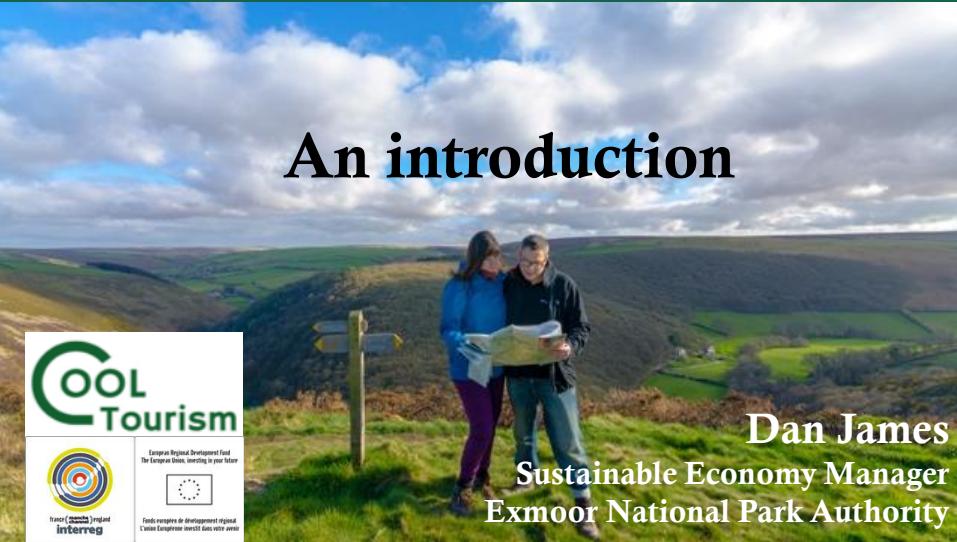


**The Coleridge Way**  
In the Footsteps of the Romantic Poet



**An introduction**



**Dan James**  
Sustainable Economy Manager  
Exmoor National Park Authority

**COOL Tourism**

European Regional Development Fund  
The European Union, investing in your future

France Bretagne England  
INTERREG

Fonds européen de développement régional  
L'Union Européenne investit dans votre avenir

**Concept**

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*'It is magnificently scenic... it deserves to be a success.... It scores thanks to its enriching marriage between of activity and theme.'*

Sunday Times



# Literary links

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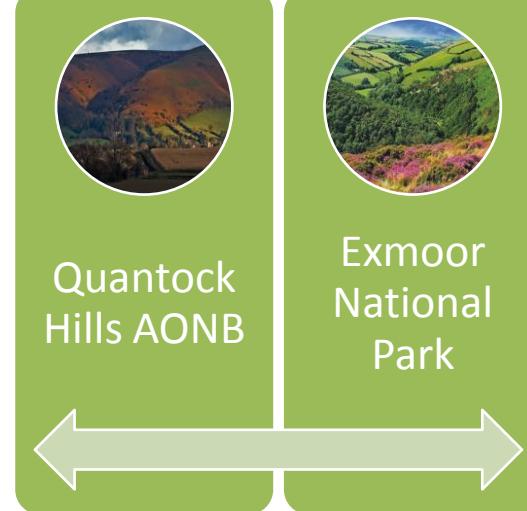


- *Wordsworth, Shelley, Byron, Southey, Hazlitt, Coleridge, Williamson, Blackmore...*
- *Coleridge spent a short but productive time spent walking the Quantocks and Exmoor.*



# Special Landscapes

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# Objectives

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1. Increase economic sustainability of businesses in area – links with small settlements
2. Increase leisure opportunities
3. Increase awareness of cultural heritage
4. Create a partnership and encourage community participation



# Economic impact

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An economic impact study of the project 18 months after its launch showed that:

- **72% of businesses along the route had received some significant benefit** as a direct result of the Coleridge Way
- **65% of accommodation providers in the small villages had repeat visitors** as a direct result of the Coleridge Way – in 3 cases in excess of 20 bed nights
- **84% of accommodation providers were providing some form of additional services for walkers** – 80% packed lunches; 60% baggage transfer; other services included transport, and boot room and drying facilities



# Significant publicity

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- Initial national and local press coverage worth over £100,000
- Initial TV coverage worth over £100,000
- Over 1000 packs sent out in first year alone.
- Extremely positive feedback from users
- Visitors from all over Britain and overseas.



