

RDPE LEADER

Coast, Wolds, Wetlands & Waterways Programme

Tourism/Cultural Heritage Transnational Cooperation Experience

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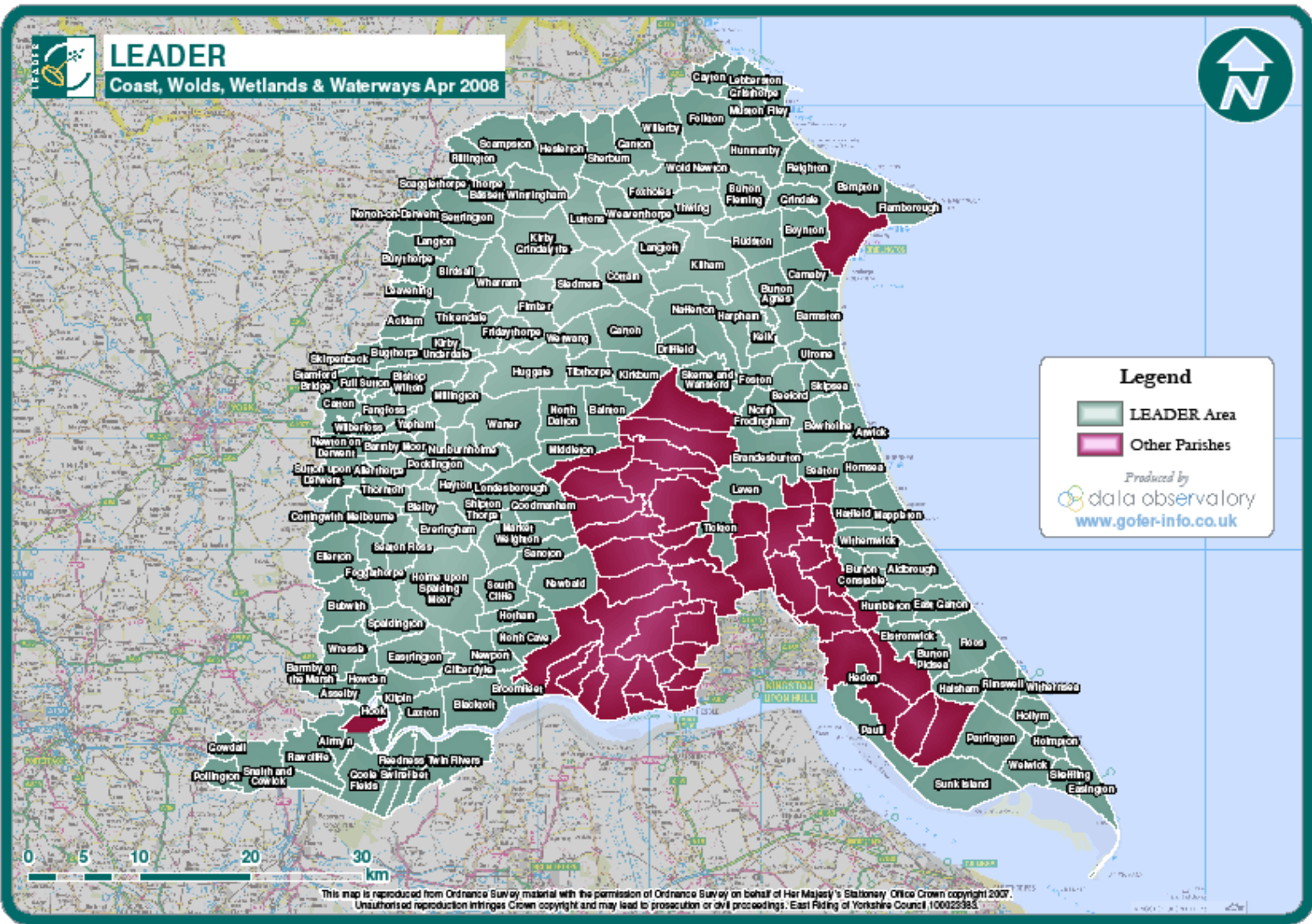


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Legend

- LEADER Area
- Other Parishes

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data observatory
www.gofar-info.co.uk

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How did we start?

- ❖ 1 project in LEADER+ to 'dip toe in the water'
- ❖ LAG saw benefits and included in cooperation proposals LDS
- ❖ Attended RDPE network event in Midlands - met representatives from ENRD and Austria
- ❖ Accepted invitation to attend events in Austria & Brussels



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Cooperation Events

- ❖ Prepared outline Nature Tourism project ideas from LDS
- ❖ Touted for partners in thematic ‘cooperation corners’
- ❖ Organisers arranged follow up meetings for interested parties the following day



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Nature Tourism Project

- ❖ Inter-territorial & Trans-national research opportunity
- ❖ Collaboration – YWT & Leeds Met
- ❖ Call for partners – ENRD
- ❖ Visits to develop partnership & detailed project plan
- ❖ Finland lead partner & project management



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Yorkshire
Wildlife Trust

www.ywt.org.uk



Nature Tourism Project

- Marketing
- Working with local businesses
- Developing nature tourism assets
- Sharing/learning with co-operation partners

Love Yorkshire, Love Wildlife



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Yorkshire Wildlife Trust

www.ywt.org.uk



Working with businesses

- Visits and workshops
- Linked to VHEY accommodation guide
- Puffin mark
- Local and co-operation businesses



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Yorkshire Wildlife Trust

www.ywt.org.uk



Yorkshire's Nature Triangle



Marketing

- Nature triangle map leaflet
- www.yorkshirenaturetriangle.com (part of VHEY)
- Linked to RSPB, YWT, Yorkshire Water and East Riding marketing
- Co-operation project partner website

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Nature Tourism Triangle Partners Yorkshire Conference



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The Outer Hebrides



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Nordic-Baltic LEADER Cooperation Awards



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Outcomes

- ✓ Investment prospectus produced
- ✓ Nature Tourism included in strategic plans
- ✓ International product development partnership
- ✓ Linked to effective local delivery partnership
- ✓ Significant funding levered into area and more to come



Cont....,

- ✓ Business expansion opportunities – eg safaris
- ✓ New business opportunities- eg Yorkshire Coast Nature
- ✓ A network of quality nature experiences and tourism packages linked to other LEADER funded activities (Local Food, walking/cycling etc).
- ✓ YWT able to diversify and operate at national and international level
- ✓ International recognition



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Top 10 Tips

1. Language/culture
2. Smell your partners
3. Google translate – brilliant
4. Work out your shared outcomes/learning
5. Don't work with someone who has done it already – mentors for next programme?



Cont...

6. Be prepared for some uncomfortable moments!
7. Partnership on-going – build on success
8. Identify who is the local delivery partner early and ensure they have sufficient funding
9. Involve many LAG members & partners
10. Allow time



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