

# EXPERIENCE MARAZION & PENZANCE



Aerial view Jubilee Pool -  
Simon Rickwood, Bang Bang Creative



Find out  
more about  
**EXPERIENCE**  
and how your  
business can  
get involved

## BUSINESS ENGAGEMENT PROGRAMME

A sustainable cultural tourism project  
extending the traditional visitor season

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

  
**EUROPEAN UNION**  
European Regional  
Development Fund

 **CORNWALL  
COUNCIL**  
*one and all • omen hag oll*

# INTRODUCING EXPERIENCE

**EXPERIENCE** is a tourism strategy to extend the traditional season and encourage visitors during the quieter months (October – March)

By supporting businesses in the Penzance (and surrounding areas) to create new or adapted sustainable cultural experiences for the autumn and winter period.

The project aims to move towards a sustainable cultural tourism model, providing a new perspective of the cultural heritage and identity of a place, leaving a positive impact for both local communities and visitors alike.

**EXPERIENCE** will create a tourism strategy shift from a destination model to a sustainable cultural tourism approach. Striking a balance between economic development and the protection of cultural heritage and the natural environment.

## Sustainable Cultural Tourism

Tourism naturally encourages engagement with the cultural identity of an area, but it also brings challenges related to overcrowding. The sector brings money into the region, but it can also be damaging to community life and the natural environment. Sustainable cultural tourism aims to find the balance between the two, encouraging visitors to engage with the cultural identity and location in a sustainable and respectable way.

Collaboration between the tourism and culture industry is vital to achieve this goal, with community input throughout.

*“Experiences are the main reason for 1 in 7 decisions to go on holiday”*

**Visit Britain** – Experience Research 2019



Prom Stones - Craig Pedley

## What is experiential tourism?

Experiential tourism is a specific approach of sustainable cultural tourism. Trends show that travellers are increasingly seeking experiences in which they feel a sense of adventure and discovery, by immersing themselves in new cultures and exploring local foods, activities and arts - known as 'experiential tourism'.



*With Penzance's strong sense of identity, rich culture and green pioneering outlook, it naturally lends itself to an invigorated approach to tourism.*



Covid-19 has forced a reset to the traditional tourism approach and this recovery period provides an opportunity to evolve to a sustainable economic model for the area. By inviting visitors to become part of the local environment and become an active participant in the destination, it encourages a level of participation that draws people into cultures, communities and the outdoors; leaving a positive impact on the area.



## Penzance's distinct identity



Distinctively Cornish, real, honest, working, strong, hardy.



Loved, atmospheric, historic, enduring, proud.



Bohemian, creative, artistic, thriving, vibrant.



Ground-breaking, adventurous, green, daring.



Culturally important.

# CORNWALL'S FOCUS

In Cornwall, the EXPERIENCE project investment is focused in the Penzance and surrounding areas.

The project will draw out the unique cultural assets the area has to offer, including the cycling offer to attract visitors who will engage respectfully with the distinct identity of place, particularly during the quieter season.

The project will take the pilot area through a process of engagement, training and product development to adapt existing experiences or create new sustainable cultural experiences to appeal to visitors during the quieter months.

## Funding

Due to run until June 2023, the project is co-funded by the European Regional Development Fund (ERDF) through the Interreg France (Channel) England Programme under the Natural and Cultural Heritage funding category.

Of the €16.1m ERDF committed to the total project, €1.9m is allocated to Cornwall Council, which is investing a further €0.9m.

Cornwall's investment is focused in the Penzance area.



# THE DELIVERABLES



**TAILORED BUSINESS TRAINING** to support the development of a sustainable cultural tourism model in the area.



**HAND'S ON BUSINESS SUPPORT** to guide businesses to create bookable experiences and itineraries.



**AN OPTIONS ANALYSIS REPORT** identifying target audiences and themes for cultural experiences.



**A COMPREHENSIVE UPGRADE OF THE MARAZION – PENZANCE COAST PATH** to create a multi-use resilient path.



**CREATION OF A "STAR EXPERIENCE" ALONG THE MOUNT'S BAY COAST PATH** – consisting of upgrade and the installation of an arts trail, which will create an iconic focal point for visitors to the path that deepens their connection with the place.



**DELIVERY OF A TARGETED MARKETING STRATEGY** to reach new audiences and encourage visits during the October to March period.



**SUPPORT THE DEVELOPMENT OF A CYCLING TOURISM STRATEGY** for the area and encouraging green transportation.



**ENGAGING WITH LOCAL RESIDENTS** to ensure it leaves a positive impact.



**REGULAR VISITOR, BUSINESS AND RESIDENT RESEARCH** that ensures the project is delivering for both residents and visitors.