# Job done?

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## Challenges:

- Maintaining the profile
- Engaging businesses
- Co-ordinating activity
- Unfinished business



## Response:

- The need for a hook to regain press interest
- Feasibility study by Artlife and a range of arts projects
- Re-formation of steering group
- Opportunity to re-form business group
- Coleridge Way extension



# The extension

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- Result of community feedback at 2011 Exmoor Tourism Conference
- Drive from Lyn Community Development Trust
- Initial feasibility work undertaken during 2012
- Funding secured from ENPA Partnership Fund and local fundraising efforts 2013
- Launched Spring 2014

## New objectives

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- To provide further economic benefit to businesses on the existing route and on the new extension.
- To link in with key sites associated with Coleridge and other notable writers which are not passed on the current route
- To provide a platform on which to re-launch the entire Coleridge Way route



# The extension

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- 15 miles from Porlock to Lynmouth
- Total route = 51 miles
- Inland route complementing existing promoted routes and linking with other literary connections
- Links to key villages in the Doone Valley
- Additional link from Lynmouth to Valley of Rocks following Coast Path to restored Poets Shelter



# The extension

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# The project

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# The extension

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- Way-marked in both directions
- New route guides
- New promotional leaflet
- New responsive website coming soon
- New marketing programme & PR

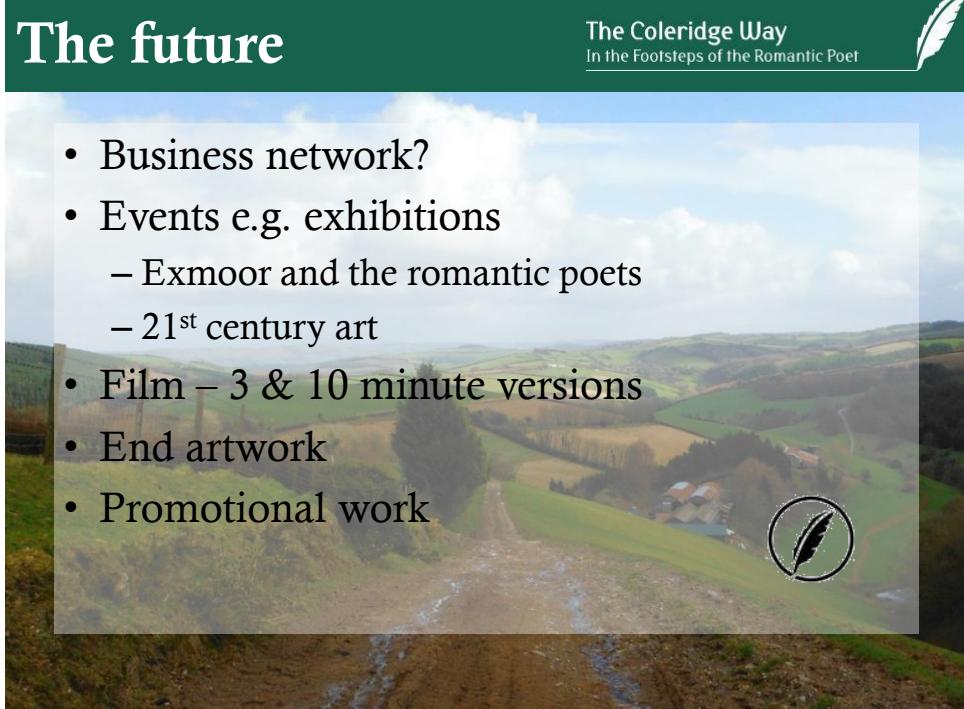


# The future

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- Business network?
- Events e.g. exhibitions
  - Exmoor and the romantic poets
  - 21<sup>st</sup> century art
- Film – 3 & 10 minute versions
- End artwork
- Promotional work



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[www.coleridgeway.co.uk](http://www.coleridgeway.co.uk)

