

### ENGLAND'S CREATIVE COAST

#### WHEN:

2017 - 2020

#### INFO:

[englandscreativecoast.org](http://englandscreativecoast.org)

#### WHY:

This project shows how connection across regions can influence the tourism market.

England's Creative Coast is an innovative new visitor experience. It connects new outdoor artworks and cultural adventures with galleries across the South East Sussex, Kent and Essex coastlines. It aims to bring new visitors to the area. Partnerships enabled a set of new outdoor commissions to help connect the route. The project aims to:

- Create exceptional new art by some of the world's leading visual artists
- Grow the South East visitor economy by 3% by 2020
- Respond to current visitor trends
- Tap into new, unexplored markets
- Create a step-change for the visitor offer across the area
- Create a lasting partnership framework across cultural and tourism networks in Sussex, Kent and Essex
- Develop the information and knowledge core through perception, quantitative and qualitative research and enhancing event data pool created via the Culture Kent project



# BREAK THE MOULD

## CASE STUDIES

### CORNWALL 365

#### WHEN:

2016 - ONGOING

#### INFO:

[cornwall365.org.uk](http://cornwall365.org.uk)

#### WHY:

An example of how arts can aid in creating year round tourist attractions; particularly when the majority of tourism offer is outdoor and connected to the land.

Cornwall 365 connects cultural organisations and tourism businesses to encourage industries to work together for the greater good of the Cornish economy.

The project is building a network of creative, heritage and tourism businesses and individuals that benefit from events and activities designed to inspire and provide insights into what's happening and where.

Cornwall 365 works with a range of Cultural Ambassadors, creates pioneering marketing campaigns for Cornwall, delivers exciting events and ongoing training workshops as well as working on strategic levels to ensure the Cornish economy benefits from the tourism and cultural sectors.



# BREAK THE MOULD

## CASE STUDIES

### THE MISSION HOUSE STUDIO

**WHEN:**  
ONGOING

**INFO:**  
[missionhousestudio.co.uk](http://missionhousestudio.co.uk)

**WHY:**  
Using working spaces as engaging tourist attractions could result in viable income potential. Adopting a model which works with an artists' own practice ensures that work is not sacrificed in order to appeal to a tourist market.

Nickolai Globe converts his working studio into a more visitor friendly space during May - September. He makes his bigger work during the winter months. This model allows him to access a tourist market and provide an engaging experience with out impact on his practice.

Trip Advisor reviews say from the Mission House Studio on the Isle of Harris.

“Our second visit to the Mission House and we bought even more of Beka’s stunning photo’s. Nickolai showed us his ceramics. Really interesting, He has great passion for his work and for Harris. Well worth a visit.”

“When we arrived the artist had just finished and sold a new and unusual view of the local rocky landscape, and what’s more he had made a sale! The gallery has a vast collection of original painting and sculpture, much based on the natural landscape.”



# BREAK THE MOULD

## CASE STUDIES

### KELBURN ESTATE

#### WHEN:

2009 - ONWARDS

#### INFO:

[www.kelburnestate.com](http://www.kelburnestate.com)

#### WHY:

The Kelburn Garden Party is a yearly event which boosts the estates audience. It shows how arts activity can increase revenue for heritage sites.

Kelburn Estate hosts one of Scotland's best small festivals. Its unique setting provides the backdrop for a mix of art and music. The festival is an example of how heritage venues can access arts and culture to increase audiences. The Estate uses arts, events and cultural activity in many of its projects which create opportunities to engage in the landscape and in the history of the estate.



# BREAK THE MOULD

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## EDEN / ST AUSTELL BREWERY PARTNERSHIP

**WHEN:**  
2013 - ONGOING

**INFO:**  
[www.edenproject.com/  
media/2013/06](http://www.edenproject.com/media/2013/06)

**WHY:**  
An example of mutual  
benefit between cultural  
organisations and other  
partners.

Partnership deal developed between Eden and St Austell Brewery. The agreement forms the backbone of a long-term 'working in partnership' vision between the two organisations.

As part of the deal, St Austell Brewery has already scheduled the brewing of four Eden-inspired draught ales on its new Small Batch Brewery.

St Austell Brewery retains its role as wholesale supplier of beers, ciders, wines, spirits and soft drinks to the Eden Project and supporter of the Eden Sessions, meaning St Austell Brewery favourites Korev Cornish Lager and Tribute Ale are present at each event through the summer.

The new agreement also means that St Austell's Brewing Experience Visitor Centre will feature a permanent 'Pit to Paradise' exhibit about the Eden Project and will be able to sell tickets for Eden.



