

4. Project activities, outputs and results

a) Describe the main project activities that have been carried out:

Two full Team meetings and Business-to-Business Exchanges have been held (in Hylte in November 2005 and in Fyresdal in May 2006). At the request of businesses we have reduced the length of these meetings to three days (Tuesday – Thursday) plus two days travelling (Monday and Friday). This leaves weekends free. The Photo-album of the Fyresdal Exchange is enclosed (Hylte's photoalbum was in Report 5). To deal with the main administration issues we have introduced separate one-day meetings held at Stansted Airport (London). This is a day trip for all the partners - using cheap flights from Norway and Sweden. The Stansted meetings are held one month before the Exchange events and are used to deal with administration (revisions to the budget, information needed for Activity Reports etc) and to finalise details of the forthcoming Exchange visits.

In Fyresdal the BESST *Wilderness Fishing Guide* with six different fishing locations and the BESST *Walking Guide* with six different routes of different lengths have started to be used by local businesses. Copies were attached to Activity Report 5. They are being translated into German.

In Hylte five more small-scale projects involving local communities were implemented as follows:

- The *Femsjo* Parish Information Centre with its information Octagon and the related walking trail.
- The Car Park at the *Landeryd* Railway Museum.
- The *Jalluntofta* Forest Route and Parish Information.
- The *Unnaryd* Walking Trails and Parish Information.
- The *Rydo* Walking Trail.

An information Sheet on all five projects is attached together with a sample from the site information boards at Landeryd and Femsjo. The improvements to the Horse-riding Trail through Halland were completed in 2005 and a copy of the booklet was included in Activity Report 4.

In the Peak District the reconstruction and environmental improvements to the car park at *Narlows Lane* in Thorpe were completed and an information sheet on this project is attached.

In June 2006 the 140 page *Heritage Walks* book was completed. A copy is enclosed. This is a unique project as it aims to be five things simultaneously:

- A walking guide with detailed route descriptions of ten different walks in and around the villages of Alstonefield, Wetton, Warslow and Hartington.
- A Heritage Guide bringing to life the history of the area over the past 10,000 years.
- A Visit Planner with details of bus connections, car parks and accommodation to plan a weekend or a week-long walking holiday.
- A Souvenir – it contains 109 photos taken by an award-winning photographer.
- A Business Directory with information on all 37 BESST businesses. This is a separate leaflet inside the back cover of the book. There is also a Feedback Card for customers to use.

The Peak District's *Trails Triangle* project aims to create a major new link in the network of cycle-routes. It involves the creation of a new 'third side' to connect two existing cycling Trails. This will include three completely new paths to link sections of country lanes avoiding dangerous road crossings (see also attachment to Activity Report 4). One of these new paths was built in March 2006 and will be formally opened when the necessary signs have been installed. A second new path is largely completed. The third new path is still in negotiation with the landowners and this process is taking far longer than expected. The Trails Triangle will not therefore be completely opened before 2007 now. Meanwhile we have started to recruit new BESST businesses in the area and already 10 new businesses have expressed an interest in participating in BESST by using the new cycling opportunities.

Working with businesses in the three partner areas has resulted in the development of 25 different holiday offers. Now that these Offers are available we can test out the effectiveness of the Internet as a marketing tool for small businesses. The refurbished and improved BESST website was finished in March 2006. The BESST website links to holiday offers hosted on non-BESST websites but in a very user-friendly system. The improved BESST website was the subject of a major promotional effort in March with the aim of attracting new customers to participating businesses in summer 2006. To manage this, the BESST partners employed a specialist media consultant – Ian Weightman. This resulted in press coverage in a quality Sunday Newspaper – 'The Independent on Sunday' as well as other coverage. The number of hits on the website immediately went up from 2,000 per month to 10,000 per month. Copies of Newspaper articles are attached. Unfortunately not all the journalists got the story details correct and some did not mention www.besst.org!

b) Has there been any change in the activities compared to how they were outlined in the Application Form?

No. However some elements of the project are slightly behind Schedule. Recent staff changes in Fyresdal are expected to slow down the project. The difficult negotiations with landowners in the Peak District have delayed the Trails Triangle project considerably.

c) If there has been a change: what were the reasons for changing the activities?

