

MODERN
SUSSEX

PARTNER UPDATE

INTRODUCTION

OUR STRATEGIC OBJECTIVES

THIS YEAR'S ACHIEVEMENTS

- BRAND DEVELOPMENT & CREATIVE CAMPAIGNS

 - KEY RESULTS

 - WEBSITE

 - CAMPAIGN: OOO

 - SECONDARY CAMPAIGN: A PLACE BEYOND BELIEF

 - CONTENT CREATION

 - PRESS & WHAT'S NEXT?

- RESEARCH & REPORTING

- GOVERNANCE & PARTNER ENGAGEMENT

2021-2022 & 2022-2023

SUSSEX MODERN COMMUNITY

CAMPAIGN & RESEARCH FUNDERS



'Our purpose is to change the tourism narrative – working in partnership to tell a different story about Sussex to the outside world, leading to greater prosperity for the people who live and work here.'

Thank you for your continued support of Sussex Modern. It's wonderful to know that you value the chance to collaborate with your peers and tap into the tourism market as a curated group to showcase Sussex, by being a Sussex Modern partner.

Tourism requires a joined-up approach between providers, to present visitors with a richer offer, and we are dedicated to delivering on our vision. We're proud to share with you what we have achieved together in 2021/22 and communicate with you our plans for 2022/23.

Nathaniel Hepburn
Chair, Sussex Modern

Since its foundation in 2016, Sussex Modern has had **three clear objectives**, informed by a wealth of data indicating that a high percentage of prospective visitors and investors had a negative or non-existent perception of what Sussex had to offer. These are to:

1. Identify "hero" industries and promote a clear and consistent narrative of Sussex upheld by the three pillars of: ART | LANDSCAPE | WINE
2. Create a fresh, contemporary and youthful identity for the region
3. Increase the value of the visitor economy in Sussex by:
 - Attracting international visitors
 - Increasing overnight stays
 - Attracting higher-spending visitors
 - Becoming a leader in wine tourism in Sussex
 - Changing perceptions of Sussex
 - Joining up fragmented visitor messaging
 - Encouraging cross promotion between businesses

'Sussex Modern has been agile in attracting investment through the pandemic, to ensure Sussex has a strong and focussed profile as the sector reboots; it has also concentrated on research so that we are ready to build clear informed strategies to maximise our profile and reach internationally.'

Kirsty Goring, Brand Director, Wiston Estate Winery

THIS YEAR'S ACHIEVEMENTS

Sussex Modern is well-placed to build high profile Sussex based campaigns and strategy quickly, as we re-emerge from the pandemic. In order to ensure that Sussex claimed its share of the domestic market at this crucial time, positioning the county as an attractive place to visit, live, work, invest and study, Sussex Modern lobbied for - and was granted - covid recovery grants from the UK Community Renewal Fund and South East Local Enterprise Partnership (SELEP) ReviVE programme.

In the last year, Sussex Modern has led on the delivery of over £1m of public investment to:

- build a brand for the region's wine and cultural visitor economy
- build an evidence base for future investment

BRAND DEVELOPMENT &
CREATIVE CAMPAIGNS

RESEARCH & REPORTING

GOVERNANCE &
PARTNER ENGAGEMENT

FRESH BEER ON TAP		£ BY SIZE				
NAME	STYLE	TASTING NOTES	%	1/2	2/3	1
PARADE	IPA	FRUIT BUBBLEGUM FLAVOURS OF MANGO, ORANGE PEEL AND FLAT PEACHES	6	3	4	6
STRANGERS	IPA	PITHY, DANK & RESINOUS, W/ BIG FLAVOURS OF PINEAPPLE, WHITE GRAPE, LEMONGRASS, GRAPEFRUIT	5	2.75	3.70	5.50
LULLA	TABLE PALE	SUPER SESSIONABLE HINTS OF YELLOW STARBURST, BLACK PEPPER, SALTED LIME & PINE SAP	3.5	2	2.70	4
PARISH	CIDER	SON SPONTANEOUSLY "D" IN CIDER BARRELS, SMOKED APPLES, FARMY	6	3.50	4.70	7
POWER OF INDEPENDENT TRUCKING		CENT BLEND OF COCOA, CHERRIES & COCONUT. SUPER LIMITED	12	6	3/4	



To further our objective of creating a fresh, contemporary and youthful identity for the region, we worked with Playne Design on a freshened-up visual identity and digital presence for Sussex Modern.

