



# Summary progress report August 2022





# Application



**Harness the power of  
puffins to create a cultural  
trail across the East  
Yorkshire Coast**

Project value £223,69  
YCBID funded £60,000



**To increase cultural  
tourism to the area**

Have a positive impact on the  
visitor numbers along the East  
Yorkshire Coast  
Provide a joyful adventure for  
visitors & locals



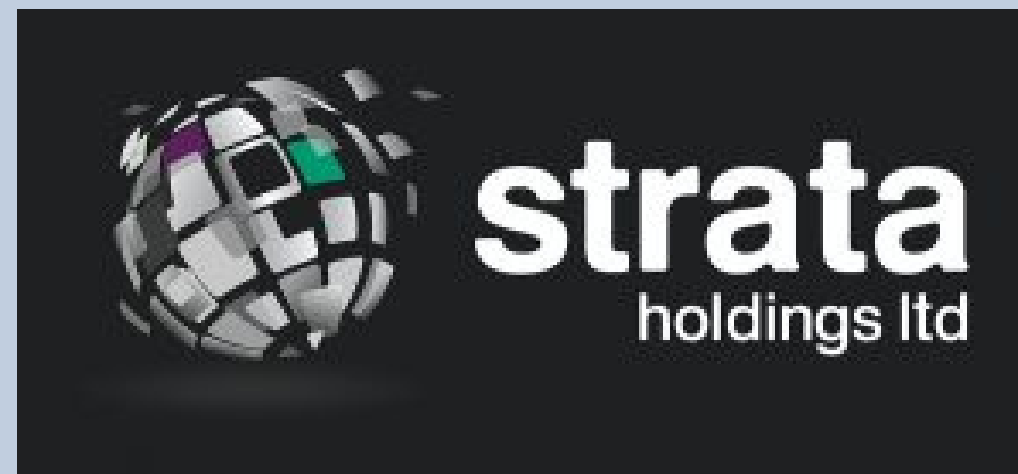
**Raise environmental  
awareness & support  
designated charities**

Auction to benefit  
Yorkshire Wildlife Trust  
RNLI  
RSPB  
Hornsea Inshore Rescue

