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Title of meeting:	Culture, Leisure and Economic Development Decision Meeting
Subject:	D-Day Story - Marketing Activity
Date of meeting:	10 February 2023
Report by:	Director of Culture, Leisure and Regulatory Services
Wards affected:	All

1. Requested by
Cabinet Member for Culture, Leisure and Economic Development

2. Purpose

2.1 To update on activity undertaken by The D-Day Story team to both market and increase awareness of the museum.

3. Information Requested

3.1 Outdoor, Radio and Print Marketing

3.1.1 The D-Day Story marketing activity is funded through the museum budget. Marketing activity was also additionally funded by the National Lottery Heritage Fund throughout the lottery project.

3.1.2 Marketing is targeted to the following audiences: families, young people, special interest groups, people with disabilities and group organisers. Marketing is usually targeted to audiences within a 2-hour drive time, with the exception of groups.

3.1.3 Due to Covid-19 lockdowns, marketing campaigns were planned to be reactive and had the ability to be switched on or off as required both protecting investment and maximising reach.

3.1.4 Landing Craft Tank 7074 opened in December 2020 shortly before the final enforced lockdown. Following the lifting of restrictions in Spring 2021, marketing

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campaigns focused on the 'Unmissable' LCT 7074 through a wide range of marketing channels. The outdoor campaign started off locally during May 2021 to attract local audiences back to The D-Day Story subsequently expanding further afield towards Southampton and Brighton and also including roadside digital boards alongside the M3 and the A3 in outer London.

- 3.1.5 A second major outdoor roadside marketing campaign was booked for Feb-March 2022. This time, Bristol, Brighton, Wandsworth Tower, Southampton, Reading, Christchurch and Portsmouth locations were used. This campaign generated total impressions of 1,859,673.
- 3.1.6 A digital advert ran at the same time as the summer 2021 outdoor campaign and targeted the same locations. A short film produced by Dan Snow's History Hit team was a fabulous advert for the museum and had quite specific audience profiling. The £250 budget achieved 123,077 impressions, (number of views) reaching a total of 56,992 people. Whilst video views were the target objective, the advert still drove 1,651 clicks through to the D-Day website. It had 508 reactions, 52 comments and 137 shares. The promotion of the film continued on two further occasions and was also shown on the Big Screen in Guildhall Square. The D-Day Story has more recently begun a new partnership with History Hit which will see the museum promoted across their social media channels which has an extensive following.
- 3.1.7 Radio advertising was booked with Wave 105, the adverts were aired for 3 weeks in the summer holidays and 2 weeks in time for October half term. The 5 weeks of airtime reached 5,065,727 listeners.
- 3.1.8 The museum was twice this year featured on BBC Radio Solent. Firstly, as part of an interview about the Sewing Memories (temporary exhibition) project and secondly as part of the 'Clued Up' Saturday morning radio treasure hunt show where LCT 7074 was the featured mystery location. Both provided an opportunity to promote the museum and drove visits as a result.
- 3.1.9 LCT 7074 was officially inaugurated by HRH the Princess Royal in April 2022. This received extensive media coverage with the Landing Craft and museum mentioned in a number of national newspaper and magazine articles, on national radio and on ITV Meridian. The museum also saw a number of people visit as a result of this coverage.
- 3.1.10 Marketing of the Overlord Embroidery continues with an updated powerful print advert which is included in the 2023 Portsmouth Official Visitor Guide.

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3.1.11 In June 2022 we had fantastic coverage of the Overlord Embroidery in "World War II" magazine (US, part of historynet.com) which has a large US circulation.

The small size version of panel 28 of the Overlord Embroidery was borrowed by the Fashion and Textile Museum, London, for an exhibition by the RSN titled "150 Years of the Royal School of Needlework: Crown to Catwalk", 1 April – 4 September 2022.

3.1.12 Other articles featuring The D-Day Story were included in 'Britain at War' magazine and in the Army Museums Ogilby Trust newsletter. The trust looks after and supports all the regimental and corps museums in the UK.

3.1.13 30,000 D-Day Story consumer leaflets were refreshed, and the design and content improved to upsell the museum. They were distributed by two companies to cover hotels, libraries, tourist attractions, shopping centres, train stations and information centres. The D-Day Story leaflets were seen as far as Exeter services.

3.2 Ticketing Partnerships and Promotions

3.2.1 Online ticketing partnerships continue to be a good marketing tool to sell discounted tickets to a much wider audience. The D-Day Story joined the TXGB Visit Britain online ticketing platform which enabled us to take part in the National Lottery Great Days Out government campaign. This was set up to increase tourism after the Covid-19 lockdowns. This generated an extra £2400 in ticket income for museum. The D-Day Story has remained on the Visit Britain platform as it enables the museum to have opportunities selling to overseas markets and to join other ticketing partners such as Trip Advisor.

3.2.2 The D-Day Story has continued to partner with the Get Your Guide online ticketing platform, the ticket income generated for 2021 and 2022 has been approximately £3,500 each year.

3.2.3 In addition to online ticket offers, we have worked to build a number of new partnerships to grow brand awareness of the museum and provide a range of fantastic offers to visitors of the museum.

3.2.4 We now offer a discount to guests at The Royal Maritime Club and The Keppel's Head Hotel, this works well encouraging their guests to make the journey to Southsea from the Hard. 138 guests from the Royal Maritime Club have used the offer so far. We also offer joint ticket with Hovertravel, The Spinnaker Tower and have recently partnered with South Western Railway and the National Rail Days

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Out Guide. SWR currently have The D-Day Story on their landing page for offers. SWR currently has 1,000 visits to this page a day with an annual target of 500,000.

