

# Digital Upscaler

## Case Study

### Great British Car Journey

**Sector:** Venue

**District:** Derbyshire

**Support Accessed:** One-to-one digital technology advice

**Gearing up for the future: How the Digital Upscaler project helped Great British Car Journey get on the road to digital transformation.**

**Digital Business Adviser:** Tom Conway

**When popular visitor attraction Great British Car Journey secured the rights to reproduce historical issues of Autocar magazine, it fell on its chair, Eddie Hoare, to evaluate and develop the commercial opportunity this presented.**

Eddie knew the arrangement had the potential to provide Great British Car Journey with an exciting and much-needed new revenue stream for the attraction. His objective was to understand how to develop an e-commerce channel that would enable the digitisation of visual assets so that these could be reproduced onto canvas and t-shirts and ordered online by customers and car enthusiasts alike.

By his own admittance, though, Eddie had very limited experience of the digital world and felt he would benefit from trying to tap into any technology coaching that was available. Visit Peak District & Derbyshire signposted him to the Digital Upscaler project (which is delivered by East Midlands Chamber), and once he'd engaged with the project, he was introduced to adviser Tom Conway, who began working with him on a one-to-one basis to help him realise his objectives. Eddie told us this:



*"Some aspects of digital marketing were a mystery to me, and the guidance from our digital technology adviser, Tom Conway, really helped me get to grips with the possibilities."*

#### About the business

Great British Car Journey is an impressive start-up visitor attraction that opened in May 2021, after the end of the Covid-19 pandemic restrictions. Headed by its CEO Richard Usher and chaired by Eddie Hoare, it's run by an enthusiastic team that includes volunteers alongside its permanent staff. These include a full-time maintenance operative and a classic-vehicle-restoration apprentice called Luke Henshaw, who was the first Heritage Skills Academy apprentice in Derbyshire and has recently come second in the 'Tourism Superstar' awards.

#### Key outcomes at a glance...

- A strategic roadmap was created to help the organisation deliver a robust digital merchandising platform.
- A bespoke online store went live in November 2022, providing both an enhanced visitor experience and a valuable new revenue source.

The museum exhibits a unique collection of motor vehicles, dating from the 1920s through to the present day, and it attracts over 35,000 visitors per year, who are taken on a nostalgic and emotive journey through the automotive ages, which tells the fascinating story of the rise and fall of the British car industry. There are some 130 cars on show, of which visitors are able to drive 40.

### Why did Eddie and his team get involved the Digital Upscaler project?

Eddie had a clear vision to develop Great British Car Journey's visitor engagement and experience strategy, and he wanted a new digital income stream, as he explains:

*"The arrangement with Autocar presented a great opportunity for us. It gave us the rights to digitise various publishing assets and use these to create a range of memorabilia. I had very limited experience in this area and wanted to access the specialist advice offered by the project."*

### How did it meet the Great British Car Journey's objectives?

Eddie had five one-to-one coaching sessions with Tom Conway, and the time was spent focusing on helping Eddie to develop a strategy for delivering an online merchandising platform and developing a digital merchandising offer, as Eddie went on to explain in more detail:

*"We needed to develop several aspects of our digital capabilities. For example, we wanted to get a new electronic kiosk up and running, and Tom had good knowledge in this area. He provided me with invaluable guidance when it came to choosing the best services to bring together to support our particular merchandising profile which is built around digital artwork re-production."*



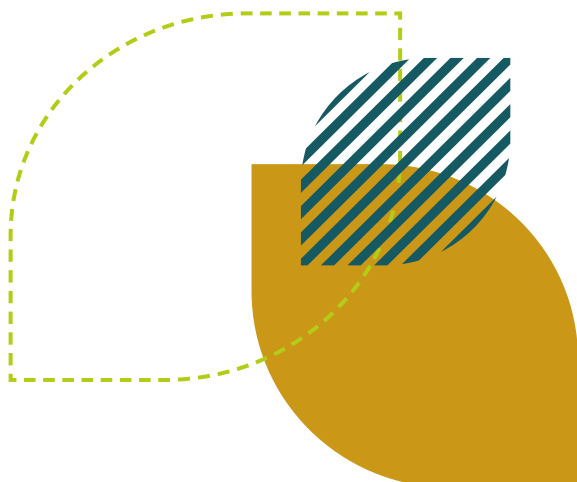
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**The Great British Car Journey had identified a fantastic opportunity to develop a new and scalable income stream, through sales of merchandise online.**

**As I have significant practical experience in online merchandising, I have been able to give Eddie some insight into the challenges and opportunities that this type of activity presents. We have discussed and explored a range of aspects including performance, pricing models, product ranges, customer profiling and targeting strategies, including segmentation options. It's been great to apply some of my knowledge and experience to this project.**

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Tom Conway,  
Digital Business Adviser





**We asked Eddie to tell us in his own words what impact his involvement in the Digital Upscaler project has had.**

**Supplier-selection advice provided:** "Tom pointed me in the right direction and helped me ask the right questions when approaching solution providers. This enabled me to choose the right partner to deliver an effective, integrated digital storefront."

**Digital confidence boosted:** "I just feel more confident being involved in the digital development of Great British Car Journey now. For example, a new member of the team joined recently who has a much stronger digital background, and the sessions with Tom have given me the confidence to be able to set the right objectives and ask him the right questions."

**Valuable commercial insight accessed:** "Tom and I spent some time on Google Analytics, and he's really helped develop my understanding of how to interpret the data. As the digital shop has taken off, I'm in a far better position to understand and evaluate what's working and what's not. We wouldn't have progressed this quickly without the help of the Digital Upscaler project; it's really been instrumental in helping us to get off the ground with our e-commerce. Connecting with Tom has been amazing, and I feel very lucky that we've had the support of someone who has a genuine passion for nostalgia image management."

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I've always been keen to learn, and the Digital Upscaler project has given me much more knowledge and confidence. I found Tom to be a great online coach. He was very approachable and his personal interest in artwork and graphics made him something of a kindred spirit – his experience in this area has been invaluable. Not only did he have a genuine passion about art and graphics but he also had significant expertise in selling artwork online.

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Eddie Hoare, Chair,  
Great British Car Journey

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