

HAMPSHIRE COUNTY COUNCIL

Decision Report

Decision Maker:	Executive Member – Economic Development and Rural Affairs
Date:	16 September 2011
Title:	Liberation Route Europe
Reference:	3264
Report From:	Director of Economy, Transport and Environment

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1. Executive Summary

1.1. To provide information about Hampshire County Council's involvement in the Liberation Route Europe INTERREG project.

1.2. This paper seeks to

- provide background information about the Liberation Route project;
- consider the finance for the project and the impact on the budget; and
- briefly consider the future direction of the project (next steps).

2. Contextual information

2.1. The Arnhem Nijmegen City Region in the Netherlands created the Liberation Route Project (www.liberationroute.com) in September 2008 as a route covering 49 locations in their region, it attracts 30,000 visitors p.a.

2.2. The Liberation Route connects sites where events took place that were of great importance to the liberation of Europe during WWII and where the history comes alive through physical remainders and storytelling. Nowadays some of these individual sites attract vast amounts of visitors from Europe and abroad (such as the beaches of Basse Normandie where D-Day took place). Other locations attract limited visitor numbers.

2.3. With the approach of 2014 and the 70th anniversary of D-Day, Arnhem is now leading in a bid for INTERREG funding to bring together project partners and expand the route across North West Europe. Hampshire has strong links to this part of history and this project provides an opportunity to raise Hampshire's profile for both economic development and tourism. This project could be the vehicle for Hampshire's 70th Anniversary Commemorations, in 1992/3/4 the county saw a return on investment of £4.8 million relating to the 50th Anniversary Commemorations.

2.4. The Specific aims of the Liberation Route Europe INTERREG project are:

- transnational strategic economic development of the tourism industry focussed on transnational and regional economic networks, employment development and the integration of skilled labour in underrepresented groups;
- enhancement of the competitiveness and innovation capacity of SMEs through high quality content development regarding the Liberation Route concept and new media applications; and
- transnational destination marketing and communication of the “Liberation Route” aimed at identified (joint) target groups.

2.5. The following project partners have been confirmed:

- Arnhem Nijmegen City Region (Lead partner); Regional Tourist Board Arnhem-Nijmegen (RBT KAN); Foundation Liberation Route Europe.
- Hampshire County Council.
- Région Basse-Normandie; Normandie Mémoire; Mémorial de Caen; Comité Régional de Tourisme de Normandie.
- Kreis Düren; Rureifel Tourismus.
- Ile-de-France Comité Régional du Tourisme.
- Allied Museum Berlin; Land Berlin; Visit Berlin; Deutsch-Russisches Museum, Berlin-Karlshorst; Stiftung Topographie des Terrors.
- Bastogne (Syndicat d'Initiative de Bastogne; Commune de Bastogne, Maison de tourisme de Bastogne).
- Canadian Embassy (supporting partner).
- Brussels (supporting partner).
- Poland (supporting partner).
- USA (supporting partner TBC).

3. Finance

3.1. The total project budget is €3.5 million, with each partner expected to contribute €250,000, this will be match funded by 50% to make each partner contribution €500,000.

3.2. Hampshire County Council has agreed to contribute £50,000 over three years, much of this will be in-kind through Officer support. This will be reimbursed with match funding throughout the project and therefore does not need to be allocated from the existing Economic Development budget. Key Officers from the Economic Development Office are to be involved in the development of this project.

3.3. Several sub-partners within the county have expressed an interest to be involved and will add to Hampshire's contribution through various activities summarised below (N.B. planned or recently completed existing projects related to the Liberation Route can also be used as match funding):

- New Forest National Park – Up to £100,000 via New Forest Remembers – Untold Stories of World War II project (TBC September);

- Lepe Country Park – Via Lottery Fund project to build new Visitor Centre (TBC September);
- Hampshire Archives – Via oral histories partnership project with Basse-Normandie;
- Tourism South East – In kind support of Marketing Department;
- Southampton Airport and Brittany Ferries – In kind publicity; and
- Portsmouth Historic Dockyard, Winchester's Military Museums, Royal Armouries, Royal Hampshire Regiment Trust, Exbury Gardens, Hampshire Arts & Museums Service, Gosport Borough Council, Eastleigh Borough Council and The National Trust are also keen to be sub-partners.

4. Future direction

- 4.1. The INTERREG project proposal will be submitted by the lead partner (Arnhem) at the beginning of October 2011.

5. Recommendations

- 5.1. That Hampshire County Council becomes a partner in the Liberation Route Europe INTERREG project.
- 5.2. That Hampshire County Council leads on developing a local consortium of sub-partners to benefit from the project.

CORPORATE OR LEGAL INFORMATION:**Links to the Corporate Strategy**

Hampshire safer and more secure for all:	no
Corporate Improvement plan link number (if appropriate):	
Maximising well-being:	yes
Corporate Improvement plan link number (if appropriate):	
Enhancing our quality of place:	yes
Corporate Improvement plan link number (if appropriate):	

Section 100 D - Local Government Act 1972 - background documents

The following documents discuss facts or matters on which this report, or an important part of it, is based and have been relied upon to a material extent in the preparation of this report. (NB: the list excludes published works and any documents which disclose exempt or confidential information as defined in the Act.)

DocumentLocation

None

IMPACT ASSESSMENTS:

1. Equalities Impact Assessment:

- 1.1. The Liberation Route will be open to all visitors and any marketing materials and Route markers will be made as accessible to all visitors as possible.

2. Impact on Crime and Disorder:

- 2.1. Not applicable.

3. Climate Change:

- a) How does what is being proposed impact on our carbon footprint / energy consumption?

Not applicable.

- b) How does what is being proposed consider the need to adapt to climate change, and be resilient to its longer term impacts?

Not applicable.