

ABC - Access to Business and Communities

Sarah Abercrombie
Norfolk County Council



The ABC Project

- Access - previous NSR projects
- Issues in the NSR regions
- Our proposal



Access NSR Projects

- North Sea Cycle Route

- Interreg IIB North Sea Programme

North Sea Trail

- Interreg IIB North Sea Programme

- Coast Alive

- Interreg IVb North Sea Programme

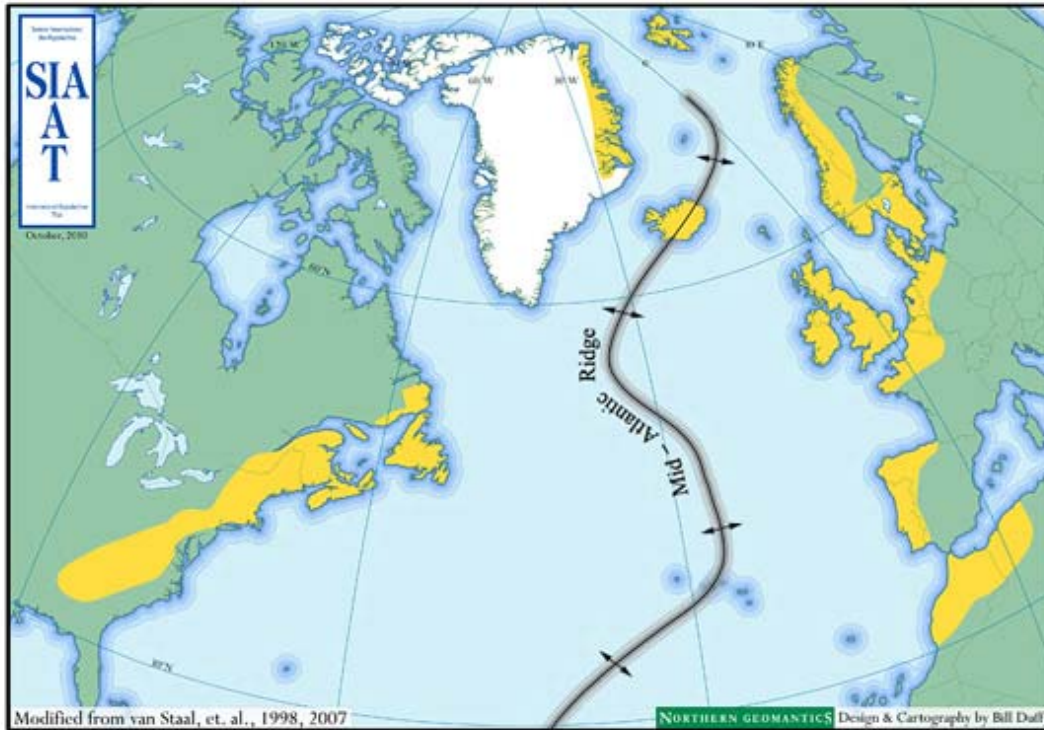


North Sea Cycle Route Interreg IIIB NSR Programme

North Sea Trail Interreg IIIB NSR Programme



International Appalachian Trail



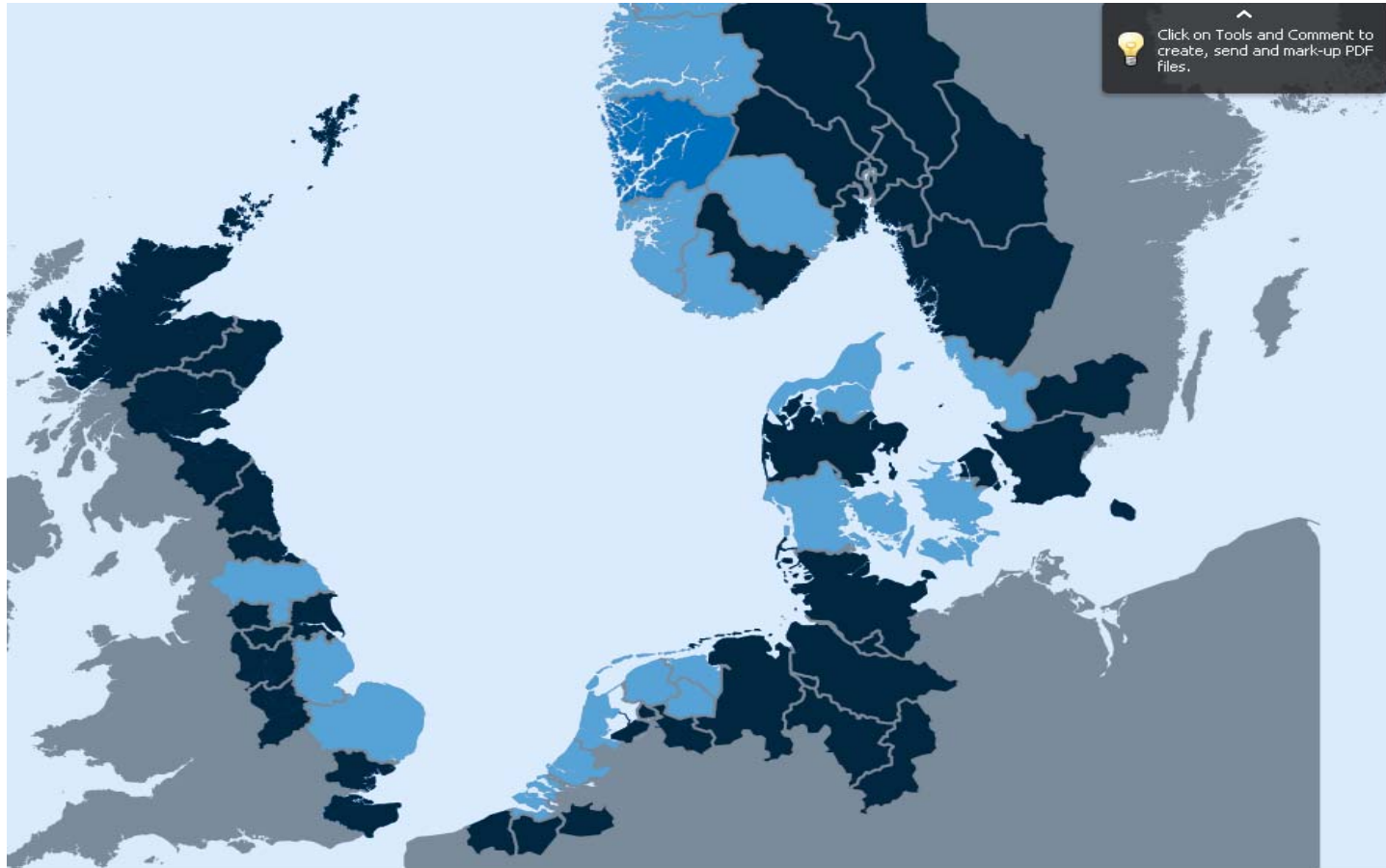
Coast Alive - Goals

Aims

- mobilise business and communities
- attract new visitors to the countryside
- ensure they don't damage our valuable heritage
- the improvement of people's health through increased levels of exercise



Coast Alive Partnership



Coast Alive Outcomes

- 100+ Community Mobilisation Initiatives – innovation, transnational working, businesses and communities
- Toolkit – reviewing outcomes and best practice
- SMEs, Climate change, Heritage
- Innovative tools – eg Smartphone ‘App’
- Website



NSR Rural areas

- Rural isolation
- Poor access
- Massive economic challenges
- Fewer resources from the public sector

North Sea Trail/Cycle Route

- Economic Assets
- Global competition
- Tourism and leisure market
- Partnership



The ABC Project

Aim: to improve access to businesses and communities in rural areas

Objectives:

- sustainable rural communities and economic growth
- protect and recognise local distinctiveness
- develop the North Sea identity building on existing North Sea Programme projects
- new ways working public/private/communities



The ABC Project -

- Challenges for the NSR
 - understanding what attracts people to the NSR
 - how to manage the rural economy sustainably for the future
