

YEAR OF THE  
*Coast*  
2023



# WELCOME TO YEAR OF THE COAST 2023!

This campaign aims to showcase the best of our incredible coast!

Year of the Coast 2023 is for everyone living, working and involved with the coast – including visitor-facing coastal businesses and destinations. If we all work together to promote 2023 as the Year of the Coast, we can maximise visibility to raise awareness of our coastline and inspire new audiences to love, visit and protect our coastline.

Through this initiative we want to promote the coast as a sustainable year-round destination, to raise awareness of issues impacting coastal communities and businesses, and to showcase new developments and products.

We look forward to working with you to promote this initiative to highlight the range of opportunities and amazing things that happen along our coastline, to showcase the variety of events, experiences and natural assets on one of the most inspiring coastlines in the world.



# WHY IS 2023 THE YEAR OF THE COAST?

The UK coastline ranks as one of the most exciting in the world; more than 185 million years old, and one of the most varied – rich in maritime port cities, smuggling villages, family resorts, natural beauty and unique sea life.

## Year of the Coast 2023 marks:

- The heralding of the England Coast Path; on completion it will be over 2,700 miles long, the longest marked walking route in the world
- An opportunity for coastal communities to collaborate and visitors to explore new coastal destinations
- An opportunity to have a wider conversation, engage new audiences and raise the profile of the coast
- A season to present sustainable coastal experiences, celebratory events, and new products
- The chance to introduce a new generation to the nature, culture and heritage on the coast to ensure its sustainable future





# WHAT WILL BE HAPPENING?

## The Tourism initiative

Focused on England's Coast for the tourism initiative, Year of the Coast 2023 will amplify and coordinate a year-long programme of events occurring around the whole of England's coastline, from major festivals to local food markets, arts trails to have-a-go water sports

Walking, cycling and hiking routes will be highlighted, sustainable experiences promoted, from beach foraging to woodland retreats

Volunteering will be a particular focus, including beach clean-ups, conservation days, learning new skills and joining nature watch programmes to protect wildlife

New sample itineraries will be created, local stories of coastal life through blogs and features and experiences shared in real-time via social media

2023 is also the Year of the Pier, the 50th Anniversary of the South West Coast Path and will see the completion of large sections of the new England Coast Path National Trail.

## Social, Environmental, Economic, Academic and Political opportunities

Year of the Coast 2023 is an opportunity to celebrate our coastal communities, start a new fresh forward-thinking conversation with government at a local, regional and national level, explore and amplify the opportunities available on our coast, and to broaden the conversation with stakeholders, businesses and communities

The APPG for Coastal Communities will be hosting a series of sessions examining different topics impacting our coastal communities. To find out more [click here](#).

Year of the Coast 2023 is an initiative for everyone so please get involved!



# HOW DO I GET INVOLVED?

Please use the logos in your planned activities to amplify your messaging.

Incorporate the logos in your websites, integrate the branding for your social messaging, newsletters and blogs.

Use content from the Year of the Coast webpage.

**For tourism related events, marketing and media enquiries:** Share with us your latest news on events, festivals and experiences, new openings, local stories and personalities and the impact of the opening of the England Coast Path in your area - Contact [sheron.crossman@coastaltourismacademy.co.uk](mailto:sheron.crossman@coastaltourismacademy.co.uk)

**For wider strategic, policy and research enquiries:** Contact [samantha.richardson@coastaltourismacademy.co.uk](mailto:samantha.richardson@coastaltourismacademy.co.uk)





# SOME IDEAS ON HOW TO GET INVOLVED

- 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
- New investment, new products, openings
- Achievements – milestones towards net zero, engagement milestones, participation
- New strategy, policy, research

All activity associated to the Year of the Coast should have a positive sustainable impact on the Community, Economy or Environment of our coast.



LOGOS AND SOCIAL MEDIA USAGE

#COAST2023

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THIS YEAR IT'S TIME TO...

CELEBRATE ENGLAND'S COAST

# CAMPAIGN LOGO LOCKUPS

Both of the Campaign Logo Lock ups have been created in the following formats:

- PNG, SVG, EPS
- Black
- White
- Primary
- Secondary

This is to allow for usage on all Partner Channels.

[Download the logos here](#)

## Primary Logo

YEAR OF THE  
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## Secondary Logo

*Coast*  
2023



# CAMPAIGN COLOURS AND FONT

For this campaign we have chosen 4 bold colours to complement the playful logo, these colours should be used in block forms, they are great for adding a splash of colour to a social post or design.