3.2.5 To encourage increased local resident visits throughout the winter we have advertised in *Flagship* magazine offering a discount of 40% for the third year running. This offer reaches many residents in Portsmouth. 198 vouchers were redeemed during the 2022 offer and following this success we have extended the length of the promotion in 2023 until the end of February 2023.

3.3 Social Media

- 3.3.1 2022 was a period of recovery for The D-Day Story, to turn social media views and engagement into museum visitors and long-term advocates building on the Social Media Transformation Project undertaken in late 2020 and early 2021. This project saw The D-Day Story use Heritage Funding to hire a freelance social media consultant, to help develop the channels, advocate for best practice and upskill the museum team to feed into the social content and put forward ideas, posts or campaigns. A Facebook live from LCT 7074 featuring both staff and volunteers from the museum team was well received in October 2022 and more events are planned throughout 2023.
- 3.3.2 The D-Day Story's Facebook page had a total reach of 276,987 over the last 12 months. On Instagram the page reach was 19,478. These are a drop of 50.2% and 28.3% respectively but are to be expected as the team had more time to create content for social media during lockdown when the museum was closed. The Facebook account now has 8,696-page likes (an increase of 215), whilst on Instagram there are 1,237 followers (an increase of 252). In the past year, the posts across Facebook and Instagram had a reach of 499,615, drove 11,188 likes and reactions, had 611 comments and 858 shares.
- 3.3.3 The Twitter page generated a further 1 million impressions, with 4,100 engagements. It generated 549 new followers, the total now standing at 10,927.
- 3.3.4 In the 12 months to December 2022, the museum website welcomed 173,841 users (a year-on-year increase of 18.1%), 451,037 page views (up 10.7% year-on-year). The D-Day Story website had increases in both new and returning visitors (up 18.1% and 21.4% respectively). One of the best-performing pages on the site is the ticketing page which, with almost 40,000 page views and a year-on-year increase of 2.3%, was the fourth best performing overall (behind the homepage, What Is D-Day page and D-Day timeline). The website has recently been ranked in the 99th percentile out of 2,237 websites for meeting accessible targets by the charity Vocal Eyes.

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- 3.3.5 The largest growth segment has been the younger audience - with site visits by those aged 18-24 increasing by 30.6% year-on-year. This helped the youngest audience take the largest share of web visits for the first time ever (with 25–34-year-olds in second and 35–44-year-olds in third).
- 3.3.6 The museum received 47 reviews on TripAdvisor over the past 12 months, a 30% increase on previous figures. There was a single rating of three out of five; three people rated the museum four, and the remaining 43 reviewers scored the full five out of five. That puts the average rating at 4.89 out of 5 and kept the museum's Certificate of Excellence - putting it among the top 10% of attractions globally. We actively respond to all feedback.
The D-Day Story has also continued to amass huge numbers of reviews on Google. with 1,740 reviews in total, the rating stands at 4.6 out of 5.
- 3.3.7 We have welcomed visits from an Italian journalist/blogger connected to the Italian department of Visit Britain and also a visit from an influencer on Tik Tok (400,000 followers) who created content on the LCT 7074.

3.4 Groups Market

- 3.4.1 At the start of 2022, the museum team developed a new group offering from the ground up. As part of this, a new group guide was developed which showcased the new offer and this is available in physical and downloadable formats. The team also produced a video showcasing a typical group visit to the museum and this has so far been viewed over 425 times on YouTube at the time of writing. The museum has had an active presence at both the Excursion and Group Travel Shows in the UK and following hosting a regional meeting of AGTO (Association of Group Travel Organisers) has now become an associate member which will support driving further visits from multiple group travel organisers in the future. The museum has continued to build its relationship with Liberation Route Europe and following attendance at their EXPO in early 2022 saw group visits booked from Canada this summer.
- 3.4.2 Room hire of The Dulverton Room at The D-Day Story has been actively promoted in the group guide, in the e-newsletters and with newly designed posters advertising the space around the museum alongside a newly created page on our website. All of the above has resulted in an increase in bookings and varied use of the room.

3.5 Other activity

- 3.5.1 The D-Day Story stays in touch with its annual pass holders and subscribers with at least 6 strategically planned newsletters a year, reaching our database of almost

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1400 subscribers with the objective of driving repeat visits.

The whole team contributes to the varied content which includes the events programme, news from our curator and other updates from the museum. It regularly achieves an above average open rate.

- 3.5.2 The museum received Accreditation status from Visit England following an assessment this summer with the museum scoring at least 'Good' in all areas. The museum also won the Creative Cultural and Visitor Business of the Year Award at the News Excellence Awards. Both of the above have reflected the quality of the offer at the museum and the latter resulted in increased opportunities to raise awareness of museum and further drive visits.
- 3.5.3 A short film produced to showcase the LCT restoration project including visitor reaction has now received over 83,000 views on our YouTube channel. It was also shown on the Big Screen over the summer and there are plans in the new year to promote the film on YouTube further.
- 3.5.4 The D-Day Story continues to work closely with the Visit Portsmouth Team and plans to continue to partner with them and others to make the marketing budget go further now we are no longer in receipt of National Lottery Funding. Digital Marketing support from the Visit Portsmouth Team has been invaluable.
- 3.5.5 It should be noted that the above is just a brief overview of some of the team's activity over the past 12- 24 months.

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Signed by
Stephen Baily
Director of Culture, Leisure and Regulatory Services

Appendices:

Appendix 1 - LCT 7074 Outdoor Campaign Digital Boards

Background list of documents: Section 100D of the Local Government Act 1972

The following documents disclose facts or matters, which have been relied upon to a material extent by the author in preparing this report:

Title of document	Location
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