



**Proposal of NEA2 Local Action**

**To send to the Thematic Coordinator**

<b>Name of the Partner</b>	North Devon+
<b>Thematic Working Group</b>	Economic
Number of the Local action (Number of the Partner + number of the action, for example: 26.1 is the local action 1 of the Partner N°26)	17,3
Title of the Local Action	Watersports Equipment Storage - Green Bus Travel (watersport equipment friendly)
Title and number of the Generic action corresponding to the concerned Local Action (For example 5.2 if the action concerns the generic action for disabled)	3,1
Objectives of the Local Action	<ol style="list-style-type: none"> <li>To Investigate the current provision of public transport with watersports equipment carriage facilities and equipment storage on beaches</li> <li>To identify opportunities in developing an eco-concept of sustainable bus transportation and storage facilities along the Atlantic Coast</li> </ol>
Target of the Local Action (public, key-players, venues,...)	General public, private, public and voluntary sectors
Descriptive summary of the Local Action: content, ...	People who do not have their own mode of transport find it difficult to access beaches or lakes to take part in regular watersports activities, especially if they want to take their own equipment with them. Purposely equipped public transport and storage facilities would reduce car journeys and make watersports more accessible to all. This action seeks to explore innovative approach to green transportation and storage facilities for watersports users along the Atlantic Coast.
The different steps in the implementation (with dates)	<ol style="list-style-type: none"> <li>Research example of good practice worldwide - Sept 2009</li> <li>Research demand for such scheme by conducting a short and user friendly survey through secondary schools and businesses - Nov 2009</li> <li>Start discussion with local bus companies and District and County Councils to explore possibilities - Jan 2010</li> <li>Writ-up an activity breakdown and future plan</li> </ol>
Other partners participating in the Region	TBC
Regional benefits of the local action	<ol style="list-style-type: none"> <li>Showcase innovative approach to green transport, protection of natural landscape and educating the younger generation to becoming less dependant on individual mode of transport</li> <li>Develop the concept of green surfing Trail along the South West coast, to begin with, between Devon and Cornwall</li> </ol>
Transnational benefits of the local action	<ol style="list-style-type: none"> <li>To learn from example of good practice</li> <li>To provide watersports users with Green Bus travel opportunities along the Atlantic Coast from one county to another and eventually from one country to another</li> </ol>
Methodology	<ol style="list-style-type: none"> <li>prepare database of all involved parties (schools, businesses, public and voluntary agencies)</li> <li>Design, develop and distribute questionnaire (survey monkey)</li> <li>Produce and disseminate research finding including desk research (example of good practice)</li> <li>Develop plan of action</li> </ol>
Documents that will result from the action	<ol style="list-style-type: none"> <li>Market research report from North Devon</li> <li>Desk research of watersports user friendly green transportation worldwide and storage facilities.</li> <li>If recognised as a possible initiative, a proposed action plan to develop the concept further</li> </ol>
Communication (progression, results,...)	<ol style="list-style-type: none"> <li>Appeal to the general public, secondary schools and businesses to take part in the survey via local media</li> <li>Result of survey made available to all partners on intranet</li> <li>Results to be disseminated to regional and national green transport publications, raising awareness of NEA2 project</li> <li>Regular progress update via internet (websites and media)</li> </ol>
Budget of the action: Nature of the expenses (human ressources, service suppliers, operational costs, travel and accomodation, meetings and seminars, promotion and dissemination, equipment, others) - Approximate budget of the action	<ol style="list-style-type: none"> <li>Human resources, operational costs, meeting and seminars, promotion and dissemination</li> <li>Approx £2000 to £3000</li> </ol>
Indicators	<ol style="list-style-type: none"> <li>number of respondants for survey</li> <li>number of local businesses and agencies developing the concept</li> <li>1X report with recommendations</li> </ol>