketing Essex, a new proposition

- Visit Essex proposes to shift its focus to be more strategic in its marketing of Essex, diversifying the product it promotes and identifying new external markets;
- Marketing Essex will develop a brand or 'sense of place' for Essex, helps to re-position ;
- The new focus will include promotion to investors, businesses, students and visitors to attract people to Essex as a great place to live, work, invest, study and visit.
- Bring to life the Essex vision "find a way to capture our many local characteristics, the things that make Essex unique and special, to inspire pride in ourselves and so bring visitor, investment, opportunities and new people to Essex."

# Marketing Essex

- Led by the private sector and supported by ECC and the local authorities
- Work with other boards and organisations e.g. Essex business board, SELEP, Essex Partners and the Essex Assembly.
- Support the delivery of economic growth and quality of life across Essex.
- Ensure that the brand values match the product that already exists and new developments that are emerging.
- Bring together key stakeholders to be ambassadors
- Sets out why people should come to Essex to live, work, study, invest and visit over other destinations.

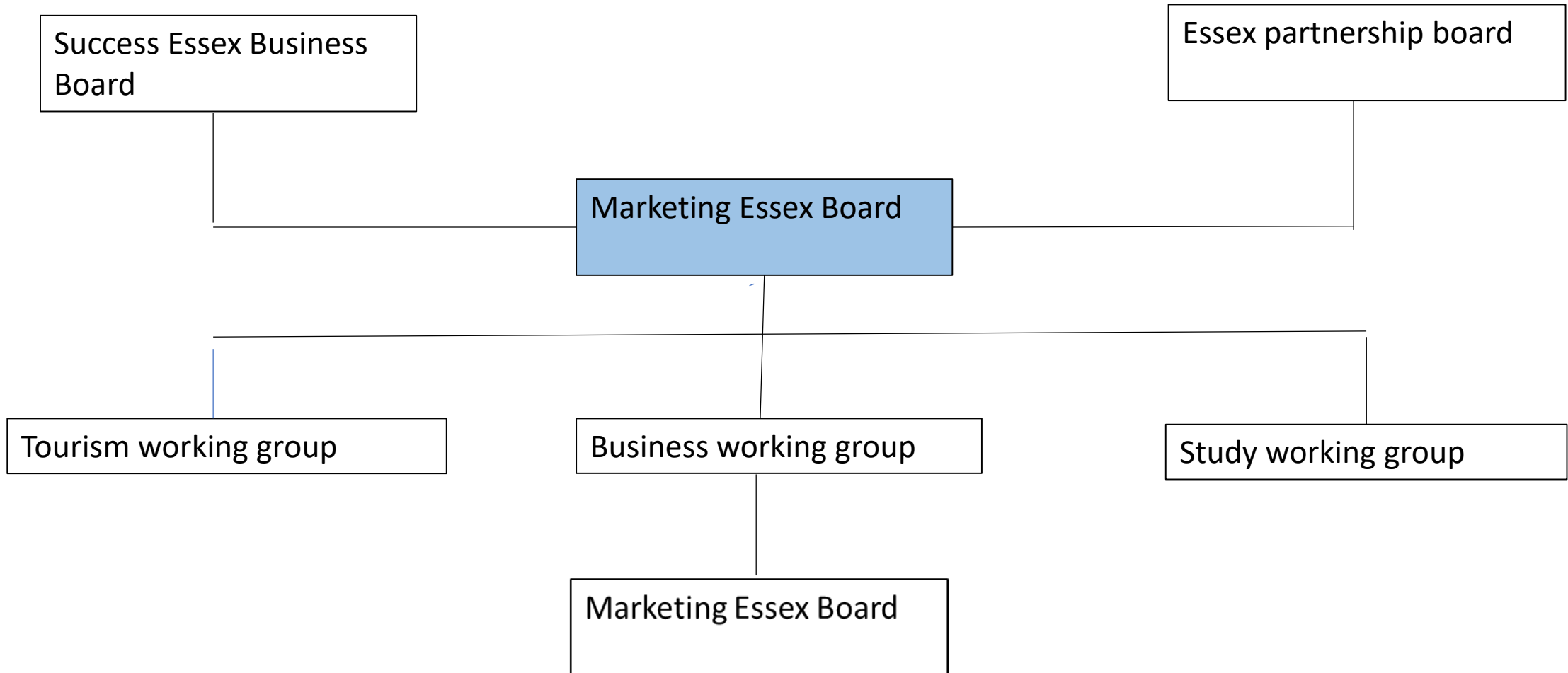
# Place marketing – a strategic approach

Place marketing has developed over the last 20 years, internationally and nationally, to become a key requirement for the effective implementation of strategies and growth plans for our cities, towns and counties.

It enables a place to speak about itself to those who live within it and those who come to visit, work, invest, study and play, in ways which build emotional connection, pride and loyalty. In order to effectively deliver this approach for Essex the following activities are now required:

- Develop a powerful narrative for Essex, by doing this we can effectively re-position Essex and challenge some of the negative perceptions that perpetuate, and differentiate us from others
- A narrative for Essex cannot be set by one organisation it needs to be a collective representation of the key stakeholders and investors that are delivering the vision and are therefore able to drive forward the narrative and encourage others to adopt it;
- Undertake audience and market appraisal and research; identify the key markets internally and externally to understand their needs where the potential barriers are;
- Mapping and product analysis to understand Essex's key assets, USPs, and where the key opportunities lie.

# Marketing Essex structure



# Why this is important

- To create and control our own narrative
- Challenging perceptions
- Collaborating together to gain a stronger voice to government and access funding
- Maximise benefits from new developments and opportunities

# Emerging themes

- Quality of life
- Sustainability/ green agenda
- Our relationship with London
- Mixed economy
- Building sustainable communities

# To date

- A stakeholder dinner hosted by Cllr Finch and Gavin Jones
- “This is Essex” campaign



# Next steps

- Set up a network for collaboration
  - Research and mapping
  - Establish a vision for the county what do we want to be known for
  - Common themes
  - Priority areas, sectors, USPs, audiences
  - Test barriers and opportunities with target audiences
  - Develop a narrative
- Develop a place board
- Create Marketing Essex

# What's in it for you

- To help develop the narrative of Essex and provide a strategic direction in the vision for the future and that you can use
- The ability to communicate about your businesses to a much wider audience e.g. students who may come and work for you
- Benefit from marketing campaigns with promotional opportunities
- To help attract external audiences positioning Essex as a great place for opportunity and dispelling the perceptions.
- A network to share information and collaborate, find out what's happening in the county and how it may affect/ benefit you