

ENGLAND ORIGINALS



FROM ENGLAND'S HISTORIC CITIES

**ENGLAND'S UNIQUE HISTORY.
DISCOVERED YOUR WAY.**

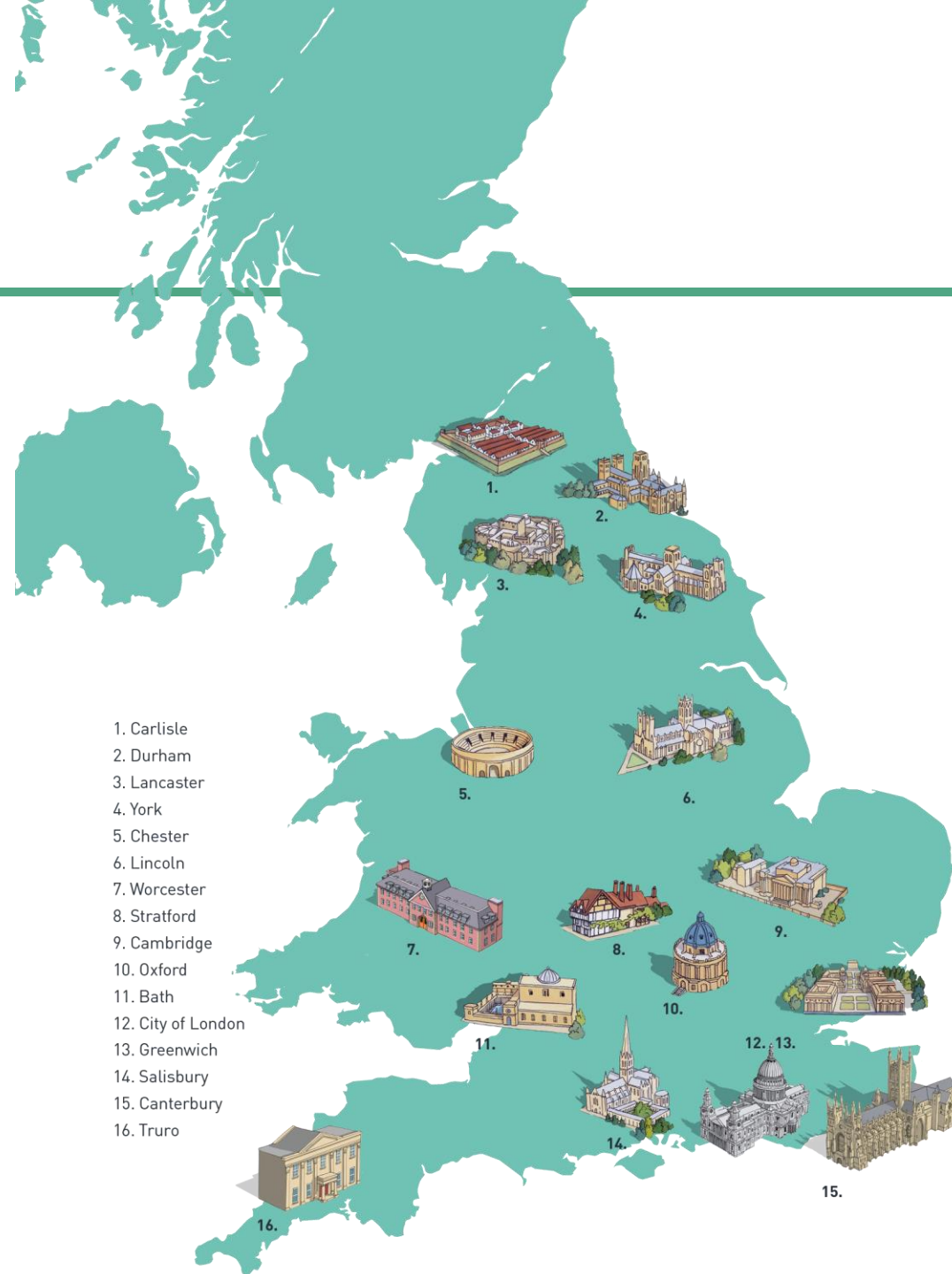
ENGLAND ORIGINALS



FROM ENGLAND'S HISTORIC CITIES

WHERE ARE ENGLAND'S HISTORIC CITIES?

