

Introductions

Who we are, what we do, opportunities

Collaboration

Amplification of message

Pride in place

Showcasing your community

Telling your story to residents, visitors

Attracting footfall to towns and parishes, events and festivals



Background

Countywide Destination Partnership
Part of national network of DMOs
Established as 'Northamptonshire Surprise' in 2016

Run by and with tourism and hospitality business leaders
Provide a solution to what organisations need in current climate

Champion Northamptonshire as an exceptional destination
And a great place in which to live and work
Challenge dated perceptions, create the desire for visits
Help facilitate collaboration, amplification of message, pride in place



Governance and Funding

Hosted by Made in Northamptonshire co-operative

New CIC by end of year

Previous hosts UoN and Northamptonshire Community Foundation

Work directed by highly experienced and representative voluntary board including:

Rachel Mallows, MBE, DL (Chair)

Richard Clinton, CEO, Delapre Abbey (Deputy Chair)

UoN, Northampton College, Kettering Park Hotel, Rockingham Castle, Adrenaline Alley, Wicksteed Park

Working to the board we retain a part time place marketer Kate Dent
20 years + destination marketing experience



Governance and Funding

Financed by:

Sponsorship including Archways in 2023
Northamptonshire Lieutenancy 2016-2022

Tourism Business Network membership, launched 2023

Campaign funding. E.g. *Visit Northamptonshire* campaigns
funded by North and West Northamptonshire Unitary Councils

Grant support including Visit England, SEMLEP Growth Hub



Our Story

Lean operation, £1million in-kind funding secured since 2016 when we set up:
Destination Partnership Board and partnerships
Destination branding, website and social channels
Northamptonshire Tourism Press Desk

Supported and endorsed by Visit England
As well as over 40 brands and partners including:

Althorp, Silverstone, Saints, Royal & Derngate, Core at Corby Cube, Adrenaline Alley,
Delapre Abbey, Rockingham Castle, Northamptonshire Hoteliers Forum

Northamptonshire Sport, Made in Northamptonshire, Heritage Forum,
Northampton BID, Northamptonshire Community Foundation, Discover Hub Rushden Lakes

University of Northampton, Northampton College, Moulton College, Tresham College



Our Story

Collaboration, amplification of message, Pride in Place

Expert in delivering visitor and footfall campaigns

North and West Northamptonshire Unitary Councils funding Summer, Autumn and Winter visitor campaigns this year, building on success of similar in 2022

As well as facilitating collaboration

Many partners have been on board since inception

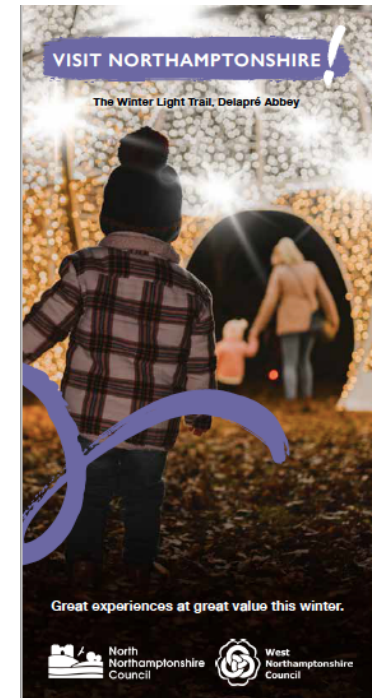
New Tourism Business Network launched January 2023 meets monthly to support each other and *champion destination Northamptonshire*

