

<b>1 Project information</b>			
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Title	Business and Environment linked through Small-Scale Tourism		
Acronym	<b>BESST</b>	Measure	1.3
Lead Partner Name	Peak District National Park Authority	Country	United Kingdom
Project number	1-16-31-7-20-03	ERDF	€ 1,050,000.00

<b>2 Certification by Lead Partner</b>	
Name	Ken Parker
Position	Director of National Projects , PDNPA and BESST Project Leader
Signature	
Date	9 February 2005

<b>3 Time period</b>
This Activity report covers the time period from: 1 November 2004 until: 31 December 2004

NB: In this section you should only report on major deviations from the application. Minor changes should be reported on in the standard activity report.

**4 Are there major changes in the project set-up (e.g. partnership, schedule, activities) compared to how they were outlined in the Application Form?**

The project is now recovering from the delays experienced in setting up the detailed work. This delay was inevitable because of the time needed to conclude a Legal Agreement between the partners and was explained in previous Activity Reports. The consequence of this delay is that we have under-spent the budget allocated for years 2003 and 2004. This was predicted in November 2004 and the Secretariat agreed that this under-spending should be able to be carried forward into 2005. The Secretariat has now been formally asked for permission to carry forward E145,604 of under-spending incurred by three of the partners into 2005. The slight over-spend of the Norwegian partner (Fyresdal) will become a call on its 2005 budget.

Although the project is slightly behind schedule it is progressing as envisaged in the application documents and is already producing some outstanding results. Staff changes in Fyresdal and Hylte may cause a few difficulties in 2005 but action is in hand to minimise the consequences for the project timetable

NB: In this section you should only report on the time period covered by this short activity Report. It is not necessary to fill in an indicator sheet. Please keep this section within 2 pages.

<b>5 Describe the main activities, outputs and results since last report.</b>
<p>1. The second Project Team meeting and the linked Business-to-Business Exchange was held in Fyresdal (Norway) from 16 - 21 October 2004. A photo-album recording our experiences at the Fyresdal meeting has been produced (attached). The Peak District businesses provided feedback on their impressions and experiences and these were combined into a synopsis report (attached).</p> <p>2. The spirit of the BESST project was clearly evident at the Fyresdal meeting and efforts have concentrated on translating that spirit into action in the three partner areas</p>

3. The University of Derby set up the BESST website on a trial basis in November [www.besst.org](http://www.besst.org). This incorporates the decisions made at the October meeting in Fyresdal. It contains information about the project as a whole on the home pages. Using information supplied by Peak District businesses there are some entries in the 'BESST Offers' and in the 'BESST in the Peak District' boxes. The 'Managing the BESST project' box is being used for basic information on the project as it progresses (eg Activity Reports), as well as two photo-albums from BESST Team meetings and business exchanges. Information will be added to the Hylte and Fyresdal boxes and more BESST offers for customers will also be included. When this is done the website will be actively promoted and businesses will be encouraged to use it as a marketing tool.

4. An interesting benefit from the project is the friendships developing between the businesses. Sue Prince (Peak District) stayed with Vicky Ekwall (Hylte) in December. This was for Sue to help Vicky to help develop her Tiraholms Fisk website. The opportunity was taken for Sue to talk to potential BESST businesses about her BESST experiences and some of the projects she is involved with in the Peak District that could be relevant to Hylte businesses (The Peak District Foods Group and Peak District Farm Holidays collaborative marketing groups). As another example, the Aketun family from Fyresdal spent Christmas with the Dennison family in the Peak District. These private exchanges are not funded through BESST.

5. Meetings are now being organised every two months in Fyresdal involving registered BESST businesses. These are businesses that have signed simple contracts with Fyresdal Kommune committing themselves to participating in the BESST project and to following the BESST spiral concept. Both the other partners agreed to apply the same approach to involving businesses in BESST in their areas.

6. In Fyresdal detailed work has explored the concept of 'What is Special'. The Fyresdal BESST businesses have been actively involved and the feedback from the partners attending the October meeting is also being used. Results from the visitor survey conducted in summer 2004 are being incorporated. The result of this work has been the production of a brief for consultants to develop a 'What is Special about Fyresdal' marketing initiative

7. Progress on the projects being financed through the BESST Development Fund in Fyresdal include work on site to create a Wilderness Fishing Trail and a network of walking paths.

8. In December a reunion of Peak District businesses from the Fyresdal meeting was held and the content of a BESST contract with businesses agreed. There are five criteria, based on the Fyresdal approach

- a. Active participation in BESST activities or membership of a Business Association linked to BESST
- b. Meeting basic quality standards for the product or service being sold.
- c. Meeting basic standards of environmental performance (eg water, waste, appearance of buildings)
- d. Committed to the concept of continuous improvement (ie following the BESST spiral philosophy)
- e. Willing to collaborate with other businesses and to provide information for use in BESST.

9. Businesses in the Peak District close to the projects being developed using the BESST Development Fund are now being approached to explain the BESST approach and the particular activities in their area. A leaflet aimed at potential BESST businesses has been produced (attached). Most businesses approached so far are keen to become BESST businesses and a simple application form is being used as the basis of the contract. This approach has been shared with the other BESST partners.

10. In Hylte most work has concentrated on following through the five approved BESST Development Fund projects (see Activity Report 2). Tourism offers will be developed working with local businesses who can make use of the new facilities (eg the village trails). Meetings with businesses have been held to agree the criteria for BESST businesses in Hylte (see 5 and 8 above).

#### 11. Attachments

- BESST Photo-album. Fyresdal Project Meeting 17<sup>th</sup> –21<sup>st</sup> October 2004
- Synopsis of Peak District Experiences in Fyresdal October 2004.
- 'BESST for Business' – the Peak District leaflet being used to promote BESST to businesses.

Ken Parker 10 February 2005

