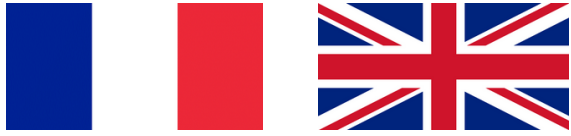


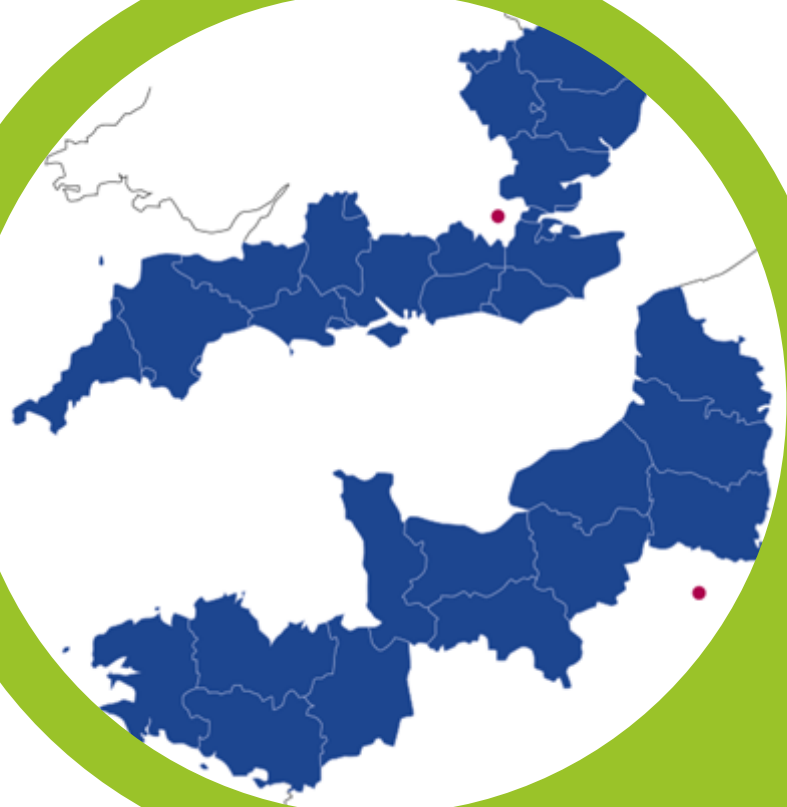
**SPECIFIC  
OBJECTIVE 3.1  
NATURAL AND  
CULTURAL  
HERITAGE**



# ABOUT THE PROGRAMME



The Programme is worth €315 million, with €223 million coming for the European Regional Development Fund.



## EUROPEAN TERRITORIAL COOPERATION

The Interreg France (Channel) England programme is an example of a European Territorial Cooperation programme. These programmes exist all over Europe and help fund high quality economic development projects in border regions between different European countries. The projects aim to find common solutions to common problems which exist in multiple countries.

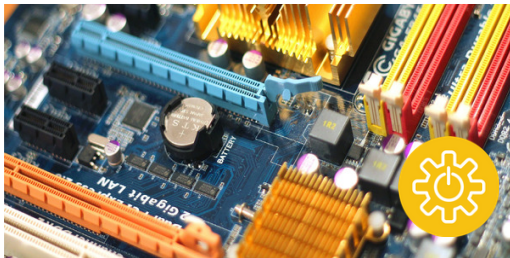
## PROGRAMME AREA

The France (Channel) England programme eligible area is either side of the English Channel including the South of England, stretching from Norfolk to Cornwall and the north coast of France, from Finistère to Pas-de-Calais. A map of the full Programme area can be found above.

# ABOUT THE PROGRAMME

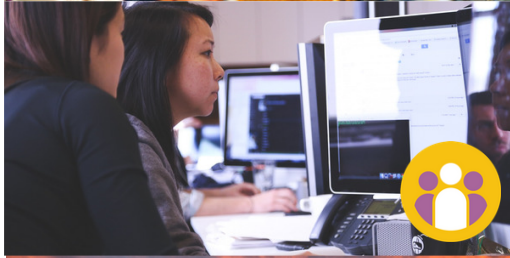
## Specific Objectives

The Programme has 3 Priorities divided into 5 Specific Objectives, which demonstrate the changes that the Programme plans to deliver within the eligible area.



### 1.1 Innovation

To increase the delivery and uptake of innovative products, processes, systems and services in shared smart specialisation sectors.