Not applicable

d) Describe the outputs and results of the project:

The Spreadsheet attached gives details as at 30 June 2006. We are now approximately half way through the Project and already we have achieved far more than 50% of our target outputs. For example there are now 69 businesses participating in BESST in the three partner areas (target = 60). In the past 12 months businesses have made the important step of developing new holiday offers and details of 25 new Offers are now on the BESST website (target = 15 new tourism offers on a long-term basis). Several other Offers are currently under development and will be added to the website in due course. The number of hits on the website has increased dramatically (to 10,000 hits per month).

The crucial questions now are:

- 1. Can we maintain this momentum so that new offers are continually added to constantly refresh the website?**
- 2. Can we attract more publicity for the website to bring the holiday offers to the attention of potential customers?**
- 3. Will a significant number of the hits on the website be translated into new customers for participating businesses?**

The Outputs related to number of tourists and the Impacts (on business performance etc) will not be known for some time yet but already some businesses are reporting new customers specifically as a result of BESST.

In April 2006 a business questionnaire was circulated to all the BESST businesses by the University of Derby. This will establish a baseline of business activity in 2005. It also gives some feedback on BESST activities from a business perspective. A preliminary analysis of returned questionnaires has been carried out and a copy is attached. A similar questionnaire will be used at the end of 2007 to determine the actual effects of BESST and to enable us to produce the Impact information required.

e) Where have the activities been located?

In all three partner areas with website development and management being carried out for the Partnership by the University of Derby.

f) What have been the transnational features of the activities?

The driving spirit behind the BESST project is to collaborate on activities so that administrations and businesses in each area can be inspired by the experiences and ideas from partner areas. The twice-yearly Business-to-Business Exchanges and the reporting to each successive Exchange meeting of our experiences is a vital part of this process. These meetings also agree future activities and are the key element driving the BESST Spiral 'higher and wider'.

By sharing costs (eg on website, on leaflet design and on media promotion) each partner has been able to achieve far more than any of us could have done individually.

At the Secretariat's request (Check letter on Activity Report 5) the progress of the project against each of the four BESST Components is presented below.

Component 1 - Developing and Promoting New Tourism Offers based on Environmental Qualities.

In the past year 25 new Offers have been developed by businesses from the three partner areas. Some – like Bonad painting (Hylte) and Meet the Bees (Peak District) are a direct result of a business from one area inspiring a business in another. Some Offers take advantage of BESST Development Fund projects - like the Femsjo Offer in Hylte and several PD businesses using the new Heritage walks publication. Some new business ventures have been inspired by Exchange visits (like the new Oleas Hus in Fyresdal adapting a collaborative shop concept from Hylte).

Component 2 - New Marketing and Sales Techniques have resulted from BESST. The BESST website with its links to the business websites and holiday offers is a new way for small businesses to promote themselves and secure new customers. BESST businesses are learning new ICT skills. A format for a family of BESST leaflets has been produced and is being used in all three partner areas. Copies of the Hylte and Fyresdal BESST leaflets are attached. Both feature the BESST philosophy, the details of the participating businesses and a map of the area. Brief details of the other partner areas is also included. The Peak District BESST leaflet is currently in production. We also aim to have a three pocket flat-pack card leaflet rack to promote all three partner areas. As in 2004 there was a BESST stand at the Great Peak District Fair in October 2005 with four businesses from Hylte and Fyresdal attending (different businesses to those who came to the event in 2004). Two Peak District businesses attended the Bolmen Day in Hylte in July 2005.

Component 3 - Maximising 'What is Special' in each of the partner areas has been a strong theme in all the Exchange meetings. We apply a 'To see ourselves as others see us' technique where visitors from the two visiting partner areas provide ideas and feedback to the host area and the host area's businesses. This process also encourages the visiting businesses to think about how they can apply ideas 'back home' based on what they have seen and experienced. Feedback reports from the Hylte Exchange in November 2005 and the Fyresdal Exchange in May 2006 are attached. The BESST business meetings organised in each country have encouraged collaboration between businesses. In Fyresdal food from the local fish farm and bread from the local bakery now increasingly feature in tourist accommodation. In the Peak District five of the seven Offers are collaborations between two or more BESST businesses while the other two are creating benefits for other BESST businesses in the area. In Hylte the renovated horse-riding trail features six BESST businesses providing Bed and Breakfast for both the riders and their horses.

