

MY GLoucester PASSPORT

Campaign: My Gloucester Passport

Aims: Encourage repeat visits to the City for both residents and tourists, or visits to multiple locations throughout the City for single day visitors.

Objectives:

- Provides Digital and Social Campaign content for the summer.
- Encourages repeat visitors.
- Encourages visitors to spread and spend throughout the City.
- Lanyards will be worn, creating walking adverts and conversation starters, word of mouth campaign promotion.
- Water bottles will also be visual adverts when in use at school, sports events etc.

How the campaign worked:

Participants collected a Lanyard and Passport from the Tourist Information Centre or Customer Services in Gloucester Quays.

Participants needed to collect 8 DIFFERENT stickers, from the 18 sticker destinations throughout the City.

Each participating location had a poster displayed, highlighting that they were a sticker destination collection point.

The stickers were to be stuck on the passport and the completed passport to be taken to Customer Services within Gloucester Quays, where was STAMPED as COMPLETE. In return, the owner of the completed and stamped passport was given a water bottle, and a link to enter the Grand Prize Draw online.

The lanyards and passports were sponsored by Gloucester Bid.



Listed below are the 18 sticker destinations that took part in the campaign:

<ul style="list-style-type: none">• Blackfriars Priory• Discover DeCrypt• GL1 Leisure Center• Gloucester Cathedral• Gloucester Guildhall• Gloucester Quays• Llanthony Secunda Priory• National Waterways Museum• Over Farm	<ul style="list-style-type: none">• Robinswood Hill Cafe• SoundHouse• SULA Lightship• The Cavern• The Entertainer• The House of the Tailor of Gloucester• The March Hare• The Museum of Gloucester• Treasure Seekers
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The water bottles, shown below, were sponsored by Gloucester Quays.



The Grand Prize, which was a '6 month aspire academy membership' was sponsored by the Aspire Trust. This is a children's membership.

Number of Participants:

1,400 participants took part in the activity

1,100 completed the trail and collected their water bottle

The first 1,000 passports ran out in the first two weeks, and we had to re-order another 500.

Digital and Social Engagement:

Total Engagements: 4,412

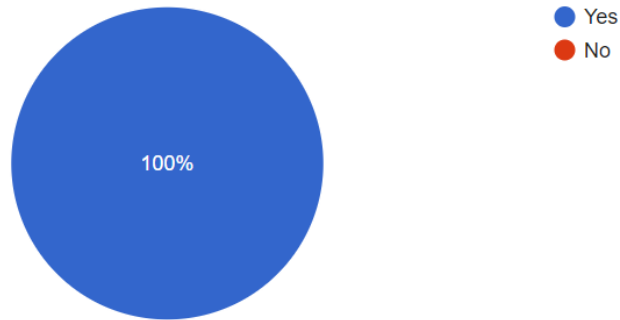
Campaign Reach: 12,904

Paid Social spend £20.00

Evaluation Survey Results from Participating Venues and Businesses:

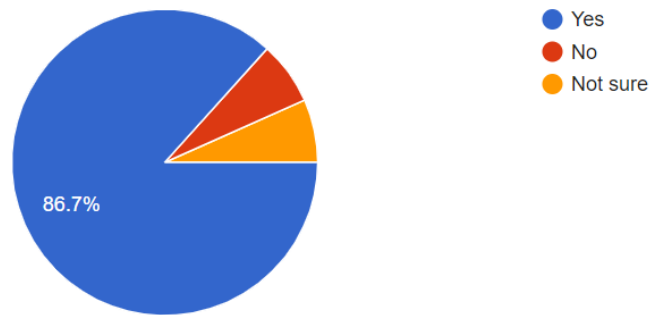
Firstly, did you and your team enjoy taking part in this summer's My Gloucester Passport activity?