 - how to measure the value of key assets



Research

- Access to rural areas – previous projects
- Economic development linked to cultural and natural assets – anchor sites
- Economic drivers of tourism and leisure
 - Nature tourism
 - Active tourism
 - Experiential tourism
- Protection and promotion of nature and heritage



Trading Zones

- community and business mobilisation initiatives
- “trading zones” around market towns
- access hubs and anchor points
- public sector, SMEs, communities, charities, volunteers etc.



Trading Zones

- Best Practice and Exchange of Ideas
 - public sector, communities, economists and business leaders
 - effective models for developing and sustaining business networks
 - facilitating access to the countryside through the concept of public/private trading zones
 - models of governance and leadership



The ABC Project Activities

- 1 Project Management
- 2 Communications
- 3 Research
- 4 Trading Zones



Activities

- Access
 - Rural hubs – market towns
 - Sustainable transport
 - ICT based information systems
- Awareness and appreciation
 - Comms and Marketing
- Methodology
 - Valuing assets



The ABC Project - How

- 4 partner meetings
- 1 research report
- 1 proposal for a project for the 2014 – 2020 programme
- 1 conference/event to disseminate results



The ABC Project

- **Partners Interested**

Norfolk County Council, UK, Vest Agder, NO, Romsdal, NO, Kragero, NO, Halland, SE, North York Moors National Park, UK, Nordjylland, NL, Zealand Region, NL

- **Estimated budget €270,000.00**

- **June 2013 to December 2014**



The ABC Project

- More efficient, smarter solution
- Public sector, business and communities
- Sustainable future



Sarah Abercrombie
Norfolk County Council

Sarah.abercrombie@norfolk.gov.uk

+44 1603 224461

