



Partners: Kent County Council, Visit Kent, Westtoer, Worthing, Veere, Neufchatel Harelot, Le Touquet, Essex, Blankenberge, De Panne, Middelkerke and Ostend.

## SEACONOMICS

### Interreg Programme – KCC Lead partners

#### Strategic Objectives:

- To find solutions to the challenges of a run-down physical environment, and a decline in traditional industries that no longer meets the expectations of current visitors to the coast.
- To create a dynamic waterfront environment to encourage tourism investment and development and improve business skills.
- To develop a new and contemporary marketing approach for Small and Medium sized enterprises (SMEs) and local communities.

#### **Project Summary**

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

#### Activity 1: The Development of the waterfront in the partner regions

- Regenerating the waterfront - looking at services and facilities that require improvement and identifying opportunities and the barriers for new business investment (Desk survey).
- Improvements to the waterfront area that have been identified through research and surveys which act as a catalyst to new business development from private sector and inspires confidence in the local communities.
- Innovative waterfront services and facilities – this will include an analysis of new types of accommodation for the visitor market including boutique hotels and identification of old, empty buildings ready for development in order to proactively market (investigate new types of accommodation)
- Business improvement and participation in waterfront area - engaging with the business community and developing tools to encourage new businesses to invest and creating an environment that makes it easy for businesses to develop and operate. (Identify new business opportunities)
- Innovative information tools - researching and implementing new technology, where practical, to inform visitors and businesses of the waterfront/coastline.

#### Activity 2: Support local businesses and entrepreneurship through advice and training for existing and start up businesses

- Engaging with the business community and developing tools to encourage new businesses to invest and creating an environment that makes it easy for businesses to develop and operate. (identify new business opportunities)
- Support will be offered through individual training, workshops and individual mentoring and specialist advice combined with a series of very practical master classes and workshops for SMES developed jointly by and for the partners.

#### Activity 3: A tourism marketing campaign of the partner regions that cross promotes and includes the development of a sustainable and positive image of the partner areas

- An evaluation of existing marketing activity and the preparation of a dedicated coastal marketing campaign using contemporary imagery to portray positive images this will include potential activities for SMEs.
- Preparation of a series of niche and themed campaigns that are based on what visitors want to do rather than the destination itself e.g. Water activities, seafood, what's on, on the coast, heritage, sport, beach sports, walking, cycling linked to healthy living.
- Creation of a portal site/web page to signpost visitors to the activity in the partner region (cross promote partner regions).
- Contemporary and innovative campaigns conducted collectively where appropriate and individually in order to respect the partners differing target markets.
- Attendance at a series of specialist travel shows both within the eligible area and outside where appropriate (visits outside the eligible area will be within EU areas only).
- Investigate the use of visitor centres to develop new models of information delivery to be shared with the partners and to be used to promote the partner regions.

### Activity 1 – The Development of the waterfront in the partner regions

Activity and outputs	Timing
<b>Desk Surveys</b> will be conducted with businesses in the 2 Seas region to identify what needs to be improved and what should be in place to attract new businesses and investment to the region. 1 per partner area. Same methodology, questions so data is comparable.	
The partners will share plans, experiences and approaches for redevelopment schemes in partner areas. Share approaches on how to optimise efficiency of access improvements. Implement new schemes with expertise provided from partner areas.	
<b>1 study conference</b> per partner based on a specific theme which will include exchange of best practices (a feasibility study/master plan and a, signposting plan,)	
<b>Leaflets/posters/media to advertise new designs</b> + public consultation to have feedback from users of common design, innovative services.	
<b>Help through the improvements to create:</b> <ul style="list-style-type: none"> <li>- up to 100 new jobs , safeguard 500 and 25 new businesses</li> <li>- Increase visitor numbers by 100 000 regenerating waterfront to encourage economic development.</li> <li>- Improve services for beach users.</li> <li>- Increase number of inhabitants and visitors coming to the beach and waterfront. 100 000 measured by local business surveys.</li> </ul>	

### Activity 2- Support local businesses and entrepreneurship through advise and training for existing and start up businesses

<b>Desk Surveys</b> Will be conducted with businesses in the 2 Seas region (1 per partner region)	
<b>Cross border lecture</b> To identify problems encountered by start up businesses which affects their ability to develop such as finding finance, planning or lack of information	
<b>Training and networking events</b> 100 workshops, training and networking events, inviting specialist speakers/trainers focussing on themes such as marketing, cultural events and investments. Provide training event with planners to explain where new locations can be sought for businesses to find premises along the coast (10 sessions planned).	
<b>1 to 1 support to businesses</b> seeking expansion and diversification opportunities. advice on quality, IT, marketing, finance programs To a minimum of 500 SME.	
<b>5 large Cross-border events</b> to share knowledge about possible opportunities for businesses to relocate abroad	

<b>Activity 3 – A tourism marketing campaign of the partner regions that cross promotes and includes the development of a sustainable and positive image of the partner areas</b>	
<b>Evaluation of the existing marketing activity</b> All partners to evaluate existing marketing activity and the preparation of a dedicated coastal marketing campaign using contemporary imagery	
<b>Niche themed campaigns</b> Preparation of a series of niche and themed campaigns that are based on what visitors want to do rather than the destination itself e.g. Water activities, seafood , what's on, on the coast, heritage, sport, beach sports, walking, cycling linked to healthy living <b>District campaigns</b> 100 jointly planned and funded Seaconomics branded distinct campaigns carried out	
<b>Portal</b> Creation of a portal site/web page to signpost visitors to the activity in the partner region (cross promote partner regions)	
<b>Exhibitions</b> Attendance at a series of specialist travel shows both within the eligible area and outside where appropriate	
<b>Promotional material</b> 50 different leaflets designed and developed by the project partner covering events and local activities, promoting the commonality across the borders	
<b>Forum</b> Westtoer will provide an annual meeting (Kustforum) where entrepreneurs will be brought together for an inspiring programme	

**Programme Steering Group:**

- Kent County Council
- Visit Kent
- Worthing
- Westtoer
- Veere
- Neufchatel Hardelot
- Le Touquet
- Essex
- Blankenberge
- De Panne
- Middelkerke
- Ostend

**Total Cost: €3.7 m**

**KCC: €332,256.60**

**VK LTD: €383,932.80**