

	<ul style="list-style-type: none"> <li>• Again, marketing may be required to ensure project can fully engage the business sector in the initiative</li> </ul>
Successful example(s) from elsewhere	<ul style="list-style-type: none"> <li>• Enterprise Academy forms an element of the Alliance LEGI programme. This is a virtual academy providing students with information and courses on starting a business and various skills required such as management, marketing and finance. Teachers will be trained in business issues while the presence of business people in schools will be encouraged. <a href="http://www.neighbourhood.gov.uk/page.asp?id=1612">http://www.neighbourhood.gov.uk/page.asp?id=1612</a></li> </ul>
Immediate Next Steps	<ul style="list-style-type: none"> <li>• Bring education and business support providers together to look at the viability of creating a more significant enterprise curriculum.</li> <li>• Liaise with local businesses to ensure businesses are encouraged to become involved.</li> </ul>

6.13 Enterprise education will, over time, create a workforce that is more predisposed to starting their own businesses. To enhance this, it is useful to have projects which give students and residents alike, exposure to running a business in the real world. In Romney Marsh, this could potentially be achieved whilst also addressing challenges associated with connectivity and isolation by linking potential entrepreneurs to the ‘Travel to Work and Education Project’

## Developing Potential Business Strengths

### Tourism

6.14 Given their coastal location, it is not unusual for localities hosting nuclear power stations to pursue tourism when trying to diversify their economy. This has certainly been the case for Llyn Trawsfynydd in Wales and, to a lesser extent in Cumbria. Romney Marsh, however, has something different and arguably a little bit special. The offer in Romney Marsh includes:

- A traditional seaside offer at Dymchurch
- A higher end offer at Hythe
- A unique internationally significant shingle landscape at Dungeness and tranquil rural hinterland
- 2 highly regarded golf courses at Littlestone and Lydd
- Ideal conditions for kite and windsurfing at Greatstone and Littlestone
- Miles of quiet roads ideal for cycling and a network of way, marked walking routes including the Royal Military Canal Footpath
- A range of small/medium scale attractions
- One of the UK’s best sea angling locations

6.15 Currently, these components are all marketed in a slightly ad hoc way (or not at all). The development of a single visitor brand for Romney Marsh has the potential to create a critical mass of visitors which could generate more value within the local economy and ultimately more jobs for local people.

Development of the Romney Marsh Visitor Brand – Develop a new brand to promote Romney Marsh as a single visitor destination.	
Description – Components	<ul style="list-style-type: none"> <li>Develop a marketable brand and identity for the area (ideally which draws upon the specific nuances of places within the area) which reflects both the visitor offer. Develop a clear dissemination and implementation process to ensure that Romney Marsh is marketed on a national scale and is promoted to tour operators and to hotels in Kent, East Sussex and London: <ul style="list-style-type: none"> <li>➤ Focus on existing USPs (History, Beauty, Quirkiness and Activity)</li> <li>➤ Balance between the needs of local, national and potentially international visitors</li> <li>➤ Define selling points in relation to other visitor and tourist location</li> <li>➤ Consider more peripheral markets for targeted approaches</li> </ul> </li> <li>Any Branding project should be accompanied by a clear idea on marketing and dissemination.</li> <li>The brand should be prominently located around Romney Marsh and serve to create a stronger sense of destination and the feeling of being in a single place.</li> <li>Based on stakeholder consultation it will probably be necessary to provide a budget to recruit involve local holiday accommodation and those that run specific local attractions. Involve them in marketing, but also assess gaps in their offer, and identify opportunities to fill these gaps and support them in ‘raising their game’.</li> </ul> <p><i>*should resources allow, partners may wish to fund a temporary brand/location manager for the area who would be the point of contact for enquiries as well as being the individual responsible for brokering new collaborative arrangements.</i></p>
Potential Partners (Lead and Partners)	<p>Lead: A new Romney Marsh Regeneration Board (the improvement partnership?)</p> <p>Partners: Kent County Council, Shepway District Council, Visit Kent, Discover Folkestone Hythe &amp; Romney Marsh, Invest in Kent, The LEP</p>
Strategic Links	<ul style="list-style-type: none"> <li>The Shepway Coastal Regeneration Strategy identifies 3 possible responses to the development of the tourism offer. <b>Realising the potential:</b> This option is about taking a more positive and forward looking approach to realising the full potential of the Shepway coast, viewing it as a significant asset to be nurtured rather than simply a management burden.</li> <li>The Shepway Regeneration Strategy also identifies the need to ‘Effectively promote the district as a visitor destination’</li> </ul>
Funding and resourcing requirements	<ul style="list-style-type: none"> <li>To employ a branding agency to work with partners to create a brand and marketing strategy would cost between £20,000 and £50,000. Clearly the area should also seek to generate some budget to actively market the area. The scale of this is largely dependent on the resource available and the nature of the recommended campaign.</li> </ul>
Risks	<ul style="list-style-type: none"> <li>Kent and Medway Visitor Survey suggests that the average spend per visit is around £8.33 (the lowest in the County), as such it is important that as well as marketing effort is put in to increase the quality of the offer</li> <li>Inability to define the specifics of the offer is a risk, as such it is important to include some ‘front end’ brainstorming of exactly what Romney Marsh has to offer.</li> </ul>
Successful example(s) from elsewhere	<ul style="list-style-type: none"> <li>There are a number of successful marketing campaigns which bring together more than one location under a single campaign: <ul style="list-style-type: none"> <li>- <a href="http://www.englishgolfcoast.com/">http://www.englishgolfcoast.com/</a></li> <li>- <a href="http://www.northlondonshire.co.uk/">http://www.northlondonshire.co.uk/</a></li> <li>- <a href="http://www.essex-sunshine-coast.org.uk/">http://www.essex-sunshine-coast.org.uk/</a></li> </ul> </li> </ul>
Immediate Next Steps	<ul style="list-style-type: none"> <li>More significant consideration of the component parts of the offer amongst partners</li> <li>Informal liaison with businesses within the tourism sector to establish buy in.</li> </ul>

## Food and Agriculture

6.16 Romney Marsh’s rich agricultural heritage has become somewhat overshadowed by the presence of the power station in recent years.

6.17 Despite the closure of the Romney Marsh Potato Company and a general decline in