Out of this work was produced:

- A new and improved [website](#)
- High-visibility marketing campaign
- Refined brand identity and tone of voice for all marketing channels
- Engaging digital content including videos, photography and editorial

KEY RESULTS

1,356,000
media ad
circulation

3,000,020
combined
press reach

10m+
High visibility
billboard
campaign in
London and SE

11,333,963
impressions
digital ads

251,928
youtube video
ad views

59,702
clicks on ads

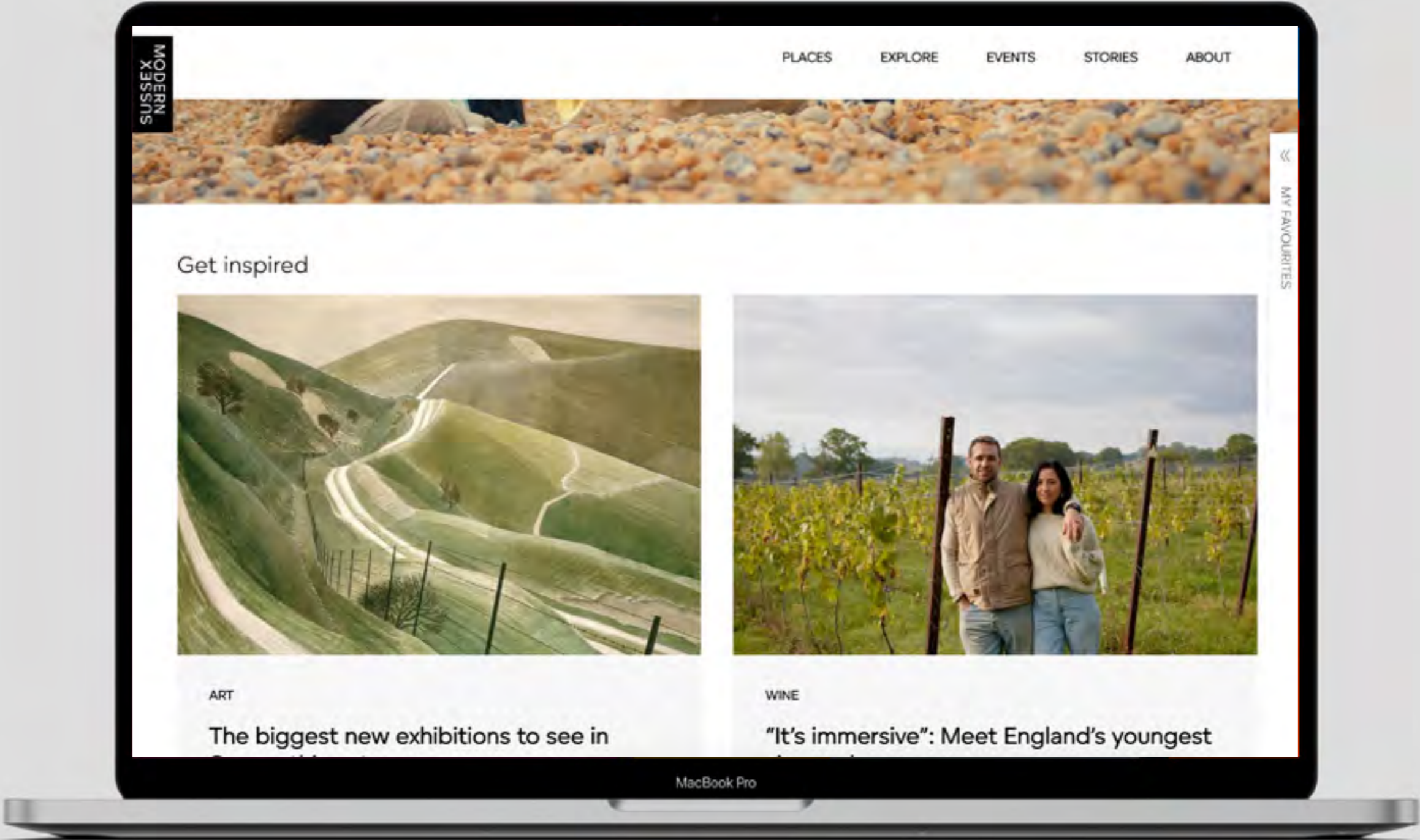
50,512
users on
website

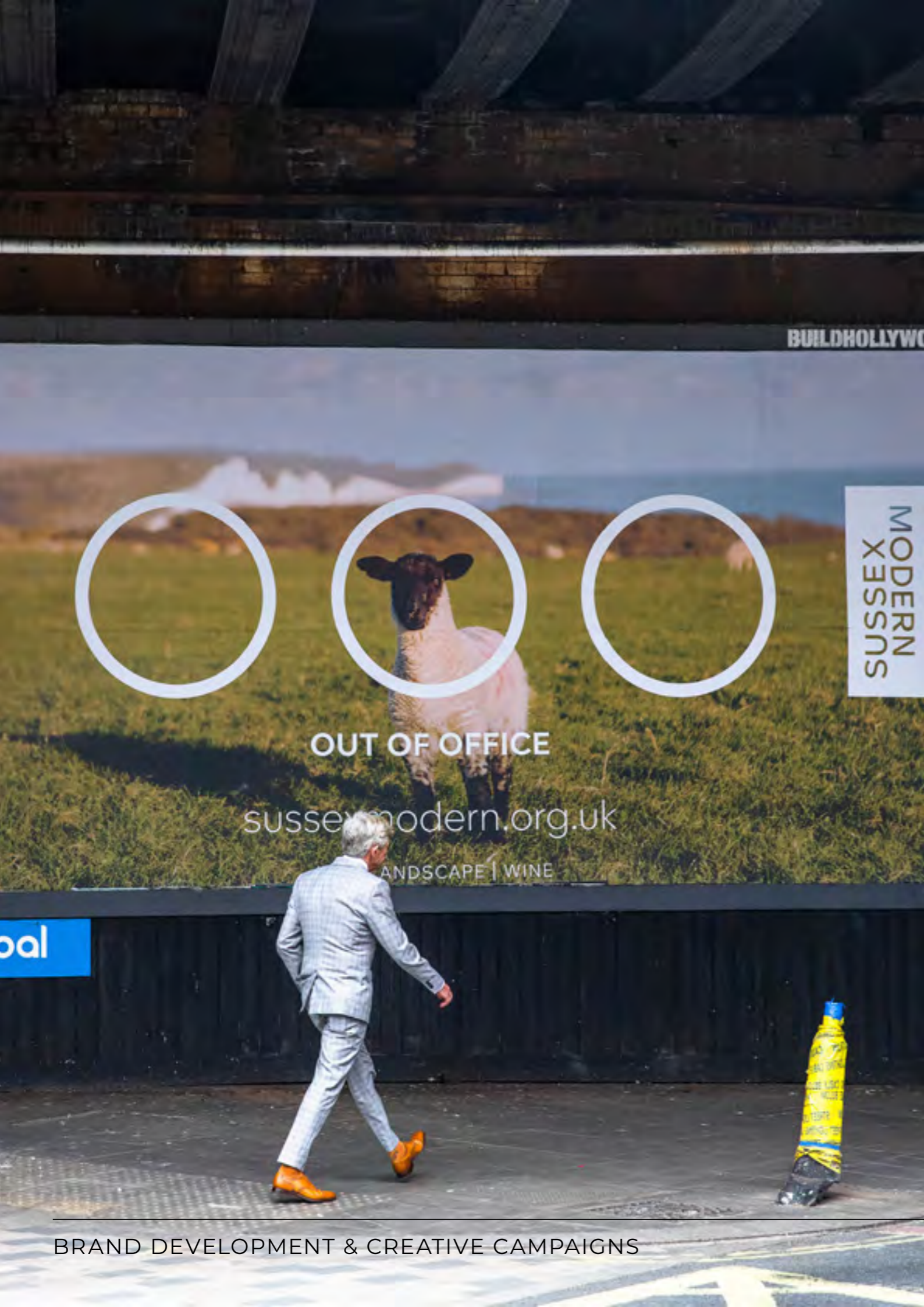
7600+
instagram
followers

These are interim results with campaigns still running.

SUSSEX MODERN WEBSITE

This summer, the Sussex Modern website was redeveloped in order to reflect our new brand identity and offer far more to our partners and audiences. The result is a futureproofed online space that will meet the demands of Sussex Modern for years to come, with plenty of room to grow.





