

ECTN INTERREG III C Project

Template for Contact details (as per Microsoft Outlook)

Full Name	Sarah Worby
Job title	
Company	PLANED
Address details Street City State/Province Zip/Postal Code Region Country	The Old School House Park Station Road Narbeth Pembrokeshire SA 67 7 DU
Business Tel Country code Area code Local number	01 834 860965
Home Tel	
Mobile Tel	
Fax	01 834 861547
Email	sarah@planed.org.uk information@planed.org.uk
Web page address	www.planed.org.uk

Template for case studies

Organisation (English)	PLANED
Organisation (in original language)	
Contact details Full Name	Sarah Worby
Job title	
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Email	sarah@planed.org.uk information@planed.org.uk
Web page address	www.planed.org.uk
Legal Status of organisation	
Title of the Institution / Project in English	Using Festivals and events at Community to help develop Tourism and regenerate the economy
Title of the Institution / Project in Original Language	
Summary of Case study/project	Planed presentation about the engagements taken and the sense a place project.
Organisations Concerned	Planed, Pembrokeshire Greenways
Case study/Project detailed description	<u>Community Engagement Process</u> -Local people identify opportunities for economic development, based on the unique environment, heritage & culture of the area

	<p>-A participative process which helps engender local ownership and commitment to action from the community</p> <p><u>Environmentally Sensitive Rural Area</u> Community aspirations for the development of tourism are small scale, low impact</p> <p><u>Extending The Season</u> An estimated 38% of all trips to the area are made in the third quarter of the year. If the area is to develop higher-quality, more sustainable forms of tourism, then it needs to build products with ‘year-round’ appeal</p> <p><u>Support Local Communities to Celebrate Local Culture & Heritage</u> <ul style="list-style-type: none"> -- Aim is ensure that local tourism service providers are aware of products being developed by local communities and organisations –highlight new opportunities becoming available to them -- Countryside Experience Review <p>“While visitors are likely to pre-book accommodation, they are less likely to pre-book other holiday elements (such as activities or food). However, people expect to find information on activities and other things to do and see, as well as eat and drink, once they arrive at their accommodation.” The more visitors can find to enjoy, the more likely they are to stay longer, spend more money and make repeat visits to the area</p> <ul style="list-style-type: none"> -- Stimulate demand for local products & services <p>In Cornwall (Coast), it has been calculated that 50% of the revenue from tourism leaks out of Cornwall. A 10% increase in local products bought by the hotel and catering industry across the region would generate £45m and 2000 job</p> <ul style="list-style-type: none"> -- Awareness raising is delivered via a series of themed, seminars and tours, representatives of local organisations, local communities and businesses, and involves promotion of good practice </p>
Outputs	<p>2 series of seminars/tours -further series planned for this autumn/winter. 176 attendances from owners/staff of small Pembrokeshire tourism businesses -predominantly well-established businesses employing less than 4 people and run/jointly run by women</p>