

An Introduction to EXPERIENCE COAST



EXPERIENCE
MARAZION
& PENZANCE

Interreg 
France (Channel
Manche) England
EXPERIENCE
European Regional Development Fund


EUROPEAN UNION
European Regional
Development Fund

 **CORNWALL
COUNCIL**
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Project Summary

EXPERIENCE BUSINESS BOUNDARIES



Primary locations



Secondary locations



- A **€23.3 million** project involving **six areas** of the **Channel region**
- A four-year project (until 2023) co-financed by **ERDF & Cornwall Council**
- Cornwall has **€2.8million** investment designated to the **Penzance** area
- A project promoting **off-season sustainable tourism**
- Supporting **sustainable economic growth**

Business Engagement & Product Development



- **Support local businesses to create sustainable cultural itineraries and experiences**
- **Focused on developing experiences, activities, & itineraries**
- **Suitable for Oct – March period**
- **Stay local & travel green**

Marketing

- Deliver focused **marketing** to communicate the new offer

- Drive **responsible visitor numbers** during **Oct – Mar** period

- Opportunities to feature in **marketing and itineraries**

- All experiences must satisfy a **sustainable cultural criteria**

The screenshot shows the Penzance website with a navigation bar including 'Itineraries', 'Book Experiences', 'Stay', 'Inspiration', 'Getting around', 'Positive impact', and 'About us'. The main banner features a coastal scene with driftwood and the text 'Out of season into culture'. Below this, the 'CULTURAL ACTIVITIES IN PENZANCE' section is highlighted, followed by a paragraph about the area's creative scene and a call to action to 'Experience the culture of Penzance'. At the bottom, there are three small images with captions: 'The great indoors', 'The maker's break', and 'Artistic Heritage'. The footer includes logos for the European Union, Interreg, and Cornwall Council.

This screenshot displays the 'Experiences in Penzance' section, which includes a sub-header 'WHAT TO DO IN PENZANCE OFF SEASON' and a paragraph encouraging visitors to check out itineraries. Below this is a grid of featured experiences, each with a title, description, and a 'Find out more' link. The experiences listed are: Tolcarne Inn Seafood in Newlyn, The Shore Fish Tasting Menu, 45 Queen St Creative Plates and Cocktails, St Just Café Dog and Rabbit, Newlyn Newlyn School of Art, Lavenders Cornish Bakery, and Newlyn Argoe Restaurant. The footer of this section includes a 'FILTER THE LIST' dropdown menu with options for 'ALL', 'ADVENTURE', 'COAST', 'CULTURE', 'ENVIRONMENT', 'FEAST', and 'HERITAGE'.

Experience Development



What Your Experience Should Include

THE STORY

It starts by establishing YOUR story of the experience

People

Who will lead?

Who will you work with?

Who else will your guests interact with?

What are your expertise and passions?

Place

Where are you planning to take your guests?

Are you giving access to a location or venue they wouldn't have access to unless they were doing this experience?

Is this place memorable?

Participation

What will your guests do?

What hands-on activities are you including in your experience?

Who will be leading these activities?

Are your activities memorable?

Case Study: Geo & Fizz

With its striking art deco style, Jubilee Pool is the perfect place to enjoy the benefits of a saltwater dip without the chill. Their geothermal pool, which was completed in 2020, is heated to 30-35 degrees by water from an underground well.

The Geo & Fizz events are a wonderful way to warm up. Enjoy a relaxing dip in the geothermally heated pool with a glass of fizz. It's an atmospheric way to experience the UK's largest seawater lido.



Case Study: Hook & Cook

In this half-day rock fishing trip, Justin at Hook & Cook will guide you to the best fishing spots in West Cornwall.

He'll show you how to use your lure and keep or release any fish you catch. With mackerel, pollock and sea bass found in the area, it's a great way to find a new connection to the coast and your food.



Ideas

- Explore the shore and learn about the wildlife with a marine biologist
- Join an expert forager and discover what dishes can be cooked with seaweeds
- Hike the coast path with a tour guide and discover hidden beaches & coves



Create Your Own Experience

What is your offer?

People

Place

Participation

To find out more email:

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Get in touch!