### 1.2 Social Innovation

To increase the quality and the effectiveness of service delivery to the most socially and economically disadvantaged groups through social innovation.



### 2.1 Low Carbon Technologies

To increase the development and uptake of existing or new low-carbon technologies in the sectors that have the highest potential for a reduction in greenhouse gas emissions.



### 3.1 Natural and Cultural Heritage

To realise the potential of the common natural and cultural assets to deliver innovative and sustainable growth.



### 3.2 Coastal and Transitional Water Ecosystems

To enhance and protect the coastal and transitional water ecosystems.

# ABOUT THE PROGRAMME

The Programme allows applicants to submit a project idea as either a regular project or a Micro Project. Below are some of the key details for each type of project.

## Regular Project

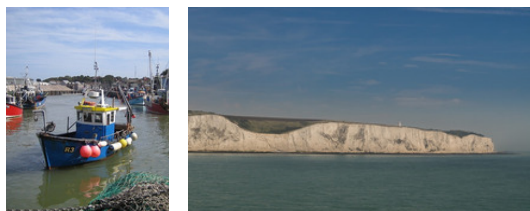
- European Regional Development Fund contribution of 69%
- No maximum budget for project
- No maximum length of project
- At least one partner from each country within the Programme area (no maximum)
- All legal entities are eligible
- New single phase application process
- Open call for applications.

Check out the calendar on our website for the call dates post 2017.

## Micro Project

- European Regional Development Fund contribution of 80%
- 500,000 euros maximum budget for a project (400,000 ERDF contribution)
- 27 months maximum length of project
- At least one partner from each country within the Programme area. A maximum of 5.
- Open to charities and organisations employing less than 50 people and whose annual turnover does not exceed 10 million euros and all local authorities (EN) and Collectivités Publiques (FR)
- One phase application process
- Two periods (calls) for submitting applications a year  
- Next call 10/10/2017 - 24/10/2017

# AN INTRODUCTION TO NATURAL AND CULTURAL HERITAGE



## What does the Programme want to achieve?

The focus of this Specific Objective is to develop the economic potential of the Programme's natural and cultural heritage. By investing in this Specific Objective, the Programme aims to improve the economic, environmental and social sustainability of the Programme's cultural and natural heritage.

This has the aim of increasing not only the regions appeal to visitors, but making it a more appealing place to live and work with the intention of attracting businesses and therefore jobs to the area.

## How can you contribute?

### Results and Output Indicators

As one of the requirements of the Programme is to deliver specific and measurable change, each Specific Objective is supported by several Output Indicators and one Result Indicator.

Project applications will need to achieve at least one of the Output Indicators and ensure that their project will support an increase in the value of the Result Indicator.

### Result Indicator

- Level of performance in the delivery of innovative and sustainable economic activities which enhance common cultural and natural assets.

### Output Indicator

- Increase in expected number of visits to supported sites of natural and cultural heritage.
- Number of innovative products/services that result from projects enhancing natural and cultural assets.

# AN INTRODUCTION TO NATURAL AND CULTURAL HERITAGE

## Example types of actions

### Proof of concept

- Develop joint marketing approaches and measures that strengthen the image and enhance the attractiveness of the Programme area as a destination of choice in worldwide marketplaces (for example, shared marketing approaches to attract new visitors and attract inward investment, and the development of digital technology)
- Jointly design approaches to increase employment in the cultural and natural sectors, and so enhance the attractiveness of the FCE area.
- Jointly design innovative methods for identifying the emergence of new sustainable tourist activities and adapting education/training schemes accordingly.

### Demonstration and testing

- Trialling and testing whether new marketing approaches, new cross-border events, or new cross-border tourism products can be successful
- Testing and demonstrating different approaches to enhancing natural and cultural heritage including the development of creative and cultural industries across the FCE area.