Component 4 - Creating Links between Environmental Conservation and Economic Development.

The BESST philosophy is to explore ways of developing new products and services that make creative use of the environmental assets of the area based on Sustainable Development principles. The BESST leaflets from Hylte and Fyresdal attached show that all the offers and activities being developed and promoted as part of BESST make use of local resources (eg fish), local traditions (like Bonad painting) and simple activities like horse-riding and walking.

The new Information Octagon at Femsjo is a modern design but respecting local carpentry techniques and using traditional materials.

In all three areas businesses seeking to become a BESST business have to demonstrate compliance with basic environmental standards. Peak businesses are also encouraged to put a 'BESST statement' on their website entry explaining their philosophy on environmental issues. The idea of a family of ecolabels to common standards awaits responses from Halland and Telemark Regional Authorities (because Hylte and Telemark are too small to develop their own scheme). In the Peak District the separately funded PD Environmental Quality Mark continues to grow and many BESST businesses are PDEQM. In Fyresdal, Kvipt is a member of 'Norwegian Heritage'.

g) How many transnational meetings have been held and how many participants attended?

Six main events with a total of 113 participants (several individuals went to more than one event)
Bolmen Day 30 July 2005 2 PD businesses on a BESST stand at one of the Hylte BESST businesses. Other Hylte BESST businesses participated at their own locations.
Stansted Team Meeting 20 September 2005 with 6 participants.
Great Peak District Fair 29-30 October 2005 with 7 participants on the BESST stand.
Hylte Business-to-Business exchange 1-6 November 2005 with 40 participants.
Stansted Team meeting 23 March 2006 with 6 participants.
Fyresdal Business-to-Business meeting 8- 12 May 2006 with 40 participants.
'Eldhusprosjektet' A presentation on BESST in the Peak District was given to 12 Norwegian businesses from Telemark visiting the Peak District in relation to this rural regeneration project in Hjartdal and Seljord municipalities (Norway) being managed by the Faun Consultancy from Fyresdal.

h) How many local and regional meetings have been held and how many participants attended?

In total there have been 27 meetings attended by 465 people as detailed below. Internal meetings within partner organisations and between partners and subpartners (including meetings between PDNPA and the University) have not been recorded.

Hylte

- There were 9 local meetings for BESST businesses with a total of 135 people present.
- Some Hylte BESST businesses were involved in several meetings related to a regional initiative 'Be a Tourist at Home' which is an incidental result of their participation in BESST.
- Hylte participated in two regional planning meetings with 15 people at each.
- Hylte also participated in a national seminar in Tylosand on 1 June 2006 involving co-ordinators from many local Authorities where BESST was presented as an exemplar project. 35 people were present.

Fyresdal

There were 5 local meetings for BESST businesses with a total of 61 people present.
A meeting on international projects was held 13-14 March 2006 for the three counties Buskerud, Vestfold and Telemark with 110 people attending. A presentation on BESST was given.

The Peak District

- 4 Association of BESST Businesses meetings were held with a total of 54 people present.
- 4 meetings were held with Parish Councils, the Wirksworth Regeneration Partnership and the Derbyshire Dales District Council in relation to the proposals for the Trails Triangle cycling project. Presentations were given on the BESST project as a whole as well as the specific cycle-route ideas. At least 100 people were present.
- A presentation on BESST was given to a national conference on 28 November 2005 to celebrate the 75th Anniversary of the Youth Hostels Association and attended by 40 people including two MPs. Two Peak District Youth Hostels in the Heritage Walks area are BESST businesses.

i) How have the different partners contributed to the project?

