



England's Seafood Coast

Project Summary

England's highest value seafood catch is landed at Brixham¹, but less than 10% of it is eaten locally. *England's Seafood Coast* sets out to establish the English Riviera as an international seafood destination, inspired by renowned chef Mitch Tonks and his celebration of local seafood with Brixham Fish Market at its heart.

A Discover England Fund project, *England's Seafood Coast* is supported by key partners DEFRA, Visit Devon, Mitch Tonks and the Torbay Culture Board. It will:

- Map the current English Riviera seafood product and visitor experiences.
- Identify how these can be joined up and packaged into easily bookable *Seafood Coast* products in the future.
- Scope a new digital platform to improve online bookability of the *Seafood Coast* experience.
- Conduct a series of stakeholder and engagement events.

Amongst stiff competition, the English Riviera Tourism Company (ERTC) successfully secured funding from the Government's three year £40million Discover England Fund. Following a rigorous application process, the *England Seafood Coast bid* is one of a number of successful projects to benefit from the Fund, which aims to:

- Grow tourism in the regions of England
- Increase the competitiveness of England's tourism offer, domestically and internationally
- Develop bookable tourism products in line with market trends and in response to consumer demands.

QUOTES

Mitch Tonks: *"I've eaten seafood all over the world, the quality and diversity of the fish caught locally off our coast is the finest anywhere. Nowhere is the seafood as good and yet only 10% of it is currently consumed locally. We have a long-standing fishing community in Brixham, thriving processing and export businesses and some of the best fish restaurants and seafood chefs in the English Riviera. This project will ensure the world knows about England's Seafood Coast!"*

VisitEngland Chief Executive Sally Balcombe: *"We had an exceptionally high number of submissions far outweighing the allocated funding available and following a rigorous applications process we are delighted to work closely with those excellent winners on building world-class 'bookable' tourism products showcasing the best of England to international and domestic visitors. The destination in*

¹ <https://www.visitengland.com/experience/wake-early-totally-worth-it-tour-brixham-fish-market>



this winning project feature outstanding local food and drink offer, which will give visitors a new high quality sensory of experience of rural England”.

Project Director Carolyn Custerson, ERTC Chief Executive Officer: *“There is growing visitor interest in quality local produce. Torbay’s new Tourism Destination Management Plan identifies the development of our cultural food and drink offer to help attract new visitors to the area. This project will inspire local businesses and partners to work together to develop and communicate England’s Seafood Coast product and brand to put the English Riviera on the map as a foodie destination.”*

REFERENCE NOTES

About the Discover England Fund

- In November 2015, the Government announced a £40 million Discover England Fund; an unprecedented opportunity for English tourism. The Fund aims to deliver world-class bookable tourism products joined up across geographies and/or themes; including integrated transport solutions to provide an end-to-end customer experience.
- The Fund supports the growth of one of England’s most successful export industries, inbound tourism. England has seen record tourism spend in the past year from both domestic and international visitors delivering economic growth and jobs across all the English regions.
- The Fund will support a number of projects and pilots in year one (2016/17) to test and develop product development approaches and a small number of large-scale collaborative projects that create a step-change in bookable English tourism product for international consumers (in years two and three - 2017-19). A smaller funding pot for new one year projects and pilots, and continuation funding for existing round one projects that can demonstrate early learnings, will also be available.

www.discoverenglandfund.org

About VisitBritain/VisitEngland

- VisitBritain/VisitEngland is the national tourism agency – a non-departmental public body funded by the Department for Culture, Media & Sport (DCMS)
- Working with a wide range of partners in both the UK and overseas, our mission is to grow the volume and value of inbound tourism across the nations and regions of Britain and to develop world-class English tourism product to support our growth aspirations. For further information and to access the latest in-depth market intelligence and statistics visit www.visitbritain.org or www.visitbritain.com and www.visitengland.com for consumer information.

English Riviera Tourism Company (ERTC)



Carolyn Custerson is Chief Executive Officer of the English Riviera Tourism Company and has over 30 years' experience in the Tourism industry. Over the past 5 years she has led on the successful implementation of adopted tourism strategy 'Turning the Tide for Tourism in Torbay' 2010 to 2015 with key outputs including arresting long term decline in visitor numbers and securing future funding with the establishment of a new English Riviera BID Company being launched in January 2017. The English Riviera BID Company will take over the management of the England's Seafood Coast Project when the ERTC closes on 31st December 2016.

Mitch Tonks

An acclaimed restaurateur, chef and author, Mitch Tonks, has a love of seafood and an insatiable desire to share that passion with others. His prestigious restaurants are international and national multi-award winning. His book 'Fresh' scooped 'Best Fish Book' at the Gourmand World Cookbook Awards. Mitch's desire for sharing wonderful food is in evidence across all the restaurants in his group, from his flagship Seahorse to Rockfishes in Dartmouth, Torquay, Plymouth, Brixham and Exmouth (Jan 2017) and the Spiny Lobster in Bristol. Mitch is committed to constantly giving back to the community, having embarked on an academy scheme to train new chefs in partnership with South Devon College. On matters of UK fishing, sustainability and supply, his is arguably one of the most erudite, passionate and credible voices out there.

<http://www.mitchtonks.co.uk/>

Torbay Culture Board

Torbay's ten year cultural strategy defines culture as everything from visual and performing arts to the built and natural environment, heritage, libraries, media, museums, play, sport and tourism. The Torbay Culture Board comprises volunteers with an interest in supporting cultural development in the Bay and oversees strategy delivery, supported by the Executive Director. The Board also connects with the wider community via quarterly forum events.

<http://www.torbayculture.org/>

Visit Devon

The official Destination Management Organisation representing Devon. Visit Devon has recently established as a Community Interest Company (CIC) and is responsible for leading on national and international promotion of the Visit Devon brand. Providing an extended tourism network to support the delivery of England's Seafood Coast.

<http://www.visitdevon.co.uk/>

DEFRA



National Government body with responsibility for food and drink. Leaders of the Great British Food Campaign, leading body on key research programmes and national food and drink to support the development of England's Seafood Coast project.

<http://www.greatbritishfoodcampaign.com/>