

<b>Body:</b>	<b>Scrutiny Committee</b>
<b>Date:</b>	<b>18 February 2010</b>
<b>Subject:</b>	<b>Update on Tourism Marketing activity for events organised by Eastbourne Borough Council during 2009</b>
<b>Report of:</b>	<b>Tourism Development &amp; Communications Manager</b>
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### **Summary:**

This report informs members of the marketing activity carried out for the Council's events programme during 2009. The report shows how marketing budgets are spent and what level of media awareness is raised through this activity. Each event shows the media value for 2008 as a comparison to the value achieved for 2009. With non ticketed events, such as Airbourne there is no measure in place to count attendance, the PR value is used to measure the success of the event.

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### **Recommendations:**

(1) Agree the approach to Events marketing continues for 2010
(2) Note that the PR values are used as an indicator of success and not in isolation.

### **2.0 Background**

<b>2.1</b>	A presentation was given to all Cabinet Members and Councillors in December 2008. The presentation outlined each event and the associated marketing activity.
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Sustainable Community Strategy Corporate Plan Council Core Activity	Action	Milestones
<p><b>Deliver combined men/women's international tennis event</b></p> <ul style="list-style-type: none"> <li>• Prepare Lawn Tennis Centre for increased capacity by June 2009</li> <li>• Comply with general safety certificate standards by June 2009</li> <li>• Recruit and train 140 casual staff to manage event by June 2009</li> <li>• Increase ticket sales income</li> </ul> <p><b>Tourism</b></p> <ul style="list-style-type: none"> <li>• Create and implement a Sustainable events programme</li> </ul>	<p>The court layout was re configured to accommodate additional practice courts and the site safety capacity was increased to 8000.</p> <p>All work and certification was carried out to comply with the statutory requirements of the general safety certificate and this was completed by 5th June 2009.</p> <p>The recruitment process for 140 casual staff commenced in January 2009. Training took place prior to the event and around 25 new staff completed their NVQ level 2 in Stewarding, taking the total number of NVQ staff for this tournament to 65</p> <p>A total of 36,985 visitors attended the tournament over 8 days which increased the all time record for the event by 226. All time day visitor attendance records were set for Saturday &amp; Sunday of qualifying, Thursday and finals day - Saturday.</p> <p>The % of sales income to Eastbourne Borough Council was increased to £75,923.</p> <p>Delivery of a diverse all year round events programme. Delivering 6 in house events these will be: Magnificent Motors Aegon International Tennis Eastbourne Extreme Airbourne International Airshow Eastbourne Beer Festival Beachy Head Marathon Further 6 partnership events these will include 999 Emergency Services Display Eastbourne Half Marathon 2 x French Markets 2 x Italian Markets 1 x Circus 6 x Tennis Tournaments 1 x MG Rally 1 x Bonfire Procession and Firework Display 1 x Lammas Festival 1 x Classic Motorcycle Event</p> <p>Partnership working to create and deliver /develop 2 new events to include: Easter Cycling Event British Red Cross Cycling Event "Big Red Ride" Lambretta Scooter Event Open Air Film Event Country Show Green/Ethical Market</p>	<p>Number of new events delivered</p>

# Magnificent Motors



## Marketing materials include:

- \* 4pp 1/3 A4 leaflet x 10,000
- \* x 100 Double Crown posters
- \* x 20 Lamp Post banners
- \* x 2 Town Centre banners
- \* Press Advertising in local press including: Sussex Express, Friday-Ad x 6 editions, Kent & Sussex Courier & Sevenoaks Chronicle, Kids Fun File, Days Out UK
- \* Website promotion on [www.visiteastbourne.com](http://www.visiteastbourne.com) & Magnificent Motors microsite
- \* Free listings on x 15 motoring & classic car websites
- \* 4 sheet poster sites across South East Rail Network – negotiated as contra deal with Southern Railway
- \* PR
- \* Site map to giveaway during the event x2000

## Distribution and Opportunities to See

**5,000 leaflets** distributed via a distribution company across a 50 mile radius to shops, libraries, youth clubs, restaurants and bars

**5,000** sent to database, Tourist Information Centres x 50 across the South East, Eastbourne hotels and guest accommodation, railway stations, Council offices

**FREE EVENT**

**MAGNIFICENT MOTORS**

**Classic & Vintage Vehicle Show**

Western Lawns, Seafront and Promenades  
**EASTBOURNE**

Sat 2nd May  
Sun 3rd May

Gates open 11am

**0871 663 0031**

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

**EASTBOURNE**  
Borough Council

**100 Double Crown posters** distributed to Eastbourne TIC & Council offices. 90 used in Adshel poster sites at bus stops across Eastbourne for pedestrian footfall at least 4 weeks prior to the event

**20 Lamp Post banners** situated on main through roads into Eastbourne for motorists at least 4 weeks prior to the event.

