

This is the Periodic Report number

1

for this particular project

1. Partner and project information					
Project information					
Title		Business and Environment linked through Small-Scale Tourism			
Acronym	BESST	Measure	1.3		
Project number	1-16-31-7-20-03	ERDF	1050000€		
Homepage (if any)					
Lead Partner information					
Organisation		Peak District National Park Authority			
Address		Aldern House, Baslow Road,			
Postcode, City/Town		DE45 1AE Derby	Country	United Kingdom	
Telephone		+44 1629 816331	Fax	+44 1629 816310	
e-mail		kjp@peakdistrict-npa.gov.uk			
Information on partners					
Partner no	Organisation	Country	Partner no	Organisation	Country
Partner 02	Hylte Municipality	Sweden	Partner 04	University of Derby	UK
Partner 03	Fyresdal Municipality	Norway			
Certification by Lead Partner					
Name	Ken Parker				
Position	BESST Project Team Leader				
Signature					
Date				

2. Time period (12 months)	
This Activity report covers the time period from: 1 September 2003	until: 30 June 2004

NB: Projects that are running in accordance with the timetable indicated in the application should not fill in the section below.

3. New project timetable				
Starting date				
Estimated completion date				
Phases	Phase	Start	Completion date according to application	Estimated completion date
(list starting/completion dates)				
Explanation for change of the project timetable:				

NB: In this section you should only report on the time period covered by this Activity Report.

4. Project activities, outputs and results

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

1. In September 2003 a meeting of the Project Team was held in the Peak District. The meeting agreed how the Activities and Components of the BESST project would be carried out and made provisional conclusions on the administration of the project as a whole (subject to the requirements of the Secretariat and assuming the application would be approved in December). Visits were made to several Peak District businesses likely to be interested in participating in BESST. A concluding dinner was held, attended by senior Members of the Peak District National Park Authority, at which a 'Statement of Collaboration' was signed by senior representatives of all four partner organisations.
2. In December 2003 the BESST project was approved for 50% Interreg funding. This also meant that 25% funding from the ODPM for the English partners became available. Fyresdal (Norway) continued negotiations with Telemark County for a funding contribution. Hylte Sweden made contact with The Halland Regional Development Council to get support for the continuing work and discuss funding.
3. In January 2004 the Lead Partner Seminar in Leeds was attended and detailed advice on the requirements of the Interreg Secretariat was obtained. The importance of a legal agreement between the partners (already agreed in September 2003) was confirmed and details of an existing Agreement for the FLOWS Interreg project were obtained to use as a basis for a BESST Legal Agreement.
4. A meeting of the Project Team in March 2004 was organised in Hylte. This Team meeting was also planned as the first opportunity to test out the Business-to-Business exchanges. Five businesses from the Peak District and three from Fyresdal were involved as well as 10 from Hylte. While the businesses were meeting each other parallel administrative meetings were held and a detailed record of the agreements reached was produced (copies attached). These included the conclusions on the form of the draft Legal Agreement and the type of activities to be supported through the BESST Development Fund.
5. The final form of the Legal Agreement was circulated for signature by all four partners in May. When all four signatures had been obtained the 28 January 2004 Offer letter from the Secretariat was countersigned and returned (on 14 June 2004). A copy of the Legal Agreement has already been supplied to the Secretariat.
6. In all three partner areas arrangements have been made to set up a core of businesses interested in the BESST concept to guide the future work of the project. It is the intention to use these core businesses to act as ambassadors in sowing the seed of the BESST approach in the business community and encourage it to grow in line with the BESST Spiral concept.
7. Ideas for small-scale infrastructure projects in each of the three partner areas are now at the early stages of development. Costed proposals will be put to the Project Team for agreement before moving to implementation. One of the ideas is for all three areas to develop BESST-signed walking, riding or cycling routes based on existing tracks creating a new tourism facility.
8. The University of Derby is commissioning work on a BESST logo. A design concept has been agreed by all the partners based on the BESST spiral. It will be using leaves of different sizes to emphasise both the gradual growth of the BESST idea, its dynamic/organic nature and the environmental dimension. The University is also working on a website based on a brief agreed at the Hylte Team meeting. The aim is to have an operational website in September 2004.
9. An exhibition has been produced based on 16 different A3 sized cards, each with a different aspect of BESST explained. This is highly portable (it goes into the bottom of a suitcase). It can be used flexibly with many combinations of the different cards possible. Each card can be replaced by an updated version without changing other cards – it is therefore highly adaptable. This exhibition was used for the first time at the Lead Partner Seminar and North Sea Conference in Goteborg in June 2004.