1. Carlisle
2. Durham
3. Lancaster
4. York
5. Chester
6. Lincoln
7. Worcester
8. Stratford
9. Cambridge
10. Oxford
11. Bath
12. City of London
13. Greenwich
14. Salisbury
15. Canterbury
16. Truro





England's Heritage Cities consortium have decided to move away from the England Originals brand and lead with England Historic Cities branding.

Some content will move from the current England Originals website to www.heritagecities.com

The following will be migrated across this year:

England Originals App
England Originals Travel Agent Training Programme
Travel Trade portal
Itineraries
Inspirational Blogs



- **Bath** – Regency Walking tours, SUP, glass blowing, food & drink tours
- **Cambridge** – University walking tours & botanic gardens, punting
- **Canterbury** – Escape in the Towers Escape Room
- **Carlisle** – Hawk walk and a secret city walking tour
- **Chester** – cycling tours, foodie tours and boat along the River or visit the zoo
- **Durham** – Immersive magic experiences, history tours, overnight in a treehouse
- **Greenwich** – climb the O2 arena, riverside golf, film and tv location tour
- **Lancaster** – Lancaster Castle, the King's only castle in the north, canal boat cruise or ghost walk
- **Lincoln** – axe throwing or historic photo walk
- **Oxford** – Cruising or punting on the Thames, Shopping at Bicester
- **Salisbury** – Tandem skydive, Salisbury Plain Safari, Treasure Trail or cookery school
- **Stratford-Upon-Avon** – afternoon tea and baking class, walking tour of the Cotswolds, glamping
- **York** – instagrammable walking tour, York mansion house

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JOURNEY INTO HISTORY
5 x THEMED PROGRAMMES



FROM ENGLAND'S HISTORIC CITIES

...
THINKERS
& Writers
↪

WALL
↪ TO ↪
WALL

WESTERN
↪
WONDERS

TREASURE
TROVE
X

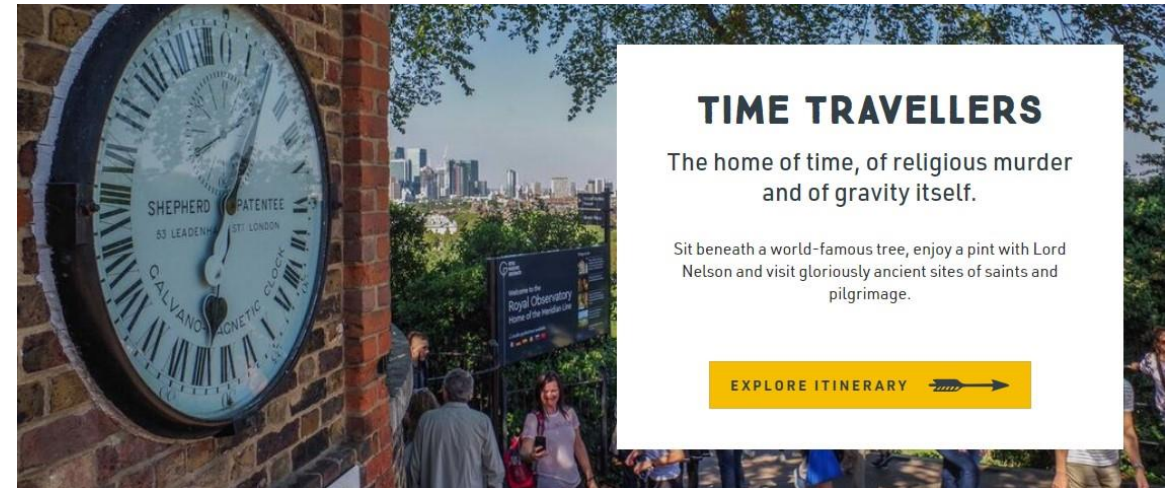
←
TIME
TRAVELLERS
→



Time Travellers

Greenwich, Canterbury & Cambridge

The home of time, religious murder and gravity itself.



Travel Times

Greenwich

20mins by tube/DLR from central London

Greenwich to Canterbury

1hr 45 by tube or DLR/rail via St Pancras
(1 change)

Canterbury to Cambridge

2hrs by rail via London Kings Cross/St



Thinkers & Writers

Oxford, Worcester & Stratford-upon-Avon

Shakespeare – the greatest writer, Oxford, the oldest academic institution and Worcester's King John's burial place.



