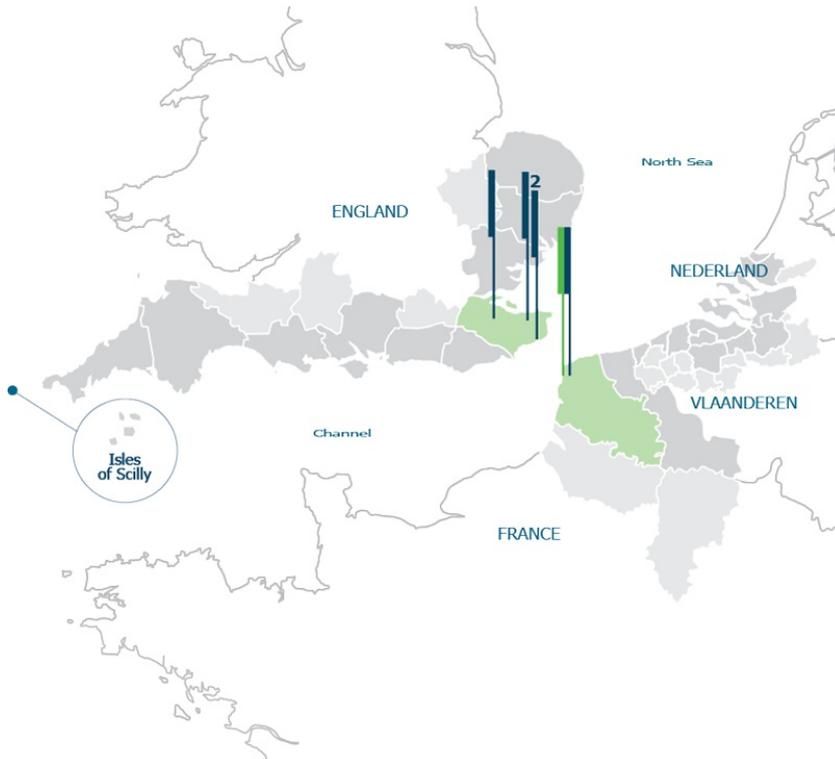


TGN

TRANSMANCHE GREEN NETWORKS



■ Project summary



Within TGN, partners from France and the UK aim to develop and promote their green tourism centres to improve community and visitor involvement and contribute to the development of green tourism in the 2 Seas area. While operating in the same field – Environmental Education and Green Tourism – each centre has developed distinct approaches to site and facility management, audience development, marketing, and education. They will therefore learn a lot from each other about the protection and enhancement of natural heritage and benefit from shared promotional, educational and green tourism tools. To enhance the attractiveness of their

green tourism centres, partners will pool their knowledge on effective site management and conservation, train tourism personnel to promote general and local green tourism issues and develop new and sustainable partnerships. Bilingual tools will also be developed in aid of discovery, education and learning for schools and the general public, and to promote the aims of the project, its partners and their local produce.

■ Activities

What was the project trying to achieve?

Each centre and partner has shared best practice from their distinct approaches to site and facility management in order to jointly protect and enhance the natural heritage of their local areas, promote and increase visitor numbers and design educational and green tourism tools for use in all 3 centres. The objectives of the project were to improve 3 green tourist centres & the community and visitor involvement, share best practice in sustainable tourism methods and also promote the area's shared cultural and natural heritage

What were the activities implemented?

The activities of the project comprised: - 3 staff learning and familiarisation days took place involving between 22-24 participants on each occasion from a wide variety of organisations - 8 educational workshops - 7 green events workshops - 9 bilingual green tourism learning tools in use by all centres - High-tech bilingual learning tools (Interactive screens, iPhone app and website) - 26 promotional leaflets produced in English and French - 5 Green Fairs and attendance at 12 shows/events to promote TGN project - 1 temporary exhibition took place in Arena (31st July 10) -1 green tourism website - 3 promotional mail outs to Kent and Nord pas de Calais schools - Construction of a Lookers Hut (historic shepherd dwelling) - Closing seminar in Boulogne

■ Results

What were the key results of the project?

3 staff learning and familiarisation days took place involving approximately 70 participants 9 bilingual green tourism learning tools produced and are being used by the 3 sites Arena, Reculver and Romney Marsh 5 Green Fairs which brought new visitors to towns in the project (Herne Bay 3000 visitors, Whitstable 2000 visitors, Folkestone 7200 visitors, Arena fairs 1500 visitors 4 bilingual discovery tools were installed (2 Interactive screens, iPhone app and website) 2 video clips were produced and are being used as teaching aids for Reculver and Romney Marsh 26 different leaflets were produced in English and French and distributed both sides of the channel (20 by CAB, 2 by Canterbury 4 by Shepway) TGN project & the sites were promoted at 12 shows by the Boulogne/ Folkestone KWT tourism partnership 10 000 promotional mail outs promoting the 3 centres were sent to Nord pas de Calais schools 2000 promotional leaflets promoting the 3 centres were sent to Kent schools 1 Lookers Hut was constructed in Romney Marsh as both a teaching aid and to attract visitors.

Did all partners and territories benefit from the results?

The main project beneficiaries were: - Green Tourism Personnel who acquired new knowledge and extended their partnership network - Conservationists who learnt about other sites, different ways of managing sites and extended their partnership networks - Local communities who were much more involved in their improved centres - School groups who had new discovery and educational tools to explore the centres with

What were the effects / outcomes for the territories involved?

The effects/outcomes for participating territories were as follows: - Increased school visits to Reculver and Romney Marsh which had never received a school visit (1st French school visited in May 2011) - Increased community involvement and many more visitors to the 3 territories due to the project brochures published (which needed to be reprinted within 3 months), the 5 Green Fairs and the extensive promotional activity carried out by project partners - Improved sustainable site management thanks to 8 educational meetings between educationalists and site managers - Improved awareness and understanding of the visitor centres achieved through media coverage, show attendance and pop-up displays (it is estimated that 2000 people visited the stand at each event) - Greater awareness of green visitor attractions in the programme area thanks to the high quality and varied media coverage

■ Distinctiveness

What was the real added-value of doing this cross-border project?

Many things have been achieved that wouldn't have been achieved without the cross-border collaboration : - In terms of Sustainable tourism, 3 Learning and familiarisation trips were carried out including partners joint attendance at shows. - With regards Environmental Education, 9 bilingual educational tools were created and published. Green Fairs with participants from all partners and territories allowed for cross-border event management opportunities. - Communication across the partnership and stakeholders was facilitated through cross-border cooperation culminating in the joint development of the logo, letterhead and pop ups for exhibitions/events. Through a collaborative approach, the TGN project was also able to develop joint event guides, 26 Bilingual leaflets and 3 joint educational mail outs promoting each others' centres.

Have any synergies been developed with other projects or networks?

Project partners attended a CAST project seminar and also exchanged information with the 21st century parks project.

What are the key messages , key lessons learned you would like to share?

Forward and realistic planning is very important. Everything takes twice as long as you initially believe, particularly the paperwork.

■ Project Information

Title	TRANSMANCHE GREEN NETWORKS
Total project budget	€ 772 864
ERDF	€ 386 431
Priority & objective	Priority 2 d. Promote, improve and manage nature, landscapes, natural heritage, and relations between urban, peri-urban and rural areas
Timeframe	2008-09-01 - 2011-12-31
Lead partner	COMMUNAUTE D AGGLOMERATION DU BOULONNAIS
Project Coordinator	Maxime THOREL(mthorel@agglo-boulonnais.fr)