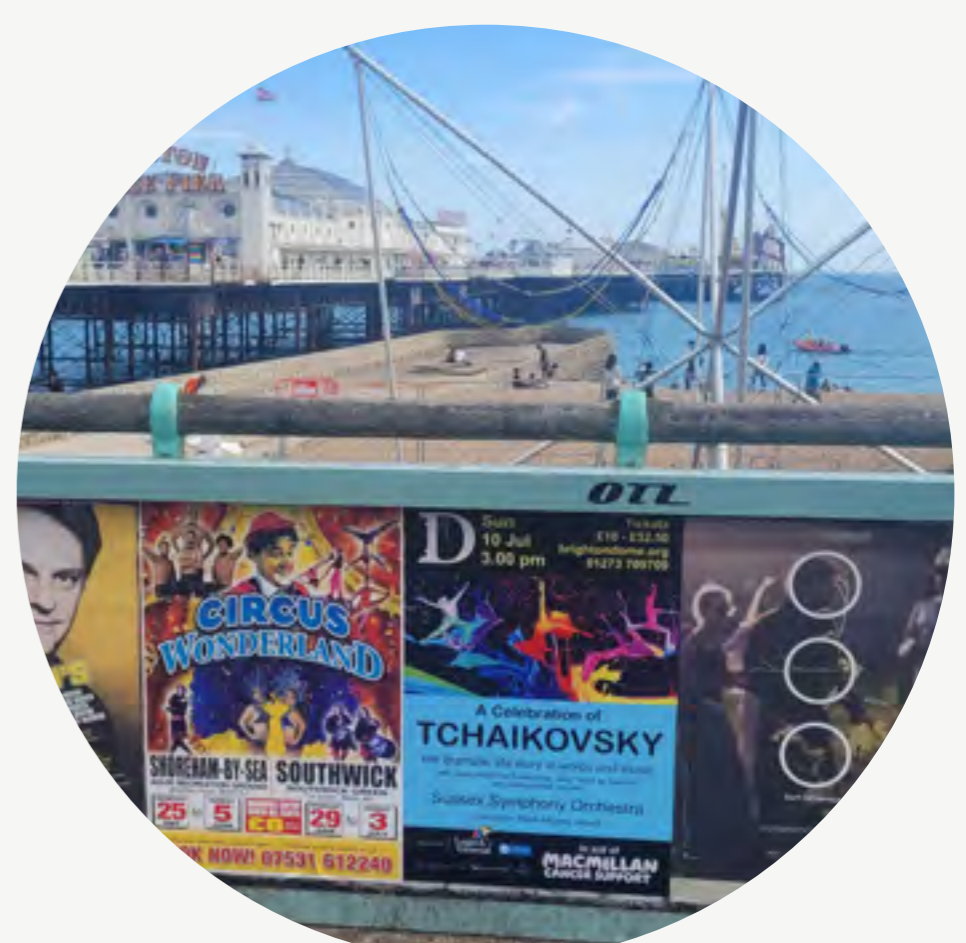
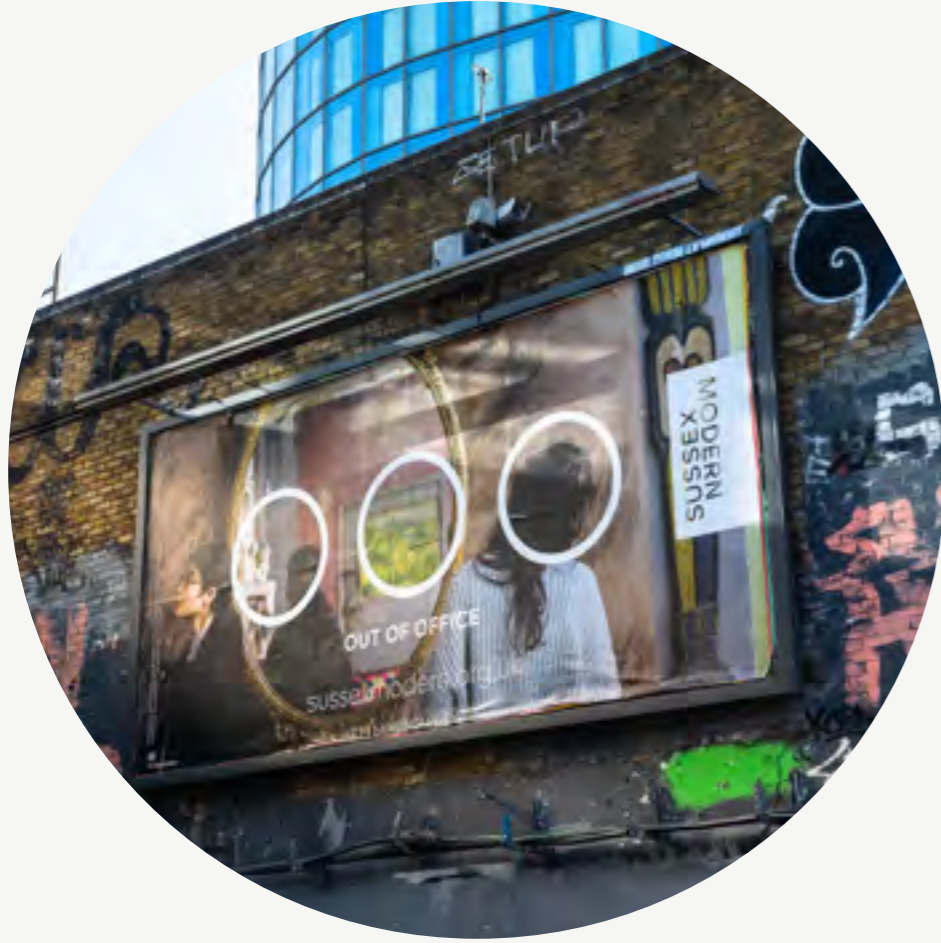
Campaign: OOO

Working with Playne Design, we developed and delivered an Out of Home marketing campaign rolled out on posters and billboards in Sussex and London, full-page insertions in national press, Google ads, and social.

The campaign took the OOO ('out of office') acronym as its visual hook. It was strategically designed to work in a number of ways for multiple target audiences and objectives, to attract visitors to Sussex, but also those looking to live, work, invest and study.

The campaign was featured on more than 20 prominent billboards across South and East London, and Sussex's rail network, with high-impact, long running placements in **prime concourse sites at Victoria & Charing Cross stations, and an entire row of escalator panels at Gatwick Station.**

The rail sites alone were seen by more than 6 million people, with other key London sites like the Graffiti Tunnel and London Bridge accumulating enormous footfall.