Travel Times

Oxford

1hr by rail direct from London

Oxford to Worcester

1hr 30 by rail direct

Worcester to Stratford-upon-Avon

2hrs by rail via Birmingham (1 change)



Treasure Trove Durham, York & Lincoln

Harry Potter, Magna Carta and the wickedest woman
in Britain



Travel Times Durham

2hrs 45 by rail from London

Durham to York

45mins by rail direct

York to Lincoln

1hr 20 by rail via Retford or Newark (*1 change*)



Travel Times

Chester

2hrs by rail direct from London

Chester to Lancaster

1hr 20 by rail via Warrington Bank Quay

(1 change) **Lancaster to Carlisle**


1hr by rail direct



Wall to Wall

Chester, Lancaster & Carlisle

Roman rule, linoleum and disputed borders



WALL
→ TO ←
WALL

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CHESTER



FROM ENGLAND'S HISTORIC CITIES





**ENGLAND
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CARLISLE



FROM ENGLAND'S HISTORIC CITIES





Western Wonders Truro, Bath & Salisbury

Beaches, Baths and Boltholes



Travel Times

Truro

Sleeper train from London

Truro to Bath

4hrs by rail direct

Bath to Salisbury

1hr by rail direct

WESTERN ← WONDERS

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BATH



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**ENGLAND
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SALISBURY



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CONSUMER CONTENT GENERATION PLAN 2023/2024 C/O MARKETING LANCASHIRE



FROM ENGLAND'S HISTORIC CITIES

Content ideas for the next 12 months, these will be guided by seasonal celebrations as well as the EHC priorities in each month.

**Content
generation for
emails/ social/
website**

April
Easter short break ideas
Places to see spring
flowers

May
King's Coronation
Bank Holiday fun

June
Places to cycle
(cycling week)
Local tipples
(Gin and Beer Day)

July
Things to do under £10
Booking your summer
break

August
Bank Holiday Weekend
Sunshine
Places with pools

September
Coffee Shops
Top places to eat

October
Haunted Events

November
Firework displays

December
Christmas events

January
Winter Walks

February
Valentine's Day

March
Spring short breaks



Blog examples



FEBRUARY 28, 2023

Free things to do in the City of London

The best things in life are free and the City of London has plenty to enjoy that doesn't involve spending a penny! Free museums and galleries Guildhall Art Gallery and London's Roman Amphitheatre The Guildhall Art Gallery collection spans



FEBRUARY 24, 2023

Free Days out

Days out in England's Historic cities don't have to be expensive. If you are going on a city break this year, why not look at one of these free days out - a great way to have some fun, see



JANUARY 27, 2023

Relax and unwind with a Spa day this winter

As the cold weather continues, a winter spa break is a perfect place to warm up and escape the stress of everyday life. Shake off those winter blues and return home from your city break feeling refreshed by checking out



Regular
Content Group
meetings to capture
the latest news/ PR

6.6k unique website
users generating
16k page views to
direct users to and
links out to VB site

Supply video
and photography

Thematic
blogs that inspire -
ready made content
for emails/ social
media

Support securing
Press
Educational/Fam
Visits



**Travel Trade
Engagement**

**Proactive North American
Market Focus
Responsive to European
Market Interest**

**Building on Existing
Relationships with
Trade Partners**

**Developing New Trade
Partners with a
Commitment to Develop &
Distribute New
Programmes**

Attendance at Events

**Destination Britain North
America
(VisitBritain Sept 2023 tbc)**

**North American
Marketplace
(ETOA – March 2024)**

**Britain & Ireland
Marketplace
(ETOA – Jan 2024)**

Travel Trade Fam Visits and Virtual Product Sales Training – in conjunction with specific cities

Ongoing Development of Travel Trade Resources & Distribution of Trade Information

**Travel Trade Portal & Travel Agent Training Programme
Migrated to www.heritagecities.com**



Distribute the new England Originals Trade Resource and future newsletters

Highlight the Travel Trade portal to VB trade contacts

Supply video and photography for use by VisitBritain and the trade

Trade Partnerships Programme – helping to join up the distribution chain

Support VisitBritain in securing Trade sales training & educational fam visits



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FROM ENGLAND'S HISTORIC CITIES

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