**2 Town Centre banners** in prominent outside shopping precinct for shopper footfall at least 4 weeks prior to the event

### Press Advertising

In What's On/Entertainments section of relevant titles a week before the event or weekend of the event and title(s) relevant to our target audience  
Circulation/Distribution of each title:

- \* Friday-Ad x 6 editions – combined circulation 191,000
- \* Kent & Sussex Courier & Sevenoaks Chronicle 42,823
- \* Kids Fun File – approx 15k – all infant and junior schools in Eastbourne

**Total Cost: £3,097 | Total cost 2008: £3,682 - £585 less in 2009**

## Website

2009 Users: 26,811 - **52%** increase on 2008

2009 Hits: 24,097 - **46%** increase on 2008

## PR

PR Value (based on advertising rates in relation to amount of coverage received):  
£24,356 - includes Real People, The Sun, Classic Motor Monthly - **300% up** on 2008.

Media outreach: 4.2 million - **10 x** up on 2008.

Included familiarisation visit coupled with a trip to Eastbourne Speedway



# AEGON International

## Website

For 2009 a new dedicated tennis page was added to VisitEastbourne at [www.visiteastbourne.com/tennis.asp](http://www.visiteastbourne.com/tennis.asp)

Hits to this page were measured from February 2009  
Total hits for February - December 2009: 33,597

## PR

PR Value: £14.4 million - includes BBC, The Times, Zoo Magazine, Tesco Magazine - same as 2008

Media outreach: 12.6 million - **24% up on 2008**  
Included a familiarisation trip during tennis week

