

ERA 21 Ltd. will work with you to:-

Initiate project ideas—The Fun Bit!

Develop projects through interactive partner workshops— we try to make this fun, but this is when the work begins.

Work up applications for submission—this includes the finance and project modeling—we have years of working on live projects and will pass on our hints....and this is when we all hold our breath.

Project Manage the project, we have acted as lead partner and are Prince II trained, allowing you to get on with the real work, (We can even do the finance management and claims!)

Conferences and Workshops—we love doing something a little different—less worry for you

Review and project evaluation—we can look over your project to see how it is faring

Andrew and Claire Gray

Pentre Melyn

Buckland

Bwlch

Wales

LD3 7JJ

Phone: + (44) 07703 195830

Fax: + (44) 01874 730243

E-mail: era21@era21.co.uk

www.era21.co.uk



ASPIRE



**Achieving Sustainable Partnerships
with Informal Recreation Enterprises**

Project Idea



European Community Initiative INTERREG IVB



General aim of the Project



To support the development and joint marketing of networks and/or clusters of enterprises promoting and delivering informal recreation opportunities who subscribe to an ethos of a

high regard for the conservation and protection of the environments in which they operate and sustainable development targets.

Specific Objectives

To set up and support networks of informal recreation providers that operate from home or their own premises in order to:-

Jointly market services with this distinct cluster of SME's

Capitalise on attracting users on the basis that collaborating enterprises subscribe to high sustainable principals.

Develop self sustaining tourism products and marketing opportunities.

Develop and promote quality and service to a recognised high standard

Establish self supporting networks of SME's

Informal recreation provision includes, walking, cycling, caving, mountaineering, canoeing, paragliding, horse riding, gorge walking, mud walking, wild camping, photography, painting, bird and animal watching, rafting, etc

Expected Results

Clusters of informal recreation providers established in partner countries that become known as a distinct tourism products based on their high regard for sustainable development. Long term self sufficient clusters of SME's based on informal recreation provision, linking rural and urban areas. Training and support for the marketing and promotion of services. Sharing best practice between the participating partners in respect of setting up and running self sustaining networks. Improving the business competitiveness of this economic sector and safeguarding as well as increasing jobs in rural areas. Promoting sustainable development principles through local enterprise that respects the environment, local economy and cultural identity of a region

Estimated total cost

100,000 per partner per year

Estimated total ERDF sought

To be determined

Partners involved at this stage

Partners are sought

ERA21 Ltd currently works for Torfaen County Borough Council and Medway Council, managing 5 Interreg Projects (Two of which in the Lead Partner Role).

Further partners requested

All NWE Areas Public and Private Sectors with previous experience in supporting outdoor activities.

How are the partners going to jointly benefit from this transnational cooperation project?

The Partners will benefit from developing joint models of clusters of informal recreation enterprises, where joint marketing and best practice will be shared and provide added value. The clusters will promote the outdoors and care for the environment, whilst supporting these businesses.

Organisation which will be leading the project

Lead Partner to be agreed

What is innovative about this project?

This project is based on a concept that was trialed in the Brecon Beacons National Park but was halted with the onset of Foot and Mouth Disease. This project proposal aims to capitalise developing businesses at the same time caring for the environment and encouraging others to learn and respect sustainable development principles while they are enjoying themselves.

How does this project build on the results of previous EU funded projects?

This project builds on the work of the Boundless Parks Project - Interreg IIIB that has piloted projects that promote the outdoors in a sustainable way but which has not focused on providers of services.