

Welcome to the England's Seafood Coast Project



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VisitBritain™



VisitEngland™

Discover England Fund

#SeafoodCoast #DiscoverEnglandFund



The Project:

To transform the English Riviera's status as an international seafood destination, as well as to scope the development of a new national product - England's Seafood Coast to attract more international visitors.

Timescales

Opportunity



Project Launch



Lots of Great Ideas



“Make more of Fish Stock”

“New Seafood Coast Walks”

“Let’s have a scallop festival”

“Ask passenger boats to reinstate ‘mussels by moonlight’”

“Mussel weekends in local restaurants”

“Look at what Weymouth Seafood Festival are doing”

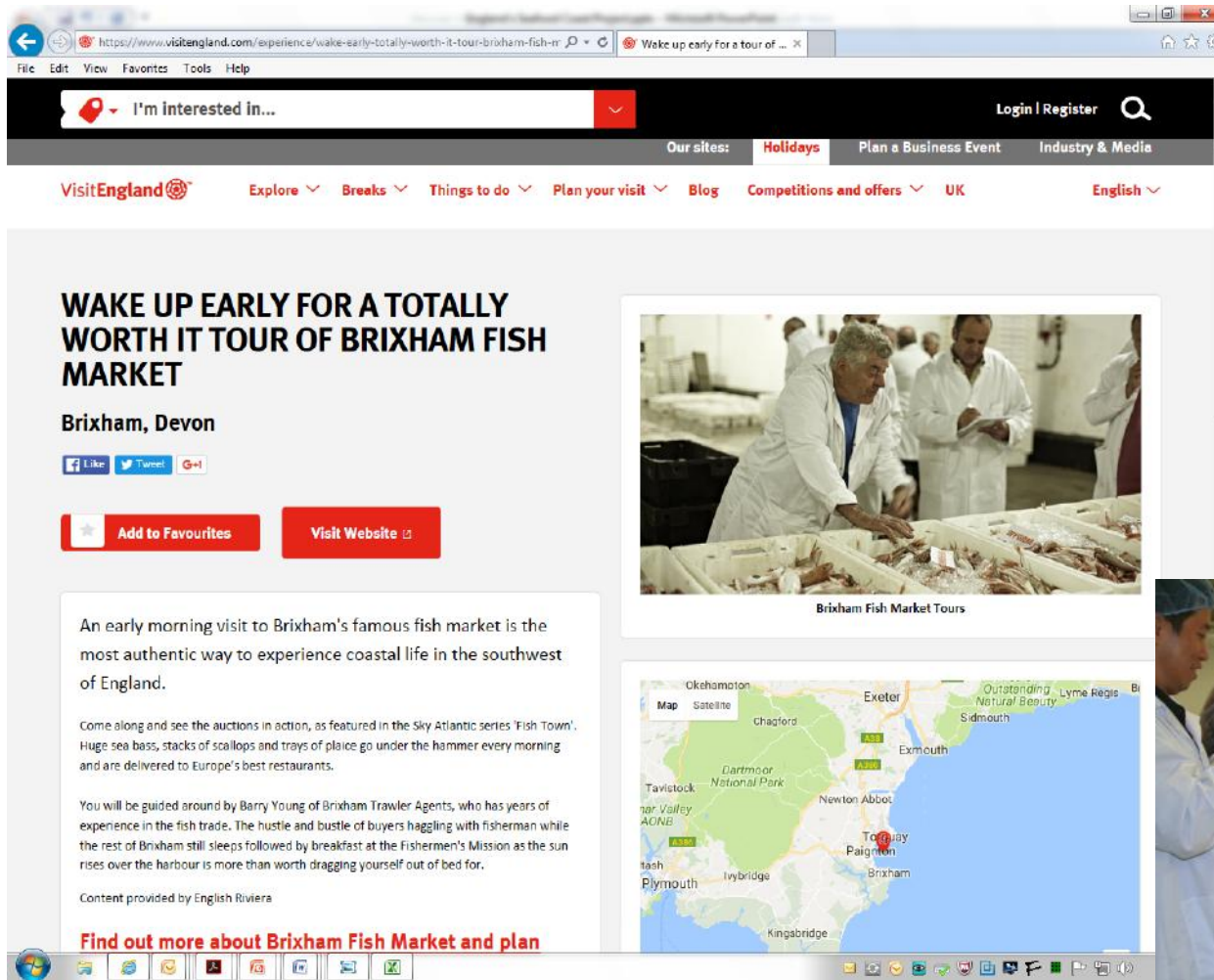
“New Food festival in the shoulder months”

“New Seafood Weekends at local hotels”

“ Promote Brixham Squid (Cuttlefish) ”

Existing Products

Brixham Fish Market Tours – World Class Product



The screenshot shows a web browser window displaying the VisitEngland website. The URL is <https://www.visitengland.com/experience/wake-early-totally-worth-it-tour-brixham-fish-r>. The page features a navigation bar with 'Our sites: Holidays, Plan a Business Event, Industry & Media' and a search bar. The main content area is titled 'WAKE UP EARLY FOR A TOTALLY WORTH IT TOUR OF BRIXHAM FISH MARKET' in Brixham, Devon. It includes social media sharing buttons for Facebook, Twitter, and Google+, and two red buttons: 'Add to Favourites' and 'Visit Website'. A descriptive paragraph states: 'An early morning visit to Brixham's famous fish market is the most authentic way to experience coastal life in the southwest of England. Come along and see the auctions in action, as featured in the Sky Atlantic series 'Fish Town'. Huge sea bass, stacks of scallops and trays of plaice go under the hammer every morning and are delivered to Europe's best restaurants. You will be guided around by Barry Young of Brixham Trawler Agents, who has years of experience in the fish trade. The hustle and bustle of buyers haggling with fisherman while the rest of Brixham still sleeps followed by breakfast at the Fishermen's Mission as the sun rises over the harbour is more than worth dragging yourself out of bed for.' Below the text is a map of the Brixham area, showing locations like Exeter, Exmouth, Sidmouth, and Brixham. At the bottom, there is a red button that says 'Find out more about Brixham Fish Market and plan'.



Brixham Fish Market Tours





Scoping the Project



- Partners
- Stakeholders
- Suppliers
- Distributors
- Adopters
- Promoters
- Consumers



ON THE ROCKS
RESTAURANT • BAR



Next Steps
Getting Creative

Round Table Discussions



England's
seafood
coast

Global Digital Distribution

- **Global Online Bookability**
- Online Packages and Itineraries

