

ONECOAST

Year of the Coast 2023



Background

- England Coast Path National Trail – longest waymarked walking route in the world once complete
- Year of Coast 2021
- Covid-19

The new opportunity:

- England Coast Path
- Consumer interest and engagement with coast
- APPG Inquiry
- Levelling Up
- Pre-general election year



What is Year of Coast 2023

ONECOAST

Its not £100 million+ funded programme

It is passionate people celebrating our stunning coastline, trying to make a positive sustainable impact on **Communities, Economy and Environment**

More than just a tourism initiative

Amplifying and coordinating all the amazing things happening on the coast

An opportunity to have a wider conversation – engage new audiences and raise the profile of the coast



What is already in progress

Work already underway:

- collating calendar of events
- discussions with England Coast Path team
- engaging destination management organisations and businesses
- collating Sustainable and eco-friendly products and experiences
- toolkit and logo in progress

Next steps:

- launch Year of Coast collection for International visitors at Explore GB in English Tourism Week (22 March 22)
- wider engagement with stakeholders, businesses and communities



Some ideas:

- Community events – volunteer events, beach clean-ups, open days for local residents, outreach, meet other locals
- Celebrations or major anniversaries in 2023?
- Sports – walking routes / festivals, SUP, kite-surfing, wind-surfing, surfing, runs – marathons, coast runs, 10k etc. Yoga on the beach. Swimming events – pier-2-pier, mass participation open water swim events
- Food and Seafood events, fish markets/festivals, chef demonstrations, processions, beer/gin events
- Arts, Cultural and Heritage – art installations, theatre, heritage trails, open studios and galleries, participation events
- Experiences – star-gazing, meet a local, forest bathing, foraging, cook with a chef, make jewellery, hike with an artist, dive with seals, dig for dinosaurs – fossils
- Engagement and Taster sessions – free introductory or taster sessions, try this, have a go, etc.
- New investment, new products, openings
- Achievements – milestones towards net zero, engagement milestones, participation
- New strategy, policy, research

Positive sustainable impact on the Community, Economy or Environment

How can you get involved

ONECOAST

Events and anniversaries

Community outreach and engagement

Sustainable, inclusive, accessible developments

New strategy, policy, research, investment, achievements

Toolkit coming soon!

Contact hello@coastaltourismacademy.co.uk



YEAR OF THE COAST ————— 2023

