



Case study 3: Dover Pilot Project – led by [Dover Arts Development](#)

Introducing existing tourism audiences to new works and experiences

Kent Creative Awards Arts Organisation of the Year 2016, DAD, has for ten years been working to enhance the role of culture and the arts in building stronger communities and a sense of place in Dover.

The focus of DAD's pilot project for Culture Kent was to expand the reach of their arts and cultural programme by re-thinking their events and activities in the context of their contribution to cultural tourism, and developing a cross-sectoral marketing strategy with an expanded range of partners from across Dover's visitor economy. A series of events branded as Chalk Up involved visitors to Dover's natural and cultural heritage attractions in discovering new ways of enjoying and experiencing places such as Fan Bay and the White Cliffs, and exposed the work of sound and visual artists to new audiences, placing them in unconventional settings, and simultaneously raising Dover's profile as a visitor destination.

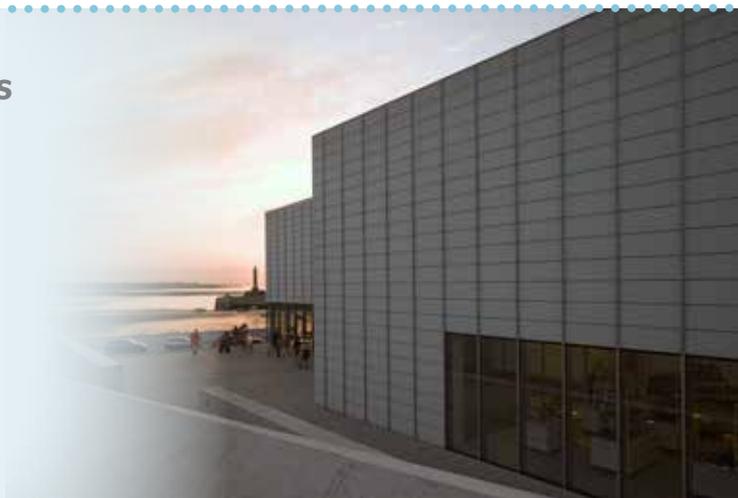
Key Outcomes

- 1 Chalk Up combined participative events such as the 'Drop in and Draw' workshop and 'Sensing and Seeing Walk' at Fan Bay, with the commissioning of public art to mark the 'Gateway to the White Cliffs', and 'Inspiration = Dover', a major all day event bringing together artists, museums and heritage professionals.
- 2 The Chalk Up production Weathertime – a 30-minute film celebrating the weather and its moods across the straits of Dover – premiered at the Silver Screen Cinema, Dover, and was then seen by over 1 million passengers throughout the summer on the DFDS Dover-Dunkirk ferry crossing.
- 3 The cross-sectoral marketing strategy, working with new partners and sponsors from across the visitor and local economy, enabled DAD to reach a different demographic and attract new audiences for their events.

Culture Kent – a 3 year project funded by Arts Council England and VisitEngland, as part of the Cultural Destinations Programme.

Led by [Turner Contemporary](#) the aims of Culture Kent were to showcase Kent's cultural assets; extend reach by attracting new audiences; create new strategic relationships and develop the information and knowledge core required to strengthen the Kent cultural tourism offer.

Culture Kent developed 6 pilot projects to test new initiatives and cultural offers and 6 case studies have been developed to disseminate lessons learnt.





Issues & opportunities

The pilot project's emphasis on cultural tourism has changed perceptions of the role of the arts in Dover.

As a small, two-person arts organisation, DAD's focus has been on delivering artistic quality, rather than on the business aspect of their operations. The Culture Kent Project encouraged DAD to think about their activities in the context of cultural tourism and to see the potential for connections with other parts of the visitor economy. A recommendation from Culture Kent was that DAD should invest a substantial part of their project budget in marketing, producing a promotional film, and hiring a specialist to work with them on developing a marketing strategy that would enable DAD to connect up with partners and audiences from other sectors of the visitor economy. This move has proved to be a stepping stone towards changing wider perceptions of the arts from an add-on activity to a central element in the cultural tourism offer.



"Culture can drive tourism and arts can illuminate and enhance heritage and engage visitors in a host of new and original ways."

Joanna Jones, Dover Arts Development

"For ten years we've been trying to get the arts included from the beginning planning stage of major projects in the town and district, so this has been a real stepping stone for us to achieving that."

Joanna Jones, Dover Arts Development

Key learnings

A breakthrough moment for DAD was recognising that the umbrella of 'cultural tourism' unites a wide range of stakeholders with a common language and shared set of interests. 'The tourism banner is great, organisations begin to support and cross-market when they see the relevance of our cultural events for the business economy in the add-on benefits ... for example, people eating out in restaurants, staying in b&b's, paying for parking, as well as visiting other attractions in the area'. Cultural tourism creates a drive for connectivity: 'That is a joined up network around tourism.'

Legacy and ways forward

DAD has been successful in securing Arts Council funding for a major new project, starting in April 2017, to create a walking trail of 21st century architecture along the coast around Dover. Instrumental to the conception of this project was the change in DAD's thinking about audiences as cultural tourists, and venues as visitor attractions: 'We wouldn't have been thinking along those lines before Culture Kent and *Chalk Up*.' The new trail will keep the name *Chalk Up* (CHALKUP21) and provide employment and training for a marketing role – another important legacy of the *Chalk Up* experience.



Written by - **Tourism and Events Research Hub**, Canterbury Christ Church University, as part of the Culture Kent Research Programme - delivered in partnership with **Visit Kent**



Image credits: Fan Bay, photo Sebastian Edge - courtesy of DAD; Turner Contemporary, Margate - courtesy of Turner Contemporary; Fan Bay Moon Walk, photo Sebastian Edge - courtesy of DAD; Inspiration=Dover Concert - courtesy of DAD.