**PROJECT IDEA**

***IDÉE DE PROJET***

**The Project Idea Form is a public document, if you wish to keep it private at between the JS and your partnership at this stage, please advise your Facilitator / *Le Document Idée de Projet est un document public, si vous souhaitez qu’il reste privé entre le SC et votre partenariat pour le moment, merci d’en informer votre coordinateur de l’animation.***

Project Name / *Nom du projet* :

Sustainable Futures for Historic Seaside Locations

Contact / *Contact :*

Name / Nom : Paul Vann

Organisation / Organisme : Plymouth City Council

Address / Adresse : Ballard House, Plymouth, PL1 3BJ

Telephone number / *Numéro de téléphone :* +44 (0) 1752 305593

E-mail / *E-mail :* paul.vann@plymouth.gov.uk

Specific Objective / *Objectif spécifique :*

Keep only one and erase the others/ *Garder un seul et effacer les autres*

3.1 - Realise the potential of the common natural and cultural assets to deliver innovative and sustainable growth

*3.1 - Valoriser les atouts du patrimoine naturel et culturel commun pour soutenir une croissance économique innovante et durable*

Summary description of the project idea (1 page max.) / *Description synthétique du projet (1 page max.):*

Many seaside communities in the Channel Region are responsible for historic seaside leisure structures, and their immediate natural environments. Each of these can be struggling to survive physically through a combination of increasingly frequent storm damage, other climate change factors, changed leisure interests (that lessen priority attached to their repair and maintenance), accessibility issues and the weakened financial ability of responsible local organisations. There is a clear need for support to such communities through demonstrably successful ideas for attracting visitors and growing local tourism economies.

Prior to the project, partners will look to identify both the range of issues to date for such structures and their immediate natural environments, including the trends in their tourism role and attraction of visitors, under a business as usual scenario. Deliverable ideas that could address some of the issues, develop the areas’ tourism roles and attract visitors will also be identified and might include land and water based facilities and environmental work to increase the enjoyment of the locations for a broad range of visitors along with related promotional techniques. Project work will then combine partners’ expertise, knowledge and ideas and co-design approaches to development and promotion that can be implemented through the project and shown to increase visitor numbers, grow local tourism economies and help establish sustainable futures for such structures and their environments. These approaches will be developed through close working with local communities, user groups etc. Finally, these ideas will be shared among the project partner communities and beyond.

In the case of Plymouth, for example, the ‘Hoe Foreshore’ area was, and still is to some extent, a popular seaside leisure location but one that is continually battered by stormy seas requiring major ongoing maintenance yet without the scale of use to clearly justify that maintenance cost nor, as things curently stand, the means of generating a resource to provide for such maintenance expenditure, of increasing importance in these financially straitened times.

Examples of concrete actions /*Exemples d’actions concrètes :*

* Development of a shared, deeper understanding of coastal leisure structure and leisure use issues for communities across the Channel Region.
* Generation of a range of innovative and transferable ideas for promotion and development that can help secure envionmentally and financially sustainable futures for the locations.
* Implementation of small scale approaches to increasing tourist and local leisure use of coastal leisure structures and their immediate environments that can be shown , measurably, to be successful.

Changes that the project will contribute to /*Changements auxquels le projet contribuera :*

* Revitalised coastal structures and their local areas and the prospect of sustainable futures for them through increasing visitor numbers and growing local tourism economies.

Cross border added value / *Valeur ajoutée transfrontalière :*

* Significant learning transfer between culturally and structurally different communities, geographies and institutions facing similar issues.

Capitalisation on previous initiatives/ *Capitalisation sur de précédentes initiatives:*

* Partners will have undertaken various works and trialled ideas which the project will build on and take advantage of.

Sustainability/*Durabilité :*

* The project is fundamentally about the identification of sustainable futures for the coastal structures and their environments, socially, financially and environmentally.

Partners (with their geographical areas) already involved in the project idea / *Partenaires (en précisant leur zone géographique) déjà impliquées à ce stade d’idée de projet:*

Plymouth University

Potential partners sought (skills wanted) /*Partenaires potentiels recherchés (compétences recherchées) :*

England / *Angleterre :*

* Possibly another Channel Region English local authority with coastal leisure structure and sustainable tourism issues
* Possibly a specialist in coastal leisure location management and development

France / *France :*

* A Channel Region French local authority/community with coastal leisure structure and sustainable tourism issues
* Possibly a specialist in coastal leisure location management and development

Start date and end date of the project / *Dates de début et de fin du projet:*

2018 to 2020

Estimated project cost / *Coût estimé du projet:*

euro 400,000 across two areas or euro 450,000 across three areas

Other comments / *Autres commentaires :*

…

Has a programme facilitator from the InterregVA FCE Joint Technical Secretariat provided advice to the project applicant? / *Un coordinateur de l’animation du Secrétariat Technique Conjoint FMA a-t--’il conseillé le porteur du projet ?*

Keep only one and erase the others/ *Garder un seul et effacer les autres* Yes / *Oui*

If yes, facilitator’s name / *Si oui, quel est le nom du coordinateur de l’animation ?*

Name / *Nom:* Julie Becel