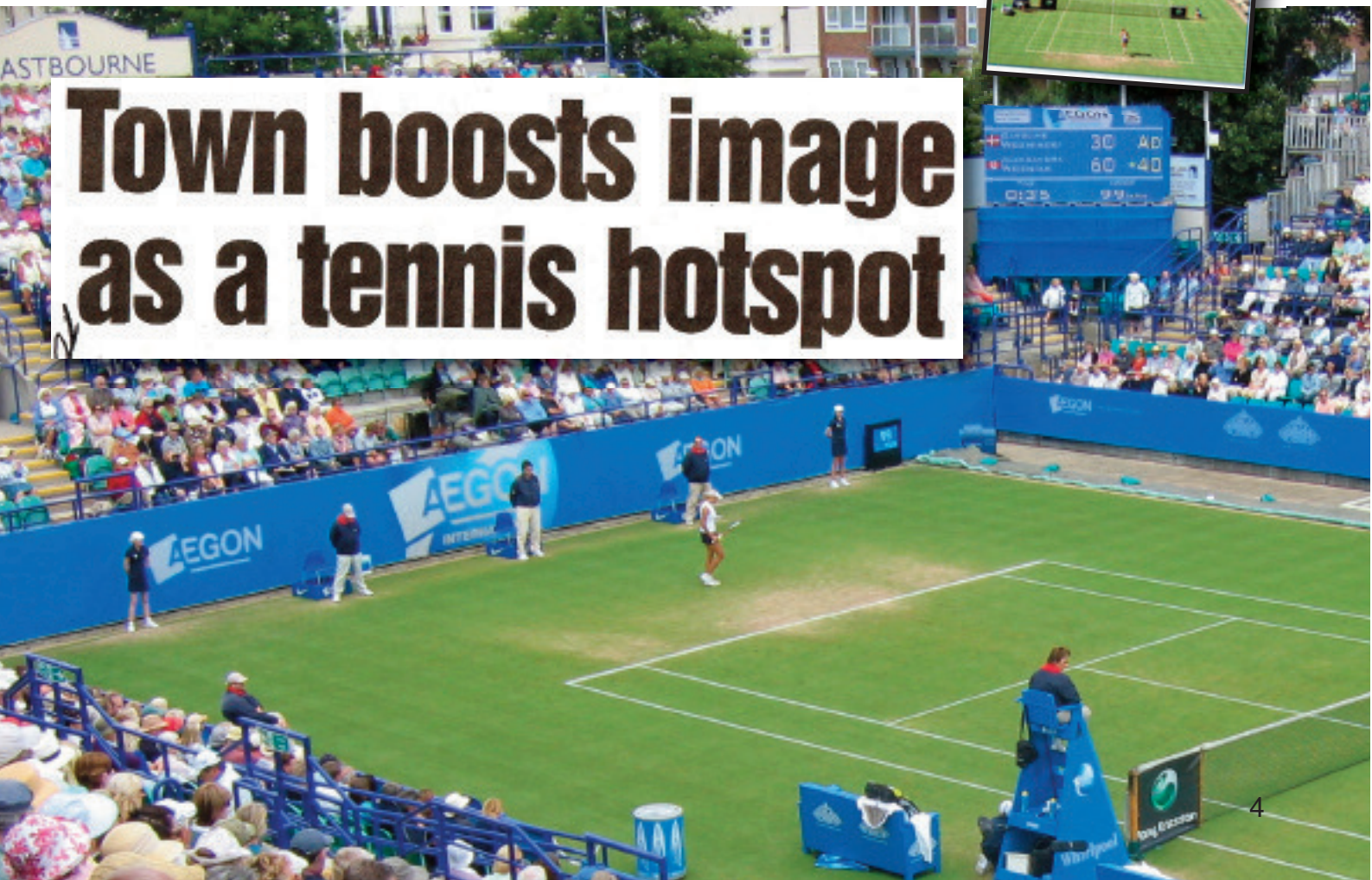


*"Thanks for a fantastic day in Eastbourne last week. I think we chose the sunniest day of the week and it was such fun that we didn't leave until the bitter end! The seafront looked stunning and might have to stay over next year to take a better look."*

Jo Austin, Group Editor, BMI Publications



## Town boosts image as a tennis hotspot



# Extreme

Marketing materials include:



- \* 2pp 1/3 A4 leaflet x 20,000
- \* x 100 Double Crown posters
- \* x 20 Lamp Post banners
- \* x 2 Town Centre Banners
- \* Press Advertising in local press including: East Magazine and Kids Fun File
- \* Website promotion on www.visiteastbourne.com & Extreme microsite
- \* Free listings on x 20 Extreme sports websites & surf/sailing brand websites including Animal (event sponsor)
- \* 4 sheet poster sites across South East Rail Network – negotiated as contra deal with Southern Railway
- \* PR
- \* Site map to giveaway during the event x 2000

## Distribution and Opportunities to See

**11,000 leaflets** distributed via a distribution company across a 50 mile radius to shops, libraries, youth clubs, restaurants and bars

Balance sent to database, Tourist Information Centres x 50 across the South East including Eastbourne TIC, Eastbourne hotels, railway stations, Council offices.

**100 Double Crown posters** distributed to Eastbourne TIC & Council offices. 90 used in Adshel poster sites at bus stops across Eastbourne for pedestrian footfall at least 4 weeks prior to the event

**20 Lamp Post banners** situated on main through roads into Eastbourne for motorists at least 4 weeks prior to the event.

**2 Town Centre banners** in prominent outside shopping precinct for shopper footfall at least 4 weeks prior to the event

## Press Advertising

In What's On/Entertainments section of relevant title(s) to our target audience

Distribution of each title:

- \* East Magazine 30,000
- \* Kids/Teen Fun File – approx 15k – all infant and junior schools in Eastbourne + most senior schools for Teen File

**Total cost: £3,504 | Total cost: £5,881 - £2377 less in 2009**

## Website

2009 Users: 39,108 - **64%** increase on 2008

2009 Hits: 42,567 - **24%** increase on 2008

## PR

PR Value: £19,147 - includes Asda magazine, Period House, Independent on Sunday - **100% up on 2008**