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

The most significant change has been in the level of detailed work necessary to move from project approval through to actual implementation. This has been more time consuming than anticipated and extra time has had to be allocated. Nonetheless the Project has kept broadly to its original timescale.

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

The reasons are the very detailed requirements of the Secretariat and the lack of a standard template for a legal agreement. This has required the Lead Partner to do more work than had been anticipated and to ensure all the partners fully understood and agreed/accepted how the project should be managed in line with these requirements.

<p>d) Describe the outputs and results of the project: Gradually more organisations and people are becoming involved in the project. The project has already engaged 22 businesses in the BESST concept (5 from the Peak District, 12 in Fyresdal and 5 in Hylte). The definitions of involvement have been interpreted narrowly to only mean those people and organisations who have put significant time (at least one full working day or its equivalent) into making an active contribution to the project. Passive involvement (such as receiving information or attending a briefing meeting) has not been counted as 'involvement'.</p>
<p>e) Where have the activities been located? In the three partner areas.</p>
<p>f) What have been the transnational features of the activities? 1. The Project Team meetings have agreed the process for taking the BESST project forward and have experimented with using different techniques for managing meetings as used in the different partner areas. 2. The Business-to-Business exchange programme has already produced useful ideas for administrations and businesses in partner areas to use. These are based on the ideas provided from one area about the other partner areas. A report on PD businesses impressions and ideas was produced following the Hylte meeting and circulated to all partners (attached). 3. The projects to be implemented under the BESST Development Fund will be implementing similar projects in the three areas simultaneously applying ideas from the other partners. An example is that all three areas will be developing signed walking/riding /cycling routes and circuits. 4. The Hylte idea of 'Learning Tourism' has already been taken up by a PD honey producer who is planning 'Meet The Bees' events at farm holiday accommodation in collaboration with the farmers concerned. These will create a new, special holiday experience for guests using the bee-keepers hives which are being kept on the farm. It is also obviously an opportunity to sell branded PD Farm Honey to guests as souvenirs of their 'Meet the Bees' experience. 5. Two arts and crafts ideas are already being developed by PD businesses based on Hylte experience. One is the idea of a BESST lectern using timber and metal from the three partner areas as a useful piece of furniture for the three administrations (eg for use in Council Chambers. The completion of the lecterns will create and an excellent PR opportunity for the BESST Project and the Interreg Programme. The second is a PD adaptation of the Hylte 'Bonads' traditional painting style in a modern but 'Bonads-naif' style painting of PD farm life.</p>
<p>g) How many transnational meetings have been held and how many participants attended? Two meetings. September 2003 in the Peak District with 23 participants. March 2004 in Hylte with 35 participants</p>

h) How many local and regional meetings have been held and how many participants attended?
A total of 19 meetings involving a total of 528 people. NB only meetings involving five or more people to discuss general conduct of the BESST project are recorded. There have been many other meetings on specific aspects of the project (eg briefing the website designer) that have not been recorded here. Details are as follows:

In the Peak District:

- 31 August – 3 September 2003. Project Team meeting (total 23 people actively involved).
- 11 December 2003 PD National Park Authority meeting to approve participation in BESST project (25 present)
- 14 May 2004 PD Business Participants feedback meeting following Hylte event (8 present)
- 6 May. Explaining the BESST project and exploring potential BESST participation in the October Great Peak District Fair with the Fair Committee (8 present).
- 26 May. Presentation to PD Foods Group including feedback from PD Foods Chairman (Mark Dennison) who had been to the Hylte meeting (15 present).
- 23 June 2004 PD managers and PD businesses meet the new Fyresdal BESST manager (Monica Solyst) in PD on familiarisation visit (9 present).

In Hylte:

- 27 January 2004 Hylte local authority meeting to inform Hylte businesses about BESST (40 present)
- 28 March to 1 April the Project Team meeting and the first Business-to-Business Exchange (total 35 participants).
- Various follow-up meetings (see 4h below) to discuss involvement in specific aspects of BESST also included briefing on the BESST project as a whole.