# Funding Partner



human



# Delivery Partners



# Sponsors

**Active Withernsea**

**Alex Alec-Smith Books**

**Amy Johnson Arts Trust**

**Bridlington Spa**

**Bonus Electrical**

**Boston Energy**

**Bruce Ryan Homes**

**Centrica Storage**

**City Healthcare Partnership CIC**

**Cranswick plc**

**Designs UK**

**East Riding College**

**University of Hull**

**Guest & Phillips Jewellers**

**Hammonds of Hull**

**Harmony Energy**

**The Hub, Hornsea**

**Hudgell Solicitors**

**Hull Yorkshire Maritime City**

**HETA**

**KCOM**

**Lloyd Dowson**

**Regeneration of Bridlington Old Town**

**C R Reynolds**

**Risby Park Fishing Ponds**

**J R Rix & Sons**

**Segals Jewellers**

**Siemens Gamesa**

**Sewell On the Go**

**Sewerby Hall, Bridlington**

**Strata Holdings**

**Victory Leisure Homes**

**Withernsea Town Council**

**Wykeland Beal**

**Wykeland Group**

**Yorkshire Coast BID**

# Charities benefitting from final auction sale



**Yorkshire**  
Wildlife Trust



**Lifeboats**  
Proud to support



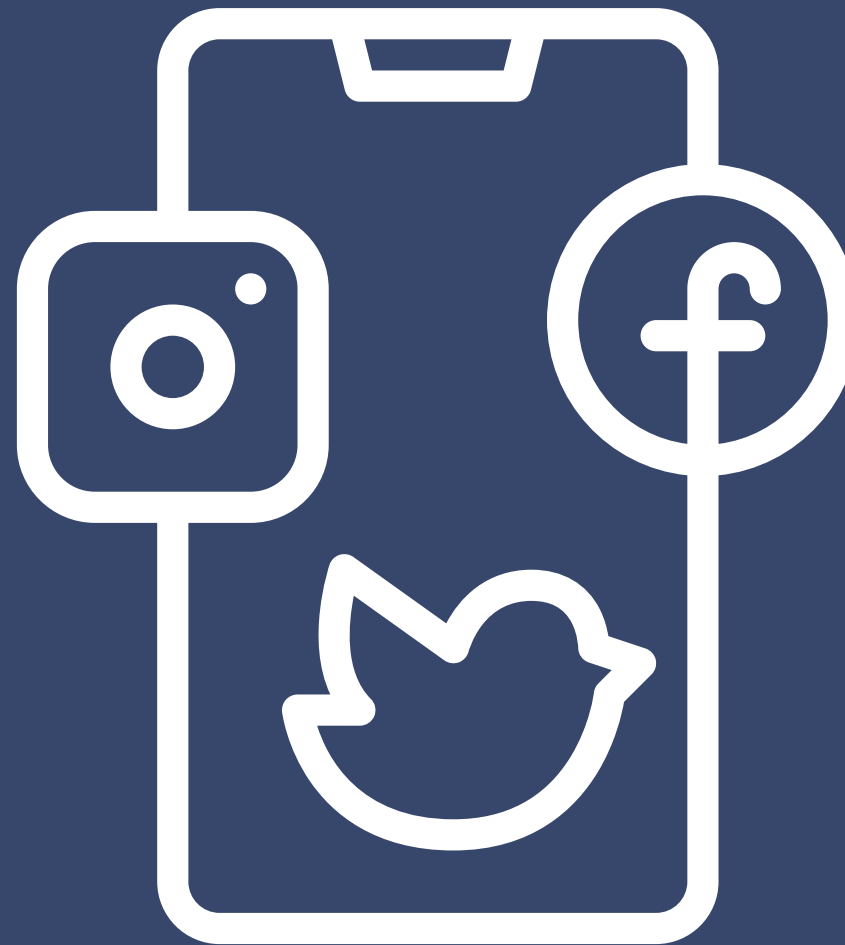
giving  
nature  
a home



# SOCIAL REACH



**1006 Followers**  
**3.7k Reach**  
**750 Story Reach**



**2080 Likes**  
**58.6k Reach**  
**8.1k Reactions**

**10 x**



**683**



# PUFFIN SPOTTER APP

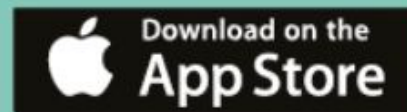
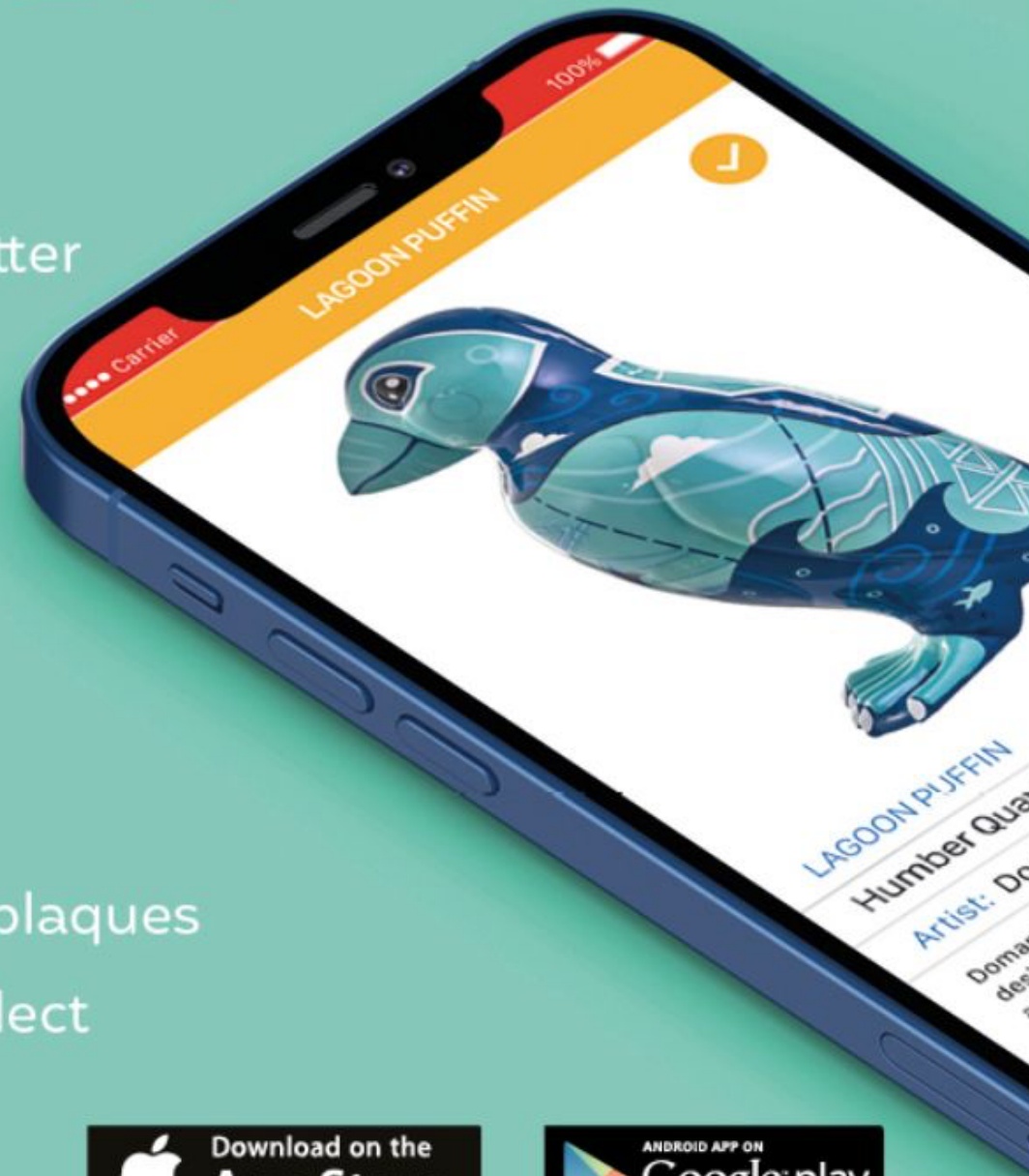
PUFFINS GALORE! 