**DEEP SEA BLUE**

**#222E50**

**RGB 34, 46, 79**

**CMYK 96, 88, 39, 39**



**METALLIC SEAWEEED**

**#388697**

**RGB 57, 135, 150**

**CMYK 75, 29, 33, 10**



**PERSIMMON SUNSET**

**#EE6123**

**RGB 237, 96, 36**

**CMYK 0, 73, 91, 0**



**SAND CRAYOLA**

**#F2C14E**

**RGB 242, 193, 78**

**CMYK 5, 26, 77, 0**

## Font

To add text to your social media posts, you can use the campaign font "BEBAS NEUE", this is a great capitalised headline font that's perfect for short, headline text to complement your posts.

**AA**

**BEBAS NEUE**

**THIS IS A DISPLAY HEADLINE EXAMPLE**



# CAMPAIGN LOGO USAGE

The main logo works best centered, over the top of a stunning photograph or on one of our bold colours. To the right are a couple of examples of how you can share these on social media.

## Do's and Dont's

Please do leave ample room around the logo, this lets the logo breathe and makes sure your content doesn't look too busy.



We suggest you add an alt text description saying 'year of the coast logo' when placed over an image.

Do not rotate the logo, or stretch / compress it.

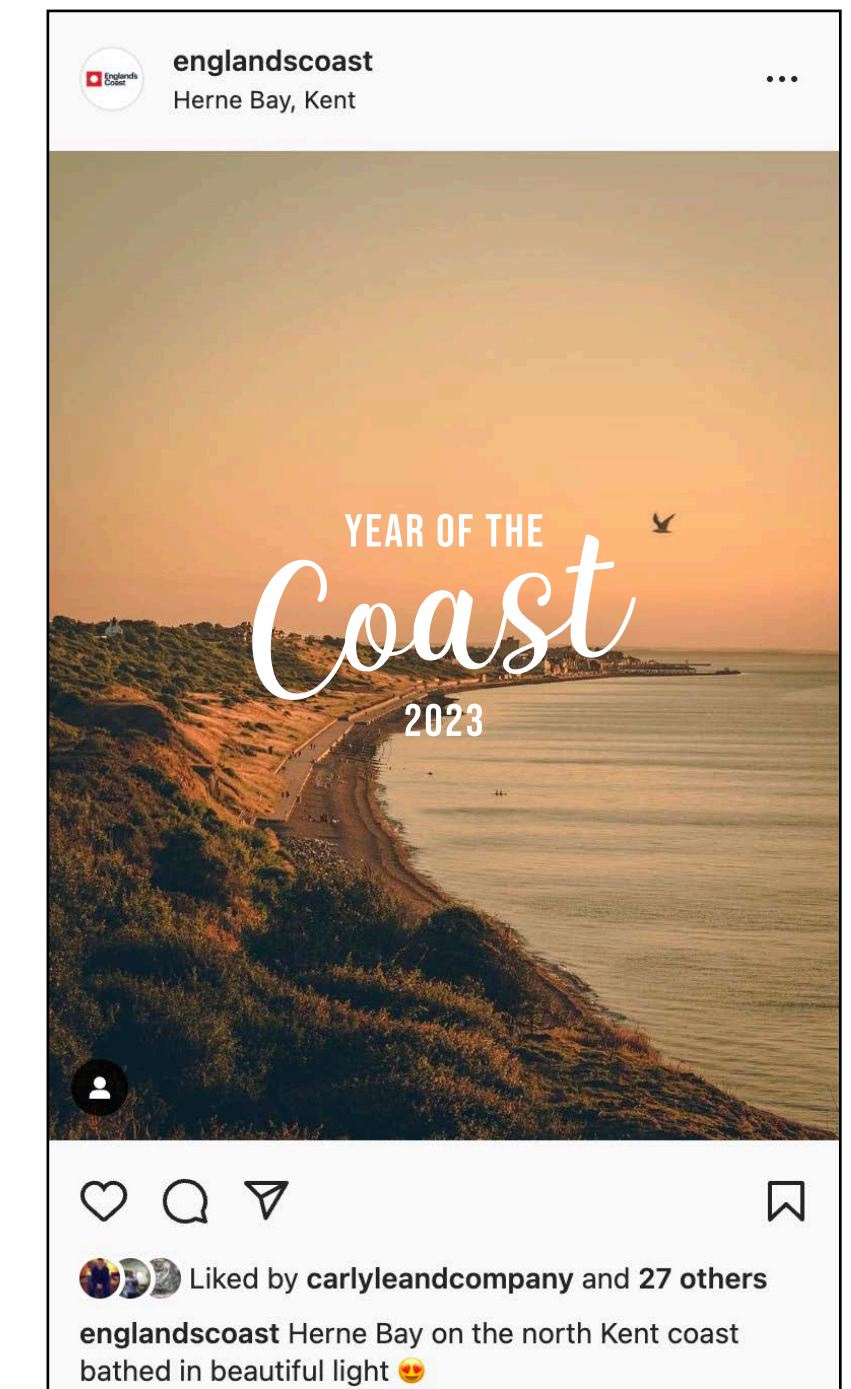


## Instagram Usage



Example 1.