In Fyresdal:

- 17 March, Fyresdal Kommune presented the BESST project to local tourist-group and other interested locals (40 present)
- 18 March FK meeting with Innovasjon Norge and Fylkesmannen regarding partnership agreement for participation and funding for BESST project and other local projects (12 present)
- 29 April, FK meeting held for FK administration and the Fyresdal businesses that went to Hylte in March. Information on the project so far, and feedback following Hylte event (10 present)
- 11/24 May and 10 June, Meeting, local dairy group (6 present)
- 18 May, BESST presented to the teachers at local school (25 present)
- 28 May, Monica Solyst went to a regional food seminar event at Rauland. The BESST project was introduced as a tool to help small-scale producers to get started (70 present, including Minister of Agriculture, Lars Sponheim)
- 8 June, participating in national meeting about tourism and forestry, BESST mentioned (150 present)
- 14 June, Seminar with Fylkesmannen i Telemark, BESST presented (20 present)
- 16 June, FK meeting for FK administration and BESST-group. Invitation to join the project and work-shops on what's special in Fyresdal (27 present)
- 25 June, meeting with neighbour municipality, cooperation about wilderness tourism, BESST presented (5 present)

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

1. **The Peak District NPA has acted as co-ordinator for all administration work for the Project as a whole and has initiated implementation of BESST activities in the Peak District. PDNPA hosted the Project team meeting in September 2003. The Project Leader attended the Lead Partner Seminars in January (Leeds) and June (Goteborg) and passed key points to the partners.**
2. **Hylte Kommun organised the Project Team meeting in Hylte in March 2004, including the first Business-to-Business exchange. Hylte exhibited at the Tourism Fair in Goteborg in March 2004 and included information on the BESST Project. Hylte has decided on its two new tourism offers based on important local legendary or historic characters – Elias Fries and Ebbe Skammelson.**
3. **Fyresdal Kommune held a first meeting on 16 June 2004 involving 12 different local businesses to act as the core group in taking the BESST project forward. This meeting included workshop sessions to share ideas on 'What is special about Fyresdal'. Fyresdal has also been involved in many other meetings at local, regional and National levels to promote the BESST concept (see 4j above).**
4. **The University of Derby has been commissioned to work with graphic designers to produce a BESST logo. Draft ideas were shared with partners. The University is also working on the proposed BESST website with the aim of setting it up in a test operational stage in September 2004.**

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

As described above, close links have already been established with a cross-section of businesses in all three areas. In addition other links have been made with other organisations who have agreed to support the implementation of the BESST Project. Details are as follows:

1. In the Peak District links have been made to

- i) **The Joint PD Tourism Marketing Initiative – to discuss web links and inclusion of BESST in PD tourism publications.**
- ii) **The footpaths maintenance team – to discuss BESST footpath networks.**
- iii) **The Cultural Heritage service - to decide routes for the BESST footpaths project to link sites of heritage importance and to discuss a BESST walks guidebook.**
- iv) **The County Highway Authority - to agree a new 'Trails Triangle' - a 50 km cycling circuit.**
- v) **High Peak Borough Council – to agree partner participation at the Great Peak District Fair in October 2004**

2. In Fyresdal links have been made to:

- i) **The local Tourist Office (Ragnhild Berge) – discussions about marketing and inclusion of BESST in local brochure**
- ii) **Øyvind Skar – to make better signs for already existing footpaths**
- iii) **Gimle Skule, local school, entrepreneurship opportunities**
- iv) **Faun Naturforvaltning – fishing tourism**

3. In Hylte meetings have been held with potential sub-partners

- i) **The Halland Regional Development Council – to discuss cooperation, funding and GPS**
- ii) **The Hylte fishing group – to discuss GPS**
- iii) **Regional tourist council for Halland – to discuss quality marking**
- iv) **Members of the local societies in Unnaryd, Jälluntofta, Femsjö and Rydöbruk – to discuss different projects for the BESST Development fund.**

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

The activities recorded above show that the BESST concept and the ideas for implementing it have been widely shared at local, regional and national level. Some key points are...

1. In the Peak District the central government has agreed to fund the BESST project through ODPM. Reports on the project have been to an existing consortium which is co-ordinating action on a closely related Objective 2 ERDF Programme – 'The New Environmental Economy'. This includes over 20 organisations drawn from central government agencies, the regional development agency and local authorities.

2. In Hylte the Halland County administration is being involved in the tourism promotion and the Ecolabelling elements of BESST and is considering using Hylte as a pilot area for a future possible county-wide approach....

3. In Fyresdal discussions have been held on potential national and regional involvement in BESST. At regional level a partnership agreement is now under negotiation with Fylkesmenn i Telemark. Discussions about funding have also been held with Innovasjon Norge (national development fund agency).

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

1. The Hylte Team meeting in March 2004 was attended by Trine Sumborg from NS Rural (another North Sea Interreg project that the our Offer letter requires us to liaise with). Contacts have been maintained with the URBAL and FLOWS projects.

2. Contacts have also been received from other international projects already participating in, or hoping to participate in, other Interreg projects including projects based in Austria, Italy, Majorca, Ireland.