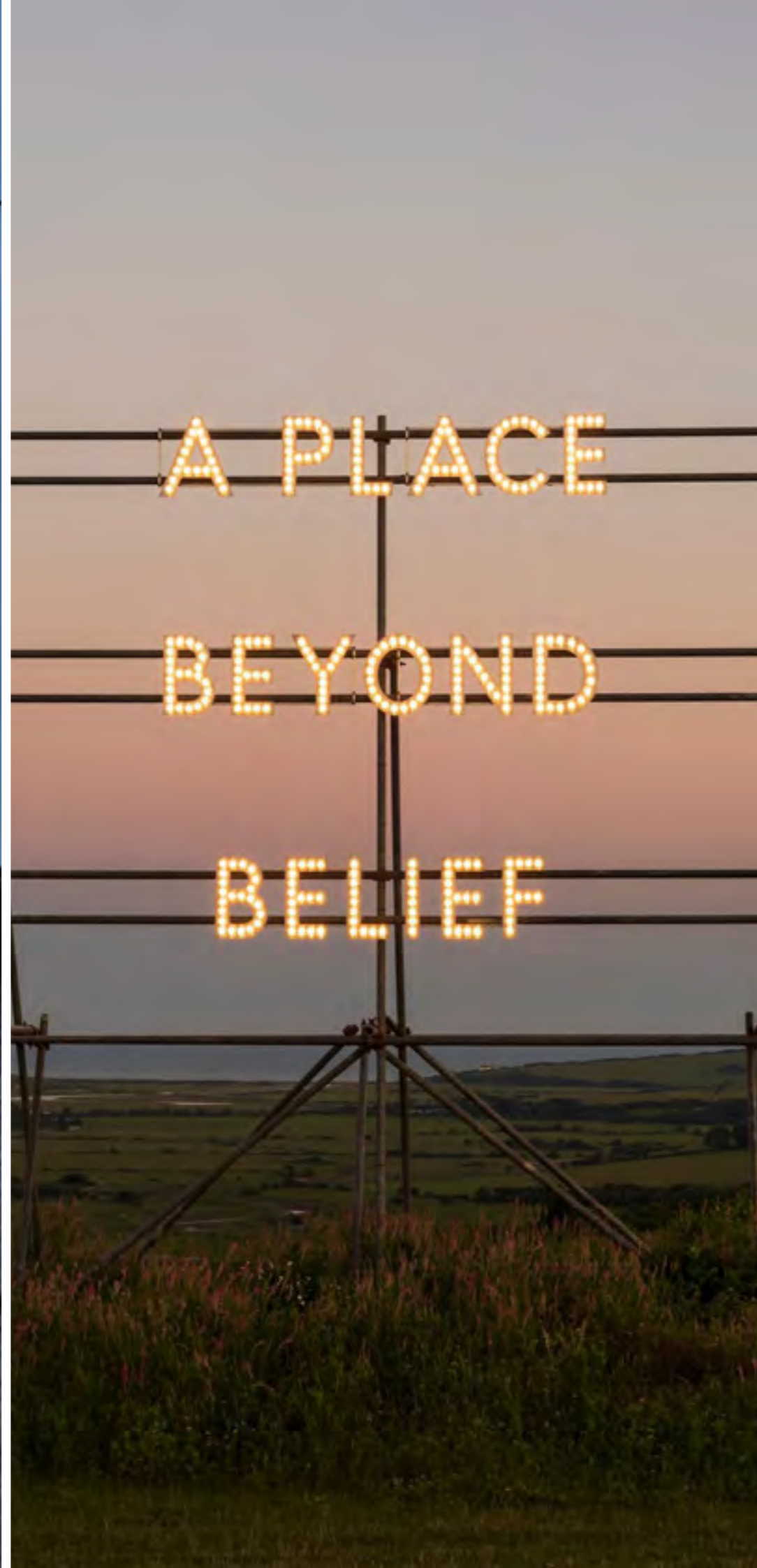


Secondary campaign: A Place Beyond Belief

In addition to the OOO campaign, we also marketed Sussex as A Place Beyond Belief, thanks to the spellbinding messaging included in the visually arresting works of Nathan Coley.