Download the Puffin Spotter app to collect all your favourite puffins.

How to start collecting...

- 1 Download the app, FREE from App Store and Google Play
- 2 Visit each venue and look for the QR code plaques
- 3 Scan the codes to collect your puffins

Happy spotting!



# 6000

## Downloads to date



# Leaflet Distribution & Merchandise

60,000 Spotters Guides printed & distributed to more than 155 locations throughout Yorkshire & Humberside



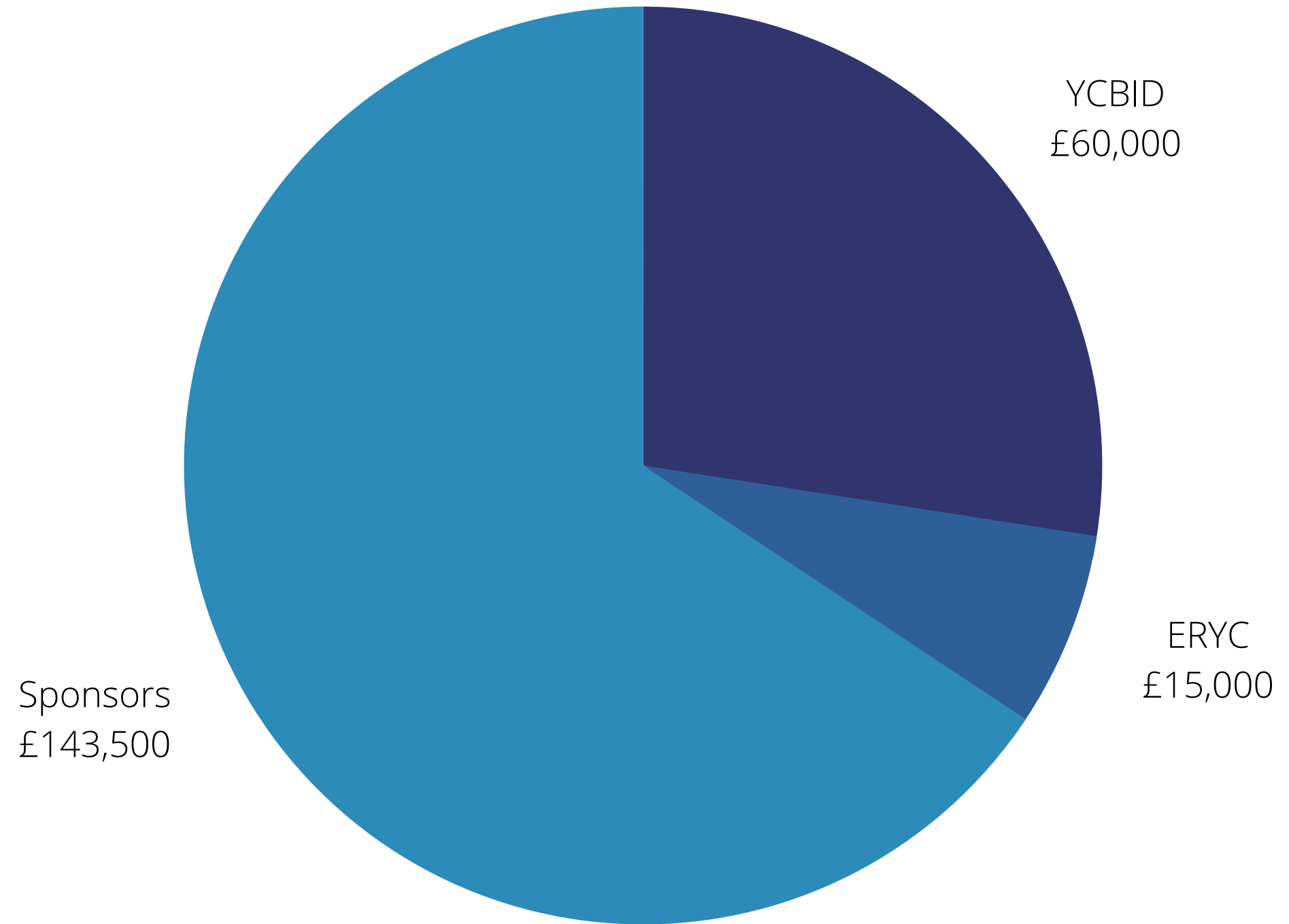
28 merchandise partnerships established with businesses to distribute spotter guides and additional childrens activities. PLUS 137 orders placed online.







