

DEEP HISTORY COAST spring update 2019

For those of you that have been following this project for some time you will be relieved to hear that you will soon be able to see the fruits of our labours.

Perseverance and commitment from the partners with whom we are working is now beginning to pay off and 2019 will see this exciting project come to life.

We have established the new brand, which will appear in all aspects of the project and will be shared with all of our local 'ambassadors'. The most significant milestone will be the launch the Deep History Coast App and the Discovery Trail in time for the summer season. The Deep History Coast will begin to be marketed by a campaign developed and delivered in partnership with Visit North Norfolk, that will commence this spring.



Getting the messages across



North Norfolk District Council will be working with Visit North Norfolk to market the Deep History Coast. This will include innovative local and national publicity, a social media campaign, the development of a new website and the creation of two inspiring experiential films to appeal to all audiences – illustrating all that the Deep History Coast has in store and enticing visitors to come and explore. These promotional films can whet the appetites of those who are new to the area ('try before they buy') and provide an additional attraction for those who already know and love what the area has to offer. Crucially it will aim to increase the benefits of visitors to the area and encourage them to visit throughout the year.

Getting involved or finding out more

We will be holding a Deep History Coast open event on **Wednesday 6 March**. The event will take place at Trimmingham Village Hall. The new hall is on the outskirts of the village on the Cromer Road.

Interested people are welcome to drop in to view plans of the discovery trail, see the emerging information panels and the landscape designs for the various discovery points. Delegates will also be shown a demonstration of the app (between 10 am and 12pm and again at 2.00 to 5.00pm). This event will be very informal and staff will be available to answer any questions you may have. So please come along to see what's happening!

Representatives of local businesses are invited to attend a specific session to help them identify the opportunities this project offers to those in the hospitality, retail and related sectors. We will be handing out a pack containing lots of



information for businesses on how to make the most of the brand and how to be represented on the digital app. Each of the two hour sessions, starting at 12pm and 5pm, will provide a whistle-stop tour of the initiative, from speakers including:

- Richard Morris (from branding Company WhistleJacket) – explain the Deep History Coast Brand;
- Jam Studios - demonstrating the digital app and its creative content; and
- Norfolk Museums Service – to fuel our excitement about why this coastline is so special.

If you run a business along the coastline and wish to attend one of the seminars, please email us at deephistorycoast@north-norfolk.gov.uk.

Roundup of projects

The Trail

We are in the final phases of the landscape designs for each site, after which the detailed plans along with the panel content will be shared with local parish and town councils.

Each discovery point will not only include the oak ‘monolith’ information panels but also planting and seating. Every effort is being made to ensure each discovery point sits comfortably in the landscape with an emphasis on coastal plants and natural materials. Each will represent a different part of the story, relevant to its locality.



Refurbishing the North Norfolk Information Centre

We are pleased to announce that our grant application to the Rural Development Programme for England (RDPE) was successful, for the refurbishment and repurposing of the North Norfolk Information Centre in Cromer to include a Deep History Coast discovery centre. It is anticipated this refurbishment will take place in the early autumn 2019 and will be the 'gateway' to the Deep History Coast for visitors and a central point of information for local communities and interested businesses.



Coming soon to a phone near you!

We are so excited about the emergence of the early versions of the DHC app (which we will soon be testing with young explorers and at local primary schools). It will add a novel, interactive, yet informative element to the trail which we are sure lots of people will enjoy!

Once live, the app will be widely publicised and visitors will be able to download it at home before they visit, or use one of our 'ambassador businesses' at various locations along the coast to do so. Every discovery point will contain a tracker point similar to the one below.

Wherever this symbol is displayed, visitors will be able to use their smart devices to trigger the app, in which an animated 'early man' will act as a tour guide. The app will have a host of entertaining and educational features, enabling 'historical selfies' to be taken and shared, fossils to be identified, things to be collected and games to be played. Once downloaded, the app will use your phone's GPS to work out where you are and deliver relevant information based on your location. This allows the app to point the user to local facilities such as



where to have a coffee, a lunch-time snack or even a bed for the night!

And to finish on something tweet...

We've launched a Twitter account to celebrate North Norfolk's Deep History Coast – follow us
[@NN_DeepHistory](#)