# BREAK THE MOULD

### EDINBURGH TOURISM INNOVATION CHALLENGE

#### WHEN:

2017 - ONGOING

#### INFO:

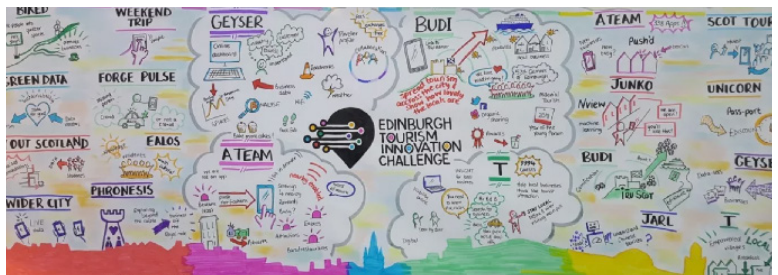
<https://www.napier.ac.uk/about-us/news/students-app-idea-comes-out-on-top-in-edinburgh-tourism-innovation-challenge>

#### WHY:

An example of how design thinking can be used to solve industry issues. The bringing together of industry experts and designers allow the space for creative problem solving.

The Edinburgh Tourism Innovation Challenge (#ETIC17) was a series of events and subsequent funding programme that aims to promote data-driven innovation in Edinburgh's tourism sector. The challenge weekend brought together over 120 tourism and technology professionals and students to analyse a range of tourism-related data, developing innovative products, services or tools that benefit the tourism industry in Edinburgh.

The winning team and 4 runners up were invited to speak at the ETAG Digital Solutions for Tourism Conference 2017. They also had the opportunity to apply for the #ETIC17 Innovation Fund, sponsored by ETAG, where up to £3,000 was available to develop their project further.



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## BRUICHLADDICH

### WHEN:

2001 - ONGOING

### INFO:

[www.bruichladdich.com](http://www.bruichladdich.com)

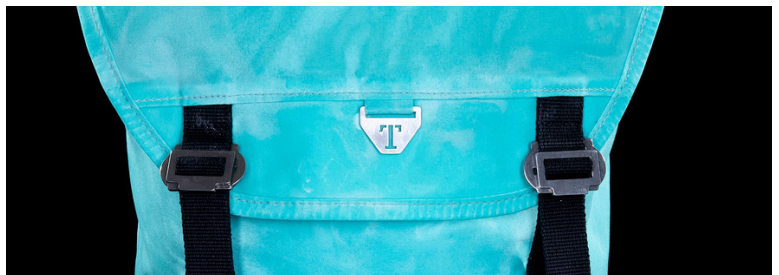
### WHY:

Bruichladdich has worked with Glasgow bag manufacturer Trakke. The two companies have a shared philosophy making collaboration successful and authentic.

The Bruichladdich has a designed foyer with shop and offers tours so visitors can understand the entire ethos of the company. It has developed bespoke craft items working with Glasgow bag manufacturer Trakke. The collaboration shows the potential for the cultural sector and the tourism sector to gain equal benefit from each others work. Collaborations are successful when meaningful relationships are established. Trakke's blog on Bruichladdich shows this shared ethos:

"Since reopening in 2001, Bruichladdich distillery, located on the small Scottish island of Islay, has had one concern above all others: doing things the right way. Not the quick way, not the most cost effective way, and definitely not the easiest way - the right way.

A bit like choosing to design and hand-make our bags in our own Glasgow workshop - we don't do it because it's easy, but because it feels right."



# BREAK THE MOULD

## CASE STUDIES

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### MHOR 84

#### WHEN:

2009 - ONWARDS

#### INFO:

<https://mhor84.net/mhor-events/>

#### WHY:

The hotel uses cultural events, festivals and music nights to add to their visitor experience.

Mhor 84 has built itself from a traditional hotel and restaurant into a complete experience for its visitors. The hotel runs a yearly festival in May combining music, arts and theatre with food and drink.

It also runs weekly folk music nights and themed nights for example Burns in the Barn which combined music and poetry with food and dance.





# BREAK THE MOULD

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## SPRING FLING

### WHEN:

2003 - ONGOING

### INFO:

<http://www.spring-fling.co.uk>

### WHY:

An example how cultural events can develop an identity for an area.

Every year between 90 – 100 professional artists and makers throw open the doors to their studios for three days over the late May bank holiday weekend, offering visitors the chance to get behind the scenes of artistic practice, experience artists and makers demonstrating and explaining their processes and inspirations and have the opportunity to buy a piece of art direct from the artist. Each studio experience is unique, every artist is different but each will offer a meaningful insight into the inner workings of an artist's life.

In addition to the core event, over the Spring Fling weekend visitors can enjoy a number of extra events and happenings such projects as EDGE; Spring Fling Rural Mural (SFRM); Spring Shows, a series of local, national and international exhibitions.