*** PDNPA is the lead partner and is responsible for overall project management and for all communications with the Interreg Secretariat. PDNPA attends Lead Partner and similar events etc. on behalf of the BESST partnership (3 events over this 12 month period – Lubeck, Malmo and Aviemore). PDNPA provides the Chairman and Secretarial role at BESST Team meetings and distributes notes identifying follow up action responsibilities.**

*** In Hylte, the Peak District and Fyresdal work is carried out using a common BESST philosophy and sharing information and ideas. There are agreed procedures for accepting BESST businesses, for authorising BESST Development Fund projects etc. Implementation in each area is designed to meet the local circumstances. The Peak District work engages with four different existing sectoral business associations and seeks to form links between them and their member businesses. In Fyresdal and Hylte, BESST has been instrumental in setting up new business associations or collaborative arrangements which are deliberately cross-sectoral – involving farms, tourism businesses, craft businesses etc.**

*** The University of Derby is advising on marketing and sales techniques that are relevant to small businesses in all three areas. The main focus of this role so far has been the development of the BESST website. This was formalised into a written contract between PDNPA (acting as lead partner) and the University. This contract had to be reconsidered following staff changes at the University and the University's decision to appoint a consultant to the BESST Website Manager role. These new arrangements will be reflected in budget revisions which will be formally notified to the Secretariat.**

j) What different sectors have been involved and how have they contributed to the project?

The partnerships recorded in Activity Report 4 have continued to develop. The main feature of the past 12 months has been the more active participation of businesses in developing Offers, in providing their entries for the BESST website and BESST leaflets and in making creative use of BESST Development Fund projects.

Cross-sectoral partnerships have been developed within the Partner Organisations and between the individual partners and a range of sub-partners to deliver the BESST Development Fund projects. There are four types of cross-sectoral links formed as an integral means of implementing the BESST project.

A. Between different business sectors. Farming, fishing, timber processing, artists, furniture makers and local shops are all BESST businesses as well as more obviously tourism businesses (like bed and breakfast, holiday cottages and activity providers). This helps to generate the BESST philosophy of using tourism as a way to influence and link together many different business sectors in rural regeneration. This is based on the unifying theme of creative use of the environment as a business asset and maximising 'what is special' about each area. Most of the 25 Offers involve collaborations between different businesses either directly (eg the Ilam Youth Hostel Short Break holiday in the Peak District involves two other BESST businesses) or indirectly (eg food suppliers to an accommodation business).

B. Between different public sector bodies. In *Fyresdal*, BESST has been a key factor in generating investment from Telemark Region into a new milk processing unit (based on milk from the local Telemark cows) and a new slaughter-house. Both are now under construction. These are very important investments that will create major new opportunities for local businesses to develop the food dimension of 'What is Special' in Fyresdal.

In *the Peak District*, the Trails Triangle project has actively involved three sections of Derbyshire County Council. The Highways Department advised on route selection, construction design and route signing. It will be organising the route signing work on site. The Countryside Service is taking responsibility for on-going management of the new off-road paths. The County Valuer is negotiating the new public paths with the landowners and farmers affected.

In *Hylte* BESST businesses have become involved in a Regional Initiative 'Be a Tourist at Home'. A strong feature of several Development Fund projects in Hylte has been the collaboration with Village Societies and 'not for profit' voluntary bodies who have been involved in implementation and who will be maintaining the new facilities BESST has helped to fund. This has given a strong social dimension to BESST in Hylte.

C. Between the public sector and business sector. Various partnership arrangements are now in place to build this collaboration. An example is the arrangements for approving BESST businesses and convening meetings of these approved 'BESST businesses' - which has now operating in all three partner areas for over 12 months. These meetings also encourage collaboration between the businesses and stimulate businesses to make use of the public sector organised BESST activities (eg website, Development Fund projects). An example of the practical application of this approach is BESST's 'Wilderness Fishing' trail in Fyresdal which involves public sector work in creating trails to the BESST fishing locations with a guidebook (including fish recipes) linked to local accommodation which will also provide equipment hire. Several Peak District Businesses are now selling the Heritage Walks book as part of their holiday offer. In one case a village pottery close to two of the Walks is selling the book as a new business venture

D. Within local administrations. This is at the heart of several BESST Development Fund projects which require new combinations of skills to translate new concepts into reality. For example, the Peak District National Park Authority's Heritage Walks project required new collaboration arrangements between the Archaeology Service, Communications specialists, Graphic Design Team and the Footpath Maintenance Team.

k) What different levels (local/ regional/ national/ transnational/ international) have been involved and how have they contributed to the project?