3. Initial ideas for linking BESST to projects being developed in the Baltic Programme Area are being followed up by Hylte Kommun.

4. BESST had its own stand at the North Sea Conference in Goteborg in June 2004 as one of several Interreg Projects presenting their work. One visitor was the EC's Director General for ERDF. Many other visitors were from other Interreg Projects.

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

Press releases have been issued in all three partner areas as follows:

1. In the Peak District a press release was issued on 2 February 2004 explaining the purpose of the project, the partners and the funding. It was used by four local newspapers.

2. In Hylte three different articles have been published in Hallandsposten the local daily newspaper.

Article 1. Project approved (Jan 2004)

Article 2. Meeting with tourist entrepreneurs in the area (Jan 2004)

Article 3. Business to business seminar in Hylte (March 2004)

3. In Fyresdal extensive press coverage has been generated resulting in over 20 different articles being published. The most important have been:

i) Varden (Telemark County newspaper), 7 Jan 2004 – Press release on project, interviews in paper.

ii) TA (Telemark County newspaper), 7 Jan 2004 – press release on project, interviews in paper

iii) VTB (West-Telemark newspaper), 8 Jan 2004– extensive interviews and celebration of project

iv) Dagens næringsliv (National financial newspaper), 24 and 25 April 2004 – Story on the Dutch people moving to Fyresdal, BESST mentioned as a positive feature for the kommune

v) www.interreg.no - long article on updates on the project and on the component 3 meeting at Kvipt in Fyresdal

Comments:

5. Completion of a phase			
a) State what phase has been completed and its starting and completion date			
Phase	One		
Start	September 2003	Completion	June 2004
Project related issues:			
b) What have been the main outcomes and results of the completed phase? Project Team established and working procedures agreed. Legal Agreement confirming the BESST partnership negotiated and signed by all four partners			
c) What have been the main benefits and difficulties of working transnationally in this phase? Benefits - Seeing project management from different perspectives and traditions Difficulties - The lack of a standard format for Interreg partnership agreements			
d) How has this phase contributed to the aim and objectives of the project, as they were stated in the Application Form? We now have a solid basis for mutual understanding of the issues in the different partner areas. We have an agreed method of working that has successfully organised two Project Team meetings and disseminated agreed conclusions with no subsequent difficulties. Private businesses have already been successfully engaged in the project with representation from several different business sectors involved directly or indirectly in small-scale tourism. Contacts have been established at local, regional and national level which will be invaluable in later stages of the BESST project.			
Programme related issues:			
e) How have spatial development issues been taken into consideration in this phase? We have established mechanisms for agreeing future actions and have agreed the themes to be followed through in subsequent work. Several of these actions have a direct spatial development aspect (eg walking/riding/cycling routes). All aspects of BESST have an indirect spatial development impact as the BESST activities are all aimed at stimulating economic development in environmentally friendly ways			
f) How have environmental, social and economic issues been taken into consideration and integrated? Integration of these three issues is fundamental to the BESST concept. This has been readily accepted as a useful approach to follow in public sector work in the three areas. It has also begun to animate local businesses by giving them ideas and inspiration in taking their enterprises forward on the basis of the 'BESST Spiral'.			
Comments:			

6 Enclosures		
	Description	No. of pages/photographs
1.	Notes of Project Team meeting 31/8- 3/9 2003	9 pages
2.	Press Release from PDNPA 2/2/04	2 pages
3.	Notes of Project Team meeting 29 March –1 April 2004 Administration Issues	5 pages
4.	Notes of Project Team Meeting 28 March – 1 April 2004 – Components and Activities	5 pages
5.	BESST Business-to-Business Exchange 29 March – 1 April 2004 – Synopsis of Peak District Experiences	6 pages
6.	BESST in Hylte March 2004. A photographic record	5 pages.....
7.	BESST Information leaflet used at Goteborg Tourism Fair in March 2004 and at the North Sea Conference in June 2004	4 pages when folded
8.	Kva er Spesielt? Presentation used at Kvipt business meeting in Fyresdal 16 June 2004	5 pages
9.		

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.

This has been completed for Activity Indicators 1-5 (see BESST application form section 6.1) and for some of the other indicators. It uses information from the above report adding together the activities by all four partners. The individual contributions from each partner are given in brackets after the totals (PD = Peak District National Park Authority, U = University of Derby, F = Fyresdal Kommune, H = Hylte Kommun). As we have only just started to involve businesses it is too soon to expect outputs from business activity responding to the BESST concept.