

Recovery and Resilience: A Disruptive Opportunity for Extraordinary Change?

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Interreg 
France (Channel) England
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COUNCIL
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www.coastproject.co.uk

news

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wrens: small, noisy and very territorial!

|| < >



contagious change

view all



refugee crisis

The refugee crisis is a human manifestation of all the wrongs that we are allowing to happen in the world. And it's happening on our watch.

By manda

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Our Members

3299 joined so far

Latest: Lisa, Dublin

welcome to coast

You've made it to our remarkable on-line network (with members from cake-makers to photographers, campsites to recycling collectors, community groups, hotels, colleges, universities, beach cafes, designers and beer brewers) which makes an art form out of collaborating and a Particular Point of *inspiring change*, to make sure tourism fires up social, economic and environmental Good Stuff for us all. And that ranges from just hooking yourself into the network, or using our experience and support in a bespoke training session where you are.



change

Our current environment is
Volatile
Uncertain
Complex and
Ambiguous



lifetime



lifetime

1910

2019

time

Credit: Francesa Pick,
GreaterThan



SENIOR CENTER

**WEAR A MASK
WASH YOUR HANDS
SOCIAL DISTANCE
STAY SAFE**

COME JOIN US





Global wildlife populations fall 60% as WWF declares state of emergency for natural world

Conservationists have issued a demand for urgent international action after a major report uncovered an unprecedented crisis in nature that threatens to devastate...

 Telegraph Breaking News

Oct 29, 2018

 Maria Casey    #PeoplesVote #FinalSay and 3 others Retweeted



WWF UK  @wwf_uk · 6h

#BREAKING: 60% global wildlife declines show nature needs life support. We're living beyond the planet's means and wiping out life on Earth in the process. It's time for everyone - countries, businesses, consumers - to join the **#FightForYourWorld**. **#LPR2018**



Living Planet Report 2018 | WWF

The Living Planet Report 2018 shows that wildlife populations have declined by over half in less than 50 years.

www.wwf.org.uk

 15

 435

 326



200 species being lost every day right now.



So when it
comes to
the visitor
economy...

“Tourism can warm
your home; *or it can
burn down your house.*”



And when it
comes to
recovery.....

It needs to
be the
right one.





So if we are truly onen hag oll...





1. determined *collaboration*
2. fabulous *communication*
3. courageous *critical thinking*
4. *host community* not just “destination”
5. clearly *climate canny*



When it comes to recovery and resilience:

1: we collaborate, not compete

EXPERIENCE has the opportunity to encourage deep collaboration between peers, and across sectors





2: communication and networking
B2B; and with our visitors





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5 ways to be the
best sort of visitor
small steps...big impacts



