



### Brentwood United



Tourism in Brentwood had a low profile, until the election of Mark Reed from Brentwood Theatre and long-term advocate of tourism in Essex, onto the Council.

Mark worked closely with Old Macdonald's Educational and Leisure Farm Park to build a Brentwood image. They worked to jointly promote the popular theatre pantomime and the farm itself to their shared family target audience.

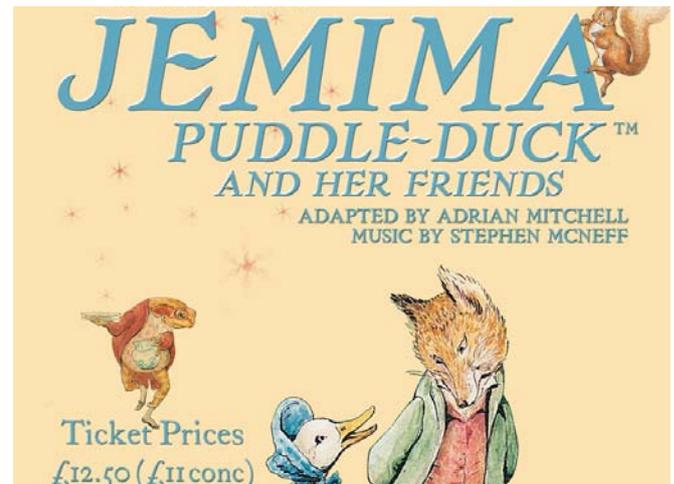
There were two strands to the joint promotion. The first was the inclusion in theatre marketing of the guarantee of £10 off a visit to the farm, giving added value to their pantomime ticket. This is an easy-to-understand offer, appreciated by everyone. In return the farm promoted pantomime ticket sales to their autumn visitors.

Secondly, the theatre launched the production of Jemima Puddle-Duck at Old Macdonald's Farm itself, with a photo shoot involving the cast of the production and the Farm's Geese! The local press covered this innovative and fun shoot, bringing first-class local exposure.

No funding was needed for this initiative, just imagination and commitment.

This case study describes how two tourism businesses collaborated through joint marketing.

Visitors to Brentwood Theatre's Pantomime received a discount voucher for Old Macdonald's Farm giving added value to their ticket, attracting press coverage for both. Ultimately this encouraged people to visit other local attractions and resulted in a 5% increase in turnover for both businesses.



### What have they gained?

- The unusual nature of the photo shoot generated considerable press interest.
- There were a large number of visitors to the farm who claimed their discount voucher
- The offer also gave added value to the theatre, boosting numbers for other productions

A template for similar money-off vouchers was produced from the exercise and in 2014 a Brentwood Tourism Group was established with other tourist business wishing to be involved.



## Top Tips

- 1** Working with other establishments and promoting your local area enhances your own reputation and profile.
- 2** Imagination and a positive attitude are more important than a large budget.
- 3** You need a common audience or a theme to link businesses together in packages. It has to make sense to your visitor.
- 4** The public appreciate value for money and those who provide it, leading to increased business for everyone.
- 5** Start small and grow the idea. It's much easier to bring others on board to something that's proven to work.
- 6** Make sure you can track the impact of any joint marketing, its vital to know whether it was worth the effort.



*"It is always a pleasure to work with Brentwood Theatre and this showed how cooperation in a competitive business can work to everyone's advantage."*

**Joseph Manning, Old Macdonald's Farm**

*"I have always wanted to see Brentwood's superb tourist centres working together and am proud to have been part of what I hope is the first of many joint initiatives to bring them together for all our benefit."*

**Mark Reed, Brentwood Theatre**

## Find out more...

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