*** Local level collaboration is mainly through the active involvement of local businesses and local organisations (see details above). In Hylte, local village societies are one of the main means of implementing BESST Development Fund projects as explained above.**

*** At regional level Telemark (Fyresdal), Halland (Hylte) and Derbyshire (Peak District) are actively involved in funding, implementing or managing BESST-inspired activities within the partner areas. BESST has also been referred to as an important eco-tourism initiative in the East Midlands Regional Tourism Newsletter (attached with press cuttings). Hylte has been successful in generating €145,000 from various local, regional and national bodies to help in implementing BESST Development Fund projects. This includes 'In The Wake of Ebbe Skammelson' - a series of 15 site information leaflets which are currently in production.**

*** At national level BESST is part-funded by the Office of the Deputy Prime Minister (UK). In Sweden the BESST project featured as an exemplar project in a national conference held in Tylosand (see above). In Norway a presentation on BESST was given to a conference on international projects (see h above) as a new approach to rural regeneration.**

*** At international level, the North Sea Commission's Aviemore conference in June 2006 led to BESST receiving attention from at least one area from every country of the North Sea region interested in becoming partners in a new BESST 2 initiative planned to start in 2008. Hylte has succeeded in securing national funds for an Exchange visit with its twin city of Panzihuha in the People's Republic of China which will feature the BESST project. Presentations on BESST have been given to three other Interreg North Sea project meetings (see below).**

l) What contacts have been made to other projects or programmes?

Links to the websites of three other Interreg North Sea projects have been made from the BESST website – Farmers for Nature, URBAL and NS Rural.

**Presentations on the BESST project were made to three other Interreg IIIB North Sea projects.
The NS Rural Team meeting in Norwich (England) in October 2005
The MoPark Team meeting in Buxton (England) in November 2005.
The 'Farmers for Nature' project at Seljord (Norway) on 15 June 2006 (copy of presentation attached).**

In the Peak District the Trails Triangle cycling project is linking to two other projects being funded through the East Midlands EU Objective 2 programme – one is upgrading some other existing cycle-routes and the other is rebuilding a cycle-hire centre and visitor centre. A leaflet 'Over 70 miles of relaxing cycling in spectacular countryside' is in production jointly funded by BESST and the Objective 2 project.

The Aviemore Annual Conference in June 2006 led to contacts with twelve other areas from across the North Sea Region interested in participating in a follow-up BESST2 project from 2008 onwards.

An EU funded DARWIN project in Romania ('ADEPT') has also made contact and is interested in using the BESST approach in its work.

m) What publicity and dissemination activities have been carried out and what have been the target groups?

The publicity activities in the Partner areas concentrate on encouraging business participation in BESST. In the Peak District 4 newsletters have been produced for BESST businesses (copies of the first three were attached to Activity Report 5, the summer 2006 newsletter is attached to this Activity Report). In Fyresdal a BESST newsletter was produced for wider use in the community (a copy was attached to Activity Report 5).

At each Exchange visit press coverage is generated to explain the project. The main target is local and regional newspapers. Progress on specific BESST Development Fund projects is also reported in newspapers (for example when the Peak District cycle-route was going through the planning application process it generated some local controversy – newspapers always want to report controversy). Copies of 25 different articles from newspapers and other publications featuring BESST or BESST activities from the three partner areas are attached.

To generate customers for BESST businesses we have focused on the Development Fund projects which can be useful for businesses in developing new Offers and generating new customers. We are focusing on the website as the main means of promoting BESST to potential customers of BESST businesses. However customers will only use the website if they are aware of its existence. For Hylte and Fyresdal in particular a major target market is Germany, Denmark and Holland. The BESST partnership has retained Ian Weightman, a media consultant with travel writer contacts from several countries, to help with the promotion of BESST. In March 2006 Ian organised a press release focused on the new website. This generated national coverage in England - ‘The Independent on Sunday’ (regrettably the Independent on Sunday article did not report some aspects of the story accurately). There was also interest from journalists in Germany, Holland and Denmark (though whether they published articles on BESST is not known). Hits on the website immediately went up from 2,000 hits/month to 10,000 hits/month with most hits coming from partner countries and our other target countries – Denmark, Holland and Germany.

BESST features in Fairs attended by the three BESST partners – for example there was a BESST stand at tourist fairs attended by Fyresdal in February and May. The Fyresdal Event BESST business is also promoting BESST generally when they attend promotional events.

Comments:

NB: Projects that have not completed a phase during the time period covered by this Activity Report should not fill in the section below.