coast visitor charter

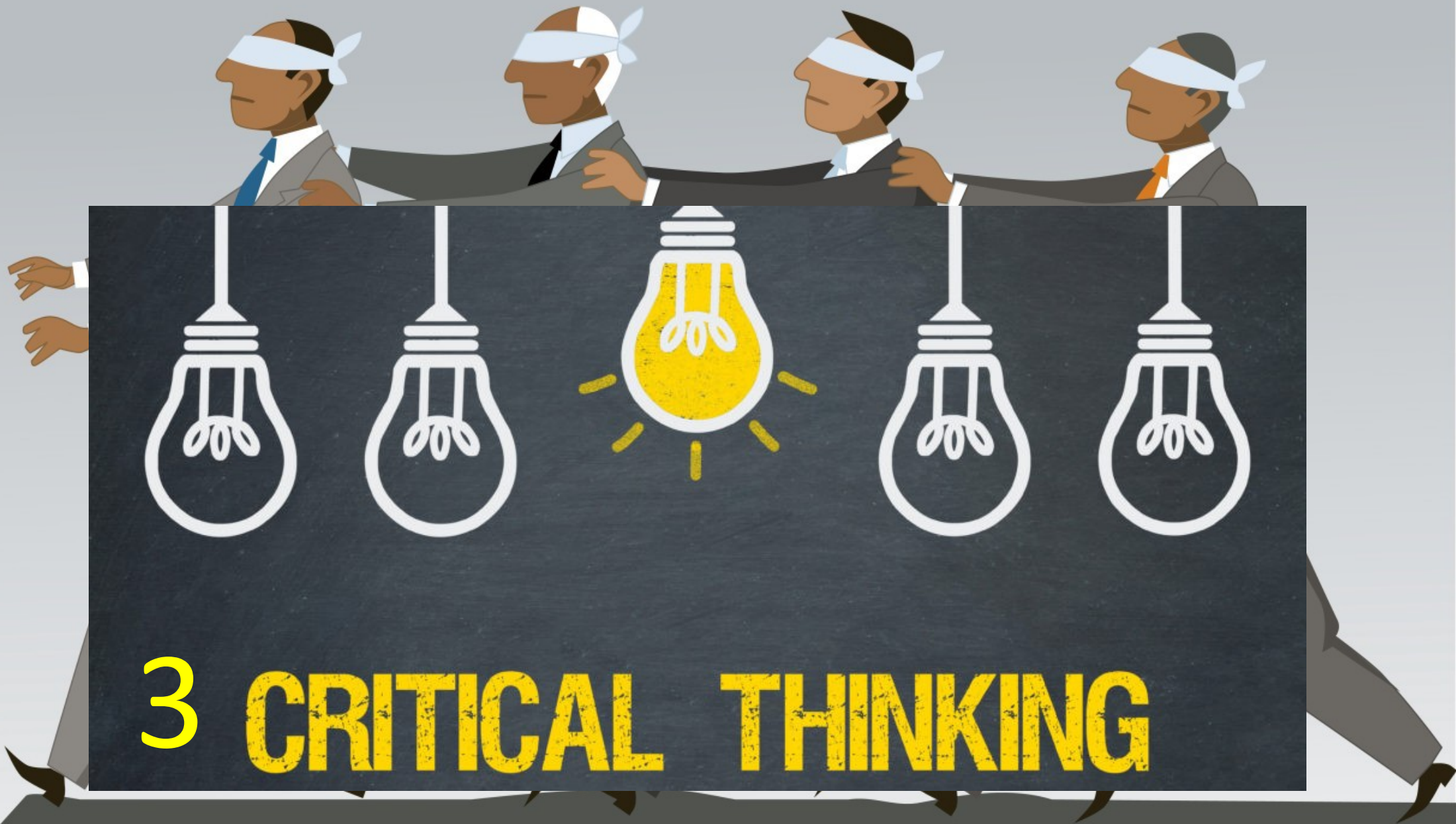


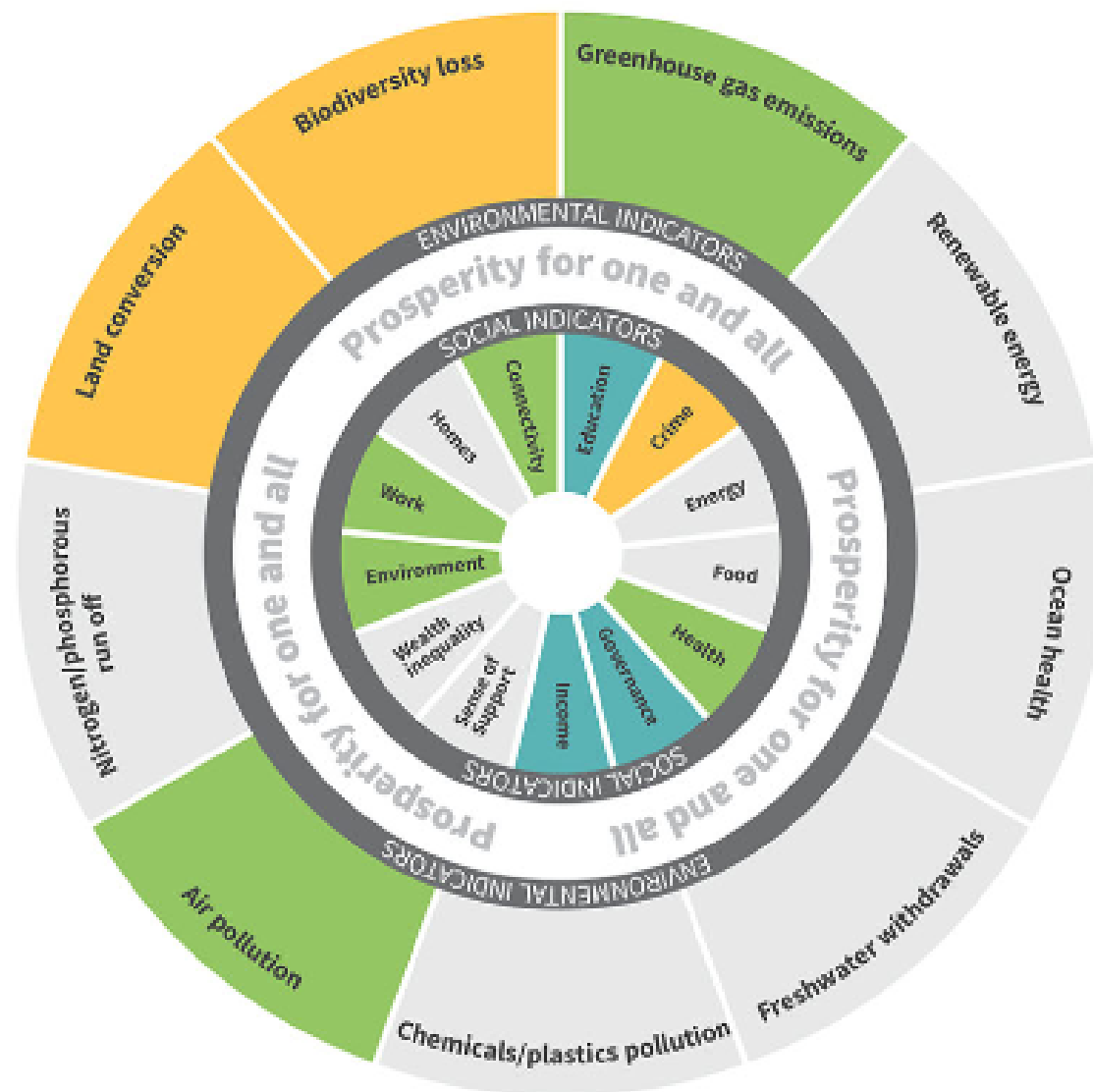


Visitor Charter

Wherever we go, and whatever we do, we have an impact. Our Visitor Charter gives you 5 simple ways to make sure your visit to the Tin Coast is a positive one.







The Saints Trail is designed with active travel in mind so has been given a score of 5 for the categories of air pollution and greenhouse gas emissions. Although land will be converted from green field in a few places, it is not all quality land and there is a full environmental impact assessment in place and mitigations planned to replace the biodiversity lost, in time.

Evidence from similar schemes shows substantial numbers of jobs created. There will also be educational signs along the trails to enable people to learn about the local historical features and environment. Although there is the possibility that opening up previously inaccessible areas of land to the public may make it possible to misuse the land, this is far outweighed by the huge health benefits and enjoyments of the local environment that will be gained by residents and visitors alike.



Penzance named best UK town for bringing its community together

'Community engagement and participation sits at the heart of the approach to turn around Penzance's fortunes'

4: host community

The [Cornish](#) seaside town won an international award for urbanism against strong competition from Dundee and Brighton, after being named the winner of The Great Town award in the annual 2020 Urbanism Awards with Porto winning the coveted European City of the Year title.

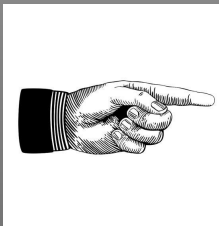
The Cornish town, the only one in the Duchy to win in any of the five categories was praised for its work to 'prioritise strong and meaningful relationships with the community'.

Penzance was able to impress the Academy with a long list of recent initiatives from being the first community in the UK to be awarded Plastic Free Community status, carrying out a successful campaign against anti-social behaviour or restoring Jubilee Pool.



1: Opportunity for experiential tourism to come into its own: to live with, and like, a local

