



PROXIMITY CLUSTER

2 Seas Interreg Programme – KCC Lead partner

Strategic Objectives:

The main aim of the Cluster project is to capitalise and learn from key tourism Interreg 2 Seas projects in order to attract the nearby tourism market in the 2 Seas Region.

The cluster will support and empower tourism businesses and volunteers to develop innovative and sustainable products, services and marketing specifically targeted at the near-by tourism markets.

In the short term, during the lifetime of the project, the common objectives in relation to the near-by tourism market are to:

- Improve the awareness amongst our businesses and volunteers
- Improve the quality of existing tourism products, services and marketing
- Inspire our businesses and volunteers to be creative and innovative in the development of new sustainable tourism products, services and marketing
- Develop networks amongst the businesses and Greeters to share ideas, best practice and develop cross border relationships.

Project Summary

There are two phases in the proximity cluster:

Phase 1 consists of three actions – 1 Cross Border Businesses Conference, 1 Cross Border Greeter Conference and 1 Cross Border Publication.

Building on Phase 1, Phase 2 will explore more in-depth how to develop and sustain near-by tourism. Using the research and findings from the Interreg tourism projects we will help businesses and volunteers to identify near-by target markets and then work with them to develop products, services and marketing.

All partners have identified through the previous Interreg projects the challenge of engaging businesses and volunteers. They have found it particularly difficult to encourage innovation and entrepreneurialism so in Phase 2 the partners will pilot a range of different workshop approaches to explore how best to achieve this. This will include :

1. Cross Border Business Event in Kent March 2014

Aim - To bring together tourism businesses to disseminate intelligence, share best practice and inspire entrepreneurialism in relation to near-by tourism markets.

Partners will work together to develop the content and format as well as ensure representations from businesses across the 2 Seas Region .

Content - Key research results from SusTRIP on who are current and potential visitors; case studies from GREET on near-by tourism; development opportunities from CAST; sustainable tourism learning from BALANCE'; inspirational key note speaker from Responsible Travel's Our Land project; interactive session with businesses on possible new products, services and marketing; networking opportunities

Format - At least 100 businesses or representatives of business organisations to attend; there will be a stand from each of the projects; Greeters will be present to welcome; simultaneous translation will be arranged for communication

PHASE 1

Activity	Timing
<p>Cross Border Business conference in Kent</p> <p>Aim - To bring together tourism businesses to disseminate intelligence, share best practice and inspire entrepreneurship in relation to near-by tourism markets.</p> <p>Partners will work together to develop the content and format as well as ensure representations from businesses across the 2 Seas Region.</p> <p>Content - Key research results from SusTRIP on who are current and potential visitors; case studies from GREET on near-by tourism; development opportunities from CAST; sustainable tourism learning from BALANCE'; inspirational key note speaker from Responsible Travel's Our Land project; interactive session with businesses on possible new products, services and marketing; networking opportunities</p>	<p>3rd April 2014</p>
<p>Cross Border Greeter Conference</p> <p>Aim - To bring together the Greeters and other volunteers in order to disseminate intelligence, share best practice and develop a cross border network which will encourage near-by tourism markets. Those partners who do not have Greeters can learn more and explore the possibility of developing their own scheme.</p> <p>Partners will work together to develop the content and format as well as to ensure representations from Greeters in Kent, Nord Pas De Calais and Westtoer.</p> <p>Content - Key research results from SusTRIP on who are the current and potential visitors; Greeters from GREET sharing their experiences; Outdoor Greeters from CAST highlighting the importance of walking/cycling for near-by visitors; discussion panel on how to grow and develop the Greeters network targeting near-by visitors; networking opportunities</p>	<p>14th June 2014</p>
<p>Cross Border Publication</p> <p>Entitled Why Travel Further?</p> <p>The partners will follow the specification as outlined by JTS</p> <ul style="list-style-type: none"> - The publication will be available in the three official Programme languages (English, French, Dutch). - The publication will be produced in an electronic printable version and distributed after the conference so it can encompass key findings at both events. - The cluster publication will be at least a 24 page publication - As this publication will be part of "the 2 Seas Magazine" collection, a visual identity and requirements given by the 2 Seas Programme must be respected (see lay out and graphic chart provided) - The content of the publication will follow the conference in including a review of key outputs of 2 Seas Interreg projects SusTRIP, Greet, CAST and Balance as well as case studies and key learnings from 2 events to be shared and will aim to help businesses and Greeters understand the opportunities the near-by market offers. 	<p>2014</p>

PHASE 2

Building on Phase 1, Phase 2 will explore more in-depth how to develop and sustain near-by tourism. Using the research and findings from the Interreg tourism projects we will help businesses and volunteers to identify near-by target markets and then work with them to develop products, services and marketing.

All partners have identified through the previous Interreg projects the challenge of engaging businesses and volunteers. They have found it particularly difficult to encourage innovation and entrepreneurialism so in Phase 2 the partners will pilot a range of different approaches to explore how best to achieve this.

- Kent County Council
- Visit Kent
- ADRT Nord
- ADRT PDC
- CRT
- Westtoer
- Norfolk County Council
- Suffolk County Council
- Responsilbetravel.com