15 responses



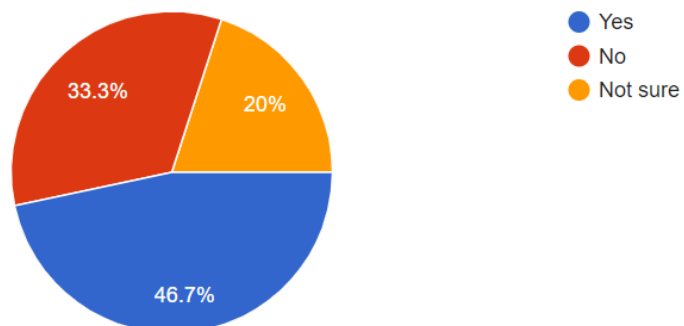
Did participants visit your organisation specifically to collect stickers for their passport

15 responses



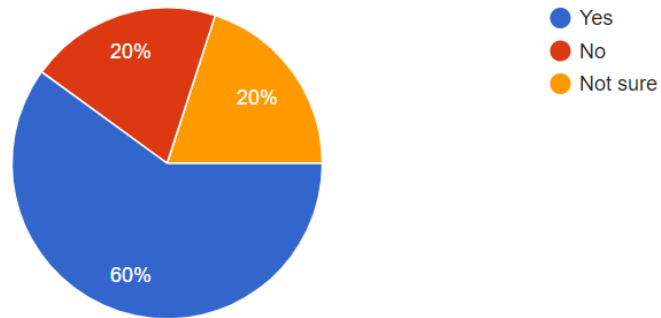
Did the participants spend any money/buy anything at the same time as collecting their sticker from you?

15 responses



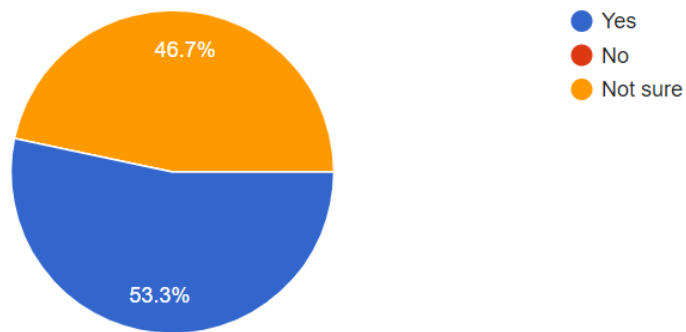
Were any participants that came to your premises unaware of your business or venue prior to the campaign?

15 responses



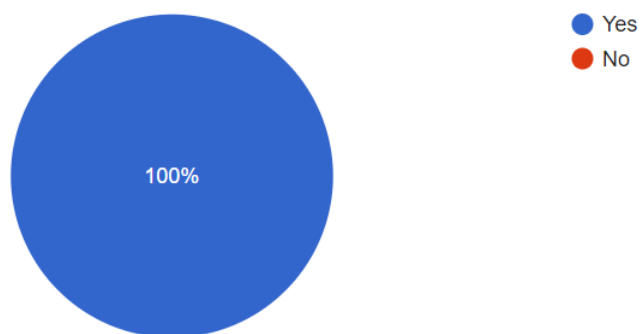
Do you think they will visit again?

15 responses



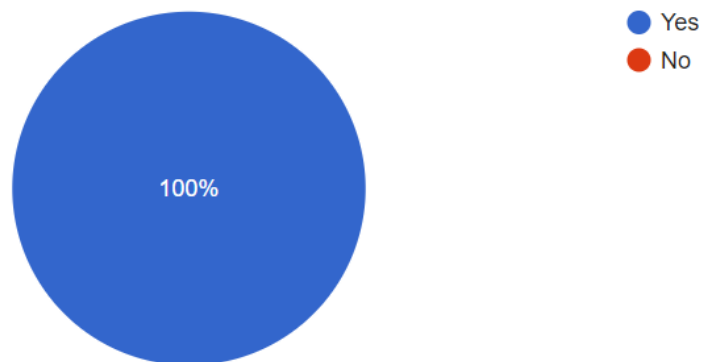
Would you be likely to take part in this sort of activity again?

15 responses



Do you think the activity had a positive impact on the City this summer?

15 responses



Additional Feedback with Visit Gloucester's responses in blue:

93% of participating partners felt the campaign was either very well or well organised

87% felt the communication was good before, during and after the campaign

13% felt there could have been more communications during the campaign

87% felt the campaign was suitably or very well promoted

13% felt reasonably well promoted and more could have been done on social media

Suggested changes from the participating partners included:

Possibly a map on the printout – this was considered, but due to the area of participation venues, a clear map did not work, instead we put a map on our website

Increase the number of stickers required to complete the passport to say 12 – our last campaign was 23 destinations, and this was deemed too many, we reduced this campaign to 8, so we would look to find a balance for this in future campaigns

Possibly asking all participating venues to offer a 10% discount to anyone showing a passport? – we will look into this for future campaigns

We would make a better note of how many people came in and if they bought anything.