Billboards carrying these words were presented everywhere from Newhaven dock to London's busy streets, commuter hubs and high-impact press insertions - including a **back cover wrap of the Sunday Times Culture Magazine**.

Media Owner	Placement & Size	Publication Date
Sunday Times	Culture Magazine - South Page	Sun 26 June
Time Out	Magazine Page	Thur 23 June
Conde Nast Traveller	Magazine - Food & Drink Page	September
Guardian	Magazine Page	Sat 25 June
Evening Standard	ES Magazine Page	Thur 23 June





Our content strategy this year has been focused on conveying the following messages:

The experience of being in Sussex

Through commissioning of new photography focused on people in the environment, and the wider lifestyle offer of the region.

Attracting new audiences

Collaborations (eg a series of videos with wine influencer Hannah Crosbie of Dalston Wine Club), a contemporary photographic style and upcoming collaborations with brands like TOAST will help us to access and attract more of our target audiences.

Creating a sense of place by positioning SM partners as gateway attractions

Through the development of 5 x place stories, a Sussex Modern zine, the start of an events section on the website and a broader social media strategy that represents the Sussex Modern lifestyle, we are bringing the region to life.

The people are the place

A focus on people - including these films in which local creatives talk about why Sussex is such a special place (to visit, live, work) and a series of 'Wine People' features that tell the human stories behind our vineyards.



Press

A summer press trip to the Lewes district generated coverage worth £538k, reaching 17 million readers. See the full media coverage report [here](#).



What's next?

In the coming months we will:

- Publish our Sussex Modern zine pilot, with the aim of making this an annual publication
- Develop a wine tourism portal and improved wine content on the Sussex Modern website
- Create new video content to tell the Sussex wine story
- Produce 5 x sustainable transport routes
- Run a Google Ads campaign
- Co-ordinate with and deliver wider Turner Prize wraparound campaign to encourage overnight stays
- Add food and drink and overnight accommodation to the website
- Build a new asset hub via Dash, including photography, video, toolkits and reports

RESEARCH & REPORTING

Building an evidence base for future investment in Sussex

In the last year, Sussex Modern has worked with Plumpton College and South Downs National Park to appoint independent consultants to deliver global research into wine tourism, market segmentation, sustainable transport and bookable products in Sussex.

No	Project	Author	Title	Description
COMMISSIONED				
1	Wine Tourism	Matthews Associates	Wine Tourism Investment Implementation Plan	Sets out the investment priorities, actions and investment required to make Sussex the UK's foremost wine tourism region.
2	Wine Tourism	Matthews Associates	Wine Tourism Investment Implementation Plan - Technical Reports	Details the evidence and data required for bidding for government funds and supports the case for investment in wine tourism.
3	Market Segmentation	Blue Sail	International Segmentation for Sussex	Reviews the best prospect international segments for Sussex focusing on premium products and experiences, with a particular focus on wine tourism.
4	Sustainable Transport	Urban Foresight	Low Carbon Visitor Transport Investment Plan	Identifies the barriers to low carbon visitor transport and the potential for short and long-term interventions to address these barriers, focussing on Lewes district.
5	Sustainable Transport	Urban Foresight	EV Charging Points Guidance and Toolkit	A small business step-by-step guide to EV charging installation.
6	Bookable Product	Deborah Brookes	Bookable product for Wine & Culture Tourism	Identifies the barriers, challenges and opportunities to distribute bookable products, booking platform options, and domestic and international case studies.
7	Wine Tourism	Jackman McGovern	Tourism Lessons from New World Wine Regions	A deep dive into the key drivers of wine tourism across three successful New World wine regions.