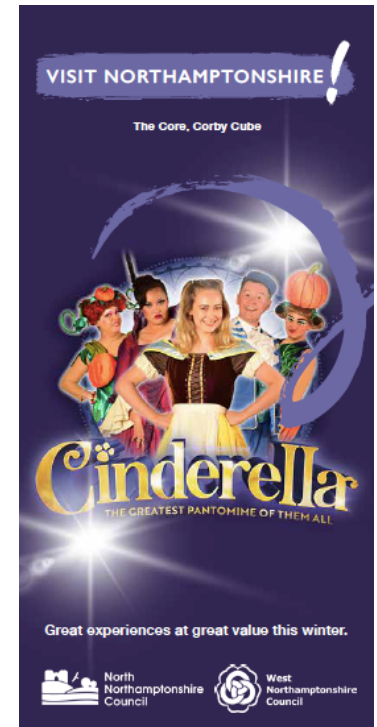
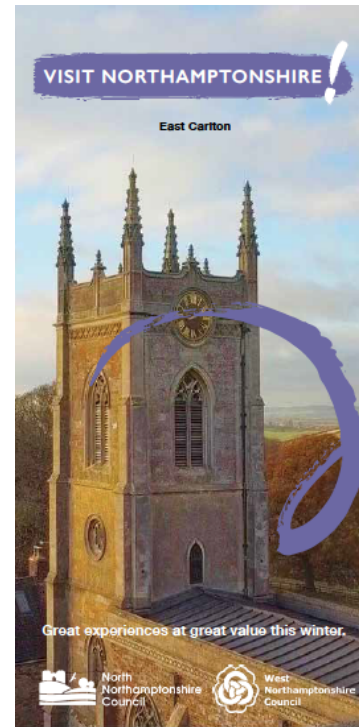
Network's first Tourism & Hospitality Careers Fair attracted 300 students

In an environment that's impacted by so many external factors

Reassurance businesses do not face these challenges alone







Our Purpose

Time of huge challenge for tourism and hospitality sectors

As a network and coalition of the willing, we work in partnership to support businesses, facilitate meaningful partnership and collaboration, and:

Support and promote places, partnerships, organisations

Amplify message and help attract visitors, footfall, opportunity

Engage communities and help make the links between culture / arts / sport / food & drink and wellbeing

Advocate for Northamptonshire partners coming together and joining new national network of accredited private sector-led Local Visitor Economy Partnerships (LVEPs)



Our Unique Offer

Collaboration, amplification of message, Pride in Place

With the backing of partners we **support organisations to develop and grow**
Whilst **showcasing Northamptonshire** as a
Leading Midlands destination for experiencing the absolute best of British tourism.

We offer the sector:

Unifying voice, representing the sector, collaborating to help develop an accredited
countywide Local Visitor Economy Partnership (LVEP) in 2024

Safe space for the network all working selflessly together, supporting and promoting, sharing
insights, data and best practice, enabling meaningful connections and collaborations

The organisation for bringing **hotels and attractions together**, enabling closer working in
localities



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We also offer the sector:

Connections with relevant aligned groups; Heritage Forum, Hoteliers Forum, MIN

An undertaking that the **impacts** of our collective work are widely understood

Enhanced **reach** (destination social media, website, gateway material, PR)

Consistent **reinforcing of USPs** and **destination of choice messaging**, amplifying voices of all

Commitment to increasing awareness locally as well as outside the county

In an environment that's impacted by so many external factors

Reassurance you do not face these challenges alone



Tourism Business Network

We know the issues businesses are facing

Colleagues join the network to:

Make new industry and community connections

Develop links with the county's three colleges and UoN

Access bespoke and timely support for recruitment and business development

Also to brand build and enjoy amplified reach for messages / attract footfall:

Hosting and attending networking and face to face events, monthly network Comms, website, digital campaigns, social channels, press and blogger engagement

Invest in 'destination Northamptonshire' as a great place to live, work and do business

Support others in the network to develop and grow



Tourism Business Network

Expanding scope and reach in 2024

Businesses value partnership at local level
Appetite for community connection and collaboration

In 2024 we will collaborate **at local level** and bring in new partners
Opportunity for towns and parishes to contribute and help shape this work

Building on the data already gathered
Opportunity to work together and showcase communities and projects
Help change the perception of local towns, parishes, communities
(where businesses are based)
Tell the **real** story of the place to residents, local and regional visitors
Attract increased following and footfall



Meaningful Partnership at Local Level

Showcase your community. Tell your story to residents, visitors. Attract footfall to towns and parishes, events and festivals.

In addition to networking and face to face events, monthly network Comms, website, digital campaigns, social channels, press and blogger engagement, looking for partners to come together **to develop pilot projects:**

Bringing **Market making events** to towns, parishes and communities
Northamptonshire Food and Drink Week

Bespoke 'Discover Place' digital campaigns to build awareness / change perception, create desire, attract footfall

Tell the story of local culture through new Town, Parish & Community Culture Trails

Thematic campaigns connecting towns and parishes; walking, cycling, heritage, food & drink, US links etc.



Please get in touch

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**THANK YOU
QUESTIONS**

