

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Executive Member for Culture and Recreation
Date:	8 July 2010
Title:	The Future Direction of culture-all
Reference:	1640
Report From:	Director of Culture, Communities and Rural Affairs

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1. Executive Summary

- 1.1. The purpose of this paper is to communicate the achievements of the 12 month CCRA **culture-all** campaign and to recommend that the **culture-all** brand is developed to become the public facing identity of CCRA, focussing on the promotion of HCC owned and funded sites.
- 1.2. This paper seeks to
 - set out the objectives of the campaign
 - highlight the impact the campaign has made on the local economy, to CCRA and in raising awareness of the cultural offer in Hampshire
 - clarify the future direction of **culture-all**

2. Objectives of the campaign

- 2.1. The **culture-all** campaign, led by the Tourism Section, was created to help raise awareness of the breadth of cultural product on Hampshire residents' doorstep including both County Council and non HCC sites, and to inspire residents to take advantage of the local cultural opportunities available to them. It provided an opportunity to strengthen the messages we send to residents by promoting HCC sites and events in tandem with non-HCC cultural providers, thereby showcasing how rich and diverse our county is, from museums and art centres to libraries and sport.
- 2.2. The Leader of Hampshire County Council has an ambition for Hampshire to be identified as a 'County of Culture'. HCC has long supported the development of the county's cultural sector with its support for external organisations and the development of its own cultural services. This has contributed to Hampshire having one of the highest concentrations of visitor attractions of any county in the country.

- 2.3. The economic downturn provided an opportunity to promote a range of value for money offers to residents and in turn support cultural service providers by generating additional business. The campaign was therefore an effective means of stimulating the £1.5billion day visit market in Hampshire and generating additional spend.

3. Key activities

- 3.1. The **culture-all** campaign delivered a range of activities including the following:

- Five junior schools across the county participated in a cultural relay to mark the launch of the campaign, selecting items that best represented where they lived. Good local and regional media coverage was achieved including articles in The News and Basingstoke Gazette.
- In order to showcase the cultural diversity in the county, a short impactful video was produced, featuring a selection of CCRA sites. This was embedded in the **culture-all** website and campaign Facebook page, and has been played regularly at staff meetings and conferences.
- A banner advertising campaign yielded over 1 million page impressions across the top 100 websites in Hampshire. This helped to raise awareness of the campaign and Hampshire's cultural offering. Advertising on Facebook was particularly fruitful as it was the number one referral site to the **culture-all** web pages with over 1,300 click thrus within the first month of advertising.
- The Marketing Team launched the **culture-all** Passport in July 2009, enabling families to enjoy unlimited visits to CCRA sites for just £69 per year. Over £90,000 of income was generated in the first 8 months. In addition, the Armed Services and new Citizens can take advantage of a **culture-all** 50% discount card. As an incentive for CCRA sites to make sales, all income generated from the Passport is retained locally.
- An online survey for teenagers was launched to gain feedback from young people about the cultural activities and facilities available to them. A total of 422 teenagers took part, and although the sample was not representative it still provided some interesting insights which were shared with managers. For example, finding out through friends is clearly still the most common way teenagers find out what is going on in their area, and the role of 'social networking' plays a more prominent role as age increases, for example the use of Facebook.
- A Nature Navigation family fun day was organised at Manor Farm Country Park in March 2010, encouraging visitors to explore the park and find clues using a GPS device. Over 540 people took part and 78% of customers who completed a questionnaire rated the event as 'excellent'. Forty GPS devices were purchased for the event and will be shared with other country parks.

4. Finance

- 4.1. The total marketing spend on the campaign (including staff costs) was £139,389 over 2008/9 and 2009/10.
- 4.2. Expenditure covered staff costs (0.5 FTE), branding, publicity material, social media presence, radio advertising and a banner advertising campaign.
- 4.3. Financial contributions were made from the Tourism Section, CCRA Policy Fund, Marketing Team and Countryside Service.

5. Stakeholder feedback

- 5.1. The CCRA **culture-all** Passport has proven popular with both sites and customers. More than 1,500 **culture-all** family attraction Passports were sold between 27 July 2009 and 31 March 2010. £90,000 of income was generated and value for money was considered to be 'good' or 'very good' by 86% of survey respondents who had purchased a Passport.
- 5.2. Feedback from visitor attractions has been very positive. The Hawk Conservancy Trust confirmed **culture-all** was 'far and away the most successful voucher scheme currently in operation!' and Beaulieu said 'the **culture-all** campaign has been a fantastic success for us. We've had 1,275 voucher redemptions over the full period'.
- 5.3. Feedback from customers has also endorsed the success of the campaign:

"Can I just say what a superb job you are doing with Showcase and the **culture-all** campaign. There are loads of days out that we will be taking the family and having 3 young children the voucher scheme (free kids) makes it affordable for us to take advantage of these. There should be no complaints that families haven't got anything to do!"
Kevin & Family (April 2009)

6. Performance

- 6.1. The Research Unit at Tourism South East were commissioned to conduct post-campaign research, to ascertain the impact of the campaign on the local economy. Their findings were based primarily on 466 responses from an incentivised online survey, web statistics and voucher redemption figures.
- 6.2. A total of 5,973 discount vouchers were redeemed at participating attractions. Beaulieu, Spinnaker Tower, Milestones and Intech received the highest number of redemptions.
- 6.3. It is estimated that over 62,000 additional visits to attractions or events were generated by the campaign website. Over 99% of these were day visits. This generated over **£892,000** of incremental spend in the local economy. This does not take into consideration the impact from off-line activities including press articles, printed days out brochure (80,000 print run) and radio campaign with Wave 105FM. Once these are taken into account, it is reasonable to assume that incremental spend would be in excess of £1million.

- 6.4. Sixty seven percent of all survey respondents intend to visit **culture-all** attractions and events over the next 6 months.
- 6.5. Seventy eight percent of survey respondents confirmed the campaign had encouraged them to visit attractions or events they had not previously known about or considered visiting, demonstrating that the campaign achieved its objective of raising awareness about the cultural offer in Hampshire.

7. Future direction

- 7.1. The campaign ran 20 March 2009 – 31 March 2010. Although there are limited resources available to continue to run the campaign, there is an appetite by CCRA services to continue to build on the good work to date and not lose momentum. The campaign identity has enabled CCRA services to be showcased in a more contemporary and high profile way and it has also been popular with key stakeholders including visitor attractions and local authorities.
- 7.2. Therefore, in order to capitalise on the investment made to date without requiring significant additional budget or staff time, the CCRA Marketing Team plan to integrate **culture-all** into their day-to-day promotional work. For example, they can maintain the website which can become the hub of **culture-all**, and both the depth of information and functionality can be expanded upon.
- 7.3. This will enable brand identity and recognition to strengthen over time and **culture-all**'s impact to grow. Customers will thereby start to associate the logo with HCC, CCRA and quality cultural product in the county.
- 7.4. The campaign's profile has provided sufficient leverage to enable the existing CCRA Marketing budget to finance future promotional activities for **culture-all**.

8. Recommendations

- 8.1. That the CCRA Marketing Team will take over the running of **culture-all** from the Tourism Section. It will become the public facing identity for the department's activities when cross-promoting services.
- 8.2. That the **culture-all** identity will continue to help promote Hampshire as a cultural county, but will focus on driving interest and visits to CCRA sites and services.

CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	no
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	yes
Corporate Improvement plan link number (if appropriate):	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

DocumentLocation

None