EXPERIENCE  
MARAZION  
& PENZANCE

# HOW CAN EXPERIENCE BENEFIT YOUR ORGANISATION?

We're looking to create a network of organisations from the tourism and cultural sector in the Penzance and surrounding areas to work together towards the sustainable cultural tourism approach and adapt or develop new tourism products that fit a sustainable culture criteria for the quieter months.

...

**If you have a great idea** *for a new experience, a business collaboration idea or an existing offer, which could be adapted for a new audience/season, this programme could help you turn it into reality.*

...





# WHAT ARE THE POTENTIAL BENEFITS TO YOUR BUSINESS?

Mounts Bay Path  
- Simon Rickwood,  
Bang Bang Creative

## Strategic

**JOIN A NETWORK OF LIKE-MINDED ORGANISATIONS** looking to sustainably evolve and explore ways to collaborate or find new ways to do business.

**GUIDANCE ON CAPITALISING ON CYCLING, SUSTAINABLE CULTURAL AND EXPERIENTIAL TOURISM OPPORTUNITIES.**

**ACCESS TO FREE BUSINESS TRAINING** to adapt post-Covid, harness sustainable cultural and experiential tourism opportunities.

**HANDS-ON GUIDANCE TO CREATING SUSTAINABLE CULTURAL EXPERIENCES.**

**IMPROVE CYCLE-FRIENDLY CREDENTIALS AND ENCOURAGE GREEN TRAVEL**, by becoming a Cycling UK accredited business.

**ACCESS TO THE COMMISSIONED OPTIONS ANALYSIS REPORT.**

**ACCESS TO RESEARCH DATA** that will help inform business development within the sustainable cultural tourism agenda.

## Marketing

**FEATURE IN A MARKETING STRATEGY AND ITINERARIES** that promote the area to responsible visitors.

**ALL EXPERIENCES MUST SATISFY A SUSTAINABLE CULTURAL CRITERIA.** If it satisfies this criteria, the experience will join a directory that will be promoted via a central platform that promotes ease of booking.

**A SELECTION OF EXPERIENCES** (based on how closely it meets the criteria and brief) **MAY HAVE ACCESS TO ADDITIONAL MARKETING BENEFITS:**

- Bespoke promotional photography that will be free to use on promotional channels
- Inclusion in itineraries that will be promoted to both domestic and European visitors
- Inclusion in a PR consumer destination campaign
- Inclusion in marketing materials
- Inclusion in attendance at trade fairs

# WHO CAN TAKE PART?

**EXPERIENCE** is open to businesses operating in the Penzance and surrounding areas with an interest in sustainable cultural, experiential and/or cycle tourism.

We're looking to work with a variety of organisations who offer accommodation and experiences, but they must satisfy the project's criteria.

- Operating in the Penzance and surrounding area \*priority given to Penzance, Marazion & Newlyn organisations
- The business/experience should be open and operating in October to March or has the potential to do so.
- The business/experience must demonstrate a link to the natural environment or local culture. It must be culturally authentic.
- The business/experience must be sustainable and respectful of the natural environment (using sustainable resources, promoting green travel, limits air pollution, using recyclable goods etc.)
- The business/experience must connect with the community and if possible, help to contribute to the wellbeing of residents.
- Wherever possible, the business/experience should maximise a local supply chain.
- The business must provide a clear overview of their offer/experience with the criteria in mind.



- The business must have internal skills to take the experience to market, including an online presence and any financials to run the experience.
- The business must be willing to provide a form or measurement for research purposes.
- The business must be willing to be involved with the marketing campaign.

*Cornwall Council reserve the right to change some of the criteria during the project.*

...  
*If your business is operating in the quieter season already or has the potential to do so, interested in sustainable tourism and has a link to the natural environment or local culture, then you should get involved. ...*

## How do I get involved?

- Sign up to the **EXPERIENCE NEWSLETTER** to stay up to date on the project's progression and ways to get involved.
- Take part in the initial **BUSINESS SKILLS SURVEY**, which will help create tailored training designed for your business needs.
- Attend free sustainable cultural tourism training sessions – sign up to the **EXPERIENCE NEWSLETTER** for updates on dates.
- Submit your **sustainable cultural experience idea** to be considered for inclusion in marketing strategy. Email **experiencepenzance@cornwall.gov.uk** and register your interest. The team will send you an application form to complete.
- We are also collating information on **suitable accommodation providers** to feature in the directory/itineraries. Email **experiencepenzance@cornwall.gov.uk** and express your interest.

## GET IN TOUCH

The **EXPERIENCE** project team will be happy to answer any enquiries in regard to the project.

To get in touch, please email **experiencepenzance@cornwall.gov.uk**

Cornwall Council reserve the right to change some of the deliverables and criteria during the project.



Lone cyclist- Simon Stuart Miller