

CAST - Coastal Actions for Sustainable Tourism

Interreg Programme – KCC/VK Lead partners

Strategic Objectives:

- *To inspire a new and innovative program of change to influence the future development of our coastal assets by identifying the basic tourism infrastructure and product in the cross border area which without intervention will continue to decline.*
- *To change perceptions of the coast by strengthening the image and collectively developing new target groups to generate increased spend in the economy of the 2-seas area and communicating with them in different ways using new technologies.*
- *To involve local people not only as champions for their coastal community but also to help shape the future development of the tourism economy, in particular young people through education establishments, local residents, second home owners and businesses.*

Project Summary

To achieve the objectives the CAST project will focus on 3 major activities:

Activity 1: Common development of the cross border area

- Joint analysis of the coastal area which will be benchmarked between the partners and with other best practices in Europe
- Joint study trips for tourism policy makers and businesses in the region
- Development of a visionary image for the coast
- Pilot study in coastal management

Activity 2: Change Perceptions

- To jointly present our coast and sea in a new way through a series of innovative targeted marketing actions:
- Jointly branded coastal maps
- Common (e) marketing campaigns with new geo-caching pilot
- Portal web-site for water sports and coastal activities in the partner areas
- Engaging with young people through education establishments to ensure relevance to the target groups

Activity 3: Inspire People

This activity will appeal to different target groups including young people; second home owners and tourism businesses and will encourage them to be enthusiastic about the coast through:

- Jointly developing a new coastal activities week (end)
- Jointly developing a new network of volunteers for coastal activities
- Capitalising on partner experience in quality and skills programs and developing new initiatives

Activity 1 – Common Development

Activity	Timing
<p>Joint analysis of the coastal area which will be benchmarked between the partners and with other best practices in Europe</p> <p>The partners wish to evaluate basic coastal facilities in the cross border area and develop a common methodology that will result in a cross border report with action points for the future</p>	2011
<p>Joint study trips for policy makers and businesses</p> <p>The partners will organise joint study trips for policy makers, project partners and businesses. The aim will be to gain a greater insight and understanding of partner regions</p>	2011
<p>Best Practice visits</p> <p>Westtoer will be undertaking research into best practice cases and details of countries and dates will be shared with partners during the Kent Coastal Conference</p>	2011
<p>Visionary image of the coast</p> <p>At the end of the project, after the evaluation of the coastal areas and after study trips to view best practice in other countries, an architect/consultant will develop a visionary image for the cross border area that will serve as inspiration on future projects</p>	2011

Activity 2- Change Perceptions

<p>Coastal Maps</p> <p>Production of dedicated Kent Coastal Map</p> <p>Priority inclusion for Shepway, Thanet and Dover</p> <p>Production of CDT and Westtoer maps with Kent content, focus on Thanet, Shepway and Dover</p> <p>Display unit for all 3 maps and wide distribution throughout partner regions</p>	<p>March 2011</p> <p>September 2010</p> <p>April 2011</p>
<p>EMarketing</p> <p>Dedicated Kent coastal e-news with priority content on Shepway, Thanet and Dover</p> <p>Reciprocal e-news from Westtoer with Kent content and focus on Shepway, Thanet and Dover (themed)</p> <p>PdC will undertake development work on database to enable emailings to France. Kent content for inclusion in PdC emails to Dutch and English e-newsletters with focus on Shepway, Thanet and Dover.</p>	<p>4 per annum</p> <p>One per month</p>
<p>Websites</p> <p>Visit Kent will purchase www.mycoast.co.uk</p> <p>PdC will purchase French equivalent</p> <p>Westtoer will purchase Flemish equivalent</p> <p>New user generated content to invite visitors in the partner regions to share experiences of their coast and to discover attractions, pubs, restaurants, hotels etc.</p> <p>URL will be promoted via marketing channels, Facebook groups, e-newsletters and websites to encourage people to discover the coast. Priority on UGC from Thanet, Shepway and Dover</p> <p>Priority content on www.visitkentscoast.co.uk for Thanet, Shepway and Dover</p> <p>All partners in CAST will cross reference each others coastal regions on existing web-sites.</p>	2010 and ongoing development throughout the term of the project
<p>Branding Strategy and Toolkit</p> <p>Kent output new branding toolkit and photography of the coast. Priority images for Kent's coast will focus on Thanet, Dover and Shepway.</p>	2010
<p>Portal website on water sports</p> <p>Priority inclusion for water sports providers in Thanet, Shepway and Dover development of Kent Splash and integration into network of providers in Westtoer and PdC.</p> <p>E-marketing and low cost solutions on driving traffic to web-site</p>	2010 and ongoing development

<p>Packages for young people CAST partners will work with third party providers ie Expedia and Lonely Planet to increase coastal content and enhance product offering to create dynamic coastal packages. Priority on Thanet, Dover and Shepway.</p>	
<p>Transmanche Geo-Cache Trail New geo-cache programme creating transmanche trail with sites in Westtoer and PdC. Kent locations will feature in Thanet, Dover and Shepway. Partners to be involved in launch of trail and input into content of caches.</p>	2010 and ongoing development
<p>Young people will be invited to film individual pieces to camera on their perceptions of the coastal regions in each of the partner destinations. Focus on Kent will be Thanet, Dover and Shepway</p>	2010 and ongoing development
Activity 3 – Inspire People	
<p>Events – Coastal Week/end Kent Coastal Week in October ensure priority content for Thanet, Shepway and Dover Westtoer will host a “kick off” event to start the season. Kent content to be included with priority on Thanet, Shepway and Dover PdC researching product for coastal promotion to reciprocate on Westtoer and Kent activity once established Kent content will focus on Thanet, Shepway and Dover</p>	Oct 2010 March 2011
<p>Inspire Residents and 2nd home owners A dedicated promotional campaign will run for My Coast. Kent's coast will prioritise Shepway, Thanet and Dover coastline. Campaign elements will include PPC and display advertising online, a promotional van and promotional postcards.</p>	2010 and ongoing development
<p>Jointly developing a new network of volunteers for coastal activities Kent will develop a new network of volunteers to spend time with visitors promoting walking and cycling. WT Help to develop the walking volunteer programme, based on WT expertise with another group of volunteers who help with the maintenance of footpaths and cycle ways in the area. CDT will develop a new network of volunteers who enjoy walking on coastal routes and who would like to share this with visitors</p>	2010 2011 2011
<p>Capitalising on partner experience in quality and skills programs and developing new initiatives Kent will develop a new programme to encourage accommodation providers to improve standards in conjunction with the customer satisfaction questionnaire being led by Westtour. WT will carry out 'satisfaction' research with the tourism businesses at the coast and share expertise in the development and delivery of the "Sea of Quality" programme with the other partners. CDT will carry out a quality research pilot (part of activity 1 research pilot)</p>	2011 2010 2011

Programme Steering Group:

- Kent County Council
- Visit Kent
- CDT
- Westtoer

Programme Partners

- Shepway District Council
- Dover District Council
- Thanet District Council

Cost: 2.8 €