Using the logo on a solid background colour as the end slide of your image carousel.



Example 2.

Using the logo centered over an aspirational coastal photograph, please note this works best over images that have a lot of sky, or aren't too busy.



# CAMPAIGN LOGO USAGE

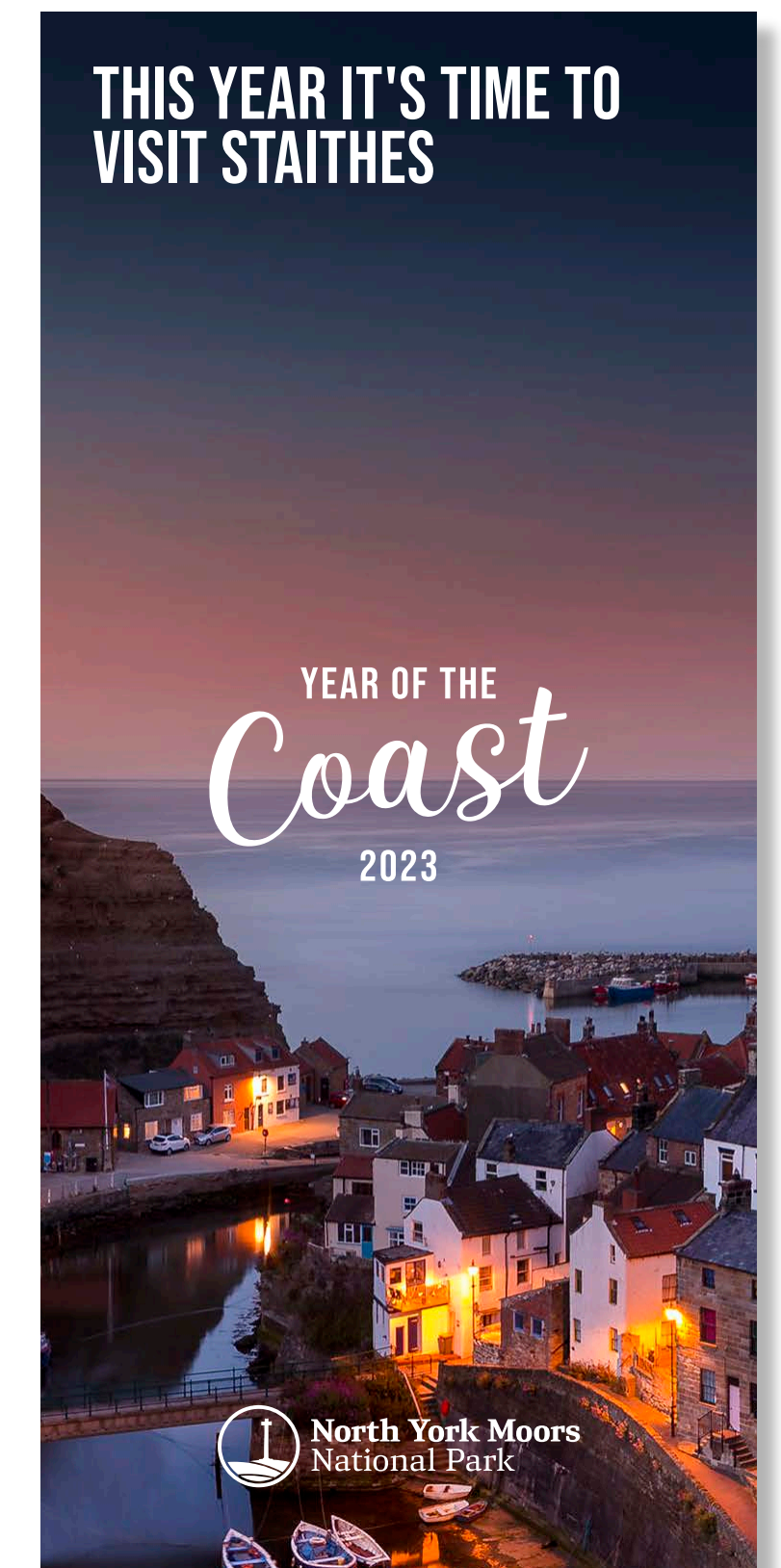
Example Instagram story usage  
Highlighting *example* activities surrounding #Coast2023





