

An Introduction to EXPERIENCE Environment



**EXPERIENCE
MARAZION
& PENZANCE**

Interreg 
France (Channel) 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 displayed, 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.

The screenshot shows the 'Experiences in Penzance' section of the website. It features a header with 'FILTER THE LIST' and tabs for 'ALL', 'ADVENTURE', 'COAST', 'CULTURE', 'ENVIRONMENT', 'FEAST', and 'HERITAGE'. The main heading is 'Experiences in Penzance', followed by a subheading 'Have you been inspired to experience the Penzance area beyond summer? With foraging experts, tour providers, artists, storytellers and more, this is the directory you need to create your out of season adventure.' Below this is a section titled 'WHAT TO DO IN PENZANCE OFF SEASON' with a paragraph encouraging visitors to check out itineraries. The bottom part of the page features a grid of featured experiences, each with a title, a brief 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.

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: Be a Rebel Farmer

Go on an inspiring journey, sample incredible organic local produce and learn how to grow your own, all-year-round.

Over the day, you'll discover how our Rebel Farmers ditched their frantic city lives to start a farm from scratch in Kent, discovering the diverse array of produce that can be grown while encouraging biodiversity.

Work on the farm harvesting vegetables or sowing seeds and tuck into a freshly prepared lunch featuring seasonal, locally-grown produce, both from the plot and from some of Kent's best producers and maker

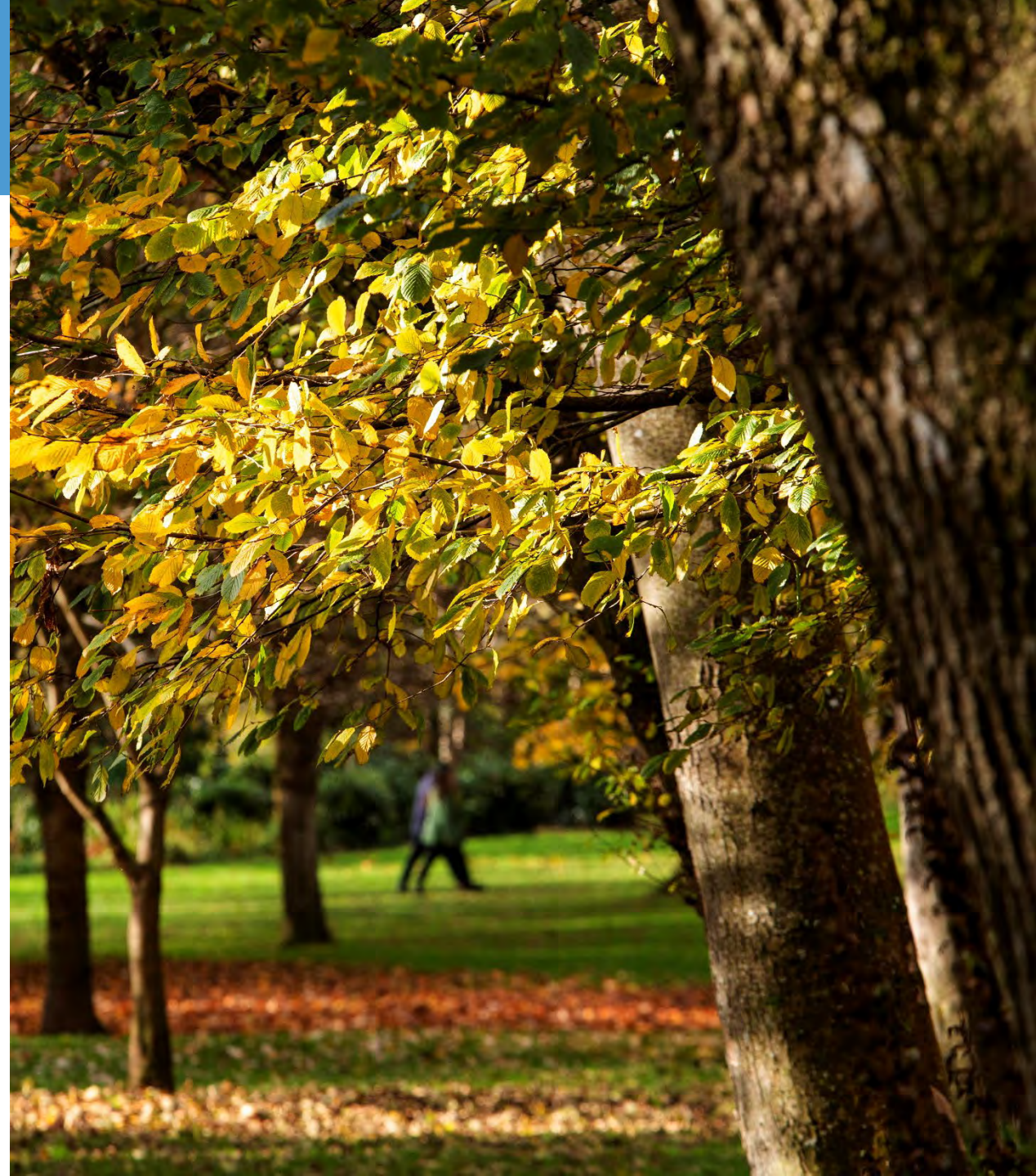


Case Study: FOREST BATHING

Step into an ancient woodland and immerse yourself in nature with the magical wellbeing practice of Forest Bathing and a relaxing wild tea circle.

An expert guide will meet you at Staffhurst Wood and take you on a peaceful journey through an ancient woodland. Along the way you will be offered invitations for mindful ways you can connect with Nature and boost your health and wellbeing.

After the walk, we gather in circle around a campfire where you can relax and reflect with wild tea and plant-based snacks



Ideas

- **Beach clean with marine wildlife expert**
- **Make your own plant-based lunch**
- **Woodworking workshop in local woodland**
- **E-bike ride with sea swimming session**



Create Your Own Experience

What is your offer?

People

Place

Participation

To find out more email:

[experiencepenzance@
cornwall.gov.uk](mailto:experiencepenzance@cornwall.gov.uk)

Get in touch!