5. Completion of a phase			
a) State what phase has been completed and its starting and completion date			
Phase	Phase 1 completed June 2004 – See Activity Report 1.		
Start		Completion	

Project related issues:
b) What have been the main outcomes and results of the completed phase?
c) What have been the main benefits and difficulties of working transnationally in this phase?
d) How has this phase contributed to the aim and objectives of the project, as they were stated in the Application Form?
Programme related issues:
e) How have spatial development issues been taken into consideration in this phase?
f) How have environmental, social and economic issues been taken into consideration and integrated?
Comments:

6 Enclosures		
	Description	No. of pages/photographs
1.	Photo-album from the Fyresdal Exchange meeting May 2006.	6 pages of photos with captions
2.	Feedback Reports from the Hylte Exchange meeting November 2005 and Fyresdal Exchange meeting May 2006.	13 pages in total
3.	Project Information Sheets from Hylte (Femsjo, Landeryd, Unnaryd, Rydo and Jallentofta) and samples from on site information boards at Femsjo and Landeryd.	5 pages A4 with photos + 2 pages A3 with photos
4.	Peak District Project Information Sheet – Narlows Lane Car Park.	1 page with photos
5.	Peak District Heritage Walks book.	140 pages including 109 photos
6.	25 Newspaper articles and other publicity on the BESST project or specific aspects of BESST. Copy of presentation on BESST by Olav Veum (Fyresdal) at the 'Farmers for Nature' Interreg project seminar in Seljord 15 June 2006.	25 articles. 6 page text from a powerpoint presentation.
7.	Hylte BESST leaflet and Fyresdal BESSST leaflet.	2 no. folded A3 printed leaflets with photos
8.	Summer 2006 BESST Business newsletter from the Peak District	4 pages with photos
9.	Analysis of BESST business questionnaires June 2006	9 pages

7 Indicators

Please fill in the separate Excel sheet.

In case that not all of the result and/or impact indicators are quantified, please shortly explain here the progress you have made towards the targets.

The partners have adopted standard definitions to decide on the criteria to apply to each of the Indicators. The definitions currently used are below

Criteria for BESST Indicators, Outputs and Results

Indicator 1 – Organisations Involved. Each organisation which contributes at least one day in total of their time actively contributing to BESST. (It could be two half days). Listening to a presentation does not count. If an organisation has six different departments involved it still counts as 1, not 6.

Indicator 2. Number of People involved. This is also active involvement for one day (in total, it could be two half days) or more. Listening to a presentation does not count. People working for organisations and individuals in businesses both count.

Indicator 3. Number of Businesses actively contributing. I think the easiest measure of this is when a business is accepted as a BESST business. We could add other businesses who have contributed significantly (the one-day rule) but are not yet BESST businesses.

Indicator 4. Number of Project Team Meetings and Business to Business Exchanges. The Secretariat has decided the PD meeting in August/Sept 2003 qualifies. Thereafter there are two meetings per year.

Indicator 5. Number of Articles in Newspapers etc. The article must be significantly related to BESST and either be simply about BESST or where there is a clear and significant BESST element to the article.

Indicator 6. Number of BESST Practice Guides. This will not be relevant until 2007 at the earliest.

Indicator 7. Is a reserve indicator in case we find something important is happening that is not recorded against other indicators

Output 1. Number of Tourists. The 2005 University Business Survey should contain some information on this that we can use but numbers will need to be collected in the 2007 follow up or from individual businesses Mark Dennison has had 2 years of 'Meet the Bees' customers and this is clearly BESST related.

Output 2. Value of BESST Development Fund supported projects. The easiest measure is the amount we have claimed in the Periodic Expenditure Report – Line 10.

Output 3. Number of Ecolabel Accredited businesses. Currently this is the PDEQM Award holders. If there is a regional scheme in Telemark then the Fyresdal members of that scheme would count when they are approved. We should count Kvipt participation in a national Norwegian Heritage Scheme. For Hylte it seems likely that the answer will be 0 for the foreseeable future – unless a business joins an existing national scheme encouraged by the self-assessment process.

Output 4. Number of Businesses involved in business to business exchanges. Businesses need to have taken part in an exchange visit to at least one other country and been involved when their area has hosted a visit.