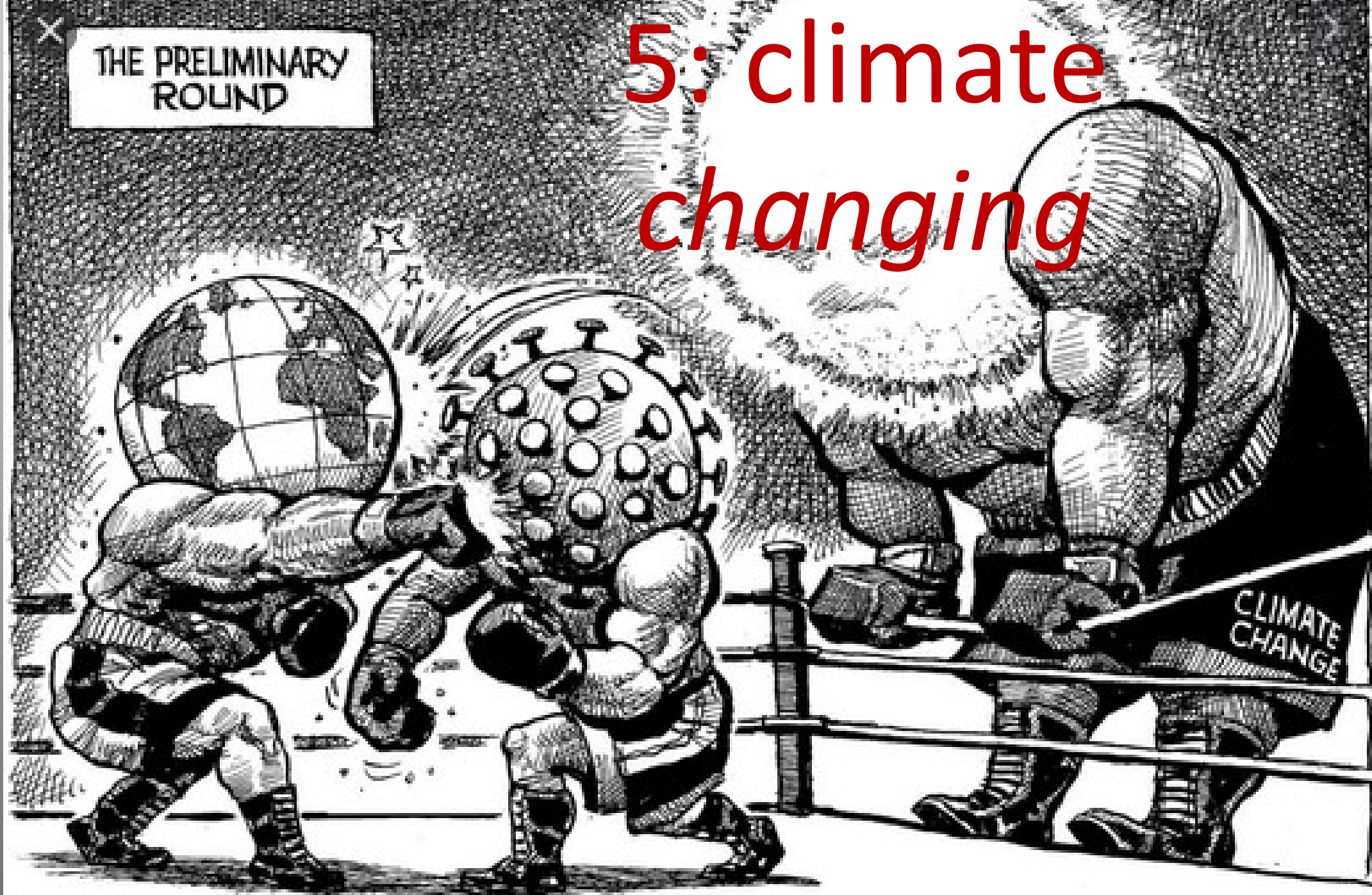
2: Opportunity for world class communication between community and visitor economy



***Tourism as a shared endeavour,
experience, and benefit***

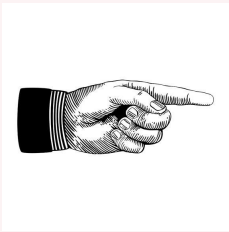


5: climate *changing*



THE PRELIMINARY
ROUND





5


Come be climate canny with us

We're working hard to face the impact of climate change, and our role in it. So we can tell you how to see our imagination-defying wildlife, vast ocean, ancient landscape and rich history in a way that never damages. Switch off your worries, your devices and the light switch (you get to see the stars better that way).

Come and love this place. Be fully present. Honour its past, love its present, preserve its future.





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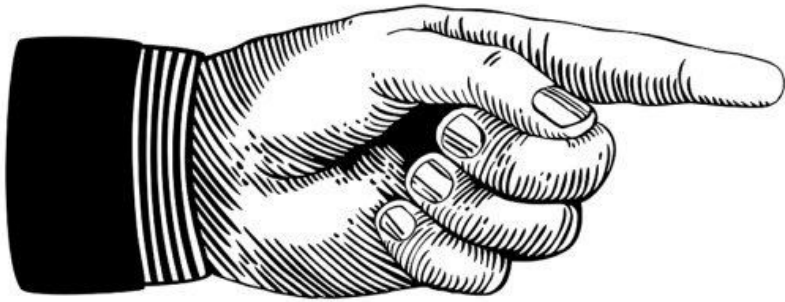
here to help

business support

sharing is caring,
stick it on...

Working with Cornwall's sustainable tourism wise elders....





Recovery and resilience:



Thanks for listening.
Manda Brookman

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