Media outreach: 2.8 million - **17m less than 2008**



# Airbourne

## Marketing materials include:

- \* 2pp (early preview) & 4pp 1/3 A4 leaflet x 45,000
- \* x 1,000 Double Crown posters
- \* x 1,500 A4 posters
- \* x 20 Lamp Post banners
- \* x 2 Town Centre Banners
- \* Radio Campaign 30sec commercial for 2 weeks prior to the event and short 10sec bursts on actual days of show
- \* Press Advertising in local press including: East Magazine & Kids Fun File, Aegon International programme
- \* Eastbourne Herald promotions across Becketts group including wrap-around
- \* Web banners on aviation enthusiasts websites
- \* Website promotion on [www.visiteastbourne.com](http://www.visiteastbourne.com) & Airbourne microsite
- \* 4 sheet poster sites across South East Rail Network – negotiated as contra deal with Southern Railway
- \* PR
- \* X 25,000 Souvenir magazines
- \* X 3,000 e-newsletters to Friends of Airbourne

## Distribution and Opportunities to See

**25,000 leaflets** distributed via a distribution company across a 50 mile radius to shops, libraries, youth clubs, restaurants and bars with a 'taster' of flying displays for each day and a money off coupon for programmes to boost sales. Balance sent to Tourist Information Centres x 50 across the South East including Eastbourne TIC, Eastbourne hotels, railway stations, Council offices, Seafront Office, Aircraft Museums, Sponsors + RAF

**1000 Double Crown posters** distributed to Eastbourne TIC & Council offices. 120 used in Adshel poster sites at bus stops across Eastbourne for pedestrian footfall at least 4 weeks prior to the event. 220 distributed across the South East to shops, libraries, youth clubs, restaurants/bars and Tourist Information Centres, sponsors and RAF.

**1,500 A4 posters** distributed to Eastbourne TIC & Council offices and across the South East to shops, libraries, youth clubs, restaurants/bars and Tourist Information Centres, sponsors and RAF. Remainder sold on e-shop and from Seafront Office during the event.

**20 Lamp Post banners** situated on main through roads into Eastbourne for motorists at least 4 weeks prior to the event.

**2 Town Centre banners** in prominent outside shopping precinct for shopper footfall at least 4 weeks prior to the event

## Radio Campaign

20 second commercial for 1 week on both transmitters as far East as Rye, West to Bognor Regis and North to Horsham, Crowborough and Tunbridge Wells.  
Weekly reach 332,000 to a population of 994,000.  
OTH (Opportunities to Hear) 4.85





**Friends of Airbourne** e-newsletters to our database of x 3,000 Friends of Airbourne, with flying display highlights for each day + invite to upgrade to Gold or Silver to generate additional income

**Official Souvenir Magazine x 25,000**

available 1 month prior to the event and containing all the essential event information including minute by minute flying displays for each day in a re-vamped, editorial/offer format. Sold at £3 each. 64pp, B5 size. Programme also acts as a vehicle to promote forthcoming events.

**Press Advertising/PR**

In What's On/Entertainments section of relevant title(s) to our target audience

Distribution of each title:

One off insertion

- \* East Magazine 30,000
- \* Kids/Teen Fun File –approx 15k – all infant and junior schools in Eastbourne + most senior schools for Teen File

**Total cost: £23,983.40 (£10,952 of this is programme design & print)**

(Programme cost £10,952 to design, produce and print - £11,580 income on programme advertising)

**Total cost 2008: £24,731 - £748 less in 2009**



**Website**

2009 Users: 310,626 - **32%** increase on 2008

2009 Hits: 948,563 - **34%** increase on 2008

**PR**

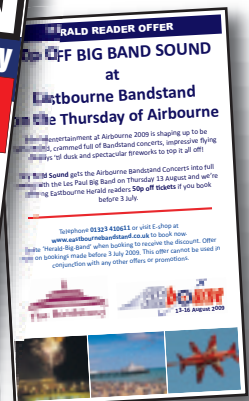
PR Value: £165,541 - includes Take a Break Magazine, Small World, Sainsbury's Fresh Ideas, Daily Mail - £141k less than 2008 (Meridian broadcast full 30-minutes in 2008)

Media outreach: 22 million - **1m up** on 2008

An Airbourne Photo Competition sponsored by East Print also took place attracting nearly 100 entries with images to use for future marketing and promotion.