# CAMPAIGN LOGO USAGE

Promoting an event? You can use the logo alongside your main logo, it's best to separate them - see below for some examples





# EXAMPLE CAMPAIGN SLOGAN - THIS YEAR IT'S TIME TO...

An example of a way the Year of the Coast could be incorporated into a campaign slogan and call to action

**THIS YEAR IT'S TIME TO  
VISIT A SEAFOOD  
FESTIVAL...**

*Coast*  
2023

**THIS YEAR IT'S TIME TO  
EMBRACE WATERSPORTS...**

 England's  
Coast

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2023

**THIS YEAR  
IT'S TIME  
TO LEARN  
SOMETHING  
NEW...**

 England's  
Coast

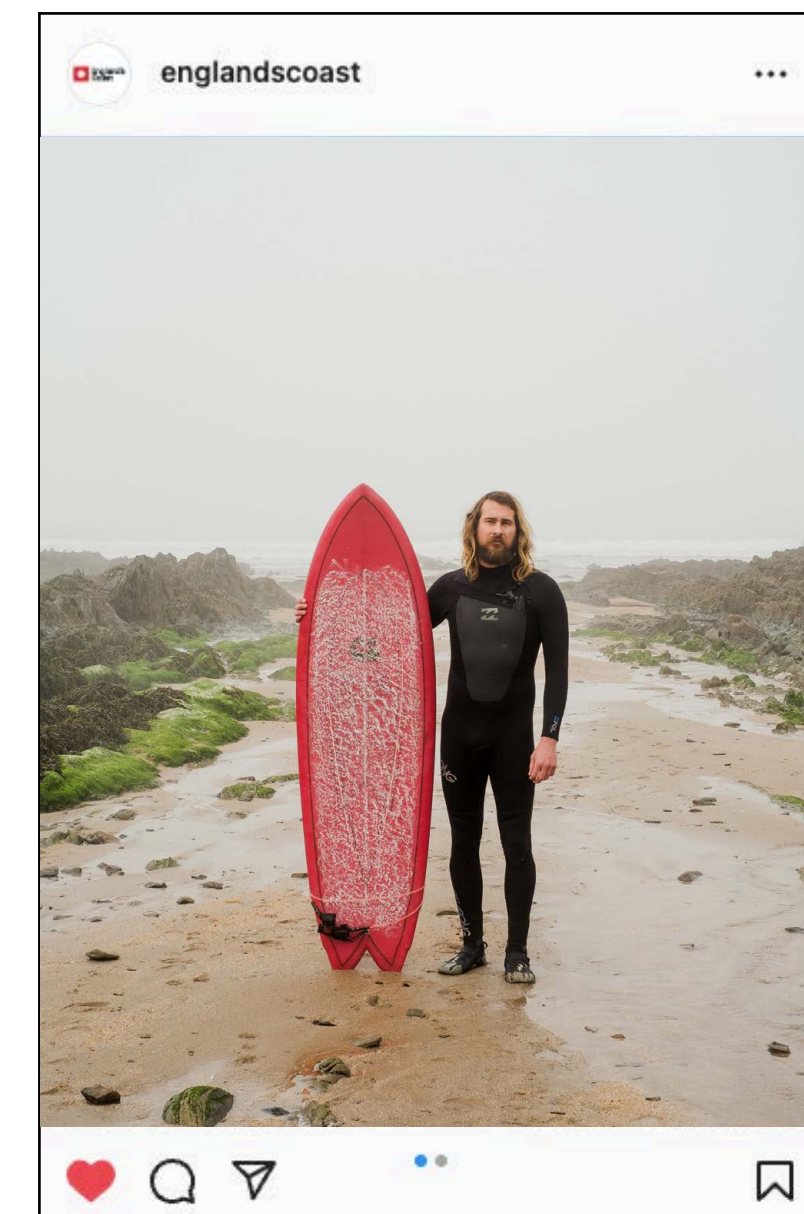
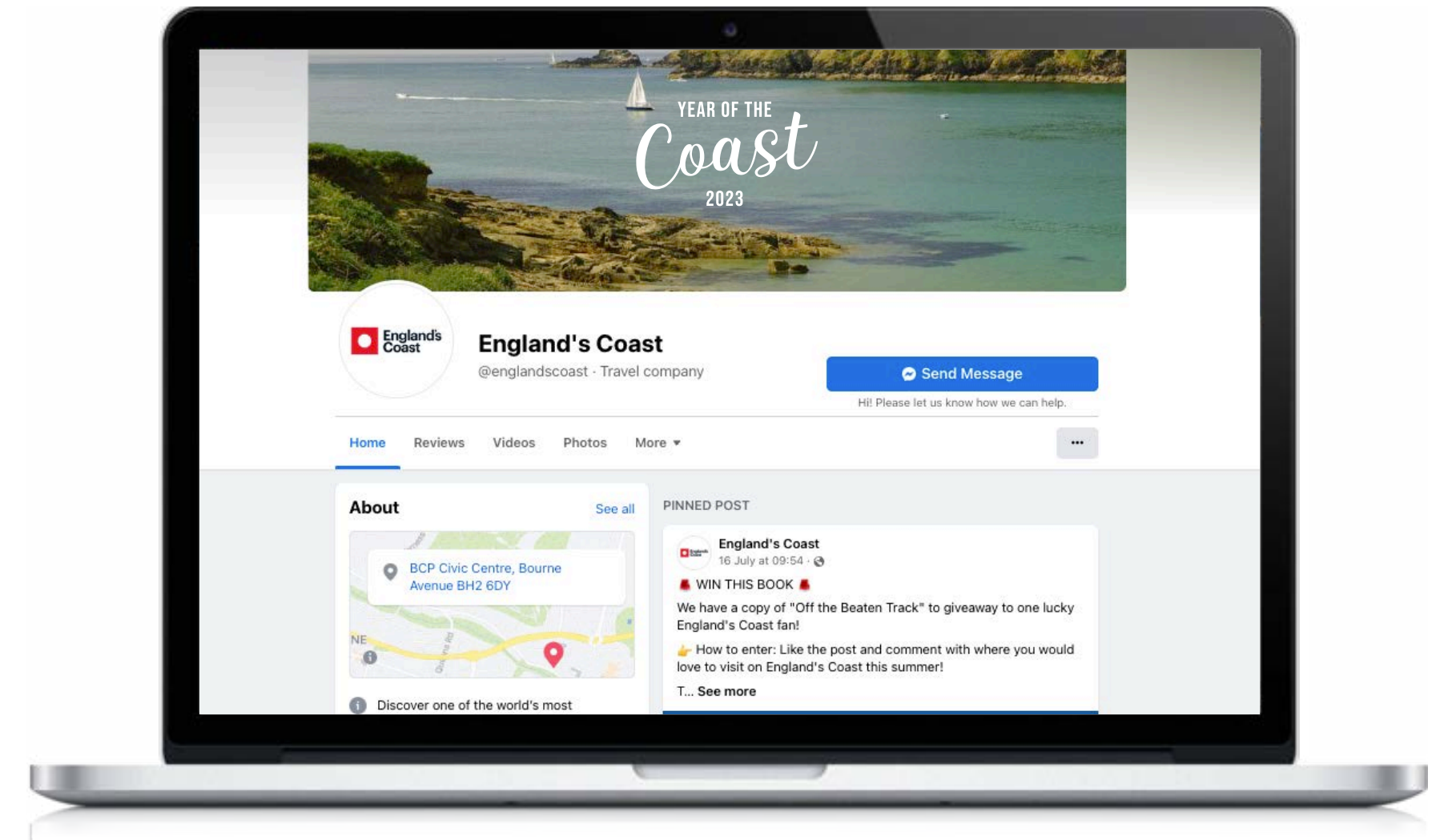
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# HOW TO GET INVOLVED AS A PARTNER

## Hashtag usage for social posts

- Are you excited by our line up of events? **#COAST2023**
- Are you ready to explore this year? Keep up to date with what's happening all around the coast with **#COAST2023**
- We've released 4 new cycling routes for **#COAST2023** Plan your trip now!
- This is the Year of the Coast! In celebration we've put together a blog post of things to do in our area this year **#COAST2023**
- 2023 - this year find the perfect green escape on the coast! **#COAST2023**
- Get involved! Join a beach clean up this year at XX **#COAST2023**
- This year discover something new, sample the new XXXXX experience **#COAST2023**
- 2023 is the year to stretch your legs! Get out on the England Coast Path near you! **#COAST2023**





# KEY CONTACTS

If you require any further background or assistance with our Campaign please contact the England's Coast personnel below:

**Samantha Richardson**

Academy Director  
National Coastal Tourism Academy | England's Coast

**Alex Catt**

[alex.catt@coastaltourismacademy.co.uk](mailto:alex.catt@coastaltourismacademy.co.uk)  
Marketing Assistant  
National Coastal Tourism Academy | England's Coast

[Download the logos here](#)



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