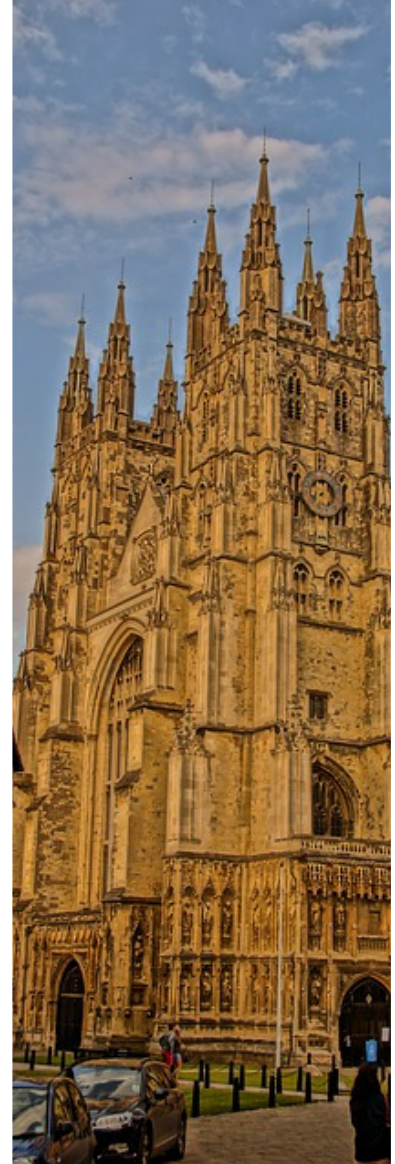
### Implementation

- Development of cross-border products and services for the tourism and cultural sectors, with a particular emphasis on supporting sustainable or eco-tourism.
- Implementation of actions that develop or enhance cross-border routes linked to, for example, common historical, geological, natural or existing heritage assets.
- Implementation of joint events or communication measures to increase interest and therefore use of the FCE area's natural and cultural assets.
- Delivery of joint training initiatives for natural and cultural heritage stakeholders and practitioners.
- Exchange of good practice and experience between public sector and economic development stakeholders to innovate and develop future policy on regeneration and service provision as well as enable the reuse of derelict buildings and industrial sites.
- Identify and deliver new products and services produced by cultural and creative industries, to enhance the attractiveness of natural and cultural assets.

# AN INTRODUCTION TO NATURAL AND CULTURAL HERITAGE

## Lessons learnt so far...

- A project that plans to work on tourism supported by our Programme will need to think not only in terms of increasing the number of visits to the area, but also increasing visitor spend and return visits, to ensure that there is a sustainable positive economic impact on the local businesses.
- When an increase in tourism is expected through the delivery of your project, you will need to explain what economic impact is anticipated (by calculating the expected spend according to the length of the stay (1 day, overnight, 1 week...), and this should take displacement into account.
- It is essential to set out the baseline of visitor numbers i.e the current situation. It is important to be able to distinguish between the total number of visitors to the site of natural and cultural heritage, from the additional visits resulting from the project, as the Programme output indicator focuses only on the increase in expected number of visits.



## Example Project Partners

- Third-sector, cultural and environmental organisations
- Universities / research centres working in partnership with the cultural sector
- Business and industry, trade associations, business networks, business intermediaries
- Local Authorities
- Tourist boards/offices and tourism development agencies
- Agencies/management bodies for sensitive and protected natural areas, organisations responsible for protecting and working with the environment.

# GOOD PRACTICE FOR PROJECT APPLICATIONS

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1

**Be innovative:** What will you be doing that has not been done before? How will you do it?

2

**Have a clear logic:** What is the need or demand that you have identified? What impact will it have? How will the result of the project deliver against a wider programme objective?

3

**Cross border cooperation:** Explain why you can not do your project without collaboration with organisations on the other side of the Channel.

4

**Creating strong partnerships:** What expertise and experience does each project partner bring?

5

**Do your research:** Look back - what has already been done? What is not working? Look forward - where will we be with this project by the end of it? Five years after the end?

6

**Contact your local facilitator:** Details of all the Programme facilitators can be found on the following page.



# HOW TO FIND PARTNERS

One of the challenges for any cross-border project is to find the right partners for your project. But we're here to help you with that!

If you need additional partners for your project then the first step is to contact your local facilitator and let them know what type of partner you are looking for. We have facilitators covering every region in the France (Channel) England area and they will use our network of partners to identify potential organisations that could be suitable for your project. Once we've helped you find the right organisations, our facilitators are also on hand to help you make that initial contact.

## Find a partner page

On our website there is a dedicated page for projects looking for partners. On this page, projects currently under development are invited to post their project on the website. We'll then contact you if we receive any interest from partners looking to join your project.

## Interested organisations page

We understand that not every organisation has the capacity to lead a cross-border project, so that's why we've created an 'interested organisations' page. This section is dedicated to organisations who may not have a project idea but are interested in cross-border collaboration and joining other projects in development.

This page is also a great way to find additional partners for your project, with a filter function allowing you to search by country and by Specific Objective.

### Local Facilitators



#### South West

[alexander.larter@norfolk.gov.uk](mailto:alexander.larter@norfolk.gov.uk)

#### South

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#### East

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Interreg VA France (Channel) England



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