Also included free promotion from **Friday Ad** who offered weekly banners on the front cover of the Friday Ad and a double page competition for FREE

Contra deal with Becketts newspapers - free Airbourne special offer advert every week in the lead up to Airbourne



# Speed Days

## Website

For 2009 a new dedicated tennis page was added to VisitEastbourne at [www.visiteastbourne.com/speed-days.asp](http://www.visiteastbourne.com/speed-days.asp)

Hits to this page were measured from June 2009  
Total hits for June - December 2009: 4,745

## PR

PR Value: £668,047 - includes CNN, Sky News, CBBC

Sportsround,  
Paddy & Rory's  
Great British

Adventure (Channel 5) - 1.4m less than 2008

Media outreach: 20 million - **6m up on 2008**

HUTC Productions produced a VNR (Video News Release) that was distributed to news media across the world, including CNN, Sky, BBC, Reuters, Gillette World Sport. The video made the home page of the BBC and Sky News websites.



Rory & Paddy's Great British Adventure



# Beer Festival

## Marketing materials include:

- \* 2pp 1/3 A4 leaflet x 20,000
- \* x 250 Double Crown posters
- \* x 20 Lamp Post banners
- \* x 2 Town Centre Banners
- \* Press Advertising in local press including: East Magazine and Friday-Ad x 3 editions
- \* Website promotion on [www.visiteastbourne.com](http://www.visiteastbourne.com) & Beer Festival microsite
- \* 4 sheet poster sites across South East Rail Network – negotiated as contra deal with Southern Railway
- \* Listing negotiated free of charge in What's Brewing Magazine
- \* PR
- \* Tasting notes and beer mat during the event used as a vehicle to also promote forthcoming events for 2009 x 4,500
- \* Mailer to database of previous attendees to the Festival

## Distribution and Opportunities to See

**10,000 leaflets** distributed via What's Brewing Magazine in Kent, Surrey and Sussex area prior to the event.  
**5,000** distributed via a distribution company across a 50 mile radius to shops, libraries, youth clubs, restaurants and bars.

Balance of **5,000** sent to database of previous attendees to the Festival, Tourist Information Centres x 50 across the South East including Eastbourne TIC, Eastbourne hotels, railway stations, Council offices.

**250 Double Crown posters** distributed to Eastbourne TIC & Council offices. X 85 used in Adshel poster sites at bus stops across Eastbourne for pedestrian footfall at least 4 weeks prior to the event, 110 distributed via a distribution company within a 30 mile radius of Eastbourne to shops, libraries, restaurants/bars, tourist information centres.

**20 Lamp Post banners** situated on main through roads into Eastbourne for motorists at least 4 weeks prior to the event.

**2 Town Centre banners** in prominent outside shopping precinct for shopper footfall at least 4 weeks prior to the event

## Press Advertising

In What's On/Entertainments section of relevant title(s) to our target audience

Distribution of each title:

- \* East Magazine 30,000
- \* Friday-Ad:

Eastbourne 33,341  
Lewes/Uckfield 31,216  
Hastings 42,815

To promote 2-4-1 offer on Thursday – the most difficult day to sell.

## Website

2009 Users: 33,402 - **53%** increase on 2008  
2009 Hits: 44,353 - **30%** increase on 2008

## PR

PR Value: £9k - £20k less than 2008  
Media outreach: 761k - 4.7m less than 2008

**Total cost: £4,167**

**Total cost 2008: £4,298 - £131 less in 2009**

Included tasting tour with local media such as Eastbourne Herald & Sussex Life magazine



# Beachy Head Marathon

# 24 OCTOBER

# BEACHY HEAD



# marathon

## START 9.00am DUKES DRIVE

## Come along and support the runners



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

### Marketing materials include:

- \* x 20 Lamp Post banners - situated on main through roads into Eastbourne for motorists at least 4 weeks prior to the event
- \* Free listings on appropriate running enthusiasts websites such as Runner's World and Running Free Magazine

These are used to raise awareness that Eastbourne is home to another impressive event and to encourage visitors/residents to support the runners whilst exploring the stunning scenery along the route. Places are sold very far in advance of the event and demand high due to awareness in local community and promotion in publications such as Runners World.

**Total cost: £1,500**

**Total cost 2008: £1,500**

### Website

2009 Hits: 35,365 - **11%** increase on 2008

### PR

PR Value: £68k - included Telegraph, Runners World, CBBC Newsround - **£39k up** on 2008

Media outreach: 1.5 million - 700k less than 2008