2021 - 2022

In the last year we have:

Governance and Strategy

- Commissioned independent consultants to develop governance and strategic review
- Opened recruitment process leading to appointment of two additional independent Board members: Ayesha Karim and Torvald de Coverly Veale
- Accepted invitations for three board members to sit on the newly formed Sussex Visitor Economy board alongside Visit Brighton, East Sussex and West Sussex councils
- Worked with Plumpton College and South Downs National Park to appoint independent consultants to deliver global research and prepare an investment plan to secure future funding

Membership Growth and Fundraising

- Secured SELEP recovery funds to aid recovery of regional tourism sector post-Covid
- Secured Government funding to develop a wine and cultural tourism strategy
- Developed a growth strategy across core and associate partners, and researched prospective new members.
- Appointed Emilie Lashmar, our new Community Manager to develop internal communications amongst our partner network

2022 - 2023

In the coming year we will:

Governance and Strategy

- Continue to be agile and responsive in how we support the high value tourism economy in Sussex, in relation to COVID19 recovery and cost of living challenges
- Move to formally constitute the organisation as a CIC or similar public interest company.
- Migrate finances from host partners to create independent financial processes and bank accounts.
- Develop a wine tourism leadership group with key regional and national policy leads and decision makers
- Develop a wine partner sub committee to improve consultation and internal communications through a period of substantial growth and development on wine tourism
- Work closely and support the development of Culture East Sussex
- Co-ordinate with and deliver wider Turner Prize wraparound campaign
- Work with Sussex Visitor Economy group, regional stakeholders and wine partners to develop and adopt a wine tourism strategy for Sussex

Membership Growth and Fundraising

- Work with local authority partners to secure public funds for regional economic growth
- Lobby Government (DCMS, DEFRA) for direct wine tourism funding
- Recruit new art partners in accordance with partner values
- Recruit wine partners to ensure that the sector has a single strategic voice and lobbying power
- Recruit first wave accommodation partners
- Research and develop refreshed landscape partners and wider food / drink partners (incl breweries)
- Invite partners to access our newly developed bank of assets including photography, video, toolkits and reports.
- Improve and develop our partner comms in order to encourage more collaboration, networking opportunities and growth
- Offer more PR, marketing and media opportunities for partners

ART PARTNERS

ATTENBOROUGH CENTRE OF THE CREATIVE ARTS
BRIGHTON MUSEUM AND ART GALLERY
CHARLESTON
CHICHESTER FESTIVAL THEATRE
DE LA WARR PAVILION
DITCHLING MUSEUM OF ART + CRAFT
FARLEYS HOUSE & GALLERY
GLYNDEBOURNE
HASTINGS CONTEMPORARY
LEWES DEPOT
NEWLANDS HOUSE GALLERY
PALLANT HOUSE GALLERY
TOWNER EASTBOURNE
UNIVERSITY OF SUSSEX
WEST DEAN COLLEGE OF ARTS AND CONSERVATION

LANDSCAPE PARTNERS

AMBERLEY WILD BROOKS NATURE RESERVE
ASHDOWN FOREST
CISSBURY RING
DEVILS DYKE
DITCHLING COMMON
FIRLE BEACON
HIGH WEALD AREA OF
OUTSTANDING NATURAL BEAUTY
KINGLEY VALE WALK
LONG MAN OF WILMINGTON
MALLING DOWN NATURE RESERVE
PEVENSEY BAY
RYE HARBOUR NATURE RESERVE
SEVEN SISTERS AND FRISTON FOREST
SHEFFIELD PARKLAND

WINE PARTNERS

ARTELIUM
ALBOURNE ESTATE
ASHLING PARK
BLUEBELL VINEYARD ESTATES
BOLNEY WINE ESTATE
HIDDEN SPRING VINEYARD
OASTBROOK ESTATE
OXNEY ORGANIC ESTATE
RATHFINNY ESTATE
RIDGEVIEW WINE ESTATE
STOPHAM ESTATE
TILLINGHAM
TINWOOD ESTATE
WISTON ESTATE

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SOUTH DOWNS
NATIONAL PARK

**EXPERIENCE
WEST SUSSEX**

**>LOCATE
EAST SUSSEX**

VISIT
EASTBOURNE



The Chalk Cliff Trust

MODERN SUSSEX

THANK YOU