Output 5. Non-Business specific tourism promotional materials. For PD I think the general BESST leaflet counts but not the leaflet targeted at businesses. The Hylte horse riding leaflet counts. But not the Hylte folder I suggest – because it is only a front cover and a BESST acknowledgement and is not much use on its own! The Fyresdal Fishing Guide and the BESST Heritage Walks are both clearly general tourism promotional books. The onsite information boards at Femsjo and Narlows Lane count. In future should the 'In the Wake of Ebbe Skammelson' leaflets count as 1 (for the series) or 15 (the number of different leaflets) – perhaps it depends if they are only available all together rather than separately?

Output 6. Number of Trade Fairs Produce Markets etc attended. For this I think the Tourism Fairs Hylte attends count as long as there is a strong BESST element. The Great PD Fair 2004 and 2005 also count. The Bolmen Day in Hylte 2005 will qualify. The annual St Olav's Day and the Village Day in Fyresdal events count if there is a clear BESST presence.

Output 7. Number of BESST Training Events. To qualify I suggest this must be at least a two hours event involving at least two businesses and must give them new skills or new information that they can apply in developing their business by doing something new or different. The monthly Hylte business events meet those criteria. The Business-to Business Exchanges do not count unless they have a training element - Fyresdal 2006 had the catering experience, felt apple making, snow shoe relays etc, all of which had a training element, but I suggest the Fyresdal Meeting counts as 1 training event. Previous Exchanges did not have the training element. All the Exchanges are also recorded at Indicator 4.

Output 8. Proportion of Businesses enhancing their IT provision. The University questionnaire for businesses asked about IT use in 2005. We can measure impact of BESST in 2007 in a repeat survey. We may have some information already (eg. Susan Drabble is now on email as a result of BESST).

Result Indicators.

Result 1 Number of Businesses reporting increased income. This is quite simple – do the businesses report extra customers as a result of BESST? It must apply to Mark Dennison (Meet the Bees) and Sue Prince (bonads) and I have also counted Charlottenland from Hylte based on Bitte's report.

Result 2 Number Of BESST Tourism Offers on long term basis. This is simple too. Are there activities carrying on for over a year. If it is an annual event (like St Olav's day) will it be a one-off or is it planned to be every year? For PD this means 'Meet the Bees' (now running for 12 months). For Fyresdal the offers related to St Olav's day would count. For Hylte the horse-riding offer from several businesses would count. As businesses develop offers for entry on the website these should be included. But we will need to check if they continue to be offered at each long Activity Report.

Result 3 Ecolabel Schemes in operation. We should only count schemes that are specific to the place and are being developed at least partly through BESST. So only the PD scheme counts at the moment. Fyresdal might later as a pilot area for a Telemark Quality Scheme. Hylte seems unlikely at the moment. Participation by BESST businesses in national ecolabel schemes should be recorded as well at Output 3 (eg Kvipt is a member of Norwegian Heritage)

Result 4. New Products or Services. This partly relates to Result 2 but the numbers can be different. For example if there are six businesses offering something new as part of the Hylte horse-riding offer so the answer for Result 4 is 6 but for Result 2 it is 1. At the moment in PD we have Meet the Bees as a new service in PD and Sue's bonad service for customers and her bonad

training for Hylte (so Sue has one new product and one new service). For Fyresdal we need to record how many businesses were part of the new services linked to the Troll Rally and St Olav's day.

Impacts

Impact 1. Additional turnover for businesses. This will have to be a simple question in 2007 as a follow up to the 2005 business survey. For the moment the answer is "Not yet quantified".

Impact 2. Jobs safeguarded. The same answer as Impact 1.

Impact 3. New Jobs created. The same answer as Impact 1.

Impact 4. – 2002-2007 comparison for bednights. Businesses must be recording this anyway to some extent. The University will need to analyse the 2005 and 2007 questionnaires to interpret the answers.

Impact 5. Projects demonstrating clear environmental benefit. I suggest this only applies to BESST Development Fund projects. Tidying up a waste area at Landeryd would be one example. The Octagon at Femsjo creates a strong new environmental feature. Hedge-laying at Narlows Car Park is another example. Just leaflets on their own do not create an environmental benefit. We need to see if businesses carry out their own environmental improvements and in 2007 these could be recorded as well.

Ken Parker
21 July 2006 (typing corrections 3 August 2006)