Encourage visitors to look around the building as well as collect their stickers

Have the passports available for collection at the businesses as well –* we increased the collection points to two locations, instead of one, however, we would be unable to put passports at all venues, as we do not have the resources to monitor numbers on a frequent enough basis, nor move them between venues if some ran out

Limit the campaign to the city centre to make it easier for people to complete all venues. Publicise the campaign through BBC Radio Gloucester. Run the campaign for longer i.e., the whole summer holiday. Market the campaign to local holiday sites, i.e., camping sites in the forest of dean etc. – most of the venues were in the City Centre, however we as an organisation do represent businesses and attractions outside of the immediate City and as such, would always offer inclusion to these in our campaigns. Unfortunately, budget did not permit radio advertising, but several media outlets did pick this up and promoted it on our behalf. The campaign had originally been planned for the entire summer, it was restricted to the month of August as we had severe delays in the delivery of the merchandise, as logistics have been disrupted due to the pandemic.

Written Feedback from Participating Venues and Businesses: (Responses in blue)

We are really grateful for the opportunity to be involved with this campaign, there have been numerous people coming in that aren't fully aware of the work The Cavern & Treasure Seekers do - you have helped us spread the word and reach more people in need - thank you!

Passport scheme has been really good - we see probably 10-12 people a day for the past week, most of whom didn't know we existed! About 25% are stopping for food/drinks, and we have been able to give promo materials to those who don't stay. We've seen an increased number of reviews on Trip Advisor/FB/Google over the past week from people visiting as a result of the scheme (all 5).*

Enjoyed by lots of people, including members of staff
We talked to lots of visitors to Sula, and even stuck about 15% of stickers in their passports. Everyone seemed to be having a great time. Did notice that a number of passports had detached themselves from the lanyard, so possibly a reinforced hole needed – will keep in mind
We are really grateful for the opportunity to be involved with this campaign, there have been numerous people coming in that aren't fully aware of the work The Cavern & Treasure Seekers do - you have helped us spread the word and reach more people in need - thank you!
Very impressed, thank you
it was great to see the children excited about collecting stickers
Overall I think it's a great format. I feel it could be geared a little more towards the city centre. Also I think it would be a great campaign to get tourists involved in – the campaign was promoted on our website and all social channels, of which tourists do follow and visit
Use the Totems to advertise the event - I can do you a good deal..... it was on the totems!
Well organised and promoted
It was great to be a part of the event and gave the team an opportunity to talk to people who had never heard of us before about the Priory.
We really loved being part of this campaign. It's a great way of bringing together commercial business, heritage sites and visitor attractions across the city and creates loads of opportunity to tag the other organisations. I think it helps the city to look united.
This was a brilliant campaign - it was really well run, the concept was straight forward and effective, and it was a lovely way of joining local attractions together.
For us as a social enterprise down Westgate Street, the response was great - so many people coming in who didn't know we were here and very keen to come back!
While some visitors took the opportunity to look around the buildings, buy from the shop or use the cafe, many did not. It would be helpful to promote this aspect of the event - see places you might not have visited before. Perhaps some more about each venue could be included in the promotional material. But it was a good campaign, and we would certainly hope to participate in anything similar in the future. – we provided a briefing document for each location, perhaps during the briefing team members could be encouraged to upsell to the participants
It would be good to have a bit more information that we could give out to visitors if they came to collect a passport from us about the scheme and other participating locations. We were also left with quite a lot of passports from the second run. – all of the info and locations were on a leaflet attached to the passport and lanyard
As stated above, it would be good for customers to be able to collect their passports as well as stickers from participating businesses. – * please see response above

Evaluation:

Based on the survey results received from the participating venues and businesses, we ascertain that the campaign was a tremendous success, and the aims and objectives were achieved.

Nearly 50% of the partners stated that participants spent money whilst they were collecting their stickers, 60% stated that they had reached new audiences, who were previously unaware of their businesses or attraction, and 53% of the partners believed that the visitors would return.

100% of the partners would like to be involved in future campaigns and 100% believed that the My Gloucester Passport Campaign had a positive impact on the City of Gloucester this summer.

Recommendations:

Consider introducing read receipts to ascertain those partners that have received and read communications, understanding that for many, due to the nature of their work, they are not at computers daily

Send out a Communications Schedule at the start of campaign, so partners know when to expect additional communications

Encourage partners to brief teams on upselling their offering when participants visited

Consider increasing the number of collection points/destinations in future campaigns