Business and Product Development

Inland waterways support a range of business types both directly and indirectly. Typically these are related to recreation and tourism - boat- and equipment manufacturers and sales, marinas, restaurants, cafes, pubs and shops. They provide opportunities for businesses in the transport and renewable energy sectors, and water industry and office developments benefit from proximity to a high quality environment.

Waterways for Growth encourages networking and contacts between businesses. We're holding a number of Taster Days to enable entrepreneurs to develop new products and activities aimed at attracting tourists, including those from other countries to meet and exchange ideas that could be developed into waterway related businesses.

New business models, such as social enterprises and volunteer-style economy, are being assessed. We're also looking at how to increase the involvement of local people in the growth of waterside businesses. In partnership with local authorities, tourism agents, businesses, and the volunteer economy, new business models are being developed, such as social enterprises andvolunteer-style economy. We're assessing the potential for new traffic opportunities and developing new product and activities aimed at attracting tourists, including those from other countries. We're also looking at how to increase the involvement of local people in the growth of waterside businesses.

Meanwhile, traditional businesses are being transformed to support businesses, and link businesses to customers.

Another aspect we are considering is the clustering of land and water-based activity. How can we accommodate environmental activities like wetland treatment? We're also looking at how to integrate the environment into the project areas. Along with other innovations, these are just some of the probable opportunities to help develop new business models. But how can waterways be developed to support new and current business activities and attract new traffic opportunities and developing new product and activities aimed at attracting tourists? We're also looking at how to increase the involvement of local people in the growth of waterside businesses.

Sustainable Management of Waterways

Many inland waterways were made navigable in the 18th and 19th centuries to facilitate the transport of goods. Inland waterways can also play a part in mitigating and adapting to climate change. Inland waterways can also play a part in mitigating and adapting to climate change. We're assessing the potential of new traffic opportunities and developing new product and activities aimed at attracting tourists. We're also looking at how to increase the involvement of local people in the growth of waterside businesses. We're assessing the potential of new traffic opportunities and developing new product and activities aimed at attracting tourists. We're also looking at how to increase the involvement of local people in the growth of waterside businesses.

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Inland waterways - rivers, canals and lakes - form a distinctive feature of the region surrounding the North Sea. Many of them are still used for transport purposes - for the carriage of freight and people by water, and for water-based tourism. But how can waterways be developed further? How can they help deliver more jobs and prosperity to local communities? What is the role of waterways today for a region’s growth?

Introduction

Waterways for Growth encourages national and regional waterway authorities and the private and voluntary sectors throughout the area. This will be supported by actions carried out in the partner areas under three themes; sustainable management, waterway regeneration, and business and product development. Partners will work together to evaluate the results of these local activities and discuss them with national and international stakeholders. Combining these approaches will provide a way forward for the region’s inland waterways.

Partners include national waterway authorities, tourism agencies, towns and countryside organisations, and private and voluntary sectors, from within 6 countries surrounding the North Sea; Belgium (Flanders), Netherlands, Germany, Denmark, Norway, Sweden and the United Kingdom. Partners include national waterway authorities and local authorities and tourism development bodies. The projects led by British Waterways, the national inland waterway authority in the UK, will demonstrate how wider benefits can be delivered, while ensuring that the waterways’ cultural heritage and natural environment is maintained and indeed enhanced where possible. These are the core questions of the heart of our project.

Inland waterways: traffic and tourism

Inland waterways can also play a part in the“green economy” of the North Sea Region, which we believe will set the standard for sustainable development of the North Sea Region’s inland waterways. The Waterways for Growth project is a three-year project supported by the EU Interreg IIIB North Sea Region programme, ending in 2011. Partners together are partners from 6 countries surrounding the North Sea: Belgium (Flanders), Netherlands, Germany, Denmark, Norway, Sweden and the United Kingdom. Partners include national waterway authorities and local authorities and tourism development bodies. The projects led by British Waterways, the national inland waterway authority in the UK, will demonstrate how wider benefits can be delivered, while ensuring that the waterways’ cultural heritage and natural environment is maintained and indeed enhanced where possible.

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