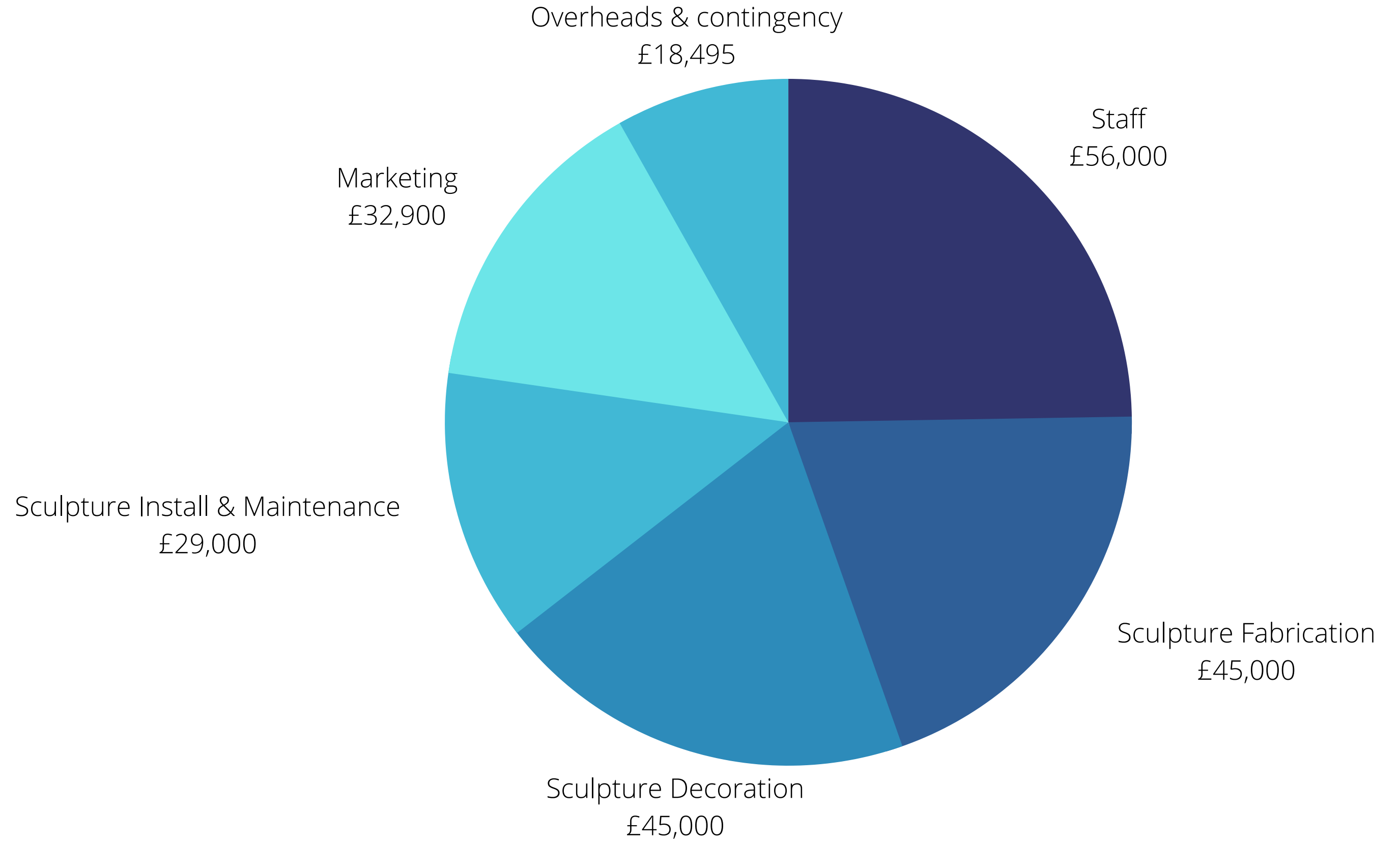
## Project Funding Breakdown







# Project Cost Breakdown





# MEDIA COVERAGE

**THE YORKSHIRE POST**

**BBC NEWS**

**The Scarborough News**

**THE HULL STORY**

Yorkshire Life

#puffinsgalore



# CONSUMER FEEDBACK

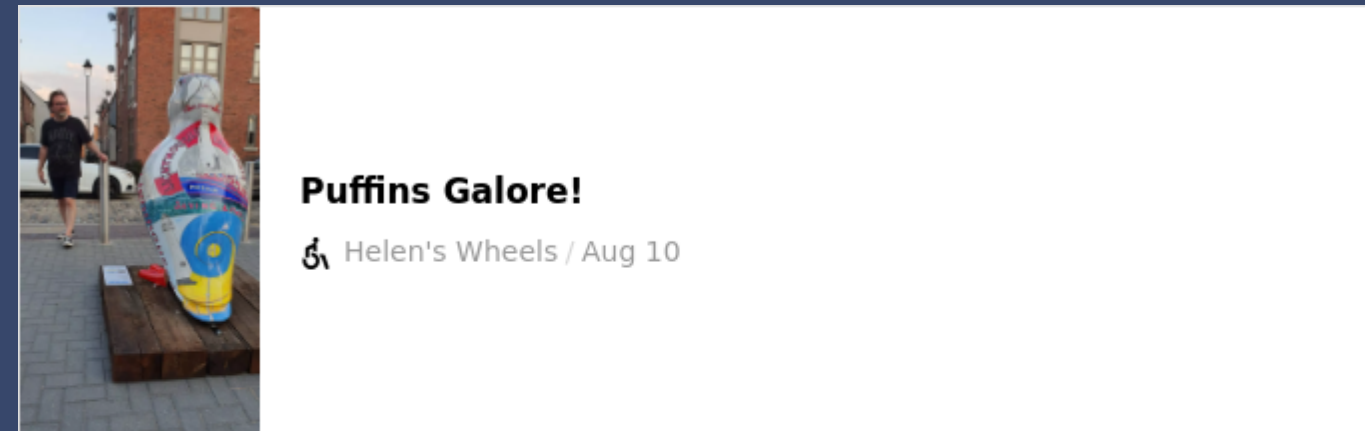


#puffinsgalore



# CONSUMER FEEDBACK

One visitor's response to experiencing the Puffins Galore! trail was to create an access guide for wheelchair users



<https://helenswheels.co.uk/2022/08/10/puffins-galore/>

#puffinsgalore



**Thank You!**

Feel free